

**THE Sports**  
SOURCING SHOW 2024  
BANGLADESH

**23 24 25**  
**May 2024**  
10:30 AM - 8:30 PM

**Bangabandhu Bangladesh–China  
Friendship Exhibition Center (BBCFEC)**  
Purbachal, Near Kanchan Bridge, Dhaka

Host Country Partner  
**CEMS**  
BANGLADESH

IT'S A  
**CEMS**  
EXHIBITION

## The Sports Sourcing Show 2024 – Bangladesh Sourcing Expo for the Sports Industry

*Set to be the Leading International Sourcing Show of Bangladesh and South Asia showcasing top Sports equipment and Sportswear manufacturers*

### Schedule:

Date	: <b>23 ~ 25 May 2024</b>
Venue	: Bangabandhu Bangladesh–China Friendship Exhibition Center
Opening Hours	: 10:30 AM to 8:30 PM
Frequency	: Annual
Open for	: Business / Trade Visitors & General Public
Official Website	: <a href="http://www.cems-sportssourcing.com">www.cems-sportssourcing.com</a>

## 7 Reasons to Participate

in the Sports Sourcing Show  
Bangladesh 2024

1. Bangladesh is a significant player in the global sports goods manufacturing industry, with the country's exports of sports equipment and accessories valued at over \$350 million in 2020. The Sports Sourcing Show Bangladesh provides access to this growing market, which is fueled by the country's skilled workforce, competitive production costs, and favorable trade agreements.
2. The event attracts participants from all over the world, including prominent industry players, buyers, and decision-makers, facilitating valuable connections and partnerships.
3. Exhibitors at 'The Sports Sourcing Show' can leverage the platform to showcase their products to a targeted audience. From sportswear and footwear to equipment and accessories, the event covers a wide range of categories. Exhibitors will display innovations in sustainable materials, performance-enhancing technologies, and customizable designs.
4. Bangladesh's sports goods industry is witnessing steady growth, driven by increasing demand for sporting goods both domestically and internationally. 'The Sports Sourcing Show' provides insights into market trends, such as the rising popularity of athleisure wear, the growing demand for eco-friendly products, and the impact of digitalization on consumer behavior.
5. Bangladesh is home to over 4,000 sports goods manufacturing units, offering a diverse range of sourcing options for businesses. 'The Sports Sourcing Show' serves as a platform for international buyers to connect with reliable suppliers and manufacturers. The event will facilitate B2B meetings, resulting in numerous sourcing agreements and partnerships.

6. The event features a comprehensive program of seminars, workshops, and panel discussions addressing various aspects of the sports industry. Topics range from supply chain management and product innovation to market entry strategies and regulatory compliance. In the previous edition, industry experts shared insights on topics such as sustainable manufacturing practices and digital marketing trends.

7. Participation in 'The Sports Sourcing Show' enhances brand visibility and recognition within the sports industry. Exhibitors benefit from exposure to a global audience of industry professionals and media representatives. Moreover, the event offers sponsorship opportunities, branding options, and media coverage, further amplifying the visibility of participating brands.

## Event Profile:

CEMS-Global USA is pleased to launch yet another very important B2B Trade Show for the entire Sports Industry of Bangladesh and whole of South Asia – 'The Sports Sourcing Show 2024 - Bangladesh'

'The Sports Sourcing Show 2024 – Bangladesh' will be the leading Sports Industry sourcing marketplace creating newer business opportunities in a colossal market of Bangladesh and also assist you to make in-roads into the potential South Asian region being held in a perfect B2B hub of Dhaka, bringing Manufacturers & Suppliers from all over the world. The event will showcase a wide range of products and services related to Outdoor & Indoor Sports, Fitness and Health.

Bangladesh has emerged as a leading destination for sports goods manufacturing, thanks to its skilled workforce, competitive production costs, and robust infrastructure. The country's sports goods industry benefits from a rich tradition of craftsmanship and a strong manufacturing ecosystem, encompassing over 4,000 production units specializing in sportswear, footwear, equipment, and accessories.

Bangladesh enjoys preferential trade agreements with key markets such as the European Union, the United States, and Canada, providing exporters with tariff concessions and facilitating market access. As a result, the country has become a preferred sourcing destination for international brands seeking high-quality products at competitive prices.

The Sports Sourcing Show Bangladesh is a must-attend event for businesses looking to capitalize on the opportunities offered by Bangladesh's booming sports goods industry. With its dynamic marketplace, strategic location, and comprehensive program of activities, the event provides a platform for stakeholders to connect, collaborate, and thrive in the competitive global sports market.

## Profile of Exhibits:

### **SPORTS ZONE (Outdoor, Adventure & Indoor Sports)**

Sports equipment, Sports Facility Equipment, Sporting Events, Sports Management, Sports Brands, Sports safety equipment

Sports Wear, Sports Footwear & Accessories

Sporting Goods, Sports Consulting & Marketing,

Furniture, Flooring, Sounds & Lights, E-Sports

Sports Tourism, Books & Publications, Support Services & Web portals



### **FITNESS ZONE**

Fitness & Gym Equipment, Fitness Technology, Gadgets and Mobile Applications

Fitness Centers, Fitness Facility Management, Fitness Concepts

Fitness Products & Supplements

Healthy Food and Beverage, Energy Drinks

### **HEALTH ZONE**

Health Products, EMS, Rehabilitation

Physiotherapy, Injury & Pain Management, Sports Medicine, Surgery Pharmaceuticals,

Nutrition & Diet, Hospitals & Health Services, Professional Services

## Profile of Visitors:

'The Sports Sourcing Show 2024 - Bangladesh' will enable the buyers and the entire South Asian Region to network and interact with National & International manufacturers & suppliers from all over the world, face to face, in a perfect B2B hub of Dhaka.

Visitors will consist of Retailers, Importers, Product Distributors, Traders, Wholesalers, Agents, Buying Offices, Sports Federations, Academies, Clubs & Associations; Sports Authorities, Fitness and Sports facilities and General Public. The finest products will be brought to the Show from top Asian manufacturers for exports worldwide. Latest innovations in Equipment, Sportswear and Health combined with quality and style will be the key to the exhibition's success.

## **ABOUT CEMS-GLOBAL (ORGANIZER)**

CEMS-Global USA, based in New York, is a professional Multinational Exhibition & Convention Organizer, having its operations across 4 continents.

Established in 1992, CEMS-Global, for more than 3 decades has been committed to organizing Professional B2B Trade Shows for important Business sectors of the trade and economy.

In this span of more than 3 decades, CEMS-Global has collaborated with several Business Associations, Chamber of Commerce's, Export Promotion Councils, International Trade Promotion organizations, Governments.

Our successful 40 Trade shows per annum in highly potential and developing countries of the world across 4 continents have benefited hundreds of thousands of Manufacturers, Several Industry sectors and boosted International Trade & Development in many countries. Everyone pursues excellence....

CEMS-Global sets itself apart by pursuing perfection! We achieve excellence, at a minimum, in the process. With our 40 Trade Shows on important business sectors and commendable presence globally across 4 continents, we transform our Events into successful Trade Shows with focus on our knowledge, skill, finesse and creativity.

We bring all these attributes together to reinvent events to transform the ordinary into extraordinary and producing successful Trade Shows in important and potential markets around the world. As a company with Global presence and a wide-ranging proven record of accomplishment.

CEMS-Global USA also provides High-Value Management & Strategy Consultancy Services and lays its knowledge, its vast global experience at the disposal of the Client and assists Trade/Business Associations and Enterprises improve work strategies, improve efficiency & performance or entering new markets, with our proven system to reach the goal. Great people make great partnerships!

CEMS-Global's dedicated team stands with you in making the right decision for your participation in a Trade Show or enhancing your Businesses in the next important market for you that will yield exceptional results.

With over 762+ Trade Shows, 55,455+ Exhibitors, 1.95+ Million Attendees in our portfolio; we are devoted to take you where markets are....

## ORGANIZER



in Association with



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