

## Post-Show Information

### For more sustainability

**A successful Bangladesh Denim Expo ended with a call to make the denim industry more sustainable.**



Munich/Dhaka, April 2016 – The fourth edition of the Bangladesh Denim Expo (BDE) themed ‘Denim Evolutions’ took place on 25 & 26 April 2016 in the International Convention City, Bashundhara Dhaka, Bangladesh and covered the entire event space. The expo started its journey in 2014 and in a period of only 2 years it has already become an important event in the global denim calendar. The recent trade show proved its relevance for the international denim community: 49 exhibitors from 13 countries participated and showed their news of the entire denim value chain – from fabrics to washes – to 4.165 visitors from 43 countries and 993 companies.

In addition to product showcasing, the expo came with latest information to the industry through a number of seminars like ‘Denim Trends 2017’, ‘Bangladesh Horizon 2021’ and ‘Nostone and Waterbush’. Moreover, one panel discussion on ‘The Revolution of Denim Industry’ was held in the expo. Amy Leverton of famous Denim Dudes has taken her seminar audience to a tour of the key best-selling items in denim history, and of course a glimpse on to ‘trend 2017’. A specially designed trend zone in the expo showed the latest evolutions and innovative trends that would rule the denim world for the next seasons.

A unique trait of the show this time: The expo ground was decorated fully with jute to promote the once ‘golden fiber’ of Bangladesh to the world along with the ‘Made in Bangladesh’ denim. By visiting the expo, apart from getting clear idea about new denim products, trends, technologies and innovations, visitors could realized the huge potential of using this sustainable and organic fiber.

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Mostafiz Uddin, Founder and CEO of Bangladesh Denim Expo, said: “The aim of Bangladesh Denim Expo is to improve the country’s reputation as a reliable denim manufacturer. The expo has been successfully doing this and it has already become a much-awaited event in the international denim calendar.” In his speech during the opening of Bangladesh Denim Expo, Mr. Mostafiz Uddin announced about organizing 1st time ever in Bangladesh an expo titled as ‘**Bangladesh Green Apparel & Textile Expo**’ on 25-26th February, 2017 at the same venue. The Green Expo has a tag line: ‘Introducing Sustainable Technologies & Solutions’. This is a non-profit, non Govt initiative with a very clear objective to support the green momentum in the denim apparel industry. It will bring in environment friendly technologies and solutions, and also series of seminars and knowledge sharing sessions. Besides the Green Expo he announced the next edition of Bangladesh Denim Expo which will take place in the same location on 8 & 9 November 2016.

More info at: <http://www.bangladeshdenimexpo.com>

#### **About Bangladesh Denim Expo**

Since 2014, the Bangladesh Denim Expo takes place in Dhaka, Bangladesh. An international sourcing platform for the entire denim supply chain, the trade fair offers information on news and trends in the areas of fabrics, finishes, laundry equipment, and accessories. The non-profit fair does not only promote the denim business in Bangladesh – now the world's second largest, after China. Its target is also to improve the ecological standards of production facilities and to encourage international information exchange.

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