

17th DIFS 2021 (Winter Edition)-Virtual Expo

About the 17th 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



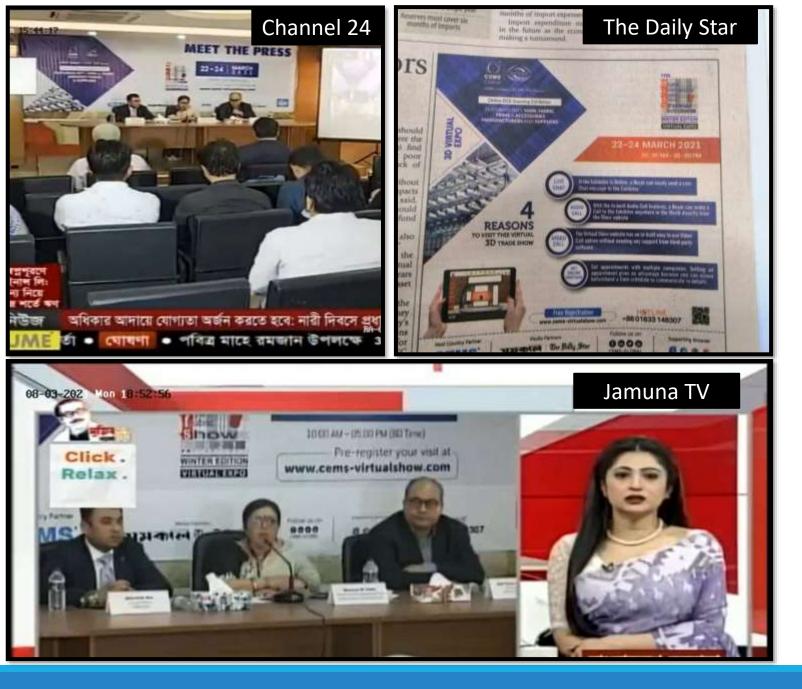
Press Conference

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 8th 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.



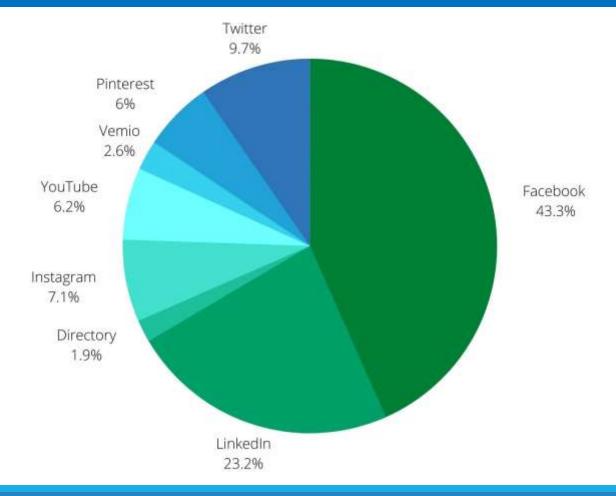
The Press conference was held on 8th March 2021 at Economic Reporters' Forum, Dhaka, Bangladesh.



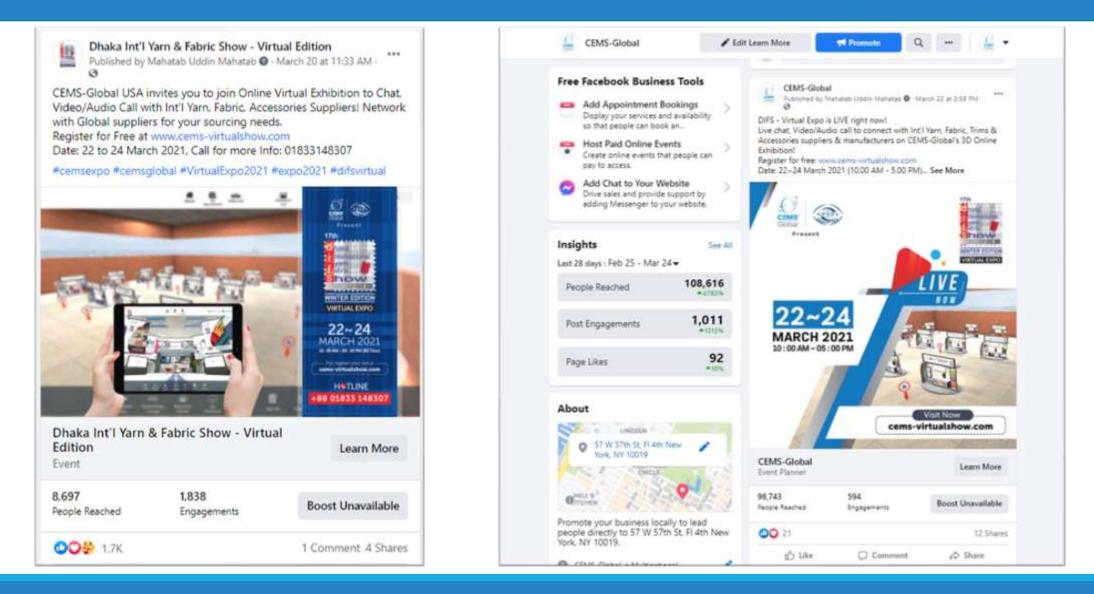
Press Conference Media Coverage

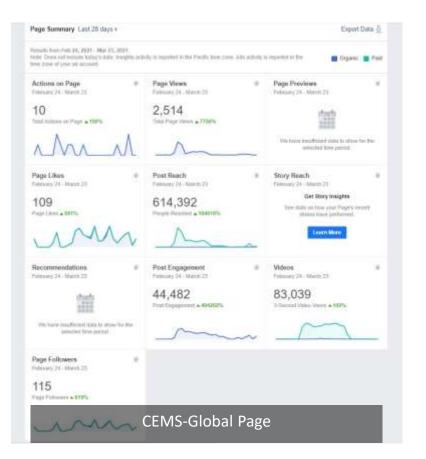
**The press conference was covered by 11 print media and 3 TV channels on 8th and 9th March 2021 respectively. We could not provide all due to less space.

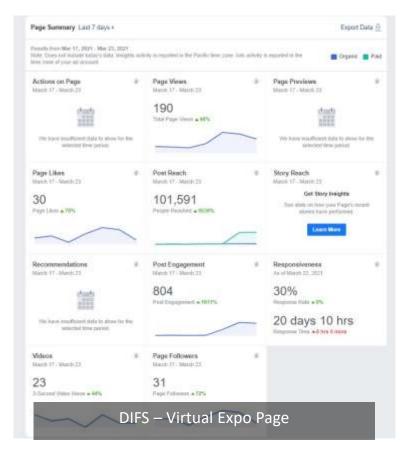
17th DIFS 2021 (Winter Edition) – Virtual Expo Social Media Activity Overview



Total Facebook Posts: 122

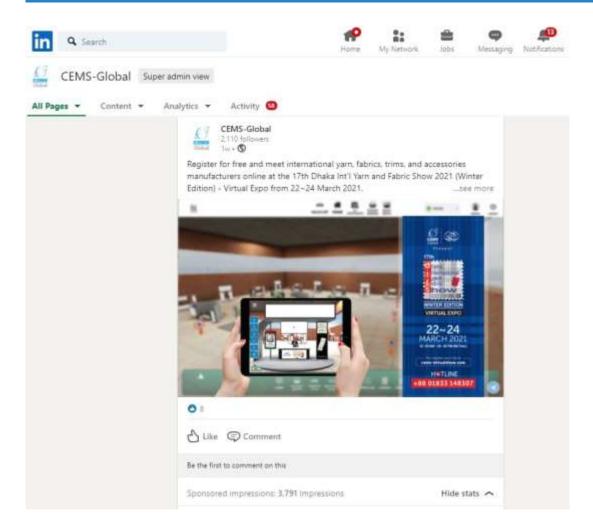


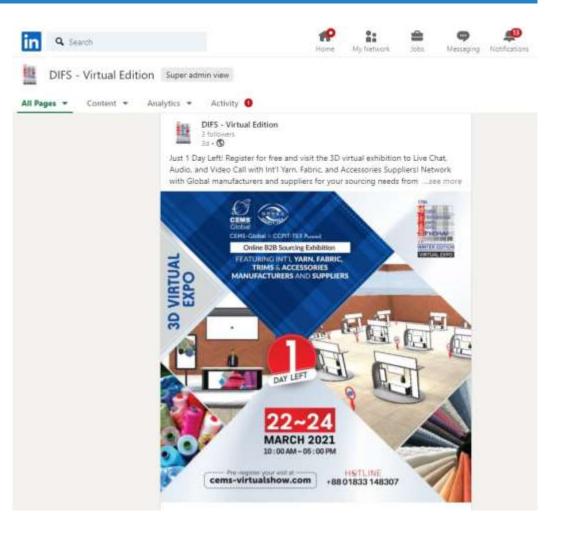




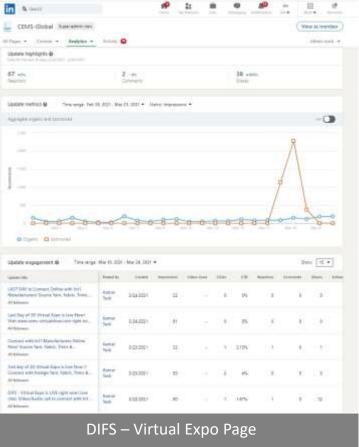
Facebook Insights

Total Linkedin Posts: 63





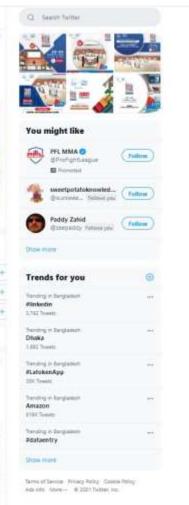
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Linkedin Insights

Total Twitter Posts: 45





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manufacturers online at the 17th Dhava Int'l Yam and Fabric Show 2021

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



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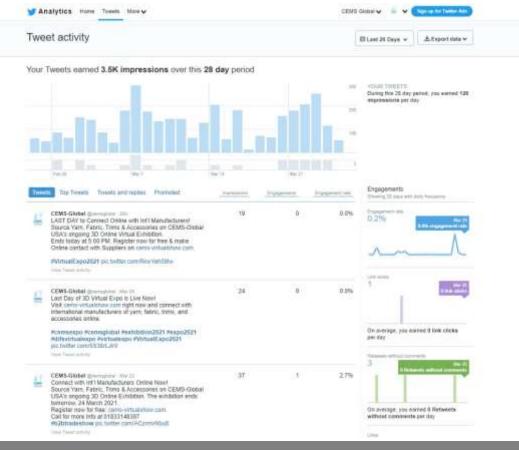


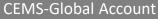
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DIFS – Virtual Expo Account

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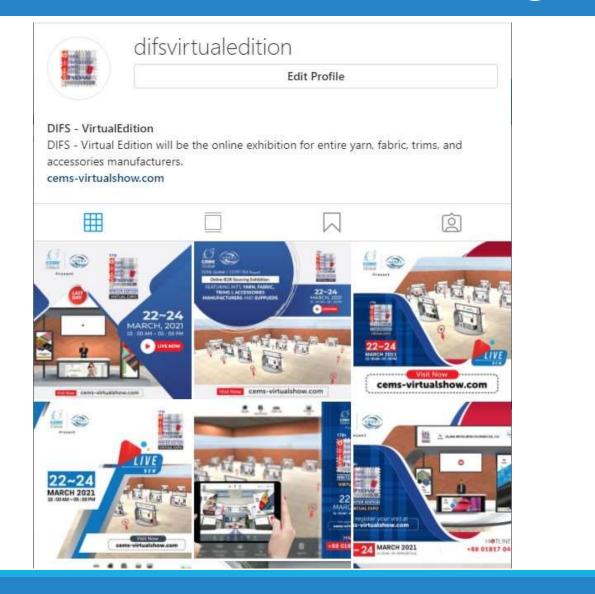
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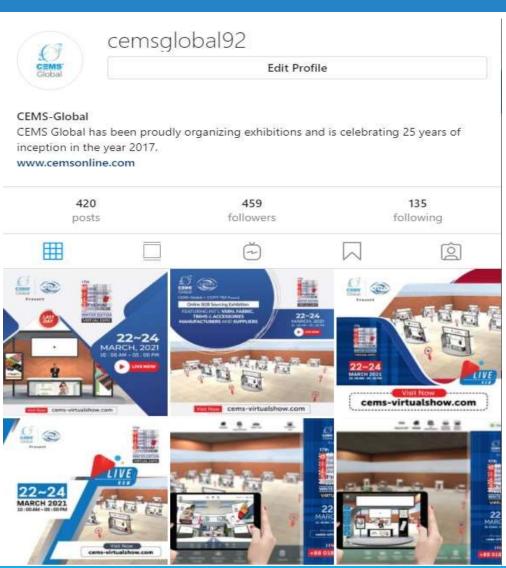
Verw Tweet activity

Top Follower intered by 738 parate

Twitter Insight

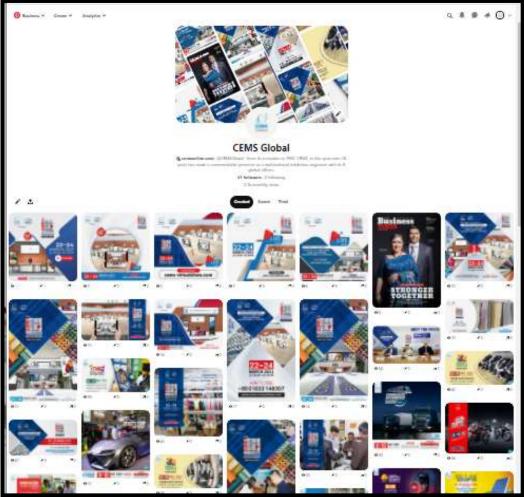
Total Instagram Posts: 33



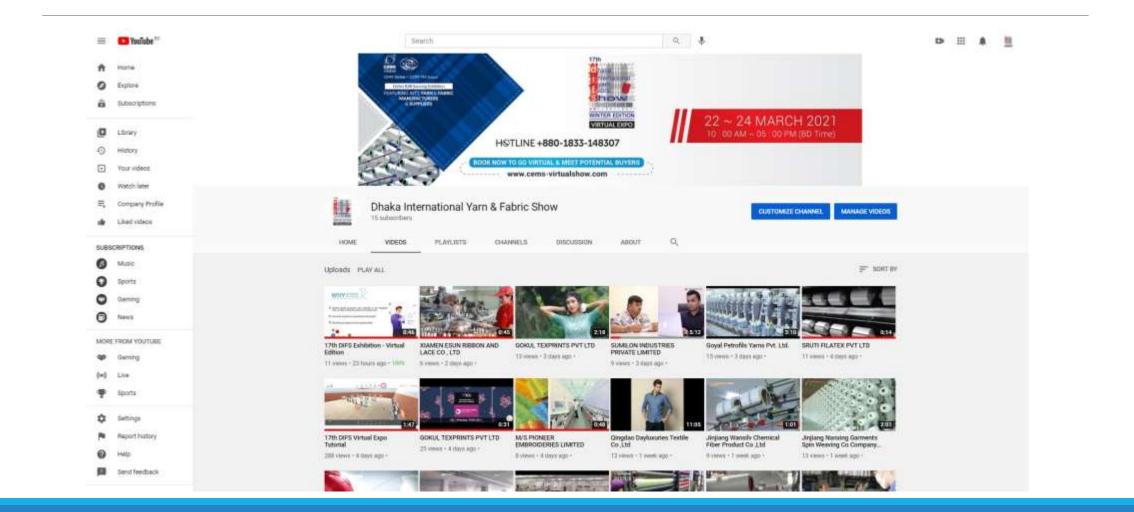








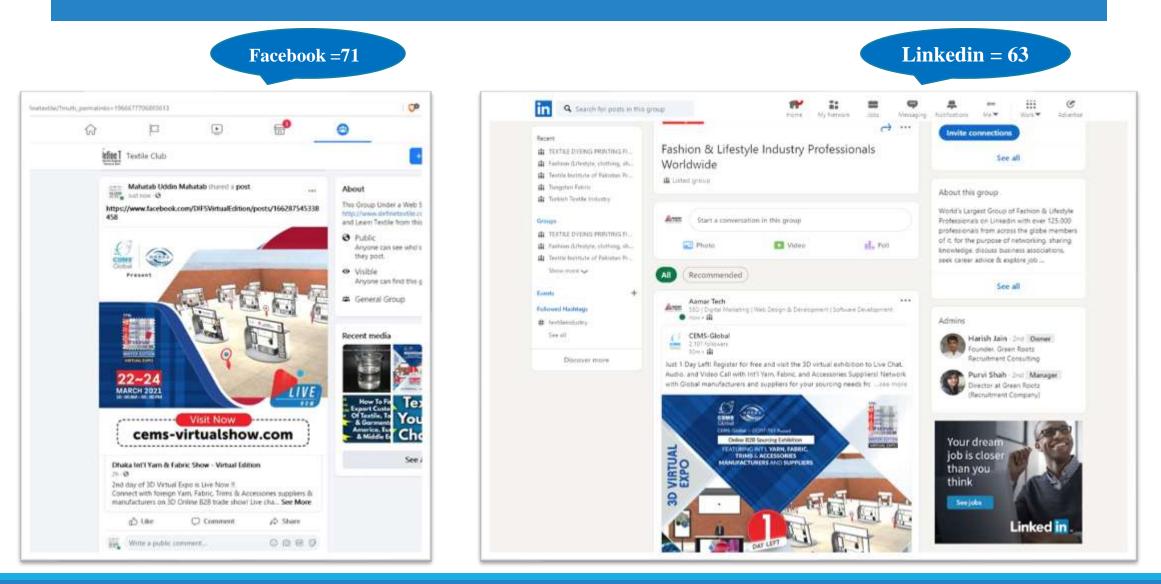
Video Uploads on YouTube: 29



Video Uploads on Vimeo: 12

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Post Sharing on Social Media Groups: 134



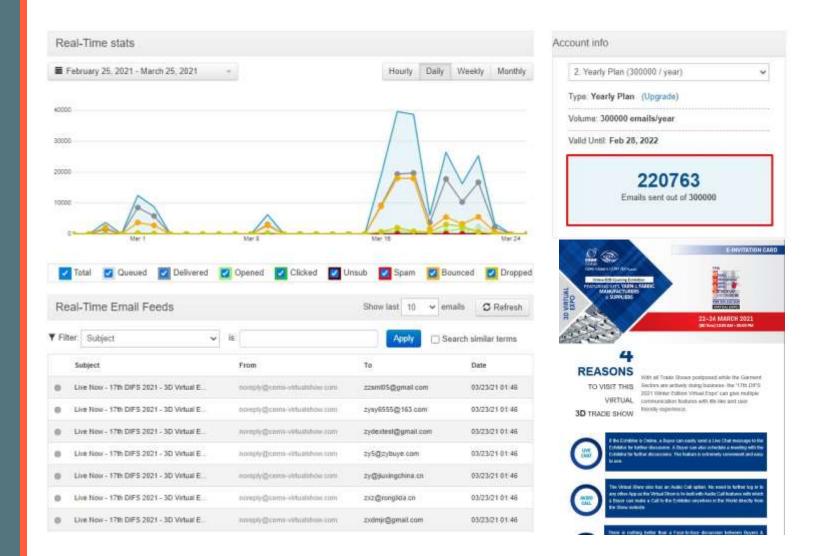
Event Directory Submission: 9

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2	10 Times
3	Event to Go
4	Expo Promoter
5	Mera Events
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7	AllEvents.IN
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



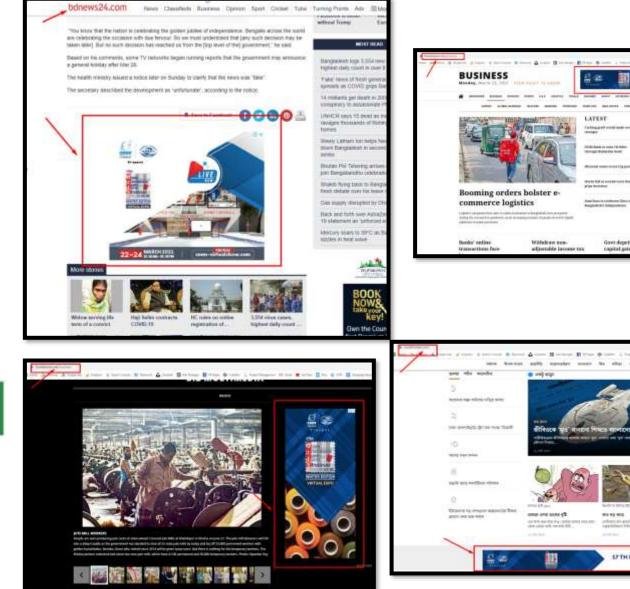
Date / Time	Recipients	Send To:
7-Mar-21	1430	GS365 Buyers
7-Mar-21	4646	BGMEA & BKMEA
9-Mar-21	3546	All Buying House
9-Mar-21	4576	CEO-Director
11-Mar-21	5996	Manager & All DIFS
11-Mar-21	22741	Textech, DIFS 2017, 2018
12-Mar-21	10040	DIFS 2019 & GIFS 2020
13-Mar-21	37965	All DIFS (DIFS 2016, 17, 18, 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

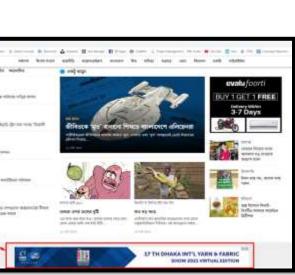
Bulk SMS Promotions For Buyers

Total: 2,16,165

Google Ads

Clicks -	Impressions •	Conversions -	Views -
61K	16.5M	726.00	271K





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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	931,946 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