

MEGA EXPO 2000



**Computer
Telecommunication
& Office Equipment
Exhibition**



Electronics Expo



**Construction
Material, Method,
Equipment &
Real Estate Exhibition**

The Daily Star

SPECIAL SUPPLEMENT

November 4, 2000

MESSAGE



It is a great pleasure for me to know that the Conference and Exhibition Management Services (CEMS) is organizing 'Mega Exhibition-2000' in Dhaka. This kind of exhibition will definitely uphold CEMS' objective that is to introduce and popularize the country's industrial as well as consumer products to the ultimate consumers and to bring the producers

traders, and the entire clientele under the same roof for direct interaction and decide which product is suitable for them. It is expected to make the consumers conscious about quality and price structure of the products available to them. I hope exhibitions like these on various subjects make the producers careful about their responsibilities to the consumer and on the other hand make the consumers conscious about their rights as well.

I congratulate 'CEMS' and all the firms and industries participating in the 'Mega Exhibition-2000' and hope that it will explore newer themes in the years to come for the benefit and better future of our country. I wish great success of this 'Mega Exhibition-2000'.

Joi Bangla, Joi Bangabandhu
May Bangladesh live forever.

Md Abdul Jalil
Minister for Commerce
Government of the People's Republic of Bangladesh

'CEMS' - Devoted to Professional Exhibition and Event Management

CEMS - Conference and Exhibition Management Services - being the pioneer in this concept is the only Exhibition and Event Management company in the country. Since its inception in the year 1992, CEMS has been organizing Trade Shows, Exhibitions, Seminar & Conferences in the country for itself as well as many Trade Associations and Foreign Diplomatic Missions in the country. In this span of 8 years, CEMS has come a long way to develop skilled and highly professional personnel to handle any assignment.

CEMS is also the organiser of the International Expo 'IGATEX' which is a bi-annual International Exposition of Garments, Textile machinery, accessories and fabrics. During the last few years, CEMS has also been managing almost all the Export Promotion Bureau exhibitions.

With a need to further promote the growing economy of our country and aware the end-consumer of various products available in the market under one roof, exhibitions definitely uphold CEMS' objective that is to introduce and popularize the country's industrial as well as consumer products to the ultimate consumers and to bring the producers, traders and the entire clientele under the same roof for direct interaction and decide which product is suitable for them. We expect to make consumers conscious about quality and price structure of the products available to them. We certainly hope exhibitions like these on various subjects make the producers careful about their responsibilities to the consumer and on the other hand make the consumer conscious about their rights as well.

Organising events of such

big magnitude require professional skill and CEMS is backed by a highly qualified and experienced professional event management team to fulfill the requirements of our clients at its best.

CEMS also has an in-house advanced DTP Unit to further back up the event management team for design and quality PR materials. So all the activities are taken care of under one roof.

Our line of services include:

- Arranging Trade Expo's and related support services.
- Organising Seminars and Conferences.
- Contract Negotiation.
- Marketing Programme - Creating a concept of marketing as per product. Media proposal for promotion of the event and implementation.
- Designing and printing of PR materials.
- Transport negotiation and arrangement, both Air and Ground.
- Programme development, Speaker selection and contracting.
- Event related clearing and forwarding.
- Risk assessment and coverage.
- Special event planning and management like Fashion Shows on certain event.

In a nutshell, we provide every related service for the success of your event.

Bashundhara Group : Some Highlights

THE emergence of Bashundhara Group as one of the most prestigious and experienced commercial and industrial conglomerates today, dates back to 1978 with the undertaking of business in the service sector along with commercial trading in the domestic front. However, the GROUP took off from the incipient period after establishment of East West Property Development (Pvt) Ltd, a real estate concern, popularly known as 'BASHUNDHARA' which happened to be its first venture in this sector.

Adaptability, versatility and, above all, reliability are the three key performance assets of BASHUNDHARA GROUP which has successfully operated in all spheres of business activities ranging from real estate to industrial and commercial establishment.

Keeping pace with rapid technological and technological changes followed by the policy of market economy around the world, Bashundhara has extended its business activities within a short period of time and emerged as a promoter of business houses and industrial enterprises founded on the principles of engineering and financial integrity with a group of highly capable technical personnel and professionals.

Since inception Bashundhara is actively contributing to the national as well as global economy by way of effective utilisation of resources, using raw materials, producing and marketing high quality products at most competitive prices and creating employment opportunities.

With its expertise in different fields and extensive manpower resources, BASHUNDHARA has undertaken various projects in three broad sectors:

1. Real Estate and Property Development
2. Industrial Establishment
3. International and Local Trading

BASHUNDHARA is well geared to take on the challenge and provide attractive opportunity in various fields.

Industrial Sector: Keeping pace with Government's avowed policy of industrialisation,

BASHUNDHARA expanded its activities towards industrial sector steadily through rational approach and optimum use of limited resources. In this sector, BASHUNDHARA made notable progress in certain important areas, which include, among others, cement, paper, newsprint, duplex board, LP Gas and steel allied products. Industrial expansion in BASHUNDHARA has been playing a crucial role towards its structural diversification, globalisation, self-reliance and long-run stability. The industrial structure of the Group has been largely diversified covering wide range of consumers. This is also reflected in the commodity composition of its national and international trade. Bashundhara's outstanding performance in the real estate sector may be noted from the following:

East West Property Development (Pvt) Ltd has been developing its projects over 12 years. It is one of the largest real estate concerns in Bangladesh. Within a short period of time it has earned reputation as the leading developers of the country. It offers instant facility to its valued customers. It has developed two major projects:

Dhaka Project: Bashundhara Model Town is the first scheme of EWPD, Phase-1 of the project is located near Baridhara Diplomatic Zone with all civic facilities i.e. Road, Drainage, Power and School, College, Private University, Mosque, Super Market, and Hospital etc. Commencing since 1988, the project has developed near about 10,000 plots and distributed amongst the distinguished persons. Presently East West Property Development (Pvt) Ltd, is developing phase-2 (extension of Phase-1) which is being offered at a very competitive price and affordable payment scheme.

Savar Project: After successful completion of phase-1, it has taken up second project at Savar outside Dhaka City with all facilities therein. It was developed by 1993 and completed within 1996. In this project 700 plots on the land of 170 acres were developed and sold.

Philosophy: Bashundhara strives to continuously provide its valued customers with best

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Bashundhara City: It is the largest shopping mall in South East Asia under Bashundhara City Development Ltd which is located on the northern side of Panthapath and SAARC Foundation crossing near Pan Pacific Hotel-Sonargaon. It covers 13500 sq m (146000 sq ft) floor. The project is scheduled to be completed by 31 December 2001. It consists of 8-storied shopping mall and 20-storied office tower with a distinguishing architectural design of highly equipped and developed performance. Different types of items are located at different floors. The shopping mall comprises of the following:

- ◆ Super Market
- ◆ Multi Screen Cinema
- ◆ Theme Park
- ◆ Fitness Centre
- ◆ Swimming Pool
- ◆ Food Court
- ◆ Offices, etc.

Company Reflection of the GROUP: With the passing of time BASHUNDHARA GROUP expanded its business activities and undertook various projects in different fields. At present the Group owns following companies:

- East West Property Development (Pvt) Ltd
- Bashundhara City Development Ltd
- Meghna Cement Mills Ltd
- Bashundhara Paper Mills Ltd
- Freyschmidt Tissue Ltd
- Shahjalal Newsprint Industries Ltd
- Union LP Gas Ltd
- Bashundhara Steel Complex Ltd
- Bashundhara Cement Bag Manufacturing Ind. Ltd
- Bashundhara Industrial Complex Ltd
- Bashundhara Trading Company Ltd
- Bashundhara Import, Export Ltd
- Sundarban Gas Distribution Co Ltd
- Bashundhara Paper Trading Co Ltd
- Bashundhara Cement Trading Co Ltd

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National Housing : The Building Society of Bangladesh

NATIONAL Housing Finance and Investment Ltd is a specialized housing finance institution engaged in the core business of promoting savings and home ownership in the country. It is somewhat modeled after the Savings and Loan Banks of the United States but it really takes after the building societies of the UK. Specialized housing financing has a long and interesting history behind it. The earliest building society for which records survive was formed 225 years ago in Birmingham, now the second largest city in the UK. In 1775, the first building societies were very small institutions, and were generally formed by skilled workers seeking to improve their housing conditions during the industrial revolution of the 19th century. The rapid growth of industry in the UK in the late 18th and 19th century resulted in large numbers of people leaving

the land in order to work in the new and rapidly growing industrialized cities somewhat similar to the present day conditions in Bangladesh. Housing conditions were poor and Government assistance minimal as is the case with our own situation now.

Members of a building society would make regular contributions to the society until sufficient funds had been saved in order to purchase the land and materials necessary to build a house. When the house became available the society would hold a ballot to determine which of the 20 or 30 members making contributions would be entitled to inhabit the dwelling. The winner would move into his home while continuing to contribute to the fund; eventually a sufficient sum was again built up so that a second dwelling could be built. After perhaps 15 or 20 years all the members of the society were housed and the organization was terminated.

This system had a number of disadvantages. Some members of the society had to wait many years before obtaining a home. There were often allegations of ballot rigging. Moreover, the members of the society had to both save with the society and resettle a home. It was also difficult to calculate how new members of a society might be assisted, say five years after the society was formed.

In the mid-19th century many of these problems were overcome by the establishment of permanent building societies. These accepted investments from individuals who did not necessarily wish to build or purchase a home, and at the same time extended their operations so as to lend money to individuals wishing to purchase existing homes, rather than organizing and financing the building of new housing. The oldest building society still existing in the UK was formed in 1845. Virtually all of the largest societies currently in existence were formed before 1900. During the late 19th century many building societies were formed. Continued on page 16

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COMTEQ' 2000 List of Exhibitors

- Alpha Technologies Ltd.
- AMA Technohaven CLC.
- Amaz-K Technotrade Ltd.
- American International (BD) Ltd.
- Bdcom Online Limited.
- Bengal Information Technology Ltd / Informatics Institute Bangladesh.
- Bijoy Online Limited
- Business Information Systems Ltd.
- Connectbd Ltd.
- Intech Online Limited
- Intelligent Computer Systems Ltd. (ICS)
- Lead Computers
- Mac System Solutions
- Quantum Electronics Ltd.
- Quasem Soft Systems Ltd.
- Tel Asia Ltd.
- Tele Shop
- Tricom Electronics Ltd.
- Wintech
- Wizard Technologies Ltd.
- Yellow Pages (Pvt) Ltd.

ELEXPO'2000 List of Exhibitors

- Akira Electronics Int'l Ltd.
- Butterfly Marketing Ltd.
- Cybernetic Systems Ltd.
- Excelsior Home Appliances Ltd.
- Gng International Trading Ltd.
- Limo Electronics Ltd.
- Magnum Marketing Ltd.
- Nicole International Ltd.
- Power Sonic Trade International
- Prince Marketing Limited
- Urm Electronics Ltd.

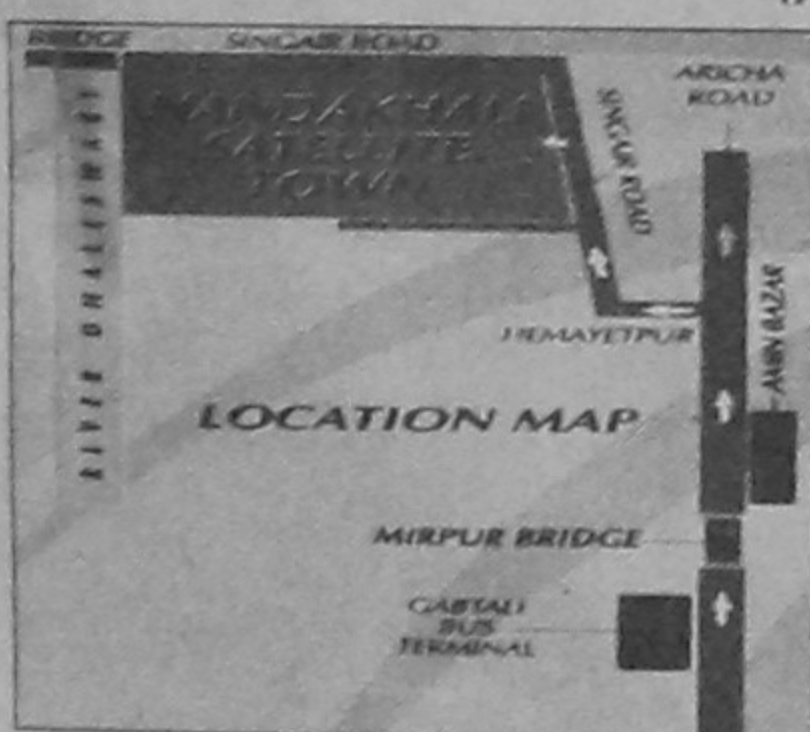
CONEXPO' 2000 List of Exhibitors

- Aziz Pipes Ltd.
- Bashati Consortium Ltd.
- Bashundhara Group of Companies
- Concord Group of Companies
- Elite Chemical Ind. Ltd./Elite Iron & Steel Ind. Ltd.
- Energypac Powergeneration Ltd.
- Garware Polyester Ltd., India
- J.P. Corporation
- Litme Enterprise
- Living Stone Ltd.
- Macro Biponon Ltd.
- National Housing Finance and Investments Ltd.
- North South Property Dev. Ltd.
- Orbit Holding's Limited.
- Paradise Cables Ltd.
- Rangs Properties Ltd.
- Rupayan Real Estate Ltd.
- Sail Powertee Corporation.
- Sattar Metal Industries
- Sky View Foundation Ltd.
- Sumana Pvt. Ltd.
- Suvastu Development Ltd.

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TO ENSURE THAT, IS OUR COMMITMENT**

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Purchase Option

- * Instalment, Loan and at a time facilities are available
- * Bank Guarantee is also available

Visit our Booth Nos. 42, 47 at ConExpo' 2000 from 4-6 November at Dhaka Sheraton Hotel

Promoters: Janata Housing Ltd, Plot Malik Kalyan Samity

Project Financed by: Agrani Bank, Pubali Bank Ltd & Uttara Bank Ltd.

For more information please contact:

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VISIT
our stall at
Winter Garden, Sheraton
4th - 6th November 2000



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