

BASIS
SOFT EXPO 2023

February 23-26, 2023



**SHOWCASING BANGLADESH'S
TECHNOLOGICAL ADVANCEMENT**

**CONCEPT
PAPER**

BASIS 

 **16488**

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 <https://softexpo.com.bd>



BASIS SoftExpo 2023

BASIS SoftExpo is the largest private sector exposition aimed at showcasing IT and ITES products and services in Bangladesh. The Largest Regional Technology Congress, 17th BASIS SoftExpo is going to be held during 23-26 February 2023 at Bangabandhu Bangladesh-China Friendship Exhibition Center, Purbachal in Dhaka. It will focus on creating more collaborative relationships at the national and international levels, inviting trade delegations from various countries to experience the immense potential of the Bangladeshi ICT industry. As the country has taken a great leap in the digital wave, this time SoftExpo will be bigger and better than ever before. The event this year will be a congregation of ICT companies, personalities, professionals, key policymakers, industry leaders, and other ICT stakeholders.

| Particulars | Number |
|-------------------------------------|---|
| Local and International Exhibitors | 300 |
| Zones | 15 |
| National and International Speakers | 170 |
| Visitors | 500,000 |
| Seminars and Tech Sessions | 40 |
| Mega Events | 07 |
| B2B Matchmaking Sessions | Participants from more than 100 local and foreign companies |
| University Campaign | 50 |
| Social Media reach | 1,000,000 approx. |
| International News Portals | 25 |
| TV and Radio Channels for Coverage | 60 |
| Foreign Delegation | 25+ |
| Corporate Visitors | 4,000+ |
| Government High Officials and CXOs | 650+ |
| Guests at Inauguration Ceremony | 2,000+ |
| Guests at Award Night | 2,000+ |
| Guests at Closing Ceremony | 2,000+ |

Events

Gala Events

The Gala Events of BASIS SoftExpo 2023 will commence with a grand Inauguration and conclude with an Award Night followed by the Closing Ceremony. Honorable Ministers, distinguished senior secretaries of different ministries and divisions, well-known parliamentarians, ambassadors from other countries, and representatives from other countries in the information technology sector will attend these events. It is anticipated that 2,000 participants will take part in the opening and closing celebrations.



Anchor Events/Big Events

BASIS SoftExpo 2023 will include 7 anchor/big events which are as below:

01 IT Job Fair and Career Camp

An IT Job Fair and Career Camp will be held as one of the focus events in the BASIS SoftExpo 2023. It is anticipated that students from around 100 universities will take part in the IT Career Camp. Among the attendees who will be participating, there will be more than 500 IT companies.

02 Outsourcing Conference

This conference on outsourcing will have a total of 1000 attendees, making it the largest of its kind. Outsourcing-related topics such as Business Process Outsourcing (BPO), BMO, BKO, national strength and opportunities as well as institutional capacity, etc. will be discussed at the conference.

03 Startup Conference

Startup events in BASIS SoftExpo 2023 is going to bring together investors, venture capitalists, angel investors, banks, non-bank financial institutions (NBFIs), and policy makers to discuss a variety of topics concerning the advantages and disadvantages of starting a business as well as initiatives undertaken by the government. It is anticipated that there will be a total of 1,000 participants present at the Startup event.

04 Developers Conference

Around 1,000 participants are expected to take part in the Developer Conference, which will provide both seasoned and novice ICT developers with the opportunity to share their expertise and capitalize on the opportunities presented by the expanding field.



05 CXO Night

The CXO event in BASIS SoftExpo 2023 is an invitation-only event. CXO night will host tech-giants and 1,000 executives from leading global and local businesses.

06 B2B Matchmaking

It is expected that 200 B2B matchmaking sessions will take place during BASIS SoftExpo 2023 with a chance of following-up on business leads. 100 national and international businesses will participate in 200 B2B matchmaking sessions.

07 Global Trade-body Conference

At the Global Trade Body Conference, BASIS will provide an overview of the ICT industry to the top trade organizations from around 200 nations from across the world.



Knowledge-sharing Sessions



Roundtables and Policy Dialogues

This year, in total 10 roundtables and policy dialogues will be arranged where policymakers, ICT business leaders, enthusiastic national and international level speakers, influencers, and motivators will have discussions under one roof. These sessions will focus on dynamic issues such as awareness and capacity building programs, E-Commerce, cyber security, etc.



Seminars

BASIS SoftExpo 2023 will arrange 20 seminars along with the roundtable meetings and policy dialogues focusing on diverse topics such as strength of the Bangladesh ICT industry, professional framework for HR development, scope for industry-academia collaboration, etc.



Technical Sessions

There will be 10 technical sessions focusing on frontier and 4IR techs, Digital Marketing, etc., participated by technical experts.

Facilities

Cultural Shows

Partner Country Celebration

BASIS wants to honor its partner countries at SoftExpo 2023 with some country-specific sessions, such as shows on culture and diversity followed by dinner.

Drone Show

BASIS SoftExpo will debut a 5-day drone expo creating 3D scenes and showing 3D sky clips.

Theater

During BASIS SoftExpo, a theater will show 2D and 3D Bangladeshi animation films to demonstrate the industry's recent accomplishments.



Gaming Corner

BASIS SoftExpo will have a gaming corner that will offer gaming experience to visitors of all ages.

Music Fest

Concerts will be held daily at the BASIS SoftExpo event.

Launchpad

BASIS SoftExpo 2023 will offer a Launchpad for exhibitors. This Launchpad is for new tech products to make a splash and attract customers, journalists, investors, and stakeholders.

Signature Facilities

BASIS SoftExpo 2023 will have many interesting facilities. The amenities would ensure a smooth operation for the planned activities. IT industry actors will benefit from special zones, transportation services, secretarial help and a media area. SoftExpo 2023 will have:

Business Lounge

A Business Lounge will provide a calm atmosphere. VIPs and business leaders from different countries will be served with refreshments in a comfortable atmosphere for business and networking.



Food Court

A central food court will serve sumptuous and hygienic food and beverage for all the visitors and exhibitors.

Transportation

Since the venue for BASIS SoftExpo is situated at the outskirts of the city, ample transportation facilities will be arranged including shuttle and ride-sharing services, etc.



SoftExpo Secretariat

Industry leaders, guests, visitors, and other stakeholders can get general secretarial support at the BASIS SoftExpo Secretariat.

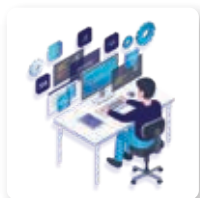
Media Corner

Media corner will promote events, technology, and industry experts; while journalists from home and abroad will cover the entire event.

Exhibition Spaces and Experience Zones

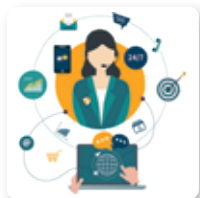
Exhibition and Experience Zones

SoftExpo will be organized into 15 themed zones depicting transformation of Digital Bangladesh into SMART Bangladesh. Special zones will highlight the Bangladeshi IT industry's achievements.



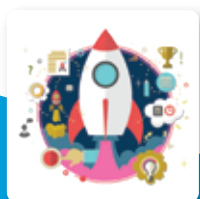
Software Zone

The Software zone in the BASIS SoftExpo 2023 will demonstrate the services and solutions, along with future of innovations Bangladesh has to offer



IT-Enabled Services Zone

This zone is intended to represent an innovation center and manufacturing hub



Startup Zone

This zone will be the platform for emerging start-ups to demonstrate their services



Digital Commerce Zone

This zone will stage dedicated digital commerce industry covering related theme and topic



Animation/AR/VR/Gaming Zone

This zone will display the whole spectrum of creative animation, AR/VR/Gaming. Animation videos of success stories in this sector will be featured throughout the four-day event



4IR Zone

The exhibitions in this zone will showcase 4IR services that local companies can offer showcasing advancement in frontier technologies



FinTech/Digital Payment Zone

The zone will showcase the transformation of banking, insurance, payment, and how digital payment has redefined consumers' digital lifestyle



E-Gov Zone

This zone will showcase E gov related products and services



Mobile Application Zone

Latest and trendy mobile applications will be showcased in this zone



Digital Lifestyle Zone

This zone will focus on how digital solutions and gadgets are changing our lifestyles



BPO/BKO/BMO Zone

This zone will demonstrate how our BPO, BKO, and BMO are progressing in the local and international markets



EdTech Zone

This zone will highlight the latest education technologies available in the country



HealthTech Zone

The revolutionary health sector-related technologies will be demonstrated here



Digital Security Zone

This zone will cover digital security related products and services



Cloud Computing Zone

Cloud computing-related strength of the country will be showcased here



Exhibition Space

For the first time BASIS SoftExpo 2023 is going to be held in the most prestigious venue of the country, Bangabandhu Bangladesh-China Friendship Exhibition Center, Purbachal. This mega exhibition will include 60 Pavilions(20'x20'), 80 Mini-Pavilions(10'x20'), and 160 Stalls(10'x10').

