

BGA/Trade Fair & Events/2024/69

24 March 2024

TO ALL HON'BLE MEMBERS OF BGMEA

Subject: Participation in Russia International Fashion Brand trade Fair "Bee-Together.RU" and "Collection Premiere Moscow (CPM)" to be held in Moscow Russia.

Dear Sir,

We are delighted to inform you about two consecutive exhibition "Bee-Togheter.RU" to be held at Radisson Slavyanskaya, Moscow, Russia from 6-7 June 2024 and "Collection Première Moscow-(CPM)" to be held from 27-30 August 2024 at Krasnopresnenskaya Nab. 14, Moscow, Russia. As we know Russia is one of the world's biggest consumer markets due to its sizeable population. Due to its geographic location, Russia has access to markets in Central Asia and Eastern Europe. Russia has harsh seasonal variations in temperature, with bitterly cold winters and scorching summers. Russia's clothing industry provides opportunities for foreign companies to supply the readymade garments, where Bangladesh can take the opportunities.

DETAILS OF THE EXHIBITION

Particulars	Bee-Together.RU	Collection Première Moscow (CPM)
Exhibition Name	Bee-Together.RU	(CPM) International Fashion trade Show, Moscow
Exhibition Category	Sourcing Fair	Brand Exhibition
Date	6 -7 June,2024	27-30 August,2024
Venue	Radisson Slavyanskaya, Moscow, Russia	Krasnopresnenskaya Nab.14, Moscow, Russia
Website	https://bee-together.ru/#	https://cpm-moscow.com/

This is information circular. If you feel interested in participating, you are requested to contact BGMEA directly. BGMEA shall not be liable for the refunding of stall fees and visa-related issues.

For any queries, please contact with:

- Md. Shahriar Rahman, Deputy Secretary, BGMEA, Mobile: +88 01671-429218
- Sizan Mahmud Plabee, Executive, BGMEA, Mobile: +880727-656997

Attachments:

1. Brochure.

Thanking you,

Secretary General



OUTSOURCING BUSINESS PLATFORM

EXTENDED TWO-STREAM RELEASE

June, 4–5
PRODUCTION
IN THE CIS

2024

June, 6–7
INTERNATIONAL
PRODUCTION





Who visits the exhibition?

The visitors of the business platform are: large russian retailers, international brands, private labels, designers and clothing manufacturers from Russia, who are interested in production in various segments — from mass-market to premium, from underwear and socks to coats, jackets and hats.

More than 1500 visitors take part in the B2B meetings







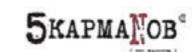


























































AVAVIBEHIC













O'STIN

























Who can become an exhibitor?

Any factory, which has free capacities and is ready to accept orders for various product groups:

- Women's, men's, children's clothing
- Sportswear
- Outerwear
- Leather and fur products
- Underwear and hosiery products

- Accessories
- Fabric and fitting manufactures

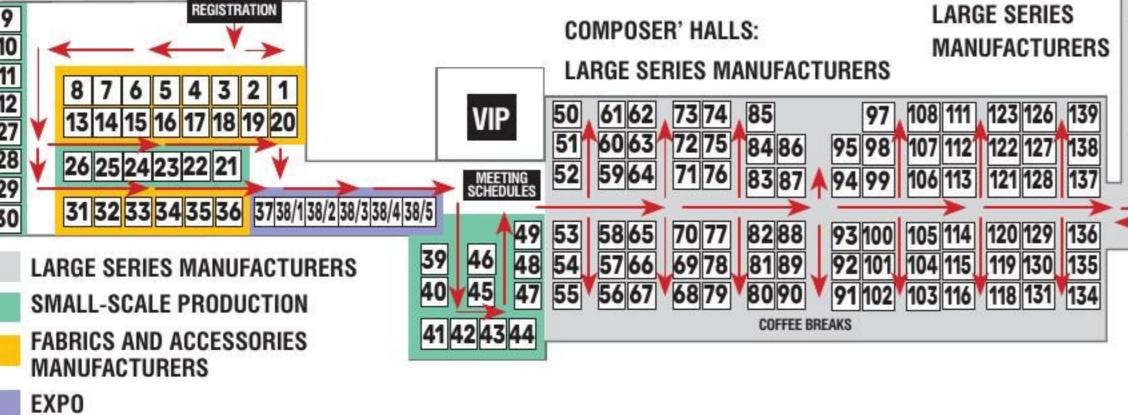
WRITERS' HALLS:

- Design bureaus
- Transport and logistics companies
- IT / consulting companies.

more than 150
factories from Russia
and other countries
come to Moscow for the
individual B2B meetings
with potential clients.









What is included in the price?

- Placement on the official web-site www.BEE-TOGETHER.RU;
- Placement with fotos of samples, logo and contact data in a special issue of the magazine PROfashion
 Outsourcing with a volume of 1 page (the magazine is distributed not only on the business platform, it is sent to a special database of potential customers through the outsourcing system);
- Information about the factory in social networks of the business-platform BEE-TOGETHER.ru, magazine PROfashion;
- The work of the call center to notify visitors and making an individual meeting schedule for each participant;
- Working space (5 sq.m.), 1 table, 4 chairs;
- 1 unit of demonstration equipment to choose from:
 - Rail (length 120-200 cm * width 60 cm * height 120-190 cm), a set of hangers (20 pieces)
 - Floor stand for hats (height 180 cm * length 50 cm)
 - Shelving (width 77 cm* depth 33 cm* height 174 cm, 4 shelves)
 - Mesh with hooks (length 120 cm * height 170 cm)
- Lunch for 2 representatives of the company;
- A permanent line of coffee-breaks;
- Foto and video report with comments from factory representatives (optional)



ADDITIONAL OPTIONS:

- Graphic banner/video (max 20 sec.) on 10 video displays.
 16 times per day (FHD 1920*1080pxl)
- Placement of the second unit of demonstration equipment (own or from the organizer to choose form): 100 euro.
- Placement of the third unit of demonstration equipment (own or from the organizer to choose form): 750 euro.
- The location of the working space in the first row (the number is limited): 300 euro.
- Additional lunch: 30 euro a day per a person

PROHIBITED FOR PLACEMENT IN THE WORKSPACE:

- More than 3 pieces of demonstration equipment
- MANNEQUINS
- ROLL-UPPS
- Video plasmas
- Sound equipment
- Tee-pots / coolers

^{* 4} days: + 50% to the cost

What is included in the price?

- Placement on the official web-site www.BEE-TOGETHER.RU;
- Placement with fotos of samples, logo and contact data in a special issue of the magazine PROfashion Outsourcing with a volume of ½ page (the magazine is distributed not only on the business platform, then it is sent to a special database of potential customers through the outsourcing system);
- Working space (5 sq.m.), 1 table, 4 chairs;
 - 1 unit of demonstration equipment to choose from:
 - Rail (length 120-200 cm * width 60 cm * height 120-190 cm), a set of hangers (20 pieces)
 - Shelving (width 77 cm * depth 33 cm * height 174 cm, 4 shelves)
- Lunch for 2 representatives of the company;
- Foto and video report with comments from factory representatives (optional)



- Graphic banner/video (max 20 sec.) on 10 video displays.
 16 times per day (FHD 1920*1080pxl)
- Placement of the second unit of demonstration equipment (own or from the organizer to choose form): 100 euro.
- Placement of the third unit of demonstration equipment (own or from the organizer to choose form): 750 euro.
- The location of the working space in the first row (the number is limited): 300 euro.
- Additional lunch: 30 euro a day per a person

PROHIBITED FOR PLACEMENT IN THE WORKSPACE:

- More than 3 pieces of demonstration equipment
- MANNEQUINS
- ROLL-UPPS
- Video plasmas
- Sound equipment
- Tee-pots / coolers

^{* 4} days: + 50% to the cost



Who else can participate in the exhibition?

Design bureaus | Logistics | IT-Companies | Consulting Companies

What is included in the price?

PACKAGE/OPTIONS	ONSITE PARTNER PARTICIPATION PACKAGE	OFFICIAL PARTNER PACKAGE	
Working space (on request, table, chairs, rails) at the exhibition hall (4 days).	+	+	
Placement of contact information and company logo at site www.BEE-TOGETHER.RU in the Partners section.	+	+	
Lunches for company representatives.	+	+	
Coffee breaks for all the exhibitors;	+	+	
Priority placement of contact information and company logo at site www.BEE-TOGETHER.RU in the Partners section.		+	
Distribution of advertising brochures in all areas of the event.		+	
Graphic banner/video (max 20 sec.) on 10 video displays. 16 times per day (FHD 1920*1080pxl)	+ 1	+	
E-mailing on database of Business platform BEE-TOGETHER – potential and registered participants	-	+	
Additional partner activities as agreed with the organizers	676	+	
Weekly advertising campaign (through the sources of PROfashion Publishing House and the mediapartners)	-	+	
Advertising campaign in the PROfashion Outsourcing Special edition	1 page	4th cover	
	5000 euro	8500 euro	



BEE-TOGETHER is the shortest path from a contact to a contract

Exhibitors' reviews

Lyudmila Denisova, Head of Akademiya Mody («Milada», Russia):

«It's not our first time on the BEE-TOGETHER.ru. We really like the fact, that the meetings are organised special for us. It lasts only 2 days, but they are intense indeed — we have meetings every half an hour. Clients come to our table consciously and with certain offers. Last exhibiton provided us with 3 clients, we've been working with them for a year already.»

Marina Torgashova, Yurma Fashion (Russia):

«Here you can get real orders for real prices — without any stocking limits. We came here for the 3rd time. During this period we have found ten clients from Moscow and other Russian regions. We appreciate the professionalism of the BEE-TOGETHER.ru team, which is really rare. You can't find irritating factors here. Visitors come to find out what we produce, how we work ahd how to make an order, if it is profitable for them».

Nazifat Tohchukova, Head of Production department, Nais (Russia):

«We are satisfied with the results of the first day, because several clients have shown their interest, and we have made preliminary agreements. This platform is very important. It helps to raise the effectiveness of factories' capacities and stimulates its work. Besides, I like the format: clients themselves come to the exhibitors. It's very comfortable».

Tatyana Litvinovich, Deputy Commercial Director of Comintern, Belarus:

«When we took part in the BEE-TOGETHER.ru for the first time, we presented our main group of products: men's suits, however, it turned out, that there is bigger demand for the boys clothing. That's why now we are working in this direction, and since it's the start of the order placement period, we can have a consctructive dialogue with our clients».

Visitors' reviews

Natalia Kazakova, Product Manager, Orby (Russia)

«I am visiting the BEE-TOGETHER.ru for the third time. Every year the exhibition becomes more actual for me. Here I can find factories, which can relate my interests. This time I've had meetings with 2 factories, which are suitable for me, we are going to work with them. We'll get to know each other and develop our partnership». Elena Kolesnikova, the Head of Production Department, ELIS FASHION RUS (Russia):

«We are searching for partners, who can produce goods with their own materials, because we are in need of large production volumes. We have found the potential candidates. On the BEE-TOGETHER.ru you can communicate with contractors directly, not via phone. You can see the person in front of you, talk and understand, who are you going to work with and does it really worth it».

Alexandra Khramova, Head of Product Development Department, ZASPORT (Russia)

«We are interestered in the outwear, leather goods, and, of course, the sportswear. Here you can meet the real producers, see their ready products and decide on the supplies. This is my 3rd time here, and every visit was quite productive: we have found good producers, whom we are still working with».

Ekaterina Kuhareva, Head Designer, Chkalov (Russia);

«We are the regular visitors of the platform. This time we came here purposfully, to meet a certain producer, with whom we discussed the collaboration conditions earlier. Now we are signing the contract. By the way, we have found a lot of interesting factories, working with real leather, and accessories suppliers. In general, the organization of the event surprises with its precision — the meeting schedule is sent by e-mail, so you can understand the timing».



Special project PROfashion OUTSOURCING



PROfashion Outsourcing — professional magazine dedicated to the outsourcing issues in the field of textile industry (factories, textiles, brands).

Specialized edition contains the list of the most competitive factories with the offer for garment-making facilities: jersey, outerwear, suits, dresses, sportswear, lingerie, home textile, children's clothing, denim, shirts, leather accessories, footwear, as well as companies that offer related products and services-logistics, certification, accessories, raw materials, IT-technology, banking programs, etc.

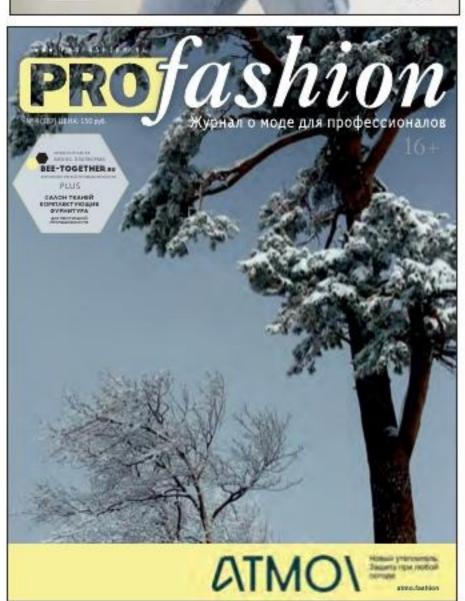
Circulation: 10 000 copies Frequency: 2 times a year

Distribution:

Participants and visitors of

www.BEE-TOGETHER.RU

platform, owners and managers of Russian enterprises, Russian brands and networks with their own brands, the e-version for the entire PROfashion database of over 65,000 subscribers.





Position in the magazine	The size, mm + 5 mm bleed	Price, RUB	
1st Cover	215 x 275	1 300 000	
2nd Cover	215 x 275	520 000	
3rd Cover	215 x 275	450 000	
4th Cover	215 x 275	870 000	
1st spread	430 x 275	870 000	
2nd, 3rd spread	430 x 275	720 000	
Last spread	430 x 275	560 000	
spread	430 x 275	560 000	
1/1 page advertorial	2500 – 2700 signs	350 000	
1/2 page vertical format	88,5 x 235	100 000	



Advertising opportunities on BEE-TOGETHER.RU website

Nº	Format	Position on the site (size)	Screen / image	Position on the mobile version of the site (size)	Term	Cost, RUB	Traffic		
MAIN PAGE Honeycomb									
1		900*1000	Samuel Control of Special Contro	right after the key content	One week	35 000	10 000		
2	Honeycomb * 5 (branding with a banner of the entire space)	900*1000*5	Light CYTER THAN INSTANCEMENT STREET, THE THE CONTROL OF THE CYTER STREET, AND THE CONTROL OF THE CYTER STREET, AND THE CYTER STREET	right after the key content	One week	35 000	10 000		
3	Nº1 — horizontal banner after the block «How does the business platform work»	Desktop: 1120*240		Mobile: 440*125	One week	30 000	8 000		
4	№2 — horizontal banner after the block «Visitors' reviews»	Desktop: 1120*240		Mobile: 440*125	One week	25 000	7 000		
5	Banner in the news block, right	Desktop 265*440		Mobile: 440*735	One week	30 000	3 000		
6	Placement of «Company's news» in the main feed on the main page. The publication is adapted to the platform format	1-3 photo		2000-4000 characters + 1-3 photo	бес- сроч- но	25 000	3 000		
		ALL PAGES EX	CEPT THE MAIN PAGE						
7	Bottom banner	Desktop: 1920*60 (it is better to concentrate important information in the right part — the left part will be cut off on small monitors)		Mobile: 480*60	One week	45 000	10 000		
		USER'S PE	RSONAL ACCOUNT		00 m				
8	The entry page	«Top banner» (the user will see it for sure after logging in). Desktop: 1080*230		Mobile: 440*125	One week	35 000	2 000		
9	All pages except the entry page	«Bottom banner» — on each page Desktop: 1080*230		Mobile: 440*125	One week	25 000	1 500		

If you want to take part or become a partner, please contact us!

We are open to collaborate!



OUTSOURCING BUSINESS PLATFORM

Organizer: Russian association of fashion industry participants

Bangladesh Representative:

Tel: +8801739999319

E-mail: hasan5xn@gmail.com

Address: House 01, Road 07, Sector 07

Uttara, Dhaka-1230

www.bee-together.ru

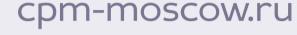










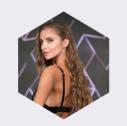


CPM COLLECTION PREMIÈRE MOSCOW

International Fashion Trade Show Moscow*























LINGERIE FASHION WITHIN CPM

The specialized platform dreams by CPM is the key platform for ordering new collections for the lingerie segment of the fashion industry: basic, trendy and erotic underwear, beachwear and swimwear, homewear, fitness and yoga. Over the years, dozens of manufacturers and hundreds of buyers of the segment have met at dreams by CPM and together develop a business that has great potential in the Russian market.

dreams-moscow.ru

RFRF DREAMS DIALOGUE EXPERT LECTURE

An integral part of the dreams by CPM exhibition project, which includes meetings with leading experts and analysts of the lingerie market in the field of product development, offline and online retail management, marketing and PR, as well as building business strategies. RFRF dreams dialogue is a networking territory for those market participants who are ready to apply the best practices and study third-party experience for the growth and development of their company.

DREAMS SELECTED FASHION SHOW & WINDOWS

An important place in the exposition is traditionally given to bright catwalk shows and interactive presentations. Viewing new collections in dynamics stimulates the interest of buyers in participating brands, and creative "live" installations with the participation of models invariably attract the attention of all visitors of the exhibition, demonstrating new collections of fashionable lingerie, swimwear, beachwear, home and fitness wear.







CPM – BUSINESS PLATFORM



The unchanging mission of CPM remains to unite the fashion industry for the exchange of knowledge, experience and presentation of products and services. Exhibition projects are the best companions for solving such problems, expanding the professional contact zone, selecting new points of growth for your business and finding inspiration for new discoveries and achievements.

rfrf-moscow.ru

fashion industry RFRF – Russian Fashion Retail Forum – is the leading platform for business communication and the exchange of experience and knowledge. The program includes about 100 speakers every season and is aimed at visiting more than 1500 guests. The business forum consists of three streams: the RFRF main stage conference, RFRF meetup workshop sessions, and RFRF dreams dialogue, an expert lingerie market lecture.



As the largest business exhibition in the fashion industry, CPM invariably attracts the attention of media people and the press. Exhibitors have a unique opportunity to invite famous theater, film and music artists, as well as fashion industry influencers, to the booth to introduce their collections. Also, each exhibitor can share a press kit about the brand and novelties of the season with journalists in the CPM Press Center.





MARKETING OPPORTUNITIES

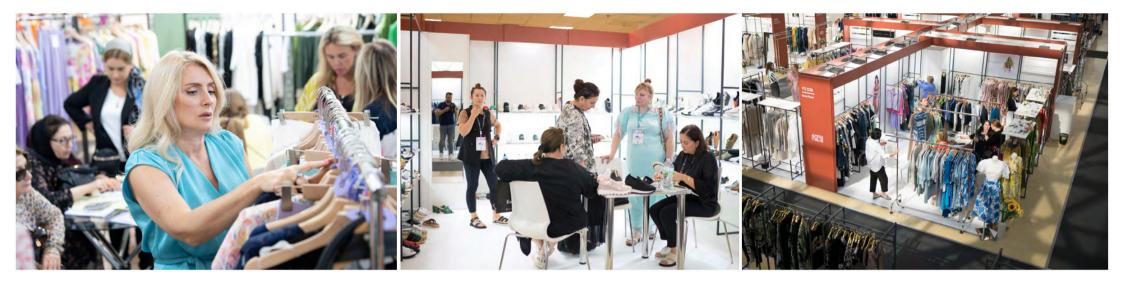
Take advantage of a wide range of services for exhibitors, which will make your participation in the CPM as noticeable, effective and comfortable as possible.

Key services: individual selection of stand construction elements, assembly of exhibition and presentation equipment, branding and sponsorship opportunities, targeted work with visitors before, during and after the exhibition, promotion through the exhibition website, social networks and media, organization and carrying out press approaches, as well as many other options.

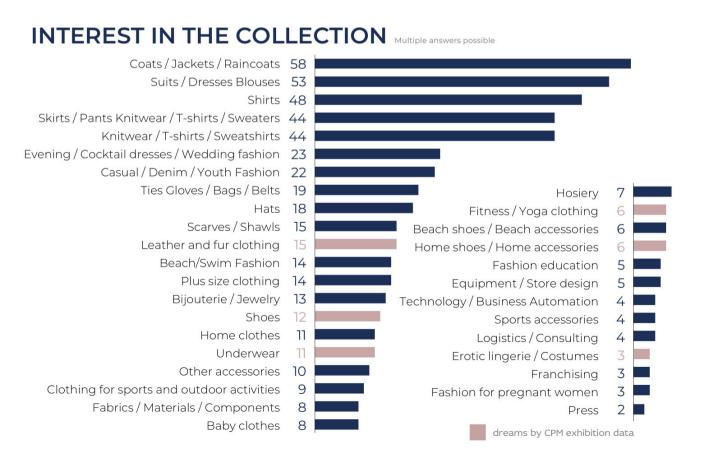
You can clearly declare your brand and new collections through participation in the show program. Collective or individual catwalk fashion shows, which are prepared by experienced professionals, will always become an adornment of your participation in the exhibition, help to attract additional attention to the brand, and also pleasantly surprise regular customers and partners.



cpm-moscow.ru



EXHIBITION ATTENDANCE STATISTICS*





* - Percentage data based on the results of CPM 40th 29/8/-1/9/2023









CONTACT

EXPO FUSION LLC

T:+7 495 955 91 99

Bangladesh Contact:

T: +8801739999319 WhatsApp:+79265743862







VENUE

Expocenter Fairgrounds Krasnopresnenskaya Nab., 14 123100, Moscow

Forum, 21, 22, 23, 81, 82, 83 Foyer, Gallery basement

OPENING HOURS

Tuesday - Thursday: 10 am - 6 pm Friday: 10 am - 4 pm

cpm-moscow.ru

