



1st International Hotel & Restaurant Equipment-Supplies Show

2-4 September, 10 am-8 pm, Winter Garden, Dhaka Sheraton Hotel

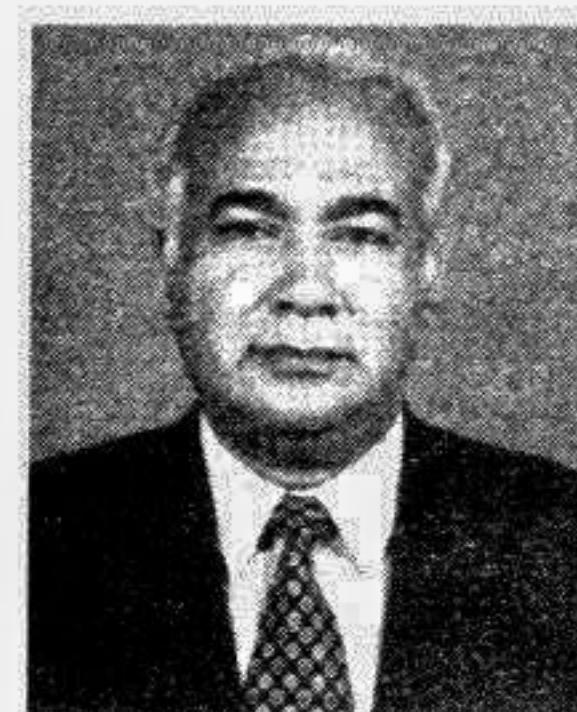
a take-off for hotel industry

supplement on HARES SHOW '99

concept + design turn communications



MINISTER
Ministry of Civil Aviation & Tourism
Govt. of the People's Republic of Bangladesh



BANGLADESH HOTEL INDUSTRY IN MILLENIUM VIS-A-VIS HARES SHOW '99

SHAHID HAMID MHCIMA

Hotel Industry in Bangladesh is entering into a new dimension. The whole hotel business will take a new shape by 2001. The growth in international visitors' arrival in Bangladesh provided impetus for the development of the hotel industry. As the industry continued to mature more international class hotels and restaurants would be added to the market.

In 1998 Bangladesh was visited by 190,974 tourists. After neighboring India most foreign arrivals to Bangladesh consisted of aid missions, technical assistance teams and UN personnel. The Government estimates that only 29% of its foreign arrivals are holiday tourists, 52% come on business and the rest 19% on official visits. The best season for tourism is from October to March. The main tourism trend in Bangladesh consists of visiting friends and relatives and this of course is of great importance. The average length of stay of all visitors is 10-12 days. The all time record arrivals was in 1998 which was 190,974 visitors.

Government of Bangladesh (GOB) is committed to host Non-Aligned Movement (NAM) Summit in Dhaka in September 2001 whereby about 5000 - 6000 International Standard guestrooms would be required. Current inventory available is about 2000 rooms including 2 Five Star Hotels, 3-4 mid-sized hotels and guesthouses. Government of Bangladesh is serious and active in convincing local and overseas investors to build hotels. Work of about 400 rooms expansion with existing 2 five Star Hotels Pan Pacific Sonargaon Hotel and Dhaka Sheraton Hotel has been taken up. Massive discussions and negotiations are taking place with various local / overseas operators and investors.

It is estimated that there are currently almost 5,000 all category rooms available in Bangladesh. This stock is concentrated in Dhaka, Chittagong and Cox's Bazar, which is over 50% of the total supply.

The industry is seeking better management of the current property as quality of services show imbalance. Incoming visitors demand a more consistent trend of services. This imbalance of services will continue and become more acute with the coming up of more new hotels if the occupation skill are not standardised.

Hotel operation is a specialised job and requires professional approach from the planning stage to all the way up to operation. The present hotel management style was mainly developed and institutionalised in the United States of America. May be because of that a number of leading professional hotel Management companies are American. However, in the recent decades, because of the tourism boom in Asia and resulting development of hotel industry, most of the notable tourist receiving countries in Asia, including some of our neighbouring countries, planned and developed their own Hotel Management Companies. They developed qualified manpower in planned manner and are no longer dependent on foreign management companies to run their hotels.

This was possible due to long term planning, training and active support of the government in reducing the dependency on foreign chain, yet getting the benefit of global reservation network through Franchise and Marketing contract. But Bangladesh is yet to take lead in this direction.

After long last, an effort to meet the vacuum had come from private sector with the formation of a company in 1996, called Hotel Operation Services & Tourism Management Consultant Limited (HOST). A group of experienced Bangladeshi

hotellers, who held executive positions in different international properties in Asia, Middle East, Europe and North America, are behind formation of this company.

The aim of this company is to provide development strategies and professional management services to hotels and resorts. There is indeed lack of professionalism in the management of most of the existing hotels in Bangladesh. In line with the current market demand, there is need to upgrade the level of management to provide efficient professional services.

The first property that has come under the management of this Bangladeshi company is the BRAC Centre Inn which opened for the guest in October 1998. Located within BRAC Centre, Mohakhali and owned by BRAC, the Inn is a neat little property with 30 well appointed international standard guest rooms. Apart from all the modern amenities and facilities for the guests, the Inn has excellent capability of serving as meeting and conference venue.

HOST has also plan to establish an international standard Hotel Management School in Bangladesh to meet the manpower requirement of the country in upgrading the service standard and efficiency of hotel industry.

Dhaka The capital city of Bangladesh would have about 4000 International Standard guest rooms built including an International Convention and Conference Center over the next 25 months to host the Non-Aligned (NAM) summit scheduled to be held in September 2001. The scenario in the hospitality arena would change a lot compared to the present. Currently various Investors, Management companies and builders are finalizing the projects. Hotel related products, equipment and machineries are not available in Bangladesh and the promoters have to depend mostly on foreign import.

Keeping this point in mind Hotel Operations Services and Tourism Management Consultants Ltd. (HOST the only Bangladeshi Hotel Management and Consulting Company) is organizing the first International Hotel and Restaurant Equipment-Supplies (HARES) Show '99 at Dhaka Sheraton Hotel during 2-4 September 1999. A good number of companies, mostly overseas, have confirmed their participation in the show and it is expected that the show would be a great success both in terms of business and image building for Bangladesh. Bangladesh is yet to grow in tourism industry. Various support system including hotel designing, planning, interior designing, management, trained staff etc. are much less available and there needs to be done for the entire industry.

A good number of internationally reputed companies, both from home and abroad, dealing in different hotel related products are participating in this first ever show of its kind in Bangladesh. This will enable all concerned to better identify and target a wide range of products, equipment, supplies and services to this fast expanding sector.

Hotel Operations Services & Tourism Management Consultants Limited (HOST) and Unity Services Limited are jointly organizing the HARES show '99. Dhaka Sheraton Hotel, Topclean & DHL World Express are the sponsors of the event. The grand show is also being supported by Pacific Asia Travel Association Bangladesh Chapter and Bangladesh International Hotel Association (BIHA). Patronisation of such expositions will only reinforce the importance of the hospitality industry in the development of Bangladesh tourism.

LIST OF EXHIBITORS		
Company	Product	Booth No.
A. K. TRADERS	Hotel & Restaurant Equipment & Accessory	A 9
ASSA ABLOY	High Security Locks & Access Control System	A 1
CARPET INTERNATIONAL	Carpets	A 8
CHEMFORCE	Specialty Chemicals For Hotels, Restaurant Flight Kitchen	A 10
COMMUNICATION SYSTEM	PABX, Fax, Radio Equipment etc.	B 6
ELECTROLUX	Absorption MiniBars	A 7
ELSAFE	Digital In-room Safe	A 3
ENERGYPAC	Low Voltage Electrical Accessories, Energy Saving Lamps etc.	E 6
FABRISTEEL	Commercial Kitchen- Design, Supply, Installation	C 4-5
FIVE STAR ASSOCIATES	Kitchen Equipment	C 3
FLECON MULTI SYSTEM	Guestroom Control System	A 4
KLEENTEK SERVICES	Housekeeping/General Cleaning Services	D 6
KLENCO	Housekeeping/Cleaning Equipment & Accessories	E 1
LEONG YEW MACHINERY	Full Range of Washing & Finishing Equipment	B 4
MARS TRADE CORPORATION	CONMIX Building Materials	D 2
MONNO CERAMIC	Ceramic Products	D 3
NESTLE	Food & Beverages	B 1
PADERNO	Food Service Equipment	E 4
PUFFIN INTERNATIONAL	Hotel, Restaurants & Fast Food Equipment Sales & Services	C 9
RICMAS	WMF/Jura Coffee	C 7
SICO ASIA	Portable Dance Floors, Mobile Catering Tables etc.	B 2-3
STAR PARTICLE	Parlex Brand Plain Particle Board, Veneered Board etc.	D 1
TOPCLEAN	Laundry Service for Hotel Linen & Guest's Garments	B 5
UNITY SERVICES LTD	Hotel Equipment & Supplies	A 5-6, C 8
VINGCARD	Cardlock	A 2
WELBILT	Commercial Refrigeration	C 1-2
WMF	Flatware, Holloware, Chafing Dishes etc.	C 6

MESSAGE

I am immensely happy to learn that Hotel Operations Services & Tourism Management Consultants Limited (HOST) is presenting a well conceived Fair in an entirely new format called the Hotel & Restaurant Equipment-Supplies (HARES) show. This is the 1st International show of its kind being held in Dhaka at a time when there is a thrust in the global market of tourism, particularly in the Asian region including Bangladesh.

To successfully penetrate the fast-growing consumer market, the manufacturers and suppliers of hotel related products must be able to establish a global marketing and distribution network. Expanding their product range and forging strategic alliances are crucial. HARES show '99 will provide an invaluable opportunity for the concerned companies to build meaningful business relationships with potential clientele.

The HARES show '99 will help introduce and popularize the hotel and restaurant related products amongst the hospitality industry people and to bring the producers, traders and the clientele under the same roof for direct interaction. The exhibition, I hope, will contribute to the development of hospitality in Bangladesh.

I wish HARES show '99 all success.

23/08/99

(Engineer Mosharraf Hossain)

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Unity Services Limited is the leading supplier in hospitality industry in Bangladesh. It has successfully executed many projects at both Dhaka Sheraton and Pan Pacific Sonargaon Hotel.

Unity represents VingCard Electronic/Mechanical Card Locks, ASSA-ABLOY High Security Locks, SOLID Access Control System, Elsafe Digital Safes, Electrolux miniBar, Dunlopillow Beds, FMS Guestroom Control System, Northmace Bedroom Equipment, WMF Flatware/Chafing Dishes, WMF/Jura Coffee Machines, SICO Portable Dance Floor/Stage/Banquet Equipment, Klenco Housekeeping Equipment, Sebel Furniture etc.

Unity can undertake contract for kitchen, laundry, health club etc. on turn-key basis including design, supply, installation & commissioning.

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Unity Services Limited

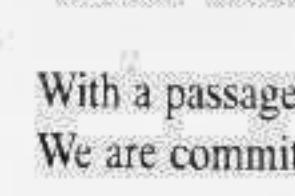
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