



Aiming for all round success

The promotional campaign comprises:

Creating Awareness

Publicity

- Stories in leading news papers and magazines
- Chamber's directory
- Brochure and flyer
- Web & social networking sites
- Direct mail campaign
- E-mail blast

Advertisement

- Lifestyle magazines
- Different chamber and exhibition portals
- Leading National Newspapers
- Chamber and Association Directories and web portals

Public Relation Activities

- Media coverage
- Press conference announcements and invitations
- Videotapes of the event

Crafting Relevance

- Pre-event functions with exhibitors and visitors
- Presenting the industry leaders and dialogue among them
- Involving associations and chambers

Building Differentiations

- The event theme
- Exhibitor and visitor want - our needs to be met

Focusing Hi Esteem

- Partnership with Business bodies, chambers & associations
- Working Partnership with Media



Hilton London Metropole Hotel & Conference Centre located right in the centre of the city at Edgware Road, London W2 1JU, UK, just 15 minutes from Heathrow Airport on the Heathrow Express. It is strategically located just opposite the Edgware Road Tube Station. By road, on the intersection of major link roads to key motorways (A40, M4 and M1) as well as outside London's Congestion Zone and a few steps from city bus routes.

Organized by

Genx UK Limited

Fortis House, 160 London Road
Barking, IG11 8BB, UK
T: +442082141114, F: +442081962292
admin@genxuk.co.uk, www.genxuk.co.uk

Alliant

Gulshan Park View, Flat-3/3, House-3B NE(L)
Road-84, Gulshan-2, Dhaka-1212, Bangladesh.
T: +88-02-8337008, 8837056, F: +88-02-9592652
info@alliantbd.com, www.alliantbd.com

Media Partner:



Bangladesh Support :

International Support :

East Midlands Textiles Association Ltd.
The Association of the Austrian Clothing Industry
Bangladesh High Commission, London
Alibaba.com
Hilton London Metropole
BCC London Chamber of Commerce and Industry



Visit for online registration

www.bangladeshclothingshow.co.uk

Bangladesh Clothing Show 2010

27 – 28 September 2010

Hilton
London Metropole
Hotel and Conference Centre



Bangladesh Partner
ALLIANT

Organized by
Genx UK Limited
A member of the
GENX GROUP



Bangladesh Clothing Show 2010 will be the right choice for the Bangladeshi exhibitors, quality producers and suppliers to the UK, European buyers, industry visitors and associations to meet face-to-face - who regularly source new, quality and competitive products from all over the world - together under one roof

The primary objective of the Bangladesh Clothing Show 2010 is to enhance the trade and investment relationship between Bangladesh and European Countries.

The members of the BGMEA, BKMEA and BTMA are welcome to participate as an exhibitor that includes garments, knitwear, textiles, agencies, exporters, accessories, designers and logistics providers. Exhibiting at Bangladesh Clothing Show 2010 will bring a number of benefits to you:

- Open a new horizon & promote a better commercial understanding
- Exploring new markets and establish potential sourcing and sales leads
- Reassure the buyers that Bangladesh firmly believes in compliances, empowering women and the elimination of child labour.
- Make contact and establish a working relationship among Bangladeshi, the UK and European independent business and associations.
- Assisting Bangladeshi clothing and textile companies networking with major UK and European suppliers of heavy duty machineries, intellectual property, human resources, chemical and raw materials.
- Take advantage of the show, strengthen company name and be benefited from a global marketing campaign.

We look forward to welcoming you.



Registration

To be an exhibitor, you can register online. Please visit www.genxtd.co.uk and then click on Bangladesh Clothing show logo. Or www.bangladeshclothingshow.co.uk

Fees

Registration Fee : GBP 500*
Participation Fee : GBP 3,500
(*Non Refundable)

The participation fee includes:

- 3 Nights 4 days hotel accommodation
- International standard stalls
- World class marketing campaign

Payment Method

Bank transfers only

Account Name : Genx UK Limited
Bank : HSBC
Sort Code : 40-09-08
A/C No. : 61700065
Swift Code : MIDLGB2102F
IBAN : GB44MIDL 40090661700065
Deadline : Registration and payment deadline
31 July 2010

Visa information:

Exhibitors, please contact the British High Commission regarding entry to the UK. Please ensure a sufficient amount of time to receive your Visa to attend the event in London. Please note, the official invitation will only be issued after receiving full payment.



Exhibitors Facilities

International standard stalls

- 3mX2m with partitions
- Fascia for Company Name
- Display table with seating arrangement
- International Mobile SIM
- Security - CCTV coverage
- Event insurance - £5 million
- Flawless tea and coffee facility

Business Centre

Provides business services as fax, copying, video conferencing, and travel assistance

E-mail and web browser centre

10 computers with on-line facility to enable all to stay connected with their business associates, friends and families.

Visitor and Exhibitor Lounge

Offers a great place to relax and meet during the show.

Prospective Visitors

The show will be visited by the UK and European buyers and prospective visitors, which include:

- Agents, Distributors and Merchandisers
- Lifestyle retailers, brands and high street shops
- E-Commerce & mail orders
- Independent and multi-channel retailers and importers
- Supermarkets, Wholesalers and Volume buyers
- Charity Visitors & Gift shops
- The members of different British and European Clothing Associations