

### 17th DIFS 2021 (Winter Edition)-Virtual Expo

### About the 17<sup>th</sup> DIFS 2021 (Winter Edition) Virtual Expo

17th Dhaka Int'l Yarn Fabric Show 2021 -WINTER EDITION (VIRTUAL EXPO), an international B2B 3D virtual exhibition where buyers and suppliers from around the world connected through Live Chat, Call or Video Conference.

Due to the current pandemic situation, CEMS-Global & CCPIT TEX launched 17th Dhaka Int'l Yarn Fabric Show 2021 -WINTER EDITION (VIRTUAL EXPO) in collaboration, and targeted to the most important Yarn & Fabric Manufacturing countries of the South Asia



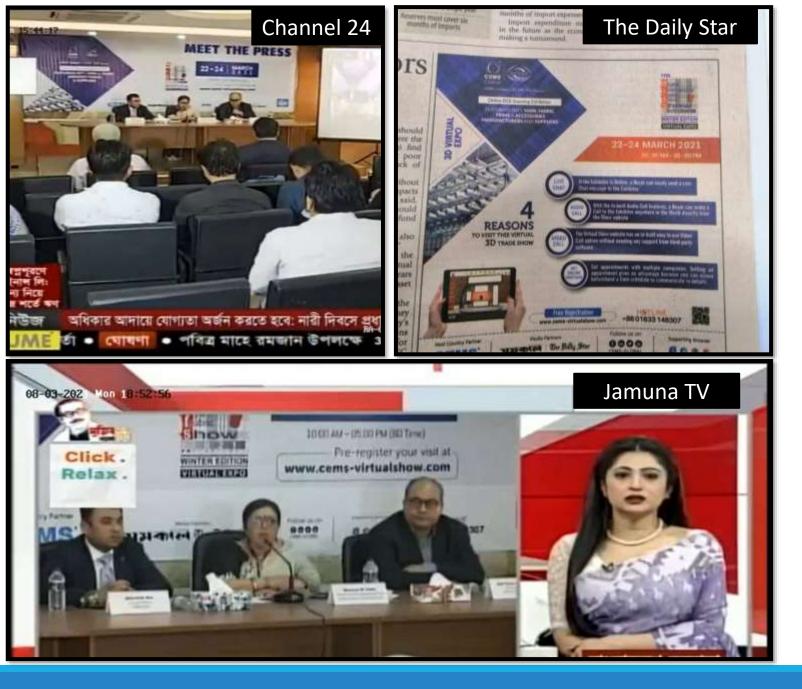
### Press Conference

International Exhibition Organizers CEMS-Global USA and CCPITTEX CHINA announcde the jointly organizing of the '17th Dhaka International Yarn & Fabric Show 2021 - Winter Edition' 3D Virtual Expo. This online B2B Exhibition was held from 22-24 March -2021.

A press conference was held on 8<sup>th</sup> March 2021 at Economic Reporters' Forum, Dhaka, Bangladesh. Ms. Meherun N. Islam, President & Group Managing Director, CEMS-Global USA & Asia Pacific is seen addressing the press conference. Also seen in the picture are Mr. Tanveer Qamrul Islam, Executive Director, CEMS Bangladesh; Mr. Abhishek Das, Country Director, CEMS-India.



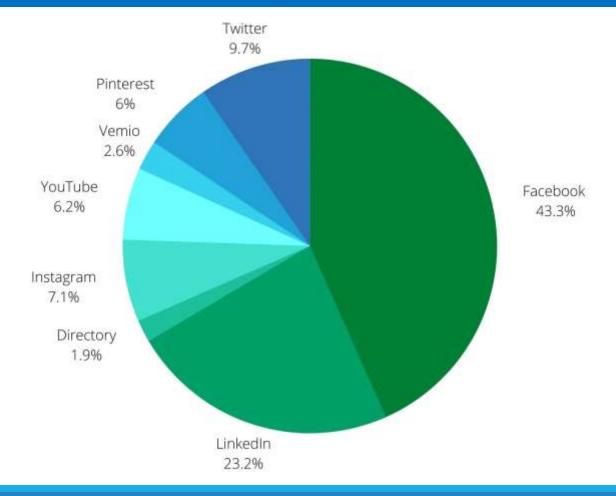
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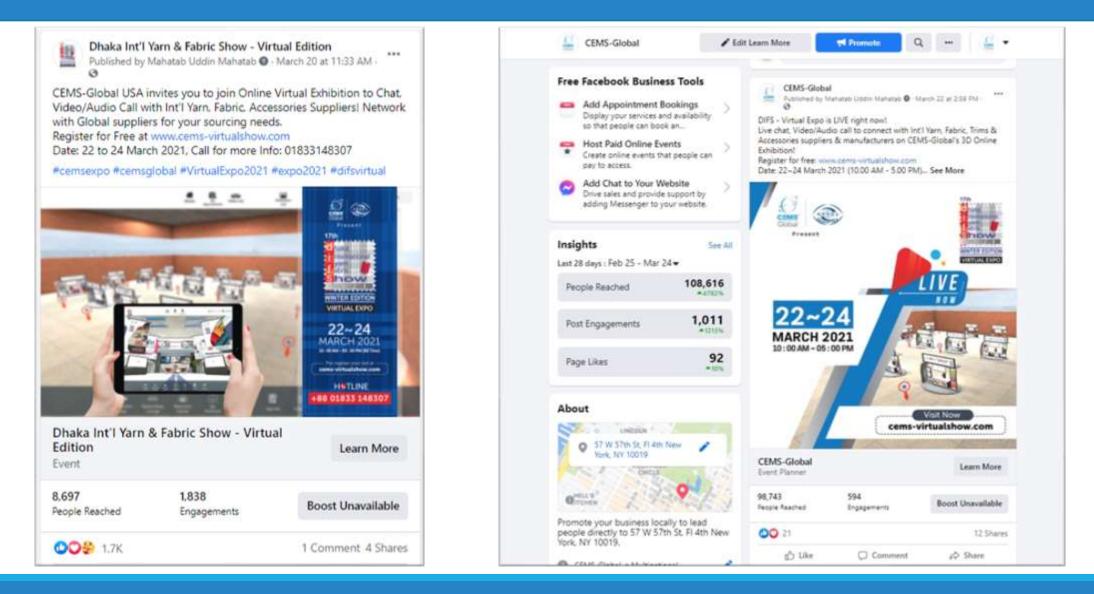
### Press Conference Media Coverage

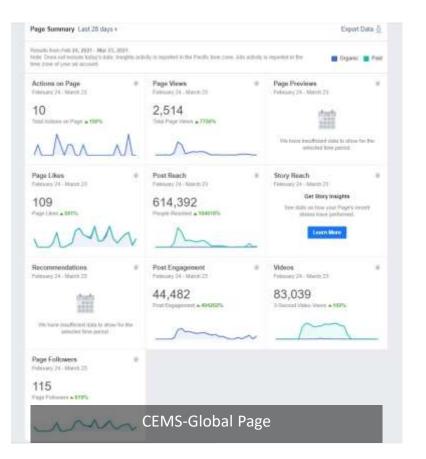
\*\*The press conference was covered by 11 print media and 3 TV channels on 8<sup>th</sup> and 9<sup>th</sup> March 2021 respectively. We could not provide all due to less space.

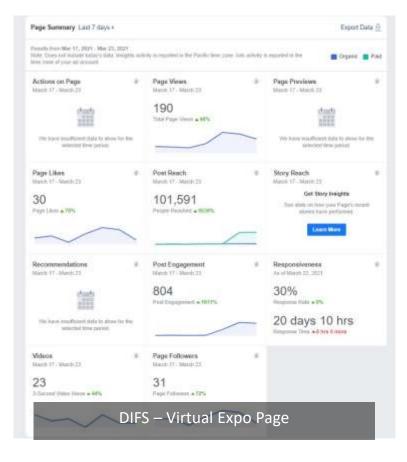
### 17<sup>th</sup> DIFS 2021 (Winter Edition) – Virtual Expo Social Media Activity Overview



### Total Facebook Posts: 122

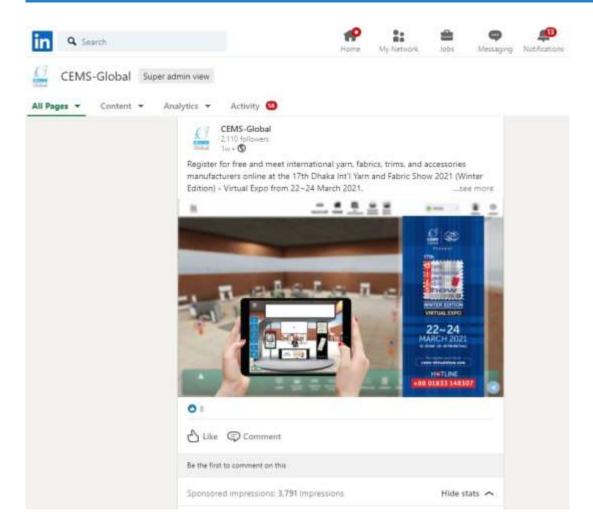


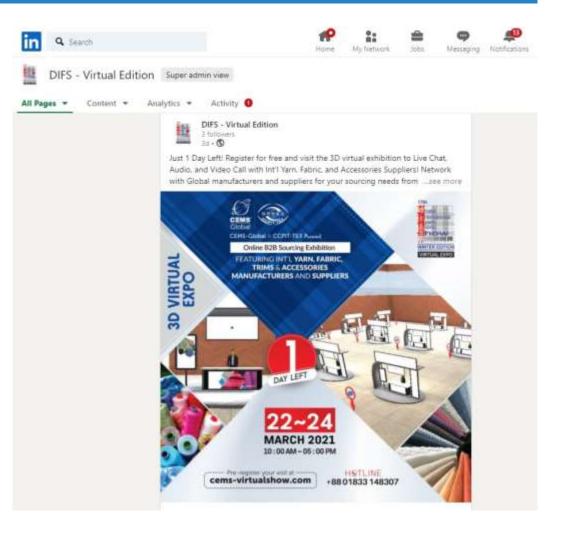




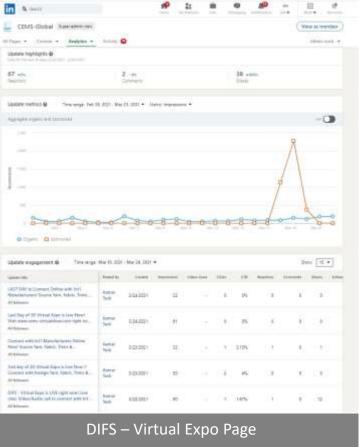
# **Facebook Insights**

### Total Linkedin Posts: 63





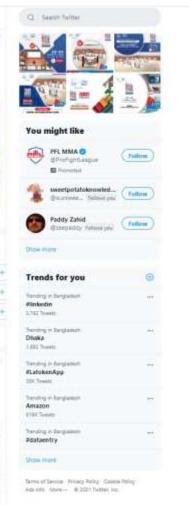
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### Linkedin Insights

### Total Twitter Posts: 45





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(Winter Edition) - Virtual Exce from 22-24 March 2021.



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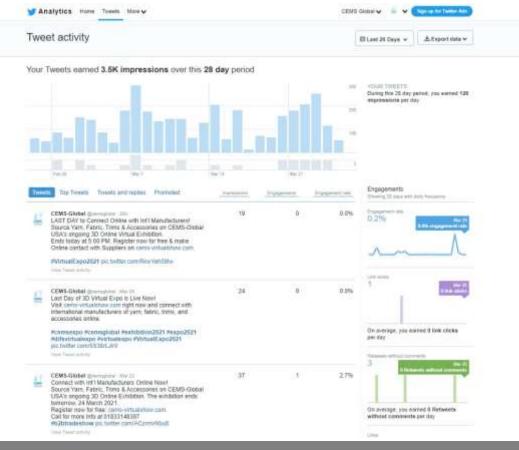


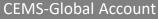
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### DIFB-Vitual Expo 🗸 📗 🗸 🕞 September Anto Manalytics Home Tweats Morev DIFS-Virtual Expo convention Pope updated daily 28 day summary with change over previous period Fotosers Turni livest starssions Profile vielts (developed) 17 \*1.800.0% 1.221 550 T151 Th 2 11 1 Second and the Mar 2021 - 24 days so tar INDET HIGHLIGHTS Top Tweet anned 147 impremices Top mention emod 5 engagements Get your Tweets in front of more people SRTEPC 17th Dhaka Int'l Yam and Fabric Show 2021 Contract New HI Promoted Tareets and content open up your (Winter Edition) - Virtual Expo will be reach on Twitter to more people featuring yarn and fabric manufacturers. @srtepc invites you to connect with India's Live chat, call, video conference, and find best textile manufacturer at your next business partner from 22-24 @difsvirtualexpo Bangladesh scheduled March 2021 from 22nd to 24th March 2021 Learn More, cents-virtualshow.com WAR 2021 SLABARY #difsvirtualedition SRTEPC Exhibitors Profile Denstr Twent representation pic.hv/8er.com/vp2Nb5Dt3y tinyurl.com/sca9rdkz 15 1.189 -22 Buyers Registration : cema-**Trolle side** Metters: virtualshow.com/register 376 1 pic wilter com/ksWpmOUnNg. 22-24 MARCH 202 CONNECT WITH INDIA'S Non Second **BEST AT DHAKA INTERNATIONAL** Included 1 (88) (844) (144) YARN & FABRIC SHOW.

### DIFS – Virtual Expo Account

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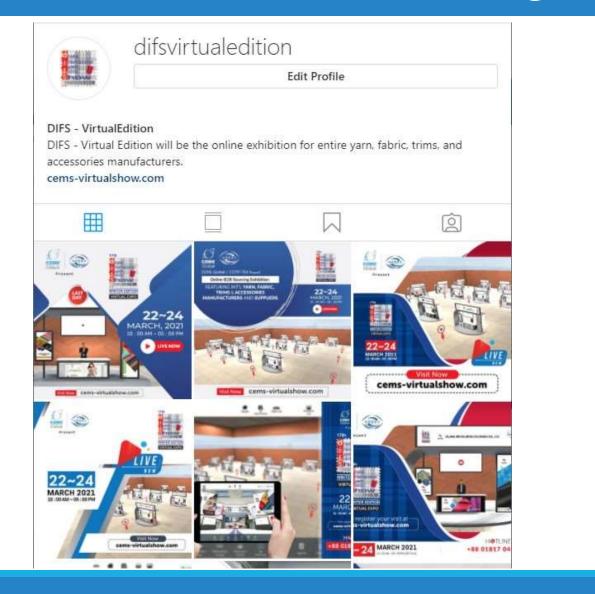
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Top Follower intered by 738 parate

Twitter Insight

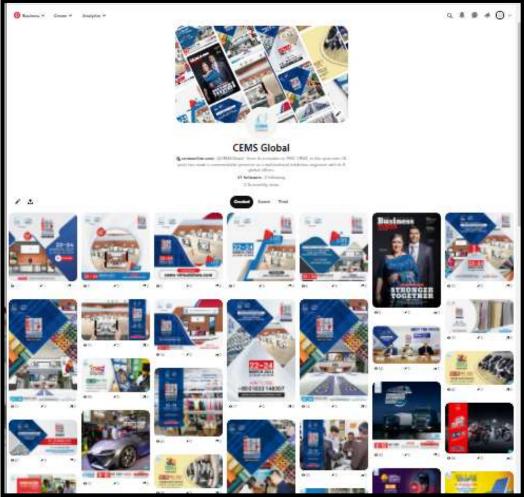
# Total Instagram Posts: 33



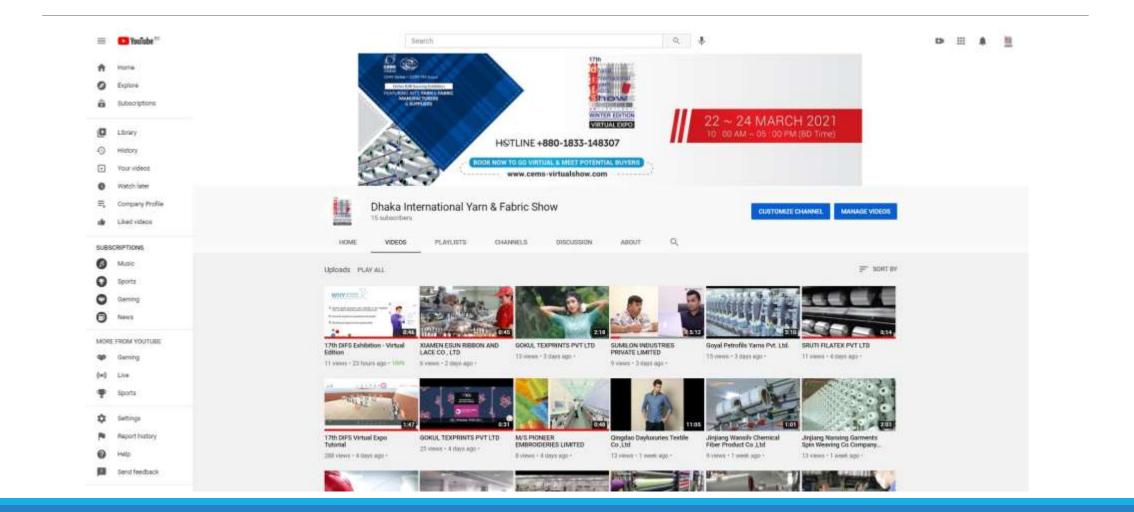








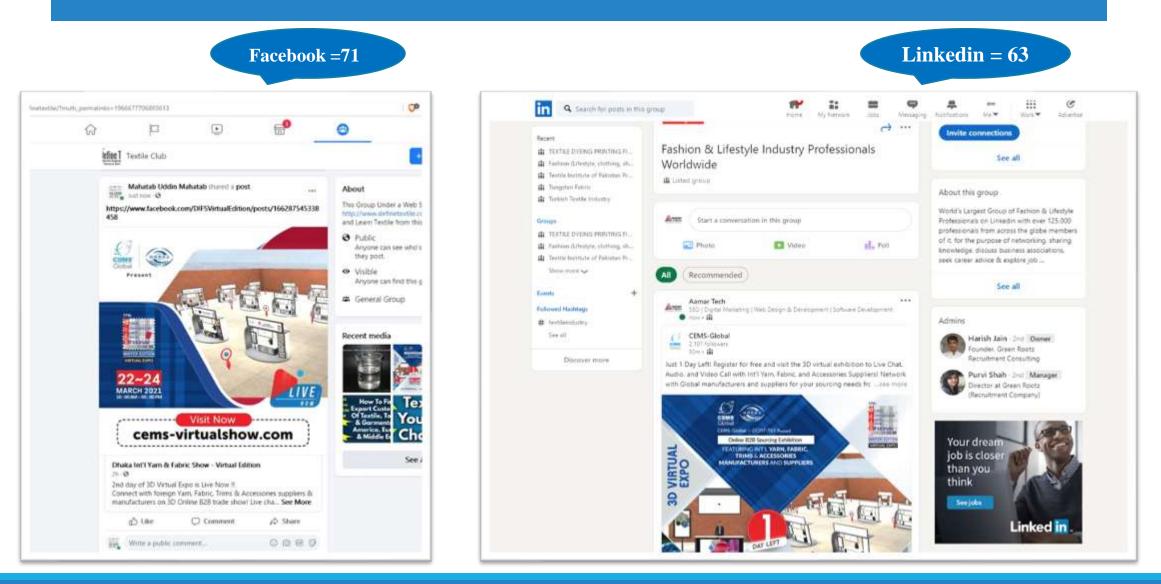
### Video Uploads on YouTube: 29



# Video Uploads on Vimeo: 12

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### **Post Sharing on Social Media Groups: 134**



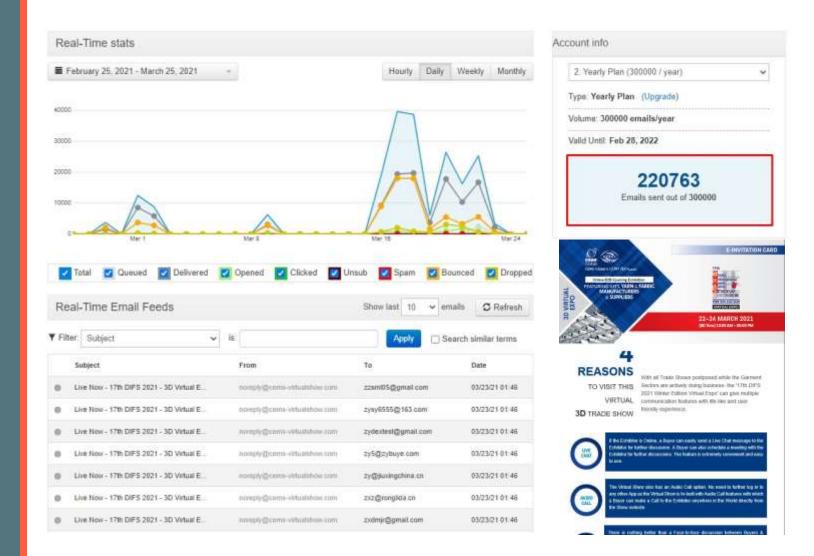
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3	Event to Go
4	Expo Promoter
5	Mera Events
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8	TSNN
9	Facebook Events

### Total Bulk Email Promotions for Buyers: 2,20,763

\*\*All email promotions could not be listed here due to less space



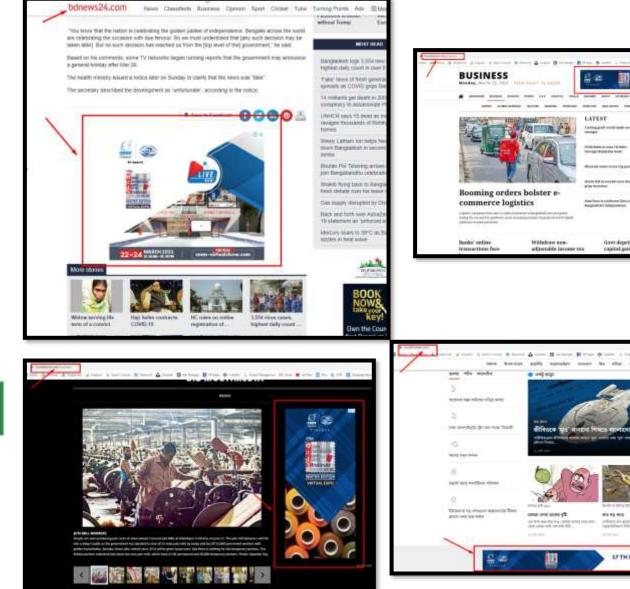
Date / Time	Recipients	Send To:
7-Mar-21	1430	GS365 Buyers
7-Mar-21	4646	BGMEA & BKMEA
9-Mar-21	3546	All Buying House
9-Mar-21	4576	CEO-Director
11-Mar-21	5996	Manager & All DIFS
11-Mar-21	22741	Textech, DIFS 2017, 2018
12-Mar-21	10040	DIFS 2019 & GIFS 2020
13-Mar-21	37965	All DIFS (DIFS 2016, 17, 18, 19) & Textech
14-Mar-21	38211	All DIFS (DIFS 2016, 17, 18, 19) & DIFS 2021 Visitor & Exhibitor & Textech
15-Mar-21	785	DIFS 2021 Register Visitor & Exhibitor
16-Mar-21	1445	CEO, Director, Manager, Visitor & Exihibitor
17-Mar-21	36665	All DIFS (DIFS 2016, 17, 18, 19) & GIFS
19-Mar-21	4646	BGMEA & BKMEA
20-Mar-21	35211	All DIFS (DIFS 2016, 17, 18, 19) & GIFS & Visitor, Exhibitor
22-Mar-21	1499	CEO, Director, Manager, Visitor & Exihibitor
23-Mar-21	5318	BGMEA, BKMEA, BGTB, All Buying House, BTMA
24-Mar-21	1445	CEO, Director, Manager, Visitor & Exihibitor

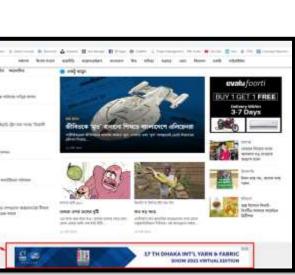
Bulk SMS Promotions For Buyers

Total: 2,16,165

# Google Ads

Clicks -	Impressions <del>•</del>	Conversions -	Views -
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## Facebook Ads

Campaign Name	\rm Results 👻	Reach	Impressions -
DIFS Virtual   Video Ad   Form 3 March	61,034 ThruPlays	94,496	112,261
DIFS Virtual   Traffic Ad   Link Clicks	10,874 Link Clicks	402,309	535,210
DIFS Virtual   Lead Ad   Form 14 March	70 On-Facebook Leads	50,288	80,017
DIFS Virtual   Post   Form 11 March	2188 Post Engagements	41,192	56,010
DIFS Virtual   Traffic Ad   Landing Page View	10,057 Landing Page Views	116,448	148,448
> Results from 5 campaigns ()		704,733 People	<b>931,946</b> Total



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### 7500+ Messages Exchanged Between 1261 Buyers & Suppliers

### **Thanks For Your Time**

We look forward to welcoming you to our next 3D Virtual Exhibitions