

## **Novoair partners with NSU MIBC to sponsor international business competition “INNOVADE 2026”**

- A Monitor Desk Report

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**Dhaka: Private airline Novoair has partnered as the Powered By Sponsor for “INNOVADE 2026,” an international business-based competition organized by the Marketing and International Business Club (MIBC) of North South University. The competition is scheduled to run from February 6 to March 29, 2026.**

On this matter, Sohail Majid, Director (Marketing & Sales) of Novoair, said, “Novoair is proud to support initiatives that encourage young talents to think creatively and entrepreneurially. We believe that the more such competitions are organized, the more our future generation will come forward with innovative business ideas, contributing to the country’s economic growth and employment generation.”

Badrul Hasan Rafi, representing the Marketing and International

Business Club, said that the registration process for INNOVADE 2026 has already begun and will remain open until next week.

“The competition will be conducted in three rounds, and we are expecting participation from approximately 600 teams representing various universities across the country,” he added.

Founded in 2007, Novoair is one of the three private airlines in Bangladesh. The airline operates scheduled daily flights from Dhaka to Chattogram, Cox’s Bazar, Sylhet, and Saidpur with a fleet of five ATR 72-500 turboprop aircraft.

As part of its corporate social responsibility, Novoair has been consistently involved in various social initiatives, with a strong focus on education and youth development.

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