



PRESS RELEASE

Press conference on Monday, 9th October 2023 at 3 PM in Pan Pacific Sonargaon Dhaka
4th edition of **Bangladesh Leather Footwear & Leathergoods International Sourcing Show (BLLISS-2023)**
3-day-long exhibition from 12-14 October 2023

Prime Minister to inaugurate 4th edition of BLLISS-2023 on Thursday, October 12, 2023

Dhaka, MONDAY, 9th October 2023: Honorable Prime Minister **H.E Sheikh Hasina MP** will inaugurate the 4th edition of **Bangladesh Leather Footwear & Leathergoods International Sourcing Show (BLLISS-2023)** on **Thursday, 12th October 2023 at 4:00 PM at Bangabandhu International Conference Center (BICC)** in Dhaka, Bangladesh. Exhibition of the show will be held from 12-14 October 2023 at International Convention City Bashundhara (ICCB) in Dhaka. This grand international exhibition is jointly organized by the *Leathergoods And Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB)* and *Ministry of Commerce, Government of the People's Republic of Bangladesh*.

BLLISS-2023 will provide an effective platform for buyers, brands, and sourcing representatives to be connected with top-level manufacturers and exporters of leather products, footwear manufacturers & exporters, and allied industries in Bangladesh and facilitate effective networking and business development as well as present investment potential.

Theme of BLLISS-2023 is: *"Possible. In Bangladesh"*. Key goal of BLLISS-2023 is to brand and position Bangladesh as a **RESILIENT, RELIABLE, & RESOURCEFUL** sourcing solution in the global leather products and footwear value chain.

Mr. Tipu Munshi, MP, Honorable Minister, Ministry of Commerce announced it on Monday, 9th October, 2023 as a Chief Guest in a press conference held at the Pan Pacific Sonargaon Dhaka. Mr. Syed Nasim Manzur, President, LFMEAB & Convenor of BLLISS Working Committee 2023 presided over the press conference. Mr. Md. Saiful Islam, Advisor, LFMEAB & President, MCCI was a Special Guest while Mr. James Ho, Director, LFMEAB and Managing Director of Xin Chang Shoes (BD) Ltd. was present as Guest Speaker. Mr. Md. Abdur Rahim Khan, Additional Secretary (Export), officials of Ministry of Commerce, and members of the Executive Body of LFMEAB were present among others.

Commerce Minister said that Bangladesh aspires to become a developed country by 2041 and the leather sector being, the second largest export earner for the country, plays an integral role in our march towards this vision becoming a reality. "We are focusing on the strengthening of our export-led growth and diversifying our exports. Our Ministry is working hard to increase the number of foreign buyers and investors and in the process, making Bangladesh an international hub for export of leather products and footwear". He added.



Speaking on the occasion, Mr. Syed Nasim Manzur said as the world emerges from the pandemic and global trade flows face major shifts, brands and sourcing companies are relooking at their sourcing strategies from managing crises to developing new countries of origin. In such circumstances, this international sourcing show is expected to attract new buyers, many of whom are looking beyond Vietnam and China to countries like Bangladesh, India and Indonesia. “Apart from the show, a dedicated 3 breakout sessions will take place on the sideline, where more than 200 industry leaders, policymakers, and foreign guests including students from different universities will take part”, he informed.

Mr. Md. Saiful Islam said Bangladesh is rapidly emerging as a dependable source for sourcing leather products and footwear. “By showcasing Bangladesh’s capability and strength in this sector BLLISS-2023 will open new business opportunities, and accelerate trade and investment resulting in sustainable growth and quality employment”. he remarked.

Mr. James Ho, a Chinese investor & Managing Director of Xin Chang Shoes (BD) said “We have already invested 130 million US dollars in Bangladesh with four factories and fifth one coming. Our shoes are the best Ambassador for Bangladesh, showing the world what is possible.”

BLLISS-2023: at a glance

Tagline: Possible. In Bangladesh

Inspiration

BANGLADESH: a RESILIENT, RELIABLE, & RESOURCEFUL sourcing solution in the global leather products and footwear value chain.

Website: www.blliss.show

Jointly organized by

- Leathergoods And Footwear Manufacturers & Exporters Association of Bangladesh (LFMEAB)
- Ministry of Commerce, Government of the People’s Republic of Bangladesh

Inauguration date: Thursday, 12 October 2023 at 4 PM BST.

Inauguration Venue: Bangabandhu International Conference Center in Dhaka, Bangladesh.

Inaugurated by: **H.E. Sheikh Hasina MP**, Honorable Prime Minister, the People's Republic of Bangladesh

Exhibition: 12–14 October 2023 from 10 am-7 pm.

Exhibition Venue: International Convention City Bashundhara (ICCB) in Dhaka, Bangladesh.

Scopes of the show: Trade show, Buyer-Seller Meets, interactive sessions, factory visits, and scoping collaboration and joint venture.

Types of exhibitors

- Leading footwear manufacturers.



Possible. In Bangladesh



- Leather goods manufacturers.
- Allied industries.
- Ancillary service providers.

Target audience

Brand Representatives, Buyers, Distributors, Sourcing Agents, Designers & Industry Experts, are expected to visit the show both from overseas and Bangladesh; as well as potential investors, ancillary service providers and government agencies will also attend.

Expected participants and visitors

Expecting over 200 participants from over 15 countries including USA, Canada, Germany, Italy, India, UK, South American countries, Japan, Poland, Russia, and China among others, and innumerable visitors from home and abroad.

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.
- To provide the opportunity for onsite business meetings and interaction among the producers-exporters and international brand-buyers.

Underlined objectives of BLLISS 2023

- Advocacy for favorable, predictable, pro-export diversification policy regimes
- Marketing to new markets and customers
- Attract investment and FDI in the supply chain
- Connecting the global supply chain to Bangladesh
- Highlight leather as an original sustainable material/product

Breakout Sessions

Breakout Session Venue: Seminar Hall (Hall No-3), International Convention City Bashundhara (ICCB), Dhaka.

- 1) Leather: The Truly Sustainable Material (Friday, 13th October at 11:00 am)
- 2) Linking Bangladesh to Global Value Chain (Friday, 13th October at 3:00 pm)
- 3) Market Access & New Frontiers for Export (Saturday, 14th October 2023 at 11:00 am)

Expected outcomes

BLLISS-2023 will bring new market access, market expansion, transfer of the technological know-how, development of business relationships, the establishment of Business to Business (B to B) linkage, and matchmaking among producers and suppliers of raw material and machinery, direct contact with relevant government dignitaries and solid investment.

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