

Promoting the Image of Bangladesh

(continued from previous page)

It is very promising for trade, but we are not a major investor, for various reasons. We need time to know each other better — I am speaking of the business community, of course. At present we are involved in pharmaceuticals; there is a French bank here — Banque Indosuez — which is quite active and should prove to be a kind of booster for future French investment in Bangladesh because a bank can be the go-between for business communities here and France.

DS: Do you see any initiative

from the Bangladeshi side to get more cooperation going with the French business community, at the private sector level?

SD: No, I don't. May be what we can do is to try and improve the knowledge of the French market of Bangladeshi exporters. We created a special office in Paris to promote the selling of products from LDC countries on the French market. This office was created January 1, 1991, and it takes time to recruit people and so on. But I think it will be a possibility offered to Bangladesh.

May be we can organise a seminar on how to sell in France. I think that would be useful. The seminars could cover particular areas such as how to approach the French market, what the consumer habits of the French people are, points about market regulations and so on and so forth. We are infact preparing a catalogue exhibition, which was supposed to be held last year but was postponed due to the events in Bangladesh, for French products. Maybe we can link it to a workshop on how to approach the French

market.

DS: You've said you are the second-largest buyer of garments from Bangladesh, but what would happen in 1992 when there is an integrated Europe and a single common market? Will your garment imports be affected?

SD: No, I don't think so. We have no quotas, and Europe does not have any quotas for LDC products. You see, if you are the best — and for the time being you are the best — in some product, then there is no reason for us not to buy from Bangladesh. Take shirts, for instance, everybody is expecting Bangladesh to become the biggest seller of ready-made shirts. The building of Europe will not change this trend. Just the reverse may happen, in fact. Due to higher level of economic growth, our consumer spending will increase and we will buy more shirts, and if we buy more shirts then we will buy more shirts from Bangladesh.

I am also very much interested in promotion the image of Bangladesh in France. The French man in the street, or the factory or the business office, knows Bangladesh through the French television, the newspapers and journals. The image of Bangladesh is rather negative. People of the press in general speak of Bangladesh only when there is a flood or cyclone or some disaster. A businessman can be reluctant to do business in a country like that.

We have to show that Bangladesh is also a country where people have a high standard of culture, and this can change the image. And that's why we are promoting cultural exchanges which is one of the special features of the relations between France and Bangladesh. During the second fortnight of next October, we will have a series of concerts by Bangladeshi musicians, and some exhibitions of photographs, paintings, books to promote Bangladesh.

DS: You have a very active Alliance Francaise here. What is its main thrust? Is it the projection of the French language or French culture in general?

SD: Our main thrust is the teaching of the French language, and last year started a new formula. We have kept the old system of three-year

courses. But last year we started crash courses through which students should be able to master the French language in less than a year.

But Alliance Francaise is also a window on the French culture, and we have on a regular basis films, we have a large library, we have video tapes. But we also offer facilities to Bangladeshi artists, and as you know there are exhibitions at AFs both in Dhaka and Chittagong of Bangladeshi artists on a very regular basis. Alliance Francaise also helps to promote Bangladeshi artists on a very regular basis. Alliance Francaise also helps to promote Bangladeshi artists in France.

DS: How do you see Bangladesh-France relations developing in the future, given the close cooperation that already exists in the fields of development, culture, trade and at international forums?

SD: For years, France has acted as a kind of advocate or barrister for the developing world, championing their causes at the United Nations and other social and political forums. France has been at the forefront of the campaign to have funds diverted from the developed North for the development of the Southern hemisphere. As you know, we have recently initiated a policy of cancelling debts owed by LDCs to France. Now this is a permanent feature of French policy. No matter what government is in power in Paris, France's commitment to the developing world remains unchanged.

Because Bangladesh plays a leading role among LDC countries at international forums and on economic and political issues that affect LDCs, the cooperation between Bangladesh and France is on a high plane, and our relations have always been a bit special.

The Flood Action Plan, which will enter its construction phase within a couple of years, will give us a tremendous opportunity to strengthen our relations. If this FAP produces all the expected results, it will also give Bangladesh an opportunity to improve its international image regarding natural hazards. It will also strengthen Bangladesh's place on the international economic scene.

DS: Thank you, Ambassador Degallax, for your time.

Bastille Day

OUR WARMEST FELICITATION ON THE NATIONAL DAY OF FRANCE

ফ্রান্সের গুডো দুধ সেলিয়া

ফ্রান্সে উৎপাদিত ও চিনজাতকৃত
উন্নতমানের গরুর দুধ সেলিয়া
দুধের সকল পুষ্টি ও গুণাঙ্কন বজায় রেখে
শুধু পানিটুকু শুয়ে নেয়া হয়েছে



DORASCO LIMITED
345 SEGUNBAGICHA (2ND FLOOR) DHAKA-1000 BANGLADESH
PHONE: (02) 415056, 418985, 831263, 834917
TELEX: 675642 DORMET BJ, FACSIMILE: 880 (02) 834918 CABLE: DORMET DHAKA

Nous felicitons les Peuples de la Republique de la France a l'occasion de l'anniversaires deux cent deuxieme de la prise de la Bastille et le debut de la revolution française



IMV



L'AIR LIQUIDE



CHEVILLOT



SERSIA

COMPREHENSIVE SUPPORT AND SERVICE TO BANGLADESH LIVESTOCK SECTOR

ASSOCIATED SERVICES

WASA Bhaban 1st floor, 98 Kazi Nazrul Islam Avenue, Dhaka-1215, Tel: 31 65 93 / 32 87 26, Tlx: 642773 IAL BJ

Warmest Felicitations
to
The Government and
the Friendly People of
FRANCE
on the Occasion of their
NATIONAL DAY



BUSINESS INTERNATIONAL LIMITED

146/A, New Bailey Road, Dhaka-1217.
Phones: 405920, 419575, 409309, 408633.

Warmest Felicitations
to
The Government and
the Friendly People of
FRANCE
on the Occasion of their
NATIONAL DAY

EXPO INTERNATIONAL LTD.
GEM APPARELS LIMITED
SPLENDOR GARMENTS LIMITED
EXPO PRINTING & EMBROIDERY LTD.

9-G, Motijheel C/A.,
(4th Floor), Dhaka-1000, Bangladesh
Tel: 833438, 231179 & 230547
Tlx: 632455 EXPO BJ, Fax: 88-02-833930