

# The Most Specialised **ELECTRIC VEHICLE & MOBILITY** Exhibition In Bangladesh

**BEV MX**  
2024



**Date: 7-9**  
**NOVEMBER 2024**

Venue: International Convention City, Bashundhara (ICCB), Dhaka

Jointly Organized By



Associate Partners



Event Partner



## INDUSTRY OVERVIEW

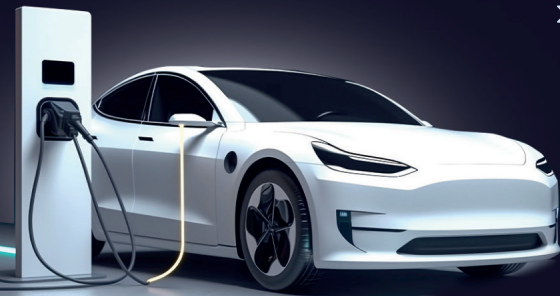
The electric vehicle (EV) industry in Bangladesh is gaining momentum as the country aims to transition to sustainable and environmentally friendly transportation solutions. The government of Bangladesh has been actively promoting the adoption of electric vehicles. It has implemented various incentives and policies to support EV manufacturing, import, and usage. These include tax exemptions, reduced customs duties, and favorable loan facilities for EV manufacturers and buyers. The demand for EVs is gradually increasing in Bangladesh. Individuals, businesses, and government organizations are showing interest in electric two-wheelers, three-wheelers, and cars due to their cost-effectiveness, reduced environmental impact, and long-term savings on fuel costs.

The EV industry in Bangladesh is at a nascent stage but holds great potential for growth. With supportive government policies, expanding charging infrastructure, and increasing awareness among consumers, the country is poised to embrace sustainable mobility and contribute to a greener future.

## OBJECTIVE

After the enormous success of many International Exhibitions Savor International Limited brings to you country's 1st ever International Exhibition on Electric Vehicles (EVs) titled "Bangladesh Electric Vehicle & Mobility Exhibition 2024". This International Exhibition is scheduled to be held from 7 – 9 November, 2024. The BEVMX 2024 in Bangladesh offers several benefits for various stakeholders involved in the electric vehicle (EV) industry. The BEVMX 2024 showcases the latest advancements in EV technologies, components, charging infrastructure, and renewable energy integration. It allows participants to explore cutting-edge solutions, gain insights into market trends, and stay updated with the latest developments in the EV sector.

### OBJECTIVE OF EV EXPO BANGLADESH 2024



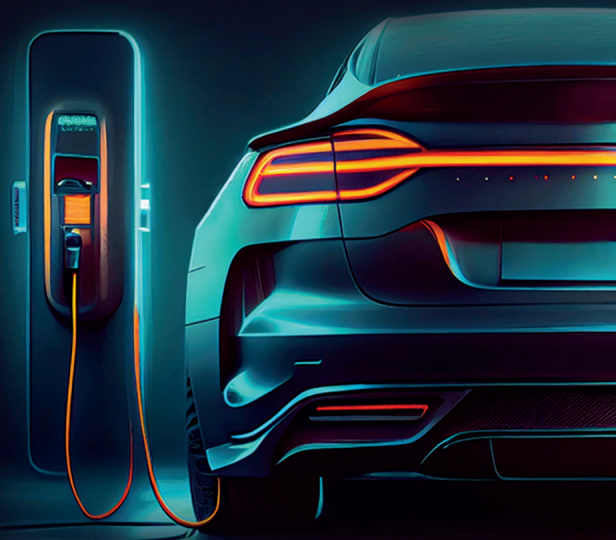
- » BEVMX 2024 aims to raise public awareness about the benefits of EVs, including their environmental advantages, energy efficiency, and cost-effectiveness. By educating the public about the potential of EVs, the expo seeks to create a positive perception and generate interest among consumers, policymakers, and industry stakeholders.
- » BEVMX 2024 serves as a hub for industry professionals, manufacturers, suppliers, policymakers, and experts to network, collaborate, and share knowledge. It provides an opportunity to forge partnerships, discuss market trends, exchange ideas, and foster collaboration for the development and growth of the EV industry in Bangladesh.

- » BEVMX 2024 aims to showcase the latest advancements in EV technologies, including electric vehicles, charging infrastructure, energy storage, and renewable energy integration. It offers a platform for exhibitors to present their cutting-edge solutions and innovations, enabling visitors to experience and learn about the latest EV offerings available in the market.

- » BEVMX 2024 provides a platform for exhibitors to showcase their EV-related products, services, and solutions. It offers a unique opportunity to reach a targeted audience, including potential customers, investors, and distributors, fostering business expansion, market penetration, and the generation of new sales leads within the growing EV market in Bangladesh.

- » BEVMX 2024 aims to offer an interactive and immersive experience for visitors, allowing them to explore and test drive electric vehicles, interact with industry experts, and gain firsthand knowledge about EV features, performance, and benefits. This enables consumers to make informed decisions and boosts confidence in adopting EVs.

- » By fulfilling these objectives, BEVMX 2024 in Bangladesh aims to accelerate the transition towards a cleaner, greener, and more sustainable transportation system while fostering industry growth, innovation, and collaboration.



## VISITORS PROFILE

### » General Consumers:

Individuals who are interested in learning about EVs, exploring different models, and considering EVs for their personal transportation needs. These visitors may include potential EV buyers, EV enthusiasts, and environmentally conscious individuals

### » Business Professionals:

Professionals from various industries, including fleet management, logistics, transportation, and delivery services, who are interested in understanding the benefits of EV adoption for their business operations. They may seek information about EV options, charging infrastructure, and cost savings associated with switching to electric fleets

### » Government Officials and Policymakers:

Representatives from government agencies, transportation departments, and regulatory bodies who are involved in shaping policies, incentives, and regulations related to the EV industry. They may visit to gather information, exchange ideas, and seek industry insights to support the development of EV-friendly policies and regulations.

### » Industry Stakeholders:

Professionals and decision-makers from EV manufacturers, suppliers, distributors, and service providers who are looking to showcase their products and services, network with potential customers and partners, and stay updated with the latest trends in the EV market.

### » Investors and Financial Institutions:

Representatives from investment firms, venture capitalists, and financial institutions interested in exploring investment opportunities within the EV industry. They may be looking for promising startups, innovative technologies, or sustainable transportation projects to fund and support.

### » Researchers and Academics:

Scholars, researchers, and students from universities, research institutions, and technical colleges who are studying or conducting research on EV technology, charging infrastructure, energy storage, and related areas. They visit the exhibition to gain insights, exchange knowledge, and explore potential collaboration opportunities.

### » Energy and Infrastructure Providers:

Representatives from power companies, renewable energy providers, and charging infrastructure developers who are interested in understanding the EV market requirements, exploring collaboration opportunities, and showcasing their solutions for EV charging and energy management



## ACTION PLAN

### Event Name: BEVMX 2024

Title: Bangladesh Electric Vehicle & Mobility Exhibition - BEVMX 2024

Co-located with: Renewable Energy and Sustainability, Smart Mobility and Intelligent Transportation Systems, Energy Storage and Battery Technologies, E-Mobility Infrastructure and Charging Solutions, Electric Bikes and Scooters, EV Component and Manufacturing, Green Technologies and Products.

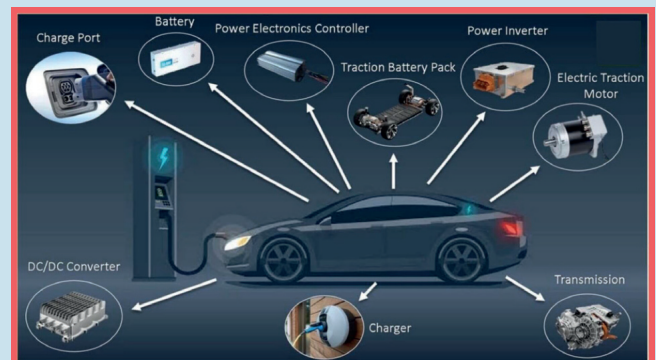
- Date: 7 – 9 November, 2024
- Location: Dhaka, Bangladesh
- Venue: International Convention City Bashundhara (ICCB)
- Opening Hours: 10.00 am to 7.00 pm
- Frequency: Annual
- Open to: Trade/Business & Public Visitors
- Organizer: Savor International Limited
- Cooperated by: Postmaster Communication
- Expected Number of Booths: 200
- Trade Value (Expected): USD 9 Million (Approx.)
- Official Website: [www.savor-bevmx.com](http://www.savor-bevmx.com)

## EXHIBITORS PROFILE

- Renewable Energy and Sustainability
- Smart Mobility and Intelligent Transportation Systems
- Energy Storage and Battery Technologies
- E-Mobility Infrastructure and Charging Solutions
- Electric Bikes and Scooters
- EV Component and Manufacturing
- Green Technologies and Products

## FOCUS INDUSTRIES:

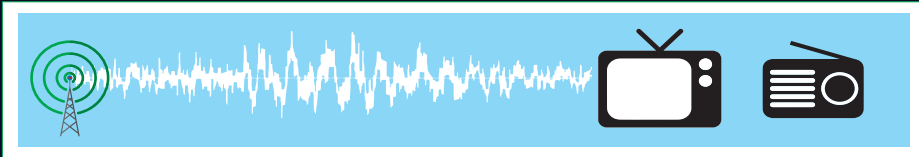
- Electric Vehicles
- Battery Management System
- Auto Components
- Battery Manufacturer
- Raw Material
- Battery Storage System
- IoT Devices & Software
- Allied Products & Accessories
- Hybrid Vehicles
- Charging Infrastructure, Equipment & Solutions



# IMC PLAN FOR ELECTRIC VEHICLE & MOBILITY EXHIBITION IN BANGLADESH 2024

## Pre - Event Promotion:

- Newspaper insertion – in renowned dailies
- Advertisement in business, fashion and lifestyle magazines
- Radio commercial insertion in FM radios – From 10 days before the event
- Television commercial at prime time
- Digital media – Social Media pages, Web Ads in renowned high traffic web pages
- Multiple billboards/banner for the strategic locations/posters
- Invitation cards for personalized invitation
- Outdoor communication in LED projections
- Vehicle branding for the expo
- Tele Marketing



## Scope of Branding and Promotion of Electric Vehicle & Mobility Exhibition in Bangladesh 2024



## POST EVENT PROMOTION:

- News and Media Coverage
- Article & Media Write-ups on Electric Vehicle & Mobility Exhibition 2024

