

Bangladesh High Commission Canberra

BASIS SOFTEXPO 2010

Bangladesh Association of Software & Information Services is going to organize its **Annual Mega Exposition (BASIS) SoftExpo 2010 from February 10-14, 2010 at Bangabandhu International Conference Centre (BICC)**, Agargaon, Dhaka 1215, Bangladesh.

This is a giant Software and Information Exposition on Bangladesh ICT market potential to the international players. Around 200 exhibitors from Bangladesh and abroad will participate in the exposition. The targeted exhibitors include multinational software vendors and ICT companies, international ICT associations, local software development houses, successful ICT projects initiated by multinational and local companies, Govt. department and agencies implementing eGovernance projects, IT training institutes and Universities, CEO/MDs from the corporate world, Government decision makers, CTO/CIOs, Academia, Business Leaders, media, ICT professionals, ICT users from all over the country, Students and Citizens from cross section of the society are expected to participate in the exposition. Apart from showcasing of products and services by the exhibitors, a series of workshops and roundtable seminars will be organized on the occasion.

Participation by companies from Australia & New Zealand in the BASIS SoftExpo 2010 would provide excellent opportunity to explore the potential market demand for ICT/Software products & services in Bangladesh. It would also provide an opportunity to identify business and outsourcing partner and representative/agents.

Interested Software and IT services companies of Australia are invited to visit the Exposition, 2010. Further details can be obtained from website www.basis.org.bd or from the undersigned email: bdcommerce@bhcanberra.com

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