

# BANGLADESH DENIM EXPO

## POST SHOW REPORT

11<sup>TH</sup> & 12<sup>TH</sup> MAY 2015

RADISSON BLU WATER GARDEN HOTEL, DHAKA, BANGLADESH.

### BANGLADESH DENIM EXPO SETS NEW STANDARDS

The second edition of the BANGLADESH DENIM EXPO once again validated its relevance as an international sourcing and business platform for the whole denim industry. From May 11 to 12, close to 2.100 visiting professionals from 40 countries came to the BANGLADESH DENIM EXPO, which was held at the Radisson Blu Water Garden Hotel in Dhaka.



Most of the foreign visitors came from Germany, China and Turkey - among them leading international brands and retailers like H&M, G-Star, Inditex, Jeans Fritz or Primark.



They praised the professional state-of-the-art presentation of the fair and the good working atmosphere.

"The fabrics are very interesting. It's a very good show and I liked it very much. I would love to return in November", said Martin Schaefer, Sourcing Manager Takko.



"The show exceeded my expectations", added Yvet Breedveld, Manager Product Development G-Star.



Just like the first show last November, the new edition aimed to bring together the entire denim supply chain by presenting the best denim mills, laundries, finishers, manufacturers and machine and accessory producers under one roof.

In addition, the trade show was accompanied by a top-class seminar program where renowned speakers from different areas were offering first-hand knowledge. It started with a grand opening event on the first evening with speakers like Mr. Tofail Ahmed, MP, Honorable Commerce Minister of Bangladesh and official representatives from the European Union and several western countries.



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2. Sophie Aubert, Ambassador of France.  
3. Roger Hubert, Country Head of H&M Bangladesh.

During the fair, experts like Sophie Aubert, Ambassador of France, talked about environmental issues and Roger Hubert, Country Head of H&M Bangladesh, discussed the current transformation process of the Bangladesh fashion industry. Technical seminars, e.g. focusing on new ecological denim dying techniques, completed the program. A vibrant fashion show sponsored by Amber Denim and Malwa Industries, marked the final peak of the fair.

Exclusive to authorized trade visitors, the Expo takes place twice a year. The forthcoming third edition of the BANGLADESH DENIM EXPO will take place from November 11 - 12, 2015.



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### ABOUT BANGLADESH DENIM EXPO

The BANGLADESH DENIM EXPO was founded in 2014 as a non-profit venture and offers international fashion buyers an innovative one-stop sourcing platform for all aspects of jeanswear. In addition to that, it focuses on health & safety and the further development of the Bangladesh denim industry.



Mr. Mostafiz Uddin, managing director of Denim Expert Ltd and founder of the BANGLADESH DENIM EXPO:

"My personal drive is to make a difference for my industry, but equally for my country. I want to be the agent of change who, together with my friends and colleagues in the denim world, sets a new scene for how international buyers and brands see Bangladesh in the future."

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