



**Terms of Reference to undertake event management & communication for
Bangladesh Leather Footwear & Leathergoods International Sourcing Show-2023
organized by LFMEAB**

Issued by



**Leathergoods And Footwear Manufacturers & Exporters Association of Bangladesh
(LFMEAB)**

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Leathergoods And Footwear Manufacturers & Exporters Association of Bangladesh (LFMEAB) is looking for a competent event organizer to help plan and execute an international trade show: 4th edition of “Bangladesh Leather Footwear & Leather Goods International Sourcing Show 2023”- (BLLISS).

Particulars

- Theme: *Resilient, Reliable, Resourceful.*
- Inauguration Ceremony: 24 September, 2023, Bangabandhu International Conference Center in Dhaka, Bangladesh by H.E. Sheikh Hasina MP, Honorable Prime Minister,
- Exhibition: 24 to 26 September, 2023 at BICC, Dhaka, Bangladesh.
- 5 pavilions and 40 stands
- Breakout Sessions: 1) Leather: the truly sustainable material 2) Connecting the global supply chain to BD. 3) Market Access: new export destination

Aims of BLLISS 2023

- To showcase some of the best Leather Footwear, Leathergoods, Non-leather Footwear and Accessories produced by leading manufacturers & exporters from Bangladesh.
- To brand Bangladesh as one of the most lucrative production hubs in the global supply chain map of Leathergoods and Leather Footwear value chain.

Underlined objectives of BLLISS 2023

1. Influence policy makers
2. Marketing to new markets and customers
3. Attract investment and FDI in the supply chain
4. Connecting the global supply chain to Bangladesh
5. Highlight leather as an original sustainable material/product (Sustainable includes but is not limited to environment, safety, decent work, and education)

Target audience

- A host of international brands, buyers, sourcing agents, media and consultants are expected to visit the event both from overseas and Bangladesh. Potential investors, industry experts and government agencies will also attend.

Key deliverables (among others)

1. Innovative inauguration idea for the HPM
2. Developing a new logo as per association's vision, mission and values (enclosed).
3. Visual design and develop materials such as AV, printing and e-invitation, brochure, flyer,
4. Promotion & communication: contain generate/curate, operate, manage and maintain BLLISS website and media promotion and management, digital and traditional marketing channels, such as social media, designing advertising, and media relations.
5. Networking dinner, breakout sessions, central booth, Buyer-Seller Meets
6. Exhibition management and on-site event management of inauguration

Requirements

1. Proven experience in organizing international trade shows preferably HPM program
2. Excellence in aesthetics, creativity and genius in executing ideas into attractive outcome/actions



Budget: Competitive.

Timeline:

- Pitch submissions and presentation due: Thursday, 25th May 2023
- Selection: by Wednesday, 31st May 2023
- Event planning and execution: Digital deliverable by 31st July 2023 and execution from August to 26 September 2023

Expected mode of pitching

- Creative PowerPoint presentation showcasing abilities to effectively tell the story of our industry and stated themes and others followed by Q&A within 60 minutes.



Enclosure-1

(ToR)

Terms of Reference to undertake event management & communication for Bangladesh Leather Footwear & Leathergoods International Sourcing Show-2023 organized by LFMEAB

Date: May 15, 2023

Purpose: ToR for hiring event management/service provider for “Bangladesh Leather Footwear & Leather Goods International Sourcing Show 2023”- (BLLISS)

Background

Leathergoods And Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB) is the official trade association registered under the Ministry of Commerce, Government of Bangladesh of the export-oriented leather footwear and leathergoods industry. With over members, LFMEAB represents the majority of companies in Bangladesh that are engaged in export of leather footwear and assorted leathergoods.

LFMEAB is going to organize BLLISS-2023 for fourth time in Bangladesh. The main objective of this sourcing show is to brand Bangladesh as one of the most lucrative production hubs in the global supply chain map of Leathergoods and Leather Footwear value chain.

Theme: Resilient, Reliable, Resourceful.

Event Date & Venue:

- Inauguration Ceremony: 24 September, 2023, Bangabandhu International Conference Center in Dhaka, Bangladesh.
- Fair: 24 to 26 September, 2023 at Bangabandhu International Conference Center (BICC), Dhaka, Bangladesh

Opening Ceremony: Prime Minister will inaugurate this grand event.

Target Audience:

Brands, Buyers, Sourcing Agents & Consultants are the targeted audience and expected to visit the event both from overseas and Bangladesh, as well as potential investors, industry expert and government agencies will also attend and take part in different sessions.

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Types of Events:

- Innovative Inauguration Idea for the HPM
- Inauguration of LFMEAB new logo as per association vision, mission and values
- Trade show, showcasing the products made & sourced from Bangladesh
- There will be 05 pavilions and 40 stands.
- Local manufacturers & global brands sourcing from Bangladesh will be exhibiting products.
- Buyer-Seller Meets, Factory Visits, Exploring collaboration & Joint Venture.

Sub-events: Breakout Sessions:

- 3 Breakout Sessions
 - 1) Leather: The truly sustainable material
 - 2) Connecting global supply chain to BD.
 - 3) Market Access: New export destination

Scope of Work/Work Assignments:

For the purpose of organizing aforementioned event, LFMEAB would like to hire competent event management firm/s to undertake specific assignment in organizing BLLISS and related events, who in this assignment will require to deliver the followings:

A. Visibility materials

- Prepare all promotional materials related to the program, which includes: developing theme, content, visual design, printing and E-version will be included.
- Prepare 3 types of promotional materials:
 - Pre-program materials (brochure, flyer, and handouts etc.)
 - Program materials (inauguration, breakout session, networking dinner, closing etc.
 - Prepare event related materials (Branding Materials-City branding, Airport Branding & other, Banner, X-Banner, Display Materials, Handouts for the participants)

B. Promotion & communication

- Contain generate/curate, operate, manage and maintain BLLISS website
- Manage all PR related work (press release and contents for media)
- Post-program communication (event news, follow-ups etc.)

C. Event management (3 events)

- Conceive idea, develop theme, develop BLLISS New logo, design, plan and manage the inauguration ceremony, where Prime minister shall be the Chief Guest.
- Conceive idea, design, develop BLLISS central booth for showcasing the products
- Coordinate, plan and manage the 3 breakout sessions.



- Conceive idea, develop theme, design, plan and manage the networking dinner

Eligibility of the firm:

The event management firm is expected to have good understanding about the theme of the program and LFMEAB. It should have prior experience in the relevant field of at least 5-7 years, proven capacity to show that they are able to manage such events and deliver the above deliverables.

Submission of the proposal

Interested firm is requested to present the idea and an overall event plan with associated cost in a pitching on Thursday, 25th May, 2023. Firm can apply for all 3 segments (A, B, C). LFMEAB will select the firm on the basis of its competence, creativity, reputation and cost proposal.

After initial selection, LFMEAB will have a negotiation meeting with qualified firm to settle down the modalities of payment. Quotation should be submitted including all applicable taxes.



Enclosure-2
Vision, mission statement & Logo of LFMEAB

Vision

Promote the development of a globally competitive, integrated and sustainable leather products & footwear industry in Bangladesh.

Mission

- To promote the interests of our membership in line with global best practices, market requirements and industry needs.
- To ensure safe workplaces and workers' rights.
- To be the voice of the industry with key policy makers especially National Board of Revenue, Bangladesh Bank, Ministry of Commerce and Ministry of Finance.
- To promote and foster a strong value chain for industry at home and abroad.
- To promote and help implement adoption of digital and modern technology in industry.
- To educate and build awareness about ESG reporting and the circular economy.
- To promote diversity, equity and inclusion (DEI) amongst all member firms.
- To promote local and foreign investment in Bangladesh

Values

- Professionalism
- Advocacy
- Fairness
- Inclusivity
- Respect