

## 58 Bangladeshi exhibitors participating at Ambiente 2024

- A Monitor Desk Report

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Dhaka: Ambiente 2024 began in Frankfurt on January 26 and Bangladesh is showcasing its innovations alongside big countries like Germany, India, China, and Italy at the expo. With over 3,900 exhibitors from 83 countries, the expo promises a diverse showcase of innovation and creativity. 58 Bangladeshi exhibitors are currently representing the nation at the fair.

Trade buyers and visitors are showing increasing interest in a distinctive array of products and services encompassing dining, living, giving, working, and festive decoration, particularly focusing on sustainability, upcycling, and contemporary design.

In Hall 12.0 (Dining), industry leaders like Paragon Ceramics, Artisan Ceramics, and Protik Ceramics are scheduled to showcase their products. Additionally, other notable companies including BD Creation,

Prokritee, Dhaka Handicraft, RFL Plastic, and Golden Jute will be featured in Halls 10.1, 10.4, 11.0, and 11.1 (Giving and Living).

The 'Export Promotion Bureau' has been supporting the growth of exports in Handicrafts, Decorative Items, and Kitchen Accessories by providing subsidised stalls. This initiative allows small and medium exporters, including SK Handicrafts, Saidpur Enterprises, and Craft and Design, to exhibit their products at the world's largest consumer fair, thereby enhancing their export opportunities.

Bangladesh, renowned for its expertise in manufacturing jute and handicrafts, is showcasing its unique creations at Ambiente.

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