

BGA/Trade Fair & Events/2023/135

04 June 2023

To All Honorable Members
BGMEA

Subject: Invitation to Showcase High-End Apparel Products at the Bangladesh Apparel Summit in Australia.

Dear Sir,

Greetings from BGMEA!

We are pleased to inform you that BGMEA is organizing the "**Bangladesh Apparel Summit-2023**" with the aim of unlocking the potential for Bangladesh's RMG sector in the Australian and New Zealand markets. Our long-standing relationship with Australia provides a platform for growth and expansion and it is crucial to enhance our presence in the Australian apparel market.

Currently, Bangladesh holds a mere 7% share of the total apparel imports in Australia. To address this gap, we have planned a summit that will bring together key stakeholders and industry leaders to discuss opportunities, challenges and strategies to boost our market share. Event Details:

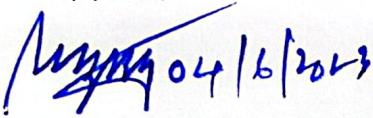
Event Name : **Bangladesh Apparel Summit-2023**
Venue : **Intercontinental Melbourne, Australia**
Date & Time : **18 July 2023 at 2.30 PM**

We cordially invite you to participate in this significant event and showcase your high-end apparel products that are suitable for the Australian market. This will enable interested buyers to experience the quality and craftsmanship of Bangladesh's RMG sector firsthand. To ensure a fair selection process, submit each of your high-end apparel product along with a payment of AU\$ 50 to BGMEA. Please note that BGMEA will make the final decision regarding the samples to be chosen for display. Additionally, we request you to incorporate a QR code containing contact details on your sample products. This will allow interested buyers to track your factory and easily place orders for your products.

Participation in the Bangladesh Apparel Summit provides a unique opportunity to explore untapped potential in the Australian and New Zealand markets. Together, we can foster stronger trade relations, showcase the excellence of our industry and accelerate the growth of Bangladesh's RMG sector.

You are invited to submit your high-end apparel items produced by your factories to BGMEA by 15 June 2023. For more information, contact **Mr. Md. Shahriar Rahman**, Deputy Secretary, BGMEA at +880 1671-429218, and **Mr. Md. Fakhru Islam**, Senior Executive, BGMEA, at +880 1676-027436.

Sincerely yours,



Md. Faizur Rahman
Secretary General

BANGLADESH GARMENT MANUFACTURERS & EXPORTERS ASSOCIATION (BGMEA)

বাংলাদেশ পোশাক প্রস্তুতকারক ও রপ্তানীকারক সমিতি

• বাংলাদেশ তৈরি •