

Bangladesh — MICE Infrastructure Overview

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Bangladesh in Brief

The Land of Rivers & The Land of Royal Bengal Tigers

The Land of the longest beach & the largest mangrove

As the second-largest economy in South Asia, Bangladesh's economy is the **33rd largest in the world** in nominal terms, and 25th largest by purchasing power parity. ... According to the United Nations in 2010, the country is making major strides in human development, including significant progress in the areas of gender equity, universal primary education, the empowerment of women, reducing population growth, food production, health and renewable energy.

Bangladesh is a pioneer and founding member of **SAARC** (South Asian Association for Regional Cooperation). It is the world's largest contributor to United Nations peacekeeping operations. It is a founding member of the Developing 8 Countries and **BIMSTEC**, and a member of the **Commonwealth of Nations**, the **OIC**, the **NAM** and the **G-77**.

Bangladesh has seen a dramatic increase in foreign direct investment. In order to enhance economic growth, the government set up several export processing zones to attract foreign investment. Bangladesh now is the 2nd largest exporter of Apparels to over 120 countries of the world after China, as reported by WTO.



TOURISM IN BANGLADESH

2024

GDP Contribution 3.02%
Domestic Tourism 30 Million
Total Employment 5.1 Million
3 UNESCO World Heritage Sites
5 Intangible Cultural Heritage
Eco Tourism, Backwater Tourism,
Business Tourism, Beach Tourism

2041

GDP Contribution 10%
Total Employment 21.8
International Tourist 5.57 Million

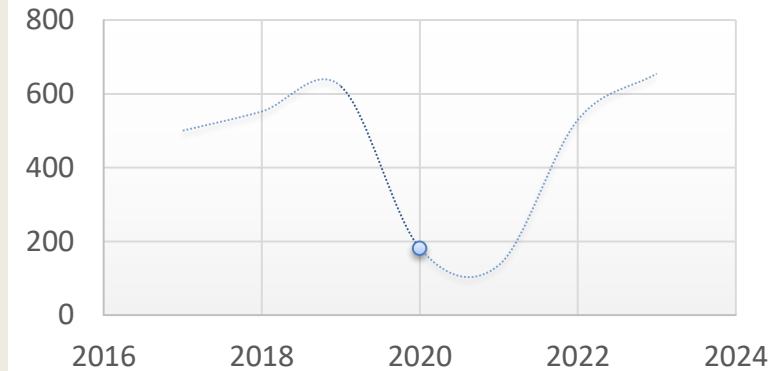


India, Italy, UK, USA,
Japan, South Korea,
China, USA, Germany

SOURCE MARKET

INBOUND TOURISM

Inbound Tourist (Thousand)



GLOBAL EXHIBITION INDUSTRY

Global Exhibition industry contributes USD 325 billion to the global economy and nearly **32,000 exhibitions** were held in a year (2018) across the globe.

Nearly **4.5 million** exhibitors showcased their product and services in 2018 and **300 million** visitors participated for sourcing their business needs.

Asia Pacific region ranked *third* in terms of **visitor numbers** in 2018 with **81.5 million** visitors, representing 26.9% of global visitors, followed by Europe and North America.

Asia Pacific region ranked *third* in terms of **Exhibitor numbers** in 2018 with **1.2 million exhibitors**, representing 26.7% of global exhibitors, followed by North America and Europe.

FACTORS THAT WOULD ENCOURAGE ORGANIZERS FOR MICE EVENTS



- Excellent geographical location in South-Asia and Bangladesh can also be termed as a bridge between South-Asia and ASEAN countries.
- Good infrastructure and communication available.
- Experienced Event Organizers operate in Bangladesh, capable of handling events of any magnitude.
- Easy accessibility with flights from all continents flying into Dhaka
- The Main and busiest international airport of the country in Dhaka known as 'Hazrat Shahjalal International Airport' has been renovated and currently has a capacity of handling over 8 .Million passengers per annum.
- Ranging from the lush green Rain forests to Historical places & Monuments, From the Beautiful Mountains with Tribal people to the Sundarbans with the enchanting Royal Bengal Tiger – the World largest Mangrove Forest and a UNESCO World heritage site, From the renowned Hundreds of Serpentine Rivers to Cox's Bazaar - the World's Longest Sandy Sea Beach. Bangladesh has a combination which would leave a traveler spellbound.
- As stated above, apart from Business, there are excellent places to visit in Bangladesh at very reasonable packages for Sightseeing tours which makes Bangladesh a perfect MICE destination.

Meeting and Event Industry in Bangladesh

Private Driven
Industry

Diversified
Events and
Meeting

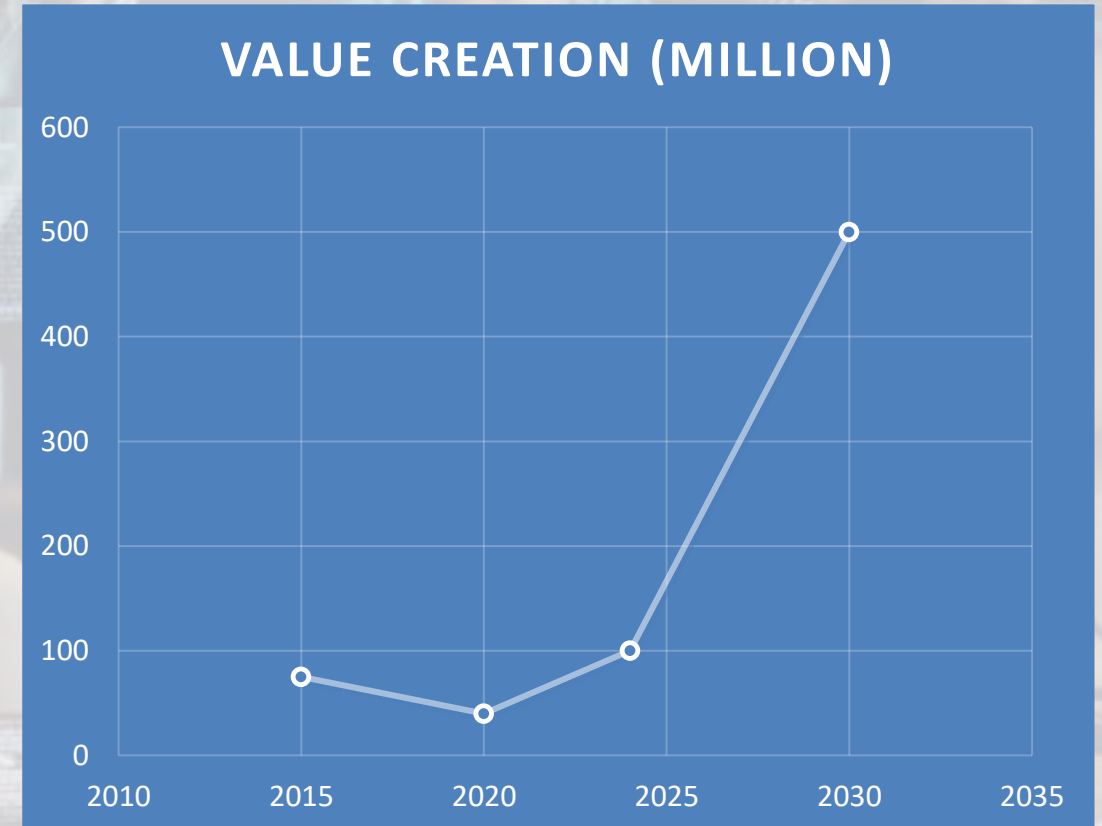
Year	Value Creation (million)
2015	75
2020	40
2024	100
2030	500

Job
Creation

Infrastructure
Development

2-30 Days
Program

Incremental
Growth



Trade Show	TexPo	Motor Show
Medical Equipment Show	Gastronomy Show	Cultural Expo
Marine and Offshore Expo	Light Engineering Show	Leather Tech Show
Yarn and Fabric Expo	Garments Accessories Expo	Tourism Fair
Business Summit	Building Expo	Pharma Show
Marathon	Folk Fest	Electrical Expo

Trade

Tech

Cultural

B2B

Sports

Types of Meeting and Events

Key convention centres

- Bangabandhu International Conference Center (BICC) — established multipurpose venue in Agargaon, Dhaka.
- International Convention City Bashundhara (ICCB) — one of the largest facilities in Bangladesh; very large capacity & parking.
- Bangladesh China Friendship International Conference Center (BCFICC) — another major venue in Sher-e-Bangla Nagar.
- Regional centres: Sylhet, Chattogram and Cox's Bazar have smaller but growing convention halls for regional MICE.





25
COUNTRIES
1250
EXHIBITORS
1500
BOOTH



Bangladesh- China Friendship Exhibition Center

- 33 thousand square meters floor space exhibition hall of 15,418 square meters.
- 473-seat auditorium, 50-seat conference room
- 6 discussion rooms
- 800 exhibition booths



International Convention City Bashundhara

- 650 thousand square feet of covered space within its four beautifully designed halls
- the facility is equipped to host big crowd events for up to 20 thousand guests at a time.
- Helipad
- Car Parking: 2000 cars
- Shuttle Bus
- Seminar Hall



Hotel Intercontinental

Jamuna Future Park

Grand Sultan, Sreemongol

BICC

Royal Tulip, Coxbazar



Hotels and accommodations (MICE-ready)

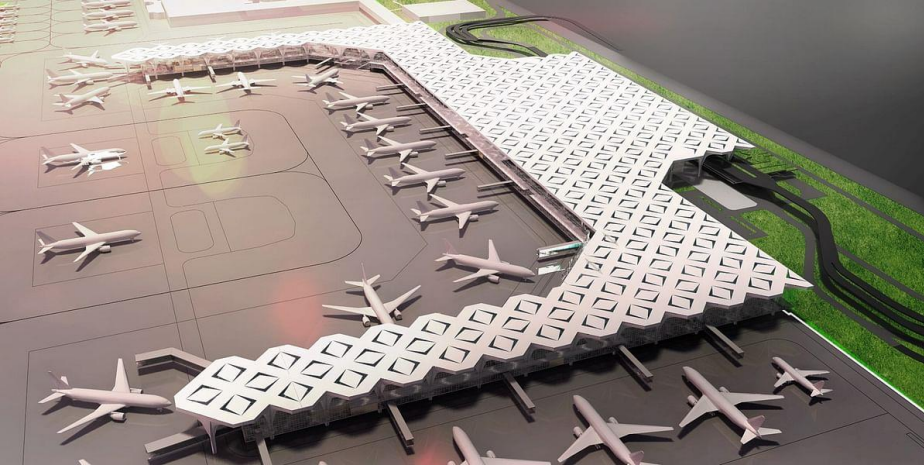
- Major international hotels in Dhaka: Pan Pacific, Le Méridien, InterContinental, Radisson Blu, Renaissance — offering large meeting rooms and ballroom facilities.
- Hotel pipeline and openings continue (multiple projects under construction across 2024–25), expanding room inventory and large-group capacity.
- Provincial five-star and resort hotels (Chattogram, Cox's Bazar, Sylhet) increasingly target incentives and corporate retreats.

Transport links supporting MICE

- Air: Hazrat Shahjalal International Airport (Dhaka) is the main international gateway; improvements ongoing for capacity.
- Road: Purbachal Expressway and arterial highways connect Dhaka to new convention zones (ICCB near Purbachal).
- Rail & Metro: Airport–Kamalapur metro (MRT Line-1) and broader metro expansion planned to improve access to city convention zones.
- Ports: Chattogram and Mongla ports support exhibition logistics for products and trade shows.

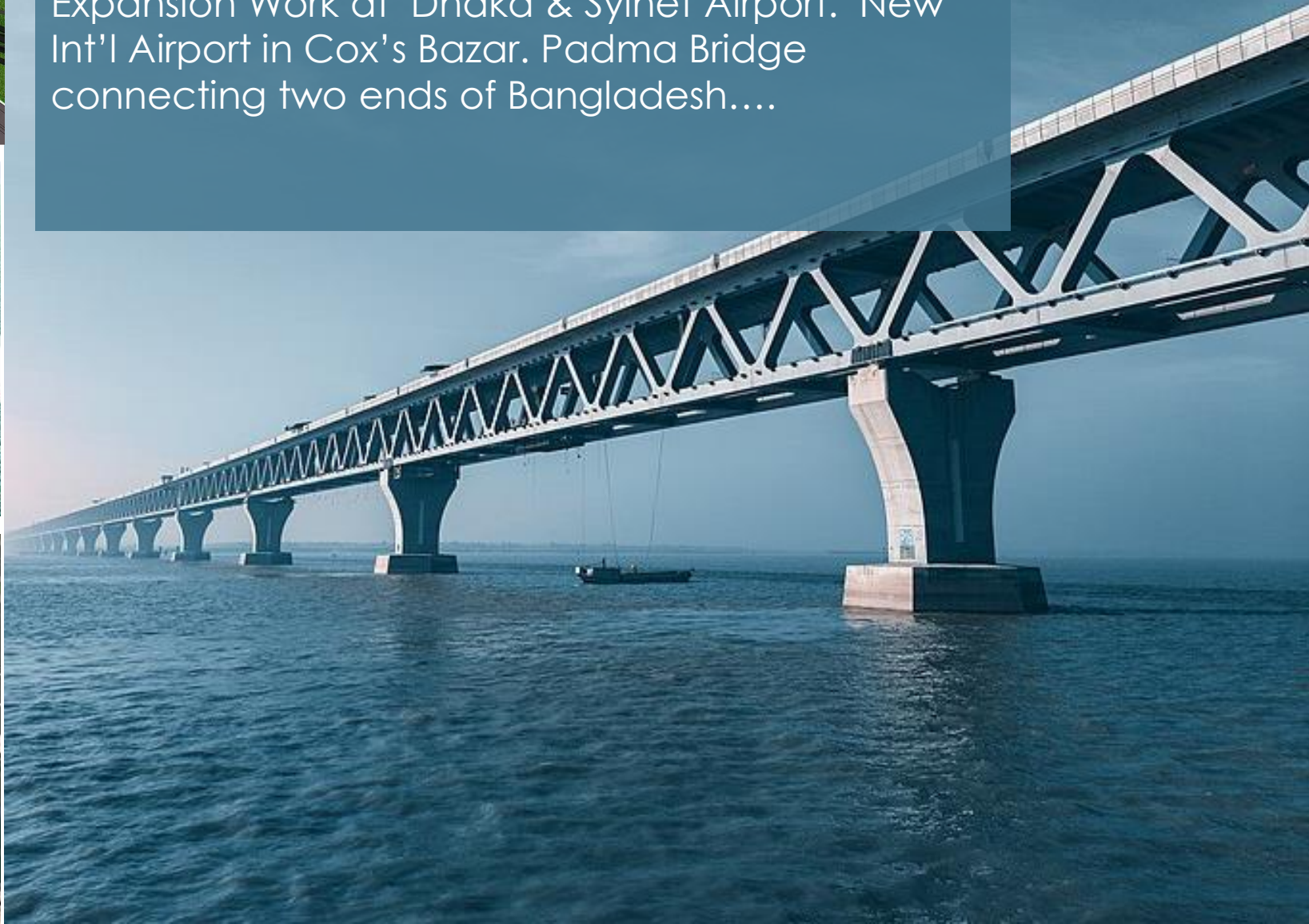
Recent developments & near-term projects

- ICCB (International Convention City Bashundhara) operational with very large capacity for 20,000+ attendees.
- ICCL International Convention Centre (new project; reported grand opening in early 2025) expanding national capacity.
- Metro projects (Airport–Kamalapur underground line) under construction to ease airport-city access — expected in phased completion by late 2020s.
- Government and private hotel pipeline growth (2023–25) increases room inventory for large events.



BANGLADESH RISING

Expansion Work at Dhaka & Sylhet Airport. New Int'l Airport in Cox's Bazar. Padma Bridge connecting two ends of Bangladesh....



Competitiveness — strengths & gaps

- Strengths: rising supply of venues, improving airport connectivity, established event services & local organisers.
- Gaps: shortage of integrated convention hotel complexes in the city centre, limited international direct flight frequencies for some markets, last-mile transport for large delegations.
- Opportunity: position Dhaka as South Asian secondary MICE hub with targeted incentives and upgraded visa facilitation.

Recommendations to enhance competitiveness

- Encourage development of 5-star convention hotels adjacent to major centres (ICCB/BICC).
- Improve last-mile metro/express shuttle services from airports to venues for large delegations.
- Develop divisional MICE hubs (Chattogram, Sylhet, Cox's Bazar) with dedicated expo spaces and hotel clusters.
- Introduce MICE-focused visa facilitation and destination marketing to attract regional conferences.

**THANK
YOU!**

