



4<sup>th</sup>

**Bangladesh International  
Jute & Handicrafts Trade Fair**

**October 05-09, 2023**

**📍 BBCFEC**

**Bangabandhu Bangladesh-China Friendship Exhibition Center  
Purbachal, Dhaka, Bangladesh.**

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Voice of  
**ENTHUSIASM**

**“TODAY'S DIPLOMACY WILL BE  
ECONOMIC, NOT POLITICAL ”**

Sheikh Hasina

Hon'ble Prime Minister of the Government of the People's Republic of Bangladesh

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Welcome to the 4th Jute and Handicrafts Expo-2023, where renowned manufacturers and exporters converge with prestigious buying houses, agents, traders, and foreign buyers from major importing countries and emerging markets.

THE 4TH EDITION OF THE JUTE & HANDICRAFT PRODUCTS TRADE FAIR is going to take place in Bangladesh at the Bangabandhu Bangladesh China Friendship Exhibition Center, the largest exhibition center in Bangladesh. The show area has been expanded to 70,000 square feet, allowing for a significant increase in display space. This distinctive trade show will attract buyers and buying houses from prominent countries, providing them with a rare opportunity to connect with artisans, manufacturers, and global leaders of the JUTE & HANDICRAFT INDUSTRY, all under one platform. One of the advantages of the show for buyers is the ability to visit the production facilities of manufacturers located in the surrounding areas of Bangladesh.

### **This Event Will Feature:-**

- Honorable Prime Minister of the People's Republic of Bangladesh will grace the Inaugural Ceremony of the prestigious event (Subject to Her Excellency's Consent) with the presence of Ministers, Diplomats & and high-ranking Government officials.
- Awards will be presented to the best manufacturers, and recognition will be given to the best artisans
- BANGLADESH INTERNATIONAL JUTE & HANDICRAFTS TRADE FAIR-2023 show will be attended by overseas buyers / buying houses & traders for five days.
- Business to Business Meetings (B2M Meetings)/ Match Making Sessions, Seminars, and Trade Conferences
- The Closing Ceremony will be a Gala Night featuring performances by renowned singers and artists from Bangladesh



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# Why is Bangladesh craft market important for you?

Introducing Bangladesh's Jute and Handicraft Sector: Unlocking Lucrative Potential

Discover the untapped potential of Bangladesh's jute and handicraft sectors, making it a lucrative destination for eco-friendly and sustainable products. Explore the highlights of these thriving industries in this exclusive brochure.

1. Jute: A Green Revolution

- Bangladesh stands tall as one of the world's largest jute producers, spearheading the green revolution.
- Global demand for eco-friendly and sustainable products paves the way for Bangladesh's jute sector to flourish.
- From versatile packaging solutions to trendy fashion accessories and home furnishings, jute products cater to diverse markets worldwide.
- Bangladesh's favorable climate, ample land resources, and skilled workforce give it a competitive edge in jute production.
- Government-backed policies, financial incentives, and research centers empower Bangladesh to lead the global jute market.
- Engage with the country's jute trade fairs and exhibitions to connect with innovative manufacturers and unlock new business opportunities.

2. Handicrafts: Artistry at Its Finest

- Immerse yourself in the rich cultural heritage of Bangladesh's handicraft sector, offering an array of exquisite products.
- From traditional pottery to vibrant textile crafts, intricate woodwork to awe-inspiring metalwork, and luxurious leather goods, the possibilities are endless.
- Artisans in Bangladesh are renowned for their unparalleled craftsmanship, delivering unique designs that captivate international buyers.
- Skilled artisans create customized handicraft items that cater to the discerning tastes and preferences of global markets.
- The government's unwavering support, training programs, and participation in international trade fairs provide a platform for artisans to showcase their exceptional creations.
- Embrace the rising global demand for eco-friendly and handmade products by exploring Bangladesh's handicraft villages, where age-old traditions merge with contemporary artistry..

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## Market Size Of carft in Bangladesh



The market size of handicrafts at the local level is approximately **10000 crores (1 Billion)**

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## Highlights of the Event

Display by Prominent Manufacturers & Exporters from across The World  
Visit by renowned Buying Houses/Agents/ Traders From Overseas  
Visit by Foreign Buyers from major Importing countries and emerging markets.  
Guaranteed B2B  
Government representatives  
Embassies & Trade Bodies

## Identified Products :-

The following products are identified for display at **BIHTF 2023**:

International Jute & Handicraft , Lifestyle Consumer Products  
Jute Shopping Bags, Jute Home Furnishings ,Jute mat , jute color carpet  
Jute Fashion & Union Fabrics, Jute Rope  
International Pottery ,Color Carpet, Bamboo , Cane , Candle,  
Terracotta, Jewellery, woolwork, painting work  
All International Traditional Handicraft



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**Prominent Manufacturers & Exports:**

- Immerse yourself in a showcase of exceptional craftsmanship and innovation by prominent manufacturers and exporters from around the world.
- Witness the mastery of jute and handicraft products that reflect the cultural richness and diversity of participating nations.
- Engage with industry leaders who have set new benchmarks in quality, design, and sustainability, contributing to the global growth of these sectors.

**Visits by Renowned Buying Houses/Agents/Traders:**

- Benefit from the presence of renowned buying houses, agents, and traders who seek to establish fruitful partnerships with manufacturers and exporters.
- Expand your network by interacting with industry experts who have a deep understanding of market trends, consumer preferences, and sourcing strategies.
- Exchange ideas, negotiate deals, and forge long-term collaborations that drive mutual success in the jute and handicrafts sectors.

**Visit by Foreign Buyers from Major Importing Countries and Emerging Markets:**

- Seize the opportunity to meet foreign buyers from major importing countries and emerging markets, who are eager to explore the captivating products offered by manufacturers and exporters.
- Tap into new markets, showcase your distinctive creations, and establish valuable connections that pave the way for increased exports and business growth.
- Benefit from the diversity of buyers, each with unique demands, enabling you to tailor your offerings to a global audience.

**Guaranteed B2B:**

- Experience a dynamic and productive environment, with guaranteed business-to-business (B2B) interactions throughout the Global Jute and Handicrafts Expo.
- Participate in pre-scheduled meetings, networking sessions, and matchmaking events that facilitate meaningful exchanges and fruitful collaborations.
- Maximize your time and resources by engaging with the right partners, ensuring your presence at the expo yields tangible business outcomes.

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### **Government Representatives, Embassies & Trade Bodies:**

- Witness the support and commitment of government representatives, embassies, and trade bodies as they actively promote the jute and handicrafts sectors.
- Benefit from their expertise, guidance, and initiatives aimed at fostering a conducive business environment and driving the growth of these industries.
- Engage with influential stakeholders who can provide valuable insights and open doors to new opportunities in domestic and international markets.

### **The following products are identified for display at BIJHTF 2023:**

- Jute and handicrafts
- Lifestyle consumer products
- Jute shopping bags
- Jute home furniture
- Jute mats
- Jute colored carpets
- Jute fashion and union fabrics
- Jute rope
- International pottery
- Colorful carpets
- Bamboo and cane products
- Candles
- Terracotta items
- Jewelry
- Wool work
- Painting work
- Traditional handicrafts from around the world



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## Your targeted buyers in Bangladesh: -

**Corporate intentional buying office.**  
**International 5-star hotels.**  
**Lifestyle companies.**  
**Traders and wholesalers.**  
**Importers.**  
**Chain shops.**  
**Government associates.**  
**Private association.**



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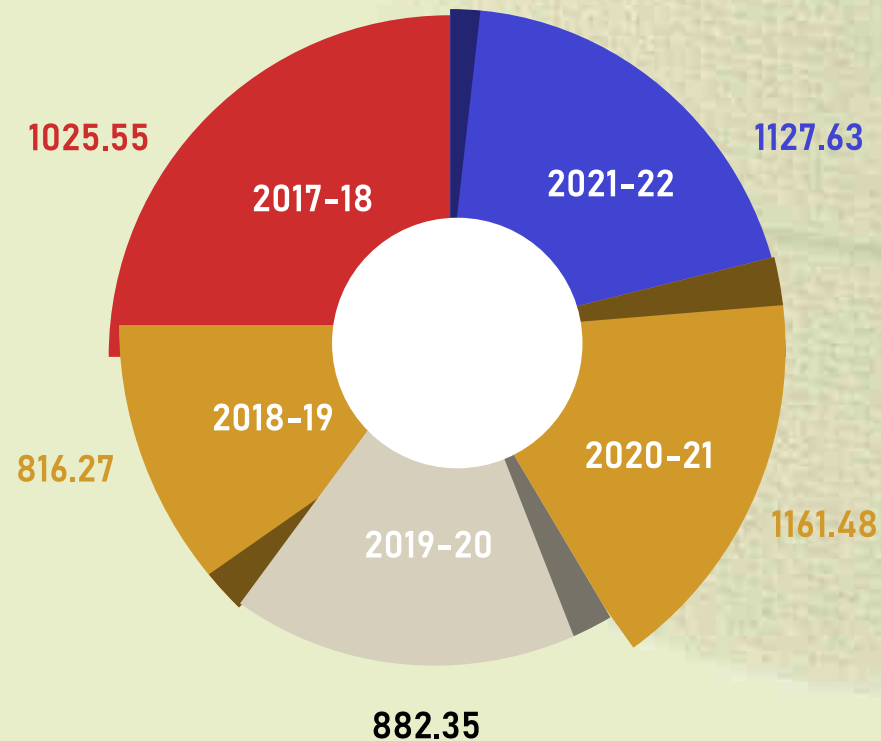


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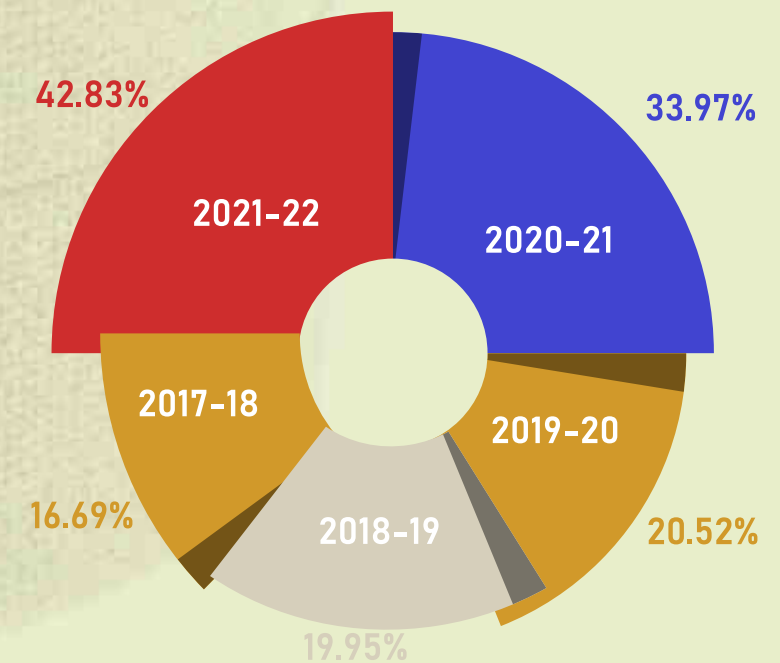


# Export performance (Goods) during FY 2017-18 to FY 2021-22

## Jute & Jute goods



## Handicrafts



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## EXHIBITION PARTICIPATION CHARGES

| Booth size | Light | Shelves                    | Chairs | Table |
|------------|-------|----------------------------|--------|-------|
| 100 SFT    | 4     | 6 Shelves or Hanging Rails | 3      | 1     |

In addition to above, each booth will be provided a name fascia, 1 plug point and 1 dustbin.



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# Sponsorship

| Title                                                                                                                                                                                                                                              | Platinum Sponsor  | Gold Sponsor     | Silver Sponsor   | Associate Sponsor |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|------------------|-------------------|
| Company Logo will feature on media like Newspaper, Facebook, Instagram, LinkedIn etc.                                                                                                                                                              | Yes               | Yes              | Yes              | No                |
| Catalogue advertisement. Complimentary copy of the catalogue will be sent to all Indian and Foreign Embassies across the globe and will also be distributed on the event day plus upcoming events. Also it will be sent to all members of council. | Inside Back Cover | Inside Full Page | Inside Full page | Inside Full page  |
| Complimentary passes for the Award ceremony followed by dinner.                                                                                                                                                                                    | 4 Nos             | 2 Nos            | 1 Nos            | Yes               |
| Logo will feature on invitation cards, entrance gate and photo booth                                                                                                                                                                               | Yes               | Yes              | Yes              | No                |
| Complimentary exhibition booth                                                                                                                                                                                                                     | 30' x 30'         | 20' x 20'        | 20' x 15'        | 20' x 10'         |
| Logo in Hoarding & Newspaper Ad                                                                                                                                                                                                                    | Yes               | Yes              | Yes              | No                |

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# The Crafts at a glance



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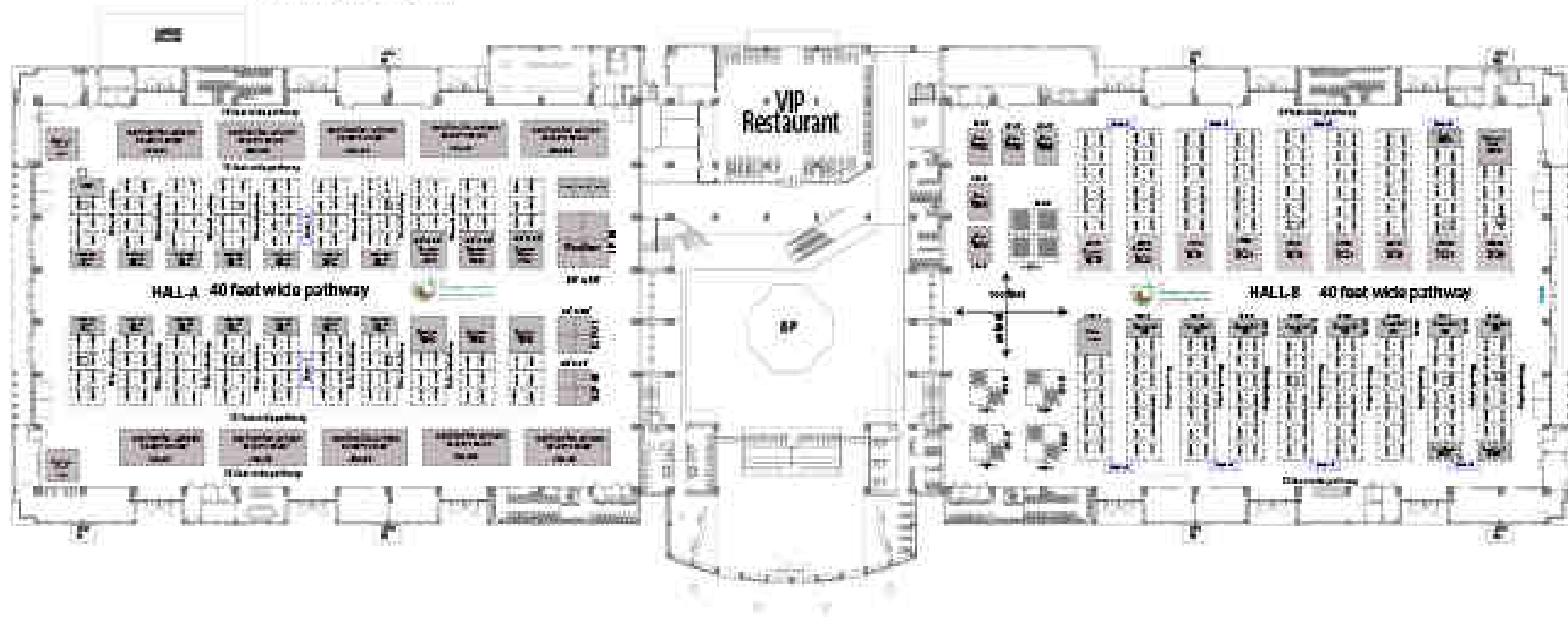
**Bangabandhu Bangladesh-China Friendship Exhibition Center**  
Park Road, Dhaka, Bangladesh.



**Jointly Organised by:** Ministry of Industries, Government of Bangladesh



Total Stall 10' x 10' = 125  
Total Premium Stall 10' x 30' = 1  
Total Premium Stall 20' x 30' = 4  
Total Gold sponsor 30' x 30' = 1  
Total Restaurant 20' x 30' = 2  
Total Food Stall 10' x 20' = 1  
Total Premium Stall 10' x 20' = 14



Multipurpose Corner 10' x 30' = 1  
Total Stall 10' x 10' = 125  
Total Premium Stall 10' x 30' = 1  
Total Premium Stall 20' x 30' = 4  
Total Gold sponsor 30' x 30' = 1  
Total Silver sponsor 20' x 30' = 4  
Total Gold sponsor 20' x 30' = 4  
Total Restaurant 20' x 30' = 2  
Total Food Stall 10' x 20' = 1  
Total Premium Stall 10' x 20' = 14

# Floor Plan

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