

PROGRAMME AND RELATED INFO

DATES AND OPENING HOURS

9-12 October 2021

Draft Programme (London)

Saturday, 9 October 2020, 1pm

- BCMF London – Media Briefing
- Lunch with London Bangla Press Club
Bangla Town – Brick Lane, London E1

Sunday, 10 October 2020

- 10 am BCMF – Preparation & set up for opening of BCMF. Venue: Royal Lancaster Hotel
- 11 am – Official Opening of the BCMF 2021
Guest of Honour: HE High Commissioner of Bangladesh
6pm – FAIR Closes
- 7pm – Exclusive Gala Dinner at Curry Life Awards (Invited Guests Only)
Nine Kings Suits (Ground Level)
Royal Lancaster Hotel, London
11pm – Ends

Monday, 11 October 2020

12noon – 5pm

BUSINESS TO BUSINESS MEETINGS

(VENUE and other details will be available later)

Tuesday, 12 October 2020

11am – 5pm

MEETINGS WITH TRADE BODIES

- Chamber of commerce
- Catering Association
- Evening Dinner

(VENUE and other details will be available later)

MARKETING & PROMOTION

We believe that effective marketing is the key to attract visitors and a successful event. Our strength lies in our long-established national publications, as well as our access to a vast network of media outlets in the UK. What we will do in marketing is briefly outlined below:

- Media Briefings in Dhaka and London
- Exclusive Gala Dinner with potential investor and business community
- TV Talk shows and Newspapers Interview opportunities
- Regular News Releases promoting the Bangladesh Capital Market Fair in Media

- Month-long advertising campaign in Bangladeshi TV Channels and newspapers covering UK & Europe.
- Promoting fair through all our Social Media platform for example Facebook, Twitter, Instagram and website
- Posters, leaflets, invitation cards will be produced, distributed and displayed.
- Discount-rated advertising opportunities for Stockbrokers/ Participants to publicise their products and services in Bengali Media. The organiser can negotiate this on behalf of the participants.
- The Curry Life Event will produce a special Fair Brochure highlighting the profile of each company (provided by the company). This brochure will be distributed free at the Fair.

EXHIBITION STALLS

The size of each stalls is 3m X 2m (Shell Stand). The Shall Stand height is 2400mm.

The exhibitors need to bring their own display materials. The organiser will also provide a table and two chairs to each stall, light, electric plug point.

RELATED SERVICES

- Curry Life Events will provide volunteers to help exhibitors during the event; make available office facilities including stationery, IT and access to the Internet throughout the exhibition period.
- Curry Life Events will also offer assistance with travel and accommodation arrangements, if required. However, an additional cost may incur for these services.
- Curry Life PR will be happy to provide after events marketing and promotion within British Bangladeshi community of your products and services of Merchant Bank & Brokerage Houses. We can also help and assist to set up the UK liaison office and find experts who will be able to assist and advice you on regulatory compliance matters. All the above services are subject to mutual agreement where a consultancy fee maybe applicable.

PARTICIPATING FEES & REGISTRATION

- For registration, the deadline is 15 July 2021. For fees see the other leaflet.
- Please Note: There will be a maximum of 30 stalls in the Bangladesh Capital Market Fair. Final deadline for the registration is 15 July 2021 to make necessary visa and travel arrangement.
- The delegates/companies will be responsible for obtaining necessary visas.
- Please check separate sheet for registration fees and terms & conditions.