



বাংলাদেশ দূতাবাস, মাদ্রিদ
Embassy of Bangladesh
Embajada de Bangladesh
Madrid

Date: 05 February 2019

Subject: Invitation to participate in BASIS SoftExpo 2019

Respected President,

The undersigned is pleased to inform that Bangladesh Association of Software and Information Services (BASIS) is the national trade body for Software & IT Enabled Services Industry of Bangladesh. Established in 1997, it has been working with a vision of developing vibrant software & IT service industry in the country. More than 1100 members of BASIS are contributing within the country and beyond towards the development of Bangladesh's ICT sector.

For more than a decade, BASIS has been organizing country's largest regional technology congress titled "BASIS SoftExpo" for Software, IT Enabled Services (ITES) and ICT system solutions. The core vision of this entity is to showcase the eminence and competencies of Bangladesh Software Industry, bring potential customer and IT/ITES companies together in a single platform, promote free flow of ideas, and share experience with the global audience and help implement Digital Bangladesh vision through branding Bangladesh as a valuable destination for IT investment. The tagline for SoftExpo2019 is "Technology for Prosperity". More than 200,000 visitors are expected to visit the latest technologies and products displayed by more than 200 local and international exhibitors. Detailed information on this event will be available at: softexpo.com.bd.

This year, BASIS SoftExpo2019 is scheduled to be held during March 19-21, 2019 at the International Convention City, Bashundhara, Dhaka. This time, it is expected to be bigger and better than ever before. In this backdrop, you are kindly requested to extend necessary cooperation and support in sending delegation and exhibitors to this event including IT entrepreneurs, technology investors and opinion leaders from Spain. Their participation will certainly enlighten the event and will create a bilateral business opportunity for Bangladesh as well as help them to get a vast knowledge about the capabilities, innovations and scopes of investment in the ICT industry of Bangladesh.

We look forward to your kind support and cooperation in this matter. Should you have any queries, please do not hesitate to contact us either through e-mail or phone.

Profound regards.

Yours sincerely,

(Mohammad Navid Safiullah)
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