



## **Press Release**

**Bangladesh Leatherfootwear & Leathergoods International Sourcing Show (BLLISS) 2018**  
3 Days long exhibition starts from 22 November 2018 at Dhaka

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*Dhaka, 17 November 2018:* second edition of Bangladesh Leatherfootwear & Leathergoods International Sourcing Show (BLLISS) 2018 has been arranged. The exhibition will kick off at 11.00 AM at International Convention City Bashundhara (ICCB) Dhaka, Bangladesh on 22 November, 2018 and carry on till Saturday, 24 November, 2018. H.E Sheikh Hasina, MP, the Honourable Prime Minister of the People's Republic of Bangladesh will inaugurate this grand show on 11: 00 AM, Thursday, 22nd November, 2018 at Bangabandhu International Conference Center (BICC), Agargaon, Sher-E-Bangla Nagar, Dhaka, Bangladesh. The event is organized by the Leathergoods and Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB) in collaboration with the Ministry of Commerce.

The show is being held under the thematic tagline: "Bangladesh: *Destination Next*". Key objective of BLLISS 2018 is to brand and position Bangladesh in the Global Supply Chain Map as the next destination for high value-added leather products.

Mr. Shubhasish Bose, Senior Secretary, Ministry of Commerce announced it on Saturday (17th November, 2018) in a press conference held at the Westin Hotel in Gulshan. LFMEAB had initiated first edition of Bangladesh Leather Footwear & Leather Goods International Sourcing Show-BLLISS in 2017, with thematic tagline: *Think Ahead, Think Bangladesh*.

The press conference was chaired by Mr. Md. Saiful Islam, President, LFMEAB and Mr. Shubhasish Bose, Senior Secretary, Ministry of Commerce was the honorable chief guest of the event. Among others, the guest speakers were; Mr. Yu, Cheng Hsing (Sam), Managing Director, Blue Ocean Footwear Ltd. and Mr. Sandeep Das, Country Managing Director, Intertek Bangladesh. Kazi M. Aminul Islam, Executive Chairman, Bangladesh Investment Development Authority (BIDA) was also present at the guest of honor at that event.

Mr. Shubhasish Bose said, "This show will be instrumental in meeting the export earning target of \$5b in the leather sector by 2021." LFMEAB President, Mr. Md. Saiful Islam said the purpose of this show is to turn Bangladesh into a sourcing hub by bringing buyers, global retailers and international sourcing agents under one roof so that they can communicate directly with local manufacturers and exporters. "Bangladesh could be the next destination for global brands and buyers if the government and policymakers take pragmatic decision in this regard," he said.

### **Information about Exhibition:**

The exhibition will start at 2 PM on the opening day but from 23rd and 24th November, the exhibition will start from 10 AM, which will continue till 6 PM. The exhibition will be open to everyone. The renowned local, foreign footwear and leather goods manufacturers and exporters of Bangladesh will display their products in the exhibition. Expected foreign guests, **brands and buyers from 13 countries and around 30 brands and buyers** from Hong Kong (SAR), Germany, Australia, Italy, Japan, France, United States of America, China, Belgium, United Kingdom, Sweden, India, and Ethiopia will participate this exhibition.

### **Display products and visitors:**

On the basis of Business to Business (B2B), the exhibition will showcase diverse products in addition to the collections of the latest footwear and leather fashion products produced from



Bangladesh. Such as: Men, Women, and Children; Leathersgoods- from Bags to Wallets, Suitcases & wide range of Accessories including Belts & Gloves. Brands, international buyers, designers, fashion experts, industry leaders, sourcing agents, retail chain, distributors, potential foreign & local investors will participate.

## Basics of BLLISS 2018

Date & venue

**Inauguration:** Thursday, 22<sup>nd</sup> November 2018, Bangabandhu International Conference Center (BICC), Agargaon, Sher-E-Bangla Nagar, Dhaka, Bangladesh.

**Opening:** H.E Sheikh Hasina, MP, the Honourable Prime Minister of the People's Republic of Bangladesh will inaugurate this grand show on Thursday, 22<sup>nd</sup> November, 2018.

**Main Exhibition:** 3 days exhibition (22-24 November, 2018) at International Convention City Bashundhara (ICCB) Dhaka, Bangladesh.

BLLISS Exhibition time: 22<sup>nd</sup> November 2:00 pm~ 6:00 pm

23<sup>rd</sup> November 10:00 am~ 6:00 pm

24<sup>th</sup> November 10:00 am~ 6:00 pm

### 4 spirits of BLLISS:

1. DISCOVER QUALITY.
2. DISCOVER RELIABILITY.
3. DISCOVER COMPETITIVENESS.
4. DISCOVER EMERGENCE.

**Exhibitors:** Leading leathersgoods and footwear companies operating in/from Bangladesh

Number of stall: **10 mega Pavilions & 30 stands.**

**Target audience:** Brands, international buyers, designers, fashion experts, industry leaders, sourcing agents, retail chain, distributors, potential foreign & local investors etc.

**Entry access:** Open for all.

### 4 Breakout Sessions under BLLISS 2018

1. Opportunities for Bangladesh arising from US-China tariff war to be held on 3:00 – 4:00 PM, Thursday, 22<sup>nd</sup> November 2018 at Hall-1, International Convention City Bashundhara, Dhaka.
2. Coping with Global Price Pressure to be held on 10:00 AM to 12:00 PM, Friday, 23<sup>rd</sup> November 2018 at Hall-1, International Convention City Bashundhara, Dhaka.
3. Shift to ODM (Original Design Manufacturing): New Source of Competitiveness to be held on 3:00 PM to 5:00 PM, Friday, 23<sup>rd</sup> November 2018 at Hall-1, International Convention City Bashundhara, Dhaka.
4. Leather Sector Strategic Roadmap: Collaboration & Partnership for Diversified Growth to be held on 10:00 AM to 12:00 PM, Saturday, 24<sup>th</sup> November 2018 at Hall-1, International Convention City Bashundhara, Dhaka.

### Background of BLLISS:

Bangladesh has emerged as one of the most attractive production hubs in the global supply chain map of Leathersgoods and Leather Footwear. In order to consolidate positioning of Bangladesh in the global supply chain map. Now in its 2<sup>nd</sup> edition, BLLISS 2018 – Bangladesh's premier international sourcing show for footwear and leather products - aimed for brands and retailers around the globe to source their footwear and leather goods production directly from the manufacturers and exporters operating in or from Bangladesh. The second edition of BLLISS 2018 will showcase new, exciting & trendy collections of leading manufacturers & exporters in



Bangladesh. The BLLISS also offers an exciting program of experiencing and connecting opportunities including breakout sessions, B-2-B meeting, networking events, factory visit and eventually establish forward looking business ties. Key objective of BLLISS 2018 is to brand and position Bangladesh in the Global Supply Chain Map as the next destination for high value-added leather products.

**Concurrent Show:** LEATHERTECH 6th Edition, from 22-24 November, 2018; Hall 2, 2A & 4, ICCB. LEATHERTECH is an International Leather & Footwear Technology Trade Fair in Bangladesh. This has been established as a platform for international and domestic machinery, chemicals, accessories manufacturers and distributors to showcase their cutting-edge products and services to the Tanning & Finished Leather, Footwear and Leathergoods manufacturing industries in Bangladesh. This event has been consistently bringing in the leading linkage industries, with increasing interest close to leather industry.

**Media Contact:**

Mohammad Sultan

Cell: 01316-108183

Email: [pr.newsbangladesh@gmail.com](mailto:pr.newsbangladesh@gmail.com)

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