

Stepping into the Future: GDLFM Program Makes Strides at BLF Expo 2025

The Executive Development Center (EDC) under the *Skills for Industry Competitiveness and Innovation Program (SICIP)* at East West University (EWU) actively participated in the **9th International Trade Show – Bangladesh Leather & Footwear Expo (BLF Expo) 2025**, held from **24 to 26 July 2025** at the International Convention City Bashundhara (ICCB), Dhaka. The event was organized by LIMRA Trade Fairs & Exhibitions Pvt. Ltd.



As one of the premier exhibitions in South Asia for the leather and footwear sector, the BLF Expo 2025 featured cutting-edge technologies and products including advanced shoe-making and leather goods machinery, knitting machines, automation production lines, synthetic leather,



chemicals, raw materials, and more. It brought together industry leaders, international exhibitors, local manufacturers, and innovators under one roof.

At the expo, **EDC-SICIP of East West University** showcased its flagship program — the **Graduate Diploma in Leather, Leather Goods, and Footwear Management (GDLFM)**. Informative flyers and the latest admission circular were distributed to a diverse group of visitors, drawing strong interest from industry professionals, aspiring students, and business owners alike.

A notable highlight was the participation of several **GDLFM trainees**, who proudly exhibited their own company products at the expo, demonstrating the program's practical impact and entrepreneurial spirit. Their involvement underscored the program's commitment to hands-on learning and industry relevance.



The event served as a strategic platform for **EDC-SICIP-EWU** to build deeper engagement with the leather and footwear industry. It also laid the groundwork for future **collaborations, industry partnerships, and internship opportunities** for both current students and alumni of the GDLFM program.

By participating in the BLF Expo 2025, **East West University reaffirmed its mission** to bridge the skills gap in the leather and footwear sector and support Bangladesh's growth as a competitive hub in global markets.

