



## A Complete Show for the Brand new Automobile Sector of Bangladesh

### SCHEDULE

Date	:	23 ~ 25 June 2022
Venue	:	International Convention City, Bashundhara. Dhaka
Opening Hours	:	10:30 AM to 8:30 PM
Frequency	:	Annual
Open to	:	Business / Trade Visitors, Professionals
Website	:	<a href="http://www.cems-motorshow.com">www.cems-motorshow.com</a>

### EVENT PROFILE

Being held for the last 14 years now, the 'Dhaka Motor Show' stands firmly as one of the flagship events of CEMS-Global in Bangladesh and has become an icon of the country as the One & ONLY International Automotive Exhibition of Bangladesh. With the country growing a strong Middle-class segment, the rise in sales of Motor vehicles has surged to newer heights in Bangladesh, ignoring the rise in import taxes. Bangladesh is one of a strong South-Asian Nation with its growing economy and the 'Dhaka Motor Show' has also been a platform in all these years for the launching of latest Models of Hyundai, Mercedes, Range Rover, Mitsuoka, Toyota Prius and many others. The previous editions have seen great successes and an enormous rise in sales of new vehicles, with CEMS-Global changing its strategy in 2019 in highlighting and strongly backing Vehicle distributors showcasing Cars / Commercial vehicles for the Middle / Upper-Middle class segment of the population and vehicles for Rural utilization, which also is one of the big and potential segment in Bangladesh.



'CEMS-Global USA' in association with 'CEMS Bangladesh' presents once again the "15th Dhaka Motor Show 2022", scheduled to be held from 23 ~ 25 June which will be a glittering showcase of the World automobile and auto component industry. As always, the 'Dhaka Motor Show' will reveal to the country

the rapid developments in the industry and will also be a launching pad for many new vehicles as well as new technology components.

The neat layouts of the show provide many opportunities to the consumers of vehicles to see the latest offerings in the market as well as to the business visitor to carry out networking in a highly enabled environment. The Motor Show is therefore not only a networking ground but also a place to find business partners and strategic alliances for manufacturing, outsourcing, sub-contracting, design, and development as well as direct marketing.

### WHY BANGLADESH? WHY NOW?

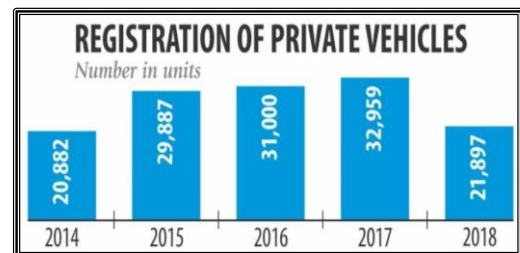
Bangladesh's economy is projected to grow 6.9 per cent in fiscal year 2022-23 thanks to strong export growth and a rebound in domestic demand, the World Bank (WB) said in its Global Economic Prospects released. Dhaka and Chittagong are the principal financial centers of the country, being home to the Dhaka Stock Exchange and the Chittagong Stock Exchange. The financial sector of Bangladesh is the second largest in the subcontinent. Bangladesh is one of the world's fastest growing economy. The automotive industry in Bangladesh is the third largest in South Asia. Bangladesh has a few large car plants which assemble passenger cars from Mitsubishi and Proton, as well as commercial vehicles from Hino and Tata.



### IN FIGURES

The automobile industry in Bangladesh, as a whole, is growing. We have an estimated annual demand of 30,000 units for the passenger vehicles among which brand new vehicles are contributing 5,000 units.

The demand for brand new cars is increasing as manufacturers are now offering new generation, highly efficient mobility solutions across different customer segments.



Across the globe, the private vehicle market is performing well. In the backdrop of emerging economies and the overall increasing purchasing power of people in developing nations, the market is projected to grow at 4.4% per year through to 2022. This expected growth can primarily be attributed to a stronger and more robust global economy and the increasing availability of budget-friendly models.

### PROFILE OF EXHIBITS

Vehicles: Cars, Sports Utility Vehicles, Multi Utility Vehicles, Commercial Vehicles, Buses, Trucks, Three Wheelers, Alternative energy-driven vehicles including battery-operated vehicles



### PROFILE OF VISITORS



Just like the previous editions, the '15th Dhaka Motor Show 2022' will focus on Target visitors consisting of Vehicle Distributors / Importers, Auto Component Distributors & Dealers, Tire & Wheel Dealers, Auto Spare Parts Dealers, Garage Owners, Lubricant Dealers, Service Centre's, Truck Parts Dealers, Mechanics, Spare Parts retailers, Distributors, Associations and General Public.

### **ABOUT CEMS-GLOBAL (ORGANIZER)**

CEMS-Global USA, based in New York, is a professional Multinational Exhibition & Convention Organizer, having its operations across 4 continents.

Established in 1992, CEMS-Global, in this span of 30 years has been committed to organizing Professional B2B Trade Shows for important Business sectors of the trade and economy.

In this span of almost 3 decades, CEMS-Global has collaborated with several Business Associations, Chamber of Commerce's, Export Promotion Councils, International Trade Promotion organizations, Governments.

Our successful 40 Trade shows per annum in highly potential and developing countries of the world across 4 continents have benefited hundreds of thousands of Manufacturers, Several Industry sectors and boosted International Trade & Development in many countries. Everyone pursues excellence....

CEMS-Global sets itself apart by pursuing perfection! We achieve excellence, at a minimum, in the process. With our 40 Trade Shows on important business sectors and commendable presence globally across 4 continents, we transform our Events into successful Trade Shows with focus on our knowledge, skill, finesse and creativity.

We bring all these attributes together to reinvent events to transform the ordinary into extraordinary and producing successful Trade Shows in important and potential markets around the world. As a company with Global presence and a wide-ranging proven record of accomplishment.

CEMS-Global USA also provides High-Value Management & Strategy Consultancy Services and lays its knowledge, its vast global experience at the disposal of the Client and assists Trade/ Business Associations and Enterprises improve work strategies, improve efficiency & performance or entering new markets, with our proven system to reach the goal. Great people make great partnerships!

CEMS-Global's dedicated team stands with you in making a right decision for your participation in a Trade Show or enhance your Businesses in the next important market for you that will yield exceptional results. With over 750 Trade Shows, 54,577+ Exhibitors, 1.65+ Million Attendees in our portfolio; we are devoted to take you where markets are....

## ORGANIZER



in Association with



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