

POST SHOW

REPORT 2019



**14th DHAKA
MOTOR SHOW 2019**

14 - 16 MARCH 2019

**International Convention City
Bashundhara, Dhaka, Bangladesh**

Press Conference & Inauguration Ceremony

CEMS Global organizes the country's largest Motor show !

CEMS Global - Conference & Exhibition Management Services Ltd, presented the '14th Dhaka Motor Show' from 14-16 March, 2019 at International Convention City Bashundhara (ICCB) in Kuril, Dhaka.

This was the biggest and only International Exhibition on Automotive and Commercial Vehicles sector in Bangladesh. This was a one-stop single platform to showcase the latest developments and emerging technology for automobile industry. This event promoted the Bangladeshi & world automobile and auto-component industry which revealed the country's rapid developments in this industry and also a launching platform for many new vehicles as well as new technology components.

Renowned and leading Car distributors & dealers along with Lubricant Companies, Battery & CNG Conversion Companies and Automotive Component Manufacturers & Importers from Japan, France, Korea, China, USA, Italy, Vietnam, UAE, India, Bangladesh & many more showcased their products in over 730 booths from 21 countries across 5 halls.



Honorable Industries Minister Mr. Nurul Majid Mahmud Humayun MP formally inaugurated the '14th Dhaka Motor Show 2019' organized by CEMS-Global (Conference & Exhibition Management Services Ltd) which was held from 14-16 March, 2019 at International Convention City Bashundhara (ICCB), Kuril, Dhaka,

In a colorful Inauguration ceremony at the seminar Hall of the venue. Also present as special guests were Mr. Reyad Hasnain, Managing Director, REL Motors Limited; Mr. Shawn Hakim, Managing Director, Rancon Motor Bikes Limited; Mr. Enamul Haque Chowdhury, Director, Energyrac Power Generation Limited; Mr. Anis Ud Dowla, Executive Director, Karnaphuli Group. Ms. Meherun N. Islam, President & Group Managing Director, CEMS Global-USA & Asia Pacific was also present in the ceremony.

Gold Sponsor



Media Monitoring Partner



Broadcast partner



Creative Partner



IT Partner





ABOUT THE EXHIBITION

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 MOTOR 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 the strong South-Asian Nations with its growing economy and the 'Dhaka Motor Show' has also been a platform in all these years for 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 2012 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.





A Perfect B2B Exhibition



The Expo was a glittering showcase of the Bangladeshi & World Automobile and auto-component industry. It revealed to the country, the rapid developments in the industry and also has been a launching-pad for many new vehicles as well as new technology components



The neat layouts of the show provided ample opportunity 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 was 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.

Prominent Launches & Brand Activation

REL Motors Ltd., distributor of Subaru Motors showcased four new models: Forester, BRZ, Impreza, and XV at the 14th Dhaka Motor Show 2019. Rangs Limited, authorized distributor of Mitsubishi Motors, was displaying two new models: Eclipse Cross and Mitsubishi Xpander. Honda has put on display Honda HR-V new model, the main attraction of the stall. Uttara Motors was displaying two vehicles of Japanese brand Suzuki: A premium sedan Ciaz and a multi-utility car Ertiga.



Show Overview

Show Title

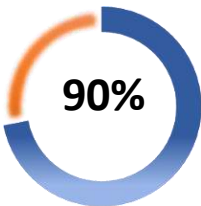
14th Dhaka Motor Show 2019

- ★ Date 14 ~ 16 March, 2019
- ★ Show Hours 10:30 AM to 8:30 PM
- ★ Venue International Convention City Bashundhara (ICCB), Dhaka, Bangladesh.
- ★ Organizer CEMS Global USA in Association with CEMS Bangladesh.

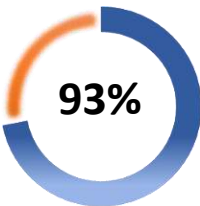


STATISTICAL ANALYSIS

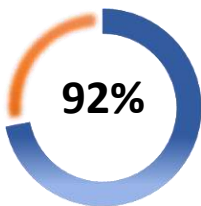
Visitor Target Achievement



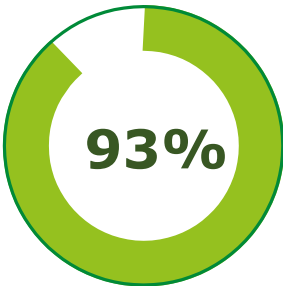
Participators Satisfaction



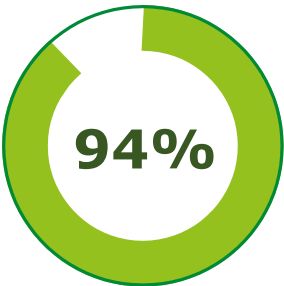
Positive outcomes for Participators



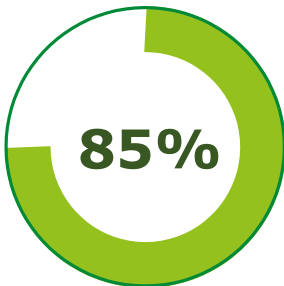
Exhibitors feedback



rated the Exhibition as an important platform for their business

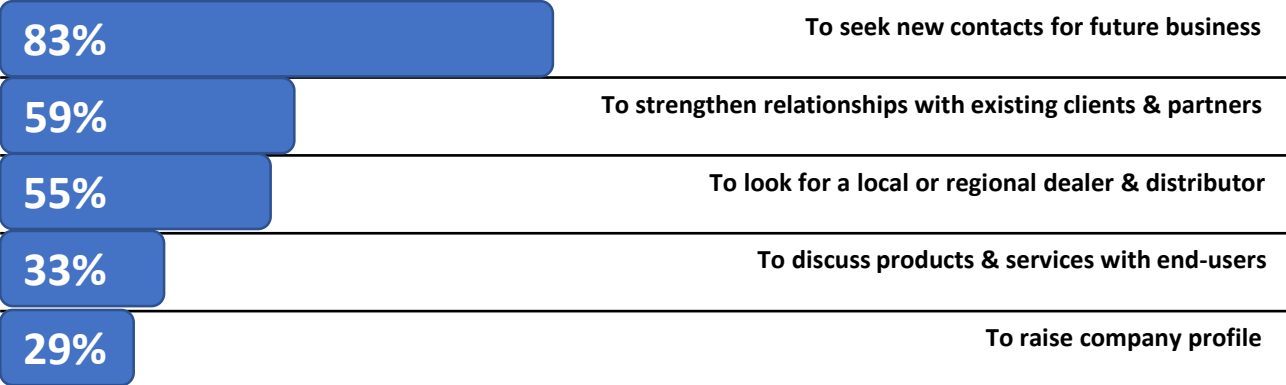


were overall satisfied with the EXPO



will be exhibiting again next year

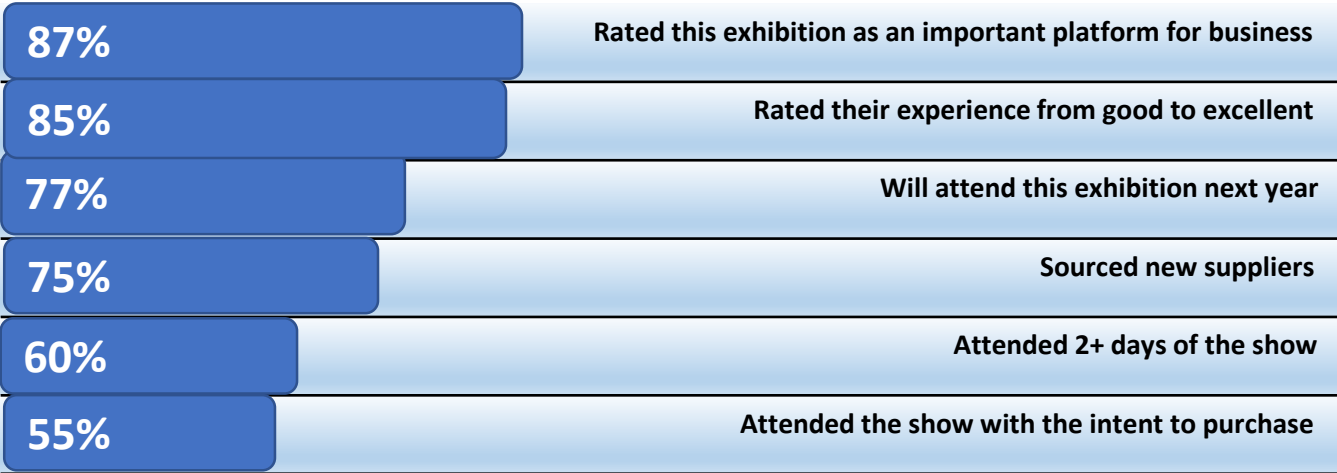
Top 5 reasons for attending



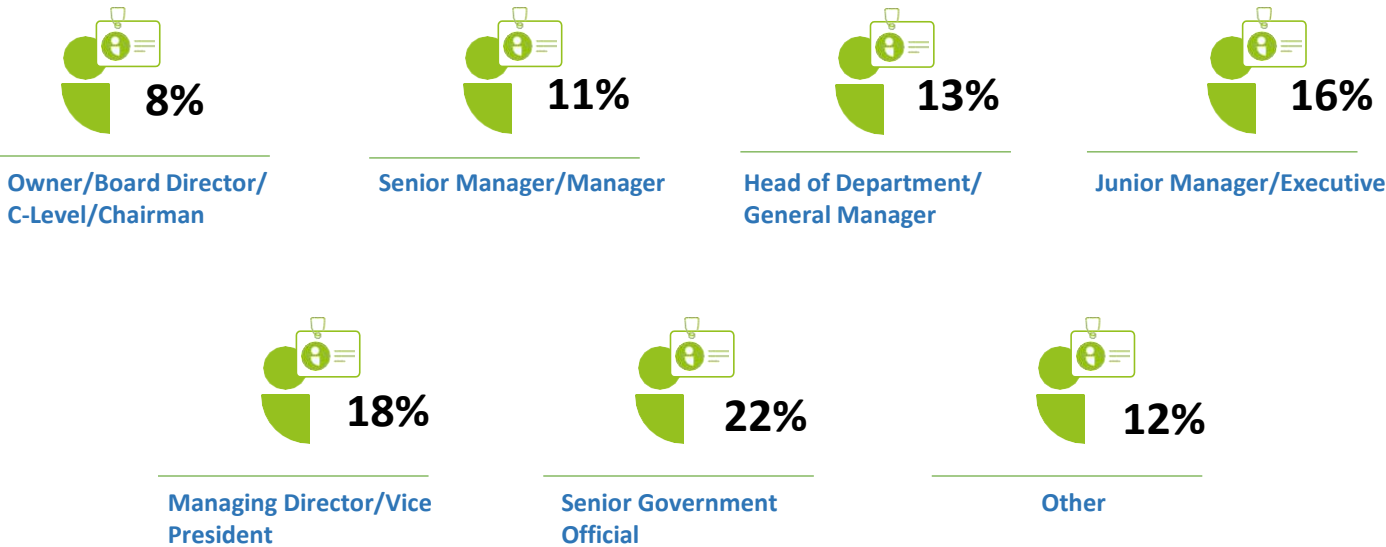
STATISTICAL ANALYSIS

Visitors Overview

Key Statistics



Seniority Level



About CEMS Global

Since its inception in 1992, CEMS, in this span of 27 years has made a commendable presence in South and South-East Asia as a multinational exhibition organizer & organizing over 40 exhibitions per annum on all important sectors of the trade and economy.

With its Global HQ in USA, CEMS carries out its activities from CEMS USA based in New York and its offices – CEMS Global Asia Pacific, CEMS India, CEMS Bangladesh, CEMS Lanka, CEMS Brazil and associates in over 6 countries of the world.

Global HQ

Conference & Exhibition Management Services Ltd.



Corporate Office for Bangladesh

Conference & Exhibition Management Services Ltd.



Corporate Office for Sri Lanka

Conference & Exhibition Management Services
Lanka (Private) Limited



CEMS-Global Brazil Representative Office

Conference & Exhibition Management Services Ltd



Contact Us

We look forward to your participation in the year 2020 !



Date: 19 ~ 21 March, 2020

Venue: International Convention City Bashundhara, Kuril, Dhaka, Bangladesh

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