



Endorsed by



Ministry of Civil Aviation and Tourism

# 10<sup>th</sup> ASIAN TOURISM FAIR

## THE BIGGEST EVER TOURISM EXPO IN BANGLADESH

### 15 COUNTRIES 200 EXHIBITORS



# September 21 22 23 , 2023

## Bangabandhu International Convention Center (BICC) Dhaka, Bangladesh

Organized by

পর্যটন বিচিত্রা  
Parjatan Bichitra

Supported by

Bangladesh  
National Tourism Organization

Bangladesh Parjatan Corporation  
(Govt. Tourism Organization)

Hospitality Partner

INTERCONTINENTAL  
DHAKA

Venue Partner

BICC  
Managed & Operated by BIC

Cruise Partner

DHAKA DINNER CRUISE  
ঢাকা ডিনার ক্রুজ

[www.asiantourismfair.com](http://www.asiantourismfair.com)





Bangladesh



Nepal



Thailand



Sri Lanka



China



Malaysia

## ASIAN TOURISM FAIR (ATF)

Tourism is increasingly a major source of economic growth, employment, income and main revenue of many developing countries. It can significantly contribute to social and economic development activities.

It gives us immense pleasure to invite you to the 10<sup>th</sup> Asian Tourism Fair (ATF, Dhaka) scheduled to be held on September 21-23, 2023 at Bangabandhu International Conference Center (BICC), Dhaka Bangladesh.

ATF is an exceptional platform providing immense opportunities for tourism buyers and sellers from Asian countries to come and showcase their latest Products & services. It is the largest and most popular tourism event in Bangladesh.

This not-to be missed showcase "Asian Tourism Fair" would also serve as a useful development tool for disseminating information for conservation, culture as well as inspire local communities in different countries and help each others tourism destinations.

## EVENT'S HIGHLIGHTS

On the early celebration of world tourism day 2023, this year Asian Tourism Fair has taken added glory & prestige with the side line events of Seminar, Workshop, Skill convention, Cultural Programme, Bangladesh Tourism Night & Award Ceremony along with tourism trade exhibition, B2B & B2C Sessions.

## EXHIBITORS

| Adventure Tourism Clubs | Airlines, Railways, Bus, Cruise Lines | Amusement, Theme Parks, Health Spas & Resorts | Duty free shops, Souvenir Shops | Entertainment and Hospitality equipments | Hotels, Resorts, Motel, Guest House | National Tourism Organizations | Tour Operators, Travel Agents | Tourism Institutes & Training centers | Travel Accessories & Equipments | Travel Insurance, Travel loan, Credit Card | Travel Reservation Systems | Travel Publishers & Photographers | Medical Tourism | MICE | Community Based Tourism |

## MARKET POTENTIAL

Bangladesh is one of the fastest growing markets for outbound, inbound and domestic tourists. Even in the present scenario of corporate culture, the most of companies are offering annual corporate trip at home or abroad. Flights are increasing significantly between Bangladesh and other countries, especially in the Asian & Middle East regions.

Bangladesh is one of the best valued destinations for international tourist (Source: Lonely Planet) having the largest mangrove forest, longest unbroken sea beach, tea gardens, hilly areas and ethnic community, rich cultural heritages, Buddhist heritage sites, hospitable people and many more. It's a valued destination for community based tourism as well. It is the destination of celebrating diversity. Bangladesh is also one of potential tourist source market for many asian destinations.

## PREVIOUSLY PARTICIPATED COUNTRIES

| Bangladesh | India | Nepal | Bhutan | Thailand | Malaysia | Sri Lanka | Indonesia | China | Korea | Sri Lanka | Japan | Jordan | Iran | Qatar | Philippine | Singapore | Lithuania |

## HOTEL, TRANSPORT & TOUR

Discounted hotel, transport & pre/post event trip reservation can be done through ATF nominated agents and enlisted hotels. It is applicable only for exhibitors who take early bird registration opportunity.

## VISITORS

| Business Travel Agencies | National & International Tourism Representative | Corporate Travel Buyers | Tourism Skills Professionals | Travel media Professional | Leisure Travelers (FIT & GIT) | Adventure Travelers | Corporate Travelers | Industry Students | Researches | High ending Travellers |

## REGISTRATION SCHEDULE

Registration Start	: On Going
Early Bird Registration	: Before 15 August 2023
Late Registration	: 30 August 2023





Turkey



Lithuania



Bhutan



India



Indonesia



Philippines

## RATE OF BOOTH

Booth Size	Rate	Early Bird Rate (Valid before 15 August 2023)
(8'X8') = 64 sft	USD 1500	USD 1200
(8'X16') = 128 sft	USD 3000	USD 2400
(16'X16') = 256 sft	USD 6000	USD 4800

\* Above rates are not included VAT & TAX

## FACILITIES (EACH STALL)

- 1 Table 2 Chairs
- 1 Basket & Floor Carpet
- Fascia with Company name
- 2 Tube Lights & Power Socket

## TERMS & CONDITIONS

### A) LIABILITIES :

Asian Tourism Fair will not be liable for any loss or damage of any exhibit. Exhibitors are advised to insure their exhibits theft, loss or damage, and for fire.

### B) LOGISTICS :

Logistic supports like Stall decoration, clearing and transportation of goods can be done with nominated agent. Other support like Telephone, Photocopy, Photograph and sales staffs can be arranged during the exhibition on payment with prior requisition. Other

### C) CANCELLATION OF STALL BOOKING :

Cancellation of stall booking shall only be considered on written

application latest by 31 August 2023. 50% percent of the registration fee will be deducted for cancellation. No Cancellation request will be entertained after the deadline.

## MODE OF PAYMENT

All payments are to be made in favor of organizer's Account. Bank Transfer costs will be borne by the sender.

Account Name : **Parjatan Bichitra**

A/C Number : **62833000159**

Bank Name : **Bank Asia**

Branch : **Sukrabad Branch, Holding-02, Mirpur Road  
Sukrabad, Dhaka, Bangladesh**

Branch Code : **628**

Routing No. : **070270686**

## ORGANIZED BY

ATF Dhaka is brought to you by the popular travel and tourism magazine in Bangladesh -**The Parjatan Bichitra**, Endorsed by - Ministry of Civil Aviation and Tourism, Govt. of Bangladesh, with supported by Bangladesh Parjatan Corporation (BPC), Bangladesh Tourism Board (BTB) & tourism trade association in home & abroad

## MANAGEMENT BY

The upcoming Asian Tourism Fair will be professionally managed by the leading event management organization.

## REGISTRATION

You are requested to fillup the registration form for confirming your booth & send to fair secretariat :

**House - 97/1, Flat - 2B, Sukrabad  
Sher-E-Bangla Nagar, Dhaka-1207  
Bangladesh.**

E-mail : [asiantourismfair@gmail.com](mailto:asiantourismfair@gmail.com)  
Phone : +88 02-222242944

## CONTACT

**Mr. Mohiuddin Helal**

Chairman, ATF Dhaka

E-mail : [info@asiantourismfair.com](mailto:info@asiantourismfair.com)

Mobile : +88 01819224593, 01970004447

**Mr. Borhan Uddin**

Fair Director, ATF Dhaka

Mobile : +88 01730450099 (BD)

## DMCL Desert Express Travel & Tours LLC

**Office no : 105, 1st floor, Plot no 589-0**

**Bruj Nahar Views Building**

**Deira, Dubai, U.A.E**

**Mobile : +97154 400 8920**



