Date: December 19, 2019

**Dr. Md. Mostofa Akbar**
Head of the Department
Department of Computer Science and Engineering
Bangladesh University of Engineering and Technology

**Subject:** Request to participate in BASIS SOFTEXPO 2020 through Showcasing Innovative Technological Products and Solutions.

**Dear Sir,**

We are pleased to inform you that BASIS is taking special interest in Research and Development initiatives by developing a partnership with the Intellects of Academia with an objective to provide solution to National problems using innovations in ICT field.

As you already know that the largest private sector expo for IT and ITES products and services in Bangladesh, 16th BASIS SOFTEXPO 2020 is just around the corner. The mega exposition will be held during 6-9 February, 2020 at the International Convention city Bashundhara (ICCB), Kuril Bishwa Road, Dhaka.

This expo will be focusing on creating more collaborative relationships with important stakeholders like Local buyers from public and private sectors, Research and policy advising organizations, International trade bodies and delegations from different potential markets, Investment forums, Political leaderships and most importantly Academia.

As part of the exposition, there will be 25+ Seminars & Mega events on various burning issues in Bangladeshi IT and ITES industry. For the betterment of the Information Technology sector in Bangladesh and to create opportunities for Innovation culture, we need to enhance the Industry-Academia collaboration. BASIS is planning to launch an **Innovative Project Showcasing Zone** in BASIS SOFTEXPO 2020. In this zone selected **40 Projects** from different educational institutions will able to show their innovation in front of the largest quality crowd.

We are expecting local buyers from public and private sectors, International trade bodies and delegations from different potential markets, renowned academicians and Vice-Chancellors, Head of the departments from Computer Science/IT, Engineering, Business, and Economists from different Universities will be visiting the show. Beside them **300,000+** Visitors, **600+** Government High Officials & CXO's, **4000+** Corporate Visitors, **100+** Print & Online Media Outlets, **50+** TV & Radio Channels, Live Streaming, Delegation from **20+** Countries will be there.

In this backdrop, it will be a huge opportunity for your university to showcase Innovative Technological Solutions and Ideas which might turn into real business prospects for future. It would be highly appreciated if your esteemed university extends necessary support and participate in this Mega Expo with Innovative Projects. If you have any query Please contact **Md. Rashedul Islam, Executive, Content & Research, BASIS; Phone: +8801626485302; Email: content@basis.org.bd**

Look forward to your positive response.

With Regards

*email to all Teachers and T'course*

**Mushfiqur Rahman**
Convener, BASIS SOFTEXPO 2020
01713015272

**BASIS**

BDBL Bhaban (Level 5 - West)
12 Kawran Bazar, Dhaka-1215

+880 96 12322747
+880 2 550 121 55

secretariat@basis.org.bd
www.softexpo.com.bd