



'Digital Bangladesh in Action'

BASIS SoftExpo 2010 generates hopes & enthusiasm

Bangladesh Association of Software and Information Services (BASIS) is organizing its annual mega exposition **BASIS SoftExpo 2010** from February 10-14, 2010 at Bangabandhu International Conference Centre (BICC), Dhaka. One of the major aims of the event is to present Bangladesh's ICT market potentials to the local and international players such as national and international vendors and service providers, investors, development agencies, policy makers and ICT associations etc.

The number of projected visitors in BASIS SoftExpo 2010 is expected to be around 200,000 which will include CEO/MD/CTO/CIOs from the corporate world, government decision makers, academia, business leaders, print and electronic media personnel, ICT professionals, ICT users from all over the country and abroad, students and citizens from cross sections of the society. This year the theme of SoftExpo 2010 is "Digital Bangladesh in Action".

Inaugural and Closing Ceremonies

An inaugural and a closing ceremony will be organized during the SoftExpo 2010. The gala event will be inaugurated and closed by the relevant ministers of the Government of Bangladesh.

IT Innovation Search Programme:

Like previous years since 2004, BASIS has been organizing IT Innovation Search Programme culminating during the SoftExpo. It's a CSR activity of BASIS. Its objective is to develop innovative idea and entrepreneurship in the ICT industry. Under this programme we call innovative IT projects from students, professionals, individuals and entrepreneurs. Innovative and unique projects are selected and displayed in designated stalls in the SoftExpo. Finally, the best projects are awarded to recognize the innovations.

Best IT Use Award

This programme is intended to honour

companies or organizations that have successfully used and adapted software developed by local companies, especially by the members of BASIS.

Under this programme, software development companies propose names of their clients that use products developed by them. Later, an expert team visits and assesses projects implemented by the company, organization or institution. They observe how well they have utilised to the new software product(s).

After assessing the reports and submitted documents regarding the projects, a jury board selects the best projects to be awarded during upcoming SoftExpo.

This programme encourages using software produced by local companies.

CEOs Night

CEOs Night is a get together of the Chief Executives of the exhibiting companies and member companies of BASIS. Relevant ministers, policy makers and industrialists are also invited in the programme.

This is an opportunity of interaction among the policy makers, stakeholders, industry colleagues and partners. The programme is featured with discussion, dinner followed by a cultural programme.

Seminars

As a part of SoftExpo 2010, seminars and workshops will be organized on topics relevant to the development of Information and Communication Technology (ICT) sector of the country. Prominent intellectuals, policy makers, industry experts share their knowledge during these sessions. These sessions are key initiative by BASIS to create awareness and to promote ICT development. Tentative schedule of the seminars is given below.

* Strategic position of Bangladesh in global demographic shift; Demand for IT skill workforce. February 13, 2010 at

3:00 PM

* Role of IT in policy formulation on climate change adoption in Bangladesh. February 12, 2010 at 3:30 PM

* New business opportunities after opening digital payments. February 10, 2010 at 3:00 PM

* A2I: Roadmap to Digital Bangladesh. February 13, 2010 at 10:30 PM

* PPP: Relevant PPP models and cases for IT projects. February 14, 2010 at 10:30 AM

* Collaboration between Government, Industry and Academia in IT Projects: Defense - a case study. February 14, 2010 at 3:00 AM

Media cell

A Media Cell will be installed at the venue of the SoftExpo. Computers with internet connection will be available there. Two volunteers will support the reporters supplying ready press releases and pictures.

Fair ticket price: Tk. 20.00 (Tk. Twenty)

Free ticket timing for the students: 10am to 5pm everyday during the SoftExpo (student ID required)

Approximate visitors: Around two lakh

Press conference: 1st one held on 20 Dec 2009; 2nd one will be held a few days before the opening.

Online ticket reservation system is arranged to facilitate visit to SoftExpo 2010 by the C level executives.

Gold sponsor: Reve Systems

Online broadcasting: All the events including seminars during SoftExpo 2010 will be broadcasted live online with the help of Computer Jagat.

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