

# US BUSINESS IN BANGLADESH

## SPECIAL SUPPLEMENT ON US TRADE SHOW 12, 13 & 14 JANUARY 1995



JOINTLY-SPONSORED BY AMERICAN BANGLADESH ECONOMIC FORUM & THE US EMBASSY



### MESSAGE

I am happy to learn that the 4th annual US Trade Show is being held in Dhaka soon under the joint auspices of the American Bangladesh Economic Forum and the United States Embassy. The Trade Show is taking place at a time when Bangladesh has been enjoying comfortable macro-economic stability with low rate of inflation, near autarky in food production, strong currency and sufficient foreign exchange reserve under a democratic set up.

Our government is pledge bound to build up a happy and prosperous Bangladesh. With a view to translating our pledges into reality we have initiated a number of reform programmes in various sectors with a particular emphasis on trade and investment. We have presented an industrial policy which is fairly comparable with the industrial policies of the rapidly developing economies of the South East Asia and in some cases our policies stand superior to our neighbours.

Under the existing congenial trade and investment environment in the country, the holding of the US Trade Show in Dhaka sounds very stimulating which I consider a positive step towards enhancing the economic relations between the United States and Bangladesh. I believe that such trade events would help expand the horizon of cooperation between the two friendly nations in terms of increased trade and investment.

I wish the US Trade Show '95 a grand success and felicitate the sponsors for their cooperative venture.

**Khaleda Zia**

Prime Minister of Bangladesh

## US-Bangladesh Trade Relations: Looking to the Future

**Cornelia M Weierbach**

Chief, Economic/Commercial Section, US Embassy

**B**ALANCE OF TRADE: At present, United States Bangladesh trade relies mainly on Bangladesh exports of garments and knitwear to the United States, and on US exports of commodities (both aid-financed and on a commercial basis) such as wheat, cotton, and wood, and a wide variety of industrial goods. The 1993 balance of trade was \$641 million in Bangladesh's favor, with Bangladesh exports to the US totalling \$886 million and imports of US goods totalling \$245 million the same year. The 1992 trade balance was similar, with \$832 million in Bangladesh exports and \$188 million in imports from the United States.

**BANGLADESH EXPORTS TO THE UNITED STATES:** Garments and knitwear exports totalled \$756 million in 1993, over 85 per cent of all Bangladesh exports to the US. This figure represents a 6.3 per cent growth over the 1992 level, much slower than in previous years (for instance, the 1991-92 growth rate for garments and knitwear was nearly 60 per cent). Seafood and fish exports to the United States totalled \$80 million in 1993, 9 per cent of the total, an increase of 17 per cent from the previous year. Jute goods exports were \$17.7 million, up nine per cent from 1992 levels.

**UNITED STATES EXPORTS TO BANGLADESH:** Over half of the \$245 million total in 1993 was represented by the \$130 million lease of American aircraft to Bangladesh's national airline, Biman. The United States exported \$40.5 million in wheat to Bangladesh in

**THE WORLD TRADE ORGANIZATION:** In the longer term, both Bangladesh and the United States face new challenges. Continued on page 9

## American Bangladesh Economic Forum : Moving Ahead

**A Gafur**

Executive Secretary-ABEF and Manager, US Trade Show '95

**T**HE American Bangladesh Economic Forum (ABEF) was established in the year 1988 with the broad objective of promoting and deepening economic relations between the United States and Bangladesh. The ABEF, an Associate Member of the Asia Pacific Council of American Chambers of Commerce (APCAC) has been receiving active support and cooperation from the United States Embassy since its inception.

The United States of America considers that the Asia Pacific region includes the fastest growing regions of the globe and will be providing massive opportunities for American exporters. The United States successfully concluded the global trade negotiations known as the Uruguay Round, the most far reaching trade liberalizing agreement in history.

The need for the United States to have a coherent strategy to support the export of goods and services by its industrial base has never been more compelling. To be competitive in the global economy, American industry look to the government for advocacy, information, guidance, a meaningful trade financing programme, and a level playing field.

The General Agreement on Trade and Services (GATS),

part of the Uruguay round package, provides for most-favoured nation treatment, national treatment, market access, transparency and the free flow of payments and transfers. Rules in the framework agreement are augmented by sectoral annexes dealing with issues affecting financial services, movement of persons, and basic telecommunication services.

The General Agreement on Tariffs and Trade (GATT) on Trade Related Intellectual Property Rights (TRIPS), also part of the Uruguay Round package, obligates all members to provide strong protection for copyright and related rights, patents, trademarks, trade secrets, industrial designs, geographic indications and lay-out designs for integrated circuits.

The United States is engaged in international dialogue to promote competition, provide open access, and create a flexible regulatory framework in developing a Global Information Infrastructure (GII): The GI will be composed of local, national and regional networks. As the "network of networks", the GI will facilitate the global sharing of information, interconnection, and communication — creating a global information marketplace. As a cooperative effort among countries, the GI will afford economic and social

benefits to all participants, ranging from job creation, economic growth, and infrastructure improvements to advanced services at a lower prices for consumers.

**Trade and Investment:** Foreign Direct Investment (FDI) plays an integral role in creating US jobs and exports and generating economic growth. In the long run, investment and exports that result will help US business develop and access new and large emerging markets. This creates long term economic prosperity and supports US foreign policy objectives throughout the world. In developing countries and emerging market economies, trade and investment will help achieve sustainable development and build the capacity for specific countries to import more US goods and services. Through the coordinated initiatives that comprise the US National Export Strategy the US government is now better positioned to assist the American business community in identifying opportunities overseas, bidding successfully, financing trade and investment projects and, ultimately competing more effectively.

American business operating in Asia have long known and acknowledged that good ethics and good services are synonymous and American

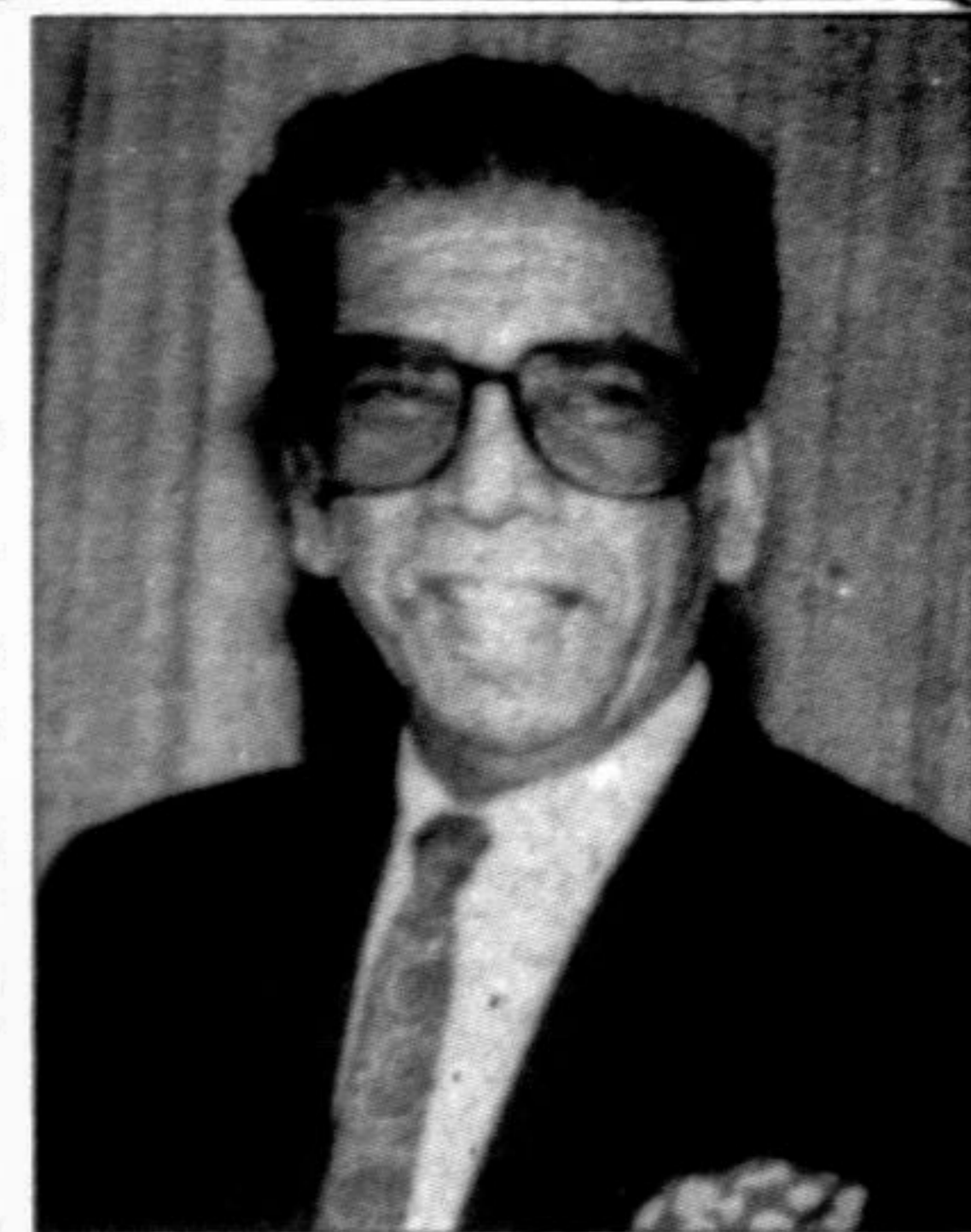
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### MESSAGE

I am very pleased to hear that the American Bangladesh Economic Forum and the United States Embassy are cosponsoring the fourth annual US Trade Show in Dhaka. This is also encouraging to note that the US Trade Show has become one of the premier trade events in Bangladesh. This kind of trade events well demonstrate the increasing US attention in the much needed area of trade and investment in the country. With the rapid and continued advancement of science and technology, particularly, the communication network, the world has become a global village which justifies the frequent organisation of the trade events like the US Trade Show.

Keeping pace with the regional and international political & economic changes the Bangladesh Government has been pursuing the economic and trade policies based on the concepts of the free market economy, allowing and encouraging comprehensive private initiatives. The government has also been consistently pursuing the policy of denationalization and deregulation toward building a prosperous nation. The government is committed to provide all out support and equal treatment to all local and foreign entrepreneurs to set up and carry out their businesses in Bangladesh.

I congratulate the organizers and participants of the US Trade Show '95 for their remarkable contribution in presenting the US Trade Show '95.



I wish the US Trade Show '95 a great success.

**M Shamsul Islam**

Minister for Commerce and Information Government of Bangladesh

## PARTICIPANTS

### Desktop Computer Connection Ltd.

Shantinagar, Dhaka 1217. Branch office: 88-89, Aziz Court (1st floor), Agrabad Commercial Area (Chittagong) Tel: 834782, 833992, 837630 (Dhaka) Fax: 880-2-836000 (Dhaka) Represents: Compaq Computer Corporation, Best Power Technology Inc, American Power Conversion (APC). Products/Services: (i) Marketing of Compaq Computer, Best Power On-line UPS, APC UPS & HP Laser printer. (ii) Provide System Integration & Network Computing Solution both under Novell Netware & SCO Unix Environment. (iii) CMTI (Centre For Management & Information Technology), sister concern of Desktop Computer is engaged in Software Training & Development.

### Greenland Engineers & Tractors Co. Ltd.

26, Shyamoli, Mirpur Road, Dhaka 1207. Tel: 812164, 812175, 811251-4 (PABX) Fax: 880-2-813319 Represents: Caterpillar Inc, National Oil Well, Martin Decker/Totco, Baker Oil Tools/Baker Packers, Baker Huges Inteq, Hughes Christensen, Mathey/Leland Int'l Ltd, Shafter Baroid Testing Equipment. Products/Services: Heavy Construction Equipment (Tractor Bulldozer, Wheel Loader, Wheel Dozer etc), Generator, Engine, Drilling Equipment, Rig Instrumentation, Wireline Products, Directional Drilling System, Completion Equipment.

### International Office Equipment

"Prachi Niket", 54, Dilkusha C/A, (4th Floor), Dhaka-1000. Tel: 233317, 239782, 235403, Fax: 863860, 863991. Represents: (i) Lanier Worldwide Inc. (ii) Exide Electronics, Products & Services: Lanier — Fax/Photo Copier Exide — UPS

### National System Solutions (PVT) Ltd.

122/1 Kakrail Road (2nd & 4th Floor), Dhaka. Tel: 831385, 416280, Fax: 837421. Represents: IBM, LEXMARK, Products & Services: Computer, Printer and other necessary Accessory.

### United Link Ltd.

18th Floor, Sena Kalyan Bhaban, 195, Motijheel Commercial Area, Dhaka. Tel: 862488, 867100, 867188 & 868693, FAX: 868695, 883466. Represents: United Airlines Products/Services: Airline

### Dhaka Sheraton Hotel

1, Minto Road, Post Box No. 504, Ramna, Dhaka. Tel: 863391, 861191 Fax: 832915, 832975. Represents: ITT Sheraton Corporation, Products/Services: Hotel/Service Industry

### W&W Grains Corporation

Syed M Wares All Foundation, 68, Motijheel Commercial Area, Dhaka-1000. Tel: 252149, 860218 & 867125 Fax: 880-2813135 & 867125. Represents: Cargill Incorporated, USA, Products/Services: Wheat, Sugar, Soyabean Oil, Fertilizers, Cotton Seeds, Poultry Products, Palm Oil Products, Feed, Rubber, Salt, Rapeseed Soya Protein, Starch, Glucose, Cocoa, Fruit Juices, Vegetable Oils, Petroleum Products. We offer consultancy services in the import of these products from Cargill as their only local representative.

### Krishok Bandhu

Road No. 7, House No. 15, Dhanmondi, Dhaka 1205. Tel: 866903, 509781 Fax: 880-2-863506. Represents: International Development Enterprises (IDE) Products/Services: Manual Irrigation Pumps and Selected Agri-Inputs: Guaranteed Quality, Spares & After Sales Service

### Tabani Beverage Company Ltd.

474, Zoo Road, Mirpur Dhaka. Tel: 801664, 801678, 383001 Fax: 805232. Represents: The Coca-Cola Export Corporation, Products & Services: Coca-Cola

### Megacorp Ltd.

ABC House (5th floor), Kemal Ataturk Avenue, 8, Banani C/A, Dhaka-1213, Tel: 884140, 884020 Fax: 886197. Represents: Kohler Co, Kewanee, Manufacturing Co, Inc. Products & Services: Gas/Diesel Electric Generator, Steam Generating Boilers

### Sakaimex Ltd.

Dhaka Chamber of Commerce Building, 65-66, Motijheel C/A, (4th Floor), Dhaka-1000. Tel:

244267, 257851, 244179, 244265 Fax: 880-2-863508. Represents: (i) Cleaver Brooks (2) Scantron Corporation, USA, Products/Services: 1) Boiler 2) Optical Mark Reader (OMR)

### Flora Limited

114, Motijheel C/A, Dhaka-1000. Tel: 861416, 241107, 246950, 869160, Fax: 880-2-863461 Represents: (i) Compaq Computer Asia Pte Ltd, (ii) Hewlett Packard Singapore (Sales) Pte Ltd, (iii) American Power Conversion (iv) Tripp Lite Products/Services: Compaq Computer & Compaq Super Server, HP Printers, HP 9000 Series & 3000 Series Midrange Systems, HP Workstation & HP X-Stations, APC UPS, Tripplite UPS, Microsoft, Novell, SCO UNIX & all Related Accessories (Sales & Service).

### American Life Insurance Company

Alico Building, 18-20 Motijheel C/A, Dhaka-1000. Tel: 864001 (5 lines) Fax: 863813. Represents: American Life Insurance Company, Member of American International Group, Inc, NY. Products/Services: Life Insurance

### Kamal Enterprise

158, Kemal Ataturk Avenue, Banani, Dhaka. Tel: 888709, 882988, Fax: 863786, 881529, 833568. Represent: 3M, DA-Lite Screen Co, G.E Co, USA, Products/Services: Audio-Visual & Training Equipments, Data Storage Products, Stationeries, Office Supplies & Home Appliances.

### Anwar & Brothers Group

1, Mouli Bazar, 2nd Floor, Dhaka. Tel: 233058, 231263, 235040 Fax: 880-2-833274. Represents: Protein Technologies International, ST, Louis, USA, Products/Services: "Gold Crown" Brand Full Cream Milk Powder Alternative.

### Globex Marketing Co. Ltd

27/1 Kakrail Road, Dhaka-1000. Tel: (02) 836092, 415924 Fax: 880-2-836393. Represents: 1. Alcon Laboratories Inc. 2. Alcon Surgical Inc. 3. Humphrey Instruments Inc. 4. Victoreen Inc. 5. Biomerica Inc. 6. Orion Research Inc. 7. Sanofi Diagnostics Pasteur, 8. Helena Laboratories Inc. 9. Unistar Air Cargo Products/Services: Issuance of indents and import of Pharmaceuticals, Medical Equipments, Medical Devices, Laboratory Instruments, Laboratory Diagnostics/Reagents etc.

### Shapta Shindhu Ltd.

35, Indira Road, Dhaka-1215. Tel: 312754, 818194 Fax: 880-2-818194. Represents: Canon Business Machines Inc., Costa Mesa, USA, Products/Services: Cannon English-Bangla Bilingual Electronic Typewriters and Wordprocessors, Computers, Printers, Calculators and Facsimile Machines.

### Multilink International Co. Ltd

71, Motijheel C/A, (3rd Floor) Dhaka. Branch office: 54, Kemal Ataturk Avenue, Banani Dhaka Tel: 244469, 283303, 889550 Fax: 880-2-876508. Represents: Hewlett-Packard Co, Unisys World Trade Inc, Tripp-Lite Interneq Bar-Code USA, Products & Services: HP Net Server, Computer, Laser Printer, Scanner, Plotter Networking Products, UNISYS all range of Computer, Tripp-Lite all range of UPS, INTERMEQ BAR-CODE.

### Bright Impex International Traders

House # 68/C (1st Floor), Road # 6, Nazir Road, Dhaka Cantonment, Dhaka. Tel: 238425, 886827, 870637 Fax: 880-2-886827. Represents: Mechanical Fishers Division Rocking A Ltd, Originameics, Inc, Airosp Corporation; Medical Division, Tempo Research Corporation, Applied Membrane Inc, Bio Medical Services, Inc, Rangers Security Detectors, Inc Maxon America, Inc; through Maxon International Communication (pte) Ltd, Singapore Products/Services: Automatic Fishing Reel, Desert Magic used for Water Retention and Dust Prevention; this also prevent desertification, PSA based Oxygen Concentrator for Industrial and Medical Application, Cable Fault Locator, Water Purifier based on RO and UV, Electro Medical Equipments, Security Check Products, 2 Way Land Mobile Radio Comm

### Ashatic Oil Company Ltd.

Minhaj Court 4 Shantinagar, Dhaka 1217. Tel: 404808, 401989 Fax: 832915. Represents: Caltex Petroleum Corporation, USA Products/Services: Petroleum Products

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### MESSAGE

**A**LL of us at the US Embassy are proud to co-host the fourth annual "US Business in Bangladesh" trade show. We have seen the US trade show grow year by year, as the commercial relations of our two nations have also grown. We are proud to continue our close association with the American Bangladesh Economic Forum. As the lead sponsor of this event, the members of ABEF deserve accolades for the great job they have done in organizing this show.

With its public policy forums, business seminars, informative newsletter and annual trade show, the ABEF shows what private organizations can achieve in serving the public interest while promoting the interests of their members. All the firms participating in the US trade show offer evidence of the public benefits that accrue from private enterprise. As these firms strive to succeed in the increasingly competitive Bangladeshi economy, they develop better products, offer lower prices and become more responsive to the needs of Bangladeshi consumers. The high quality goods and services on display at this show represent both national progress and private benefit.

In its fourth year, the US trade show has taken a prominent position on the Bangladeshi business calendar. Last year, the show attracted over 25,000 visitors and resulted in over one million dollars in direct floor sales. The greater the progress in Bangladesh's economic reform program and deregulation of the economy, the greater will be the further gains in the years ahead, and the more Bangladesh will be a full partner in the world economy.

For more information about the US-



Bangladesh commercial relationship and US goods and services available in Bangladesh. I urge you to attend the 1995 US Business in Bangladesh Trade Show and call on our Commercial Library staff. They will be waiting to serve you at their table near the entrance of the exhibition.

**David N. Merrill**

Ambassador of the United States of America in Bangladesh

### MESSAGE

**T**HE American Bangladesh Economic Forum was established to promote the economic relations, both trade and investment between Bangladesh and the United States. With the expansion of the Bangladesh economy and the increasing external outlook of the society, it is appropriate that every effort be made to expand the economic relations between Bangladesh and the United States.

The Forum is a voluntary organization of businessmen who are concerned with the above objective. Our members include US companies working in Bangladesh, Bangladesh companies whose primary business is the importing of products from the US, and third, American based NGOs and other non-profit organizations.

The American Bangladesh Economic Forum and the Embassy of the United States of America are co-hosting the Fourth US Trade Show in Bangladesh. The show presents an opportunity for Bangladesh citizens to see the range of products which are currently or soon to be available in the Bangladesh which are manufactured in the United States or which are supplied by US companies. During these three days visitors to the show will be able to see for themselves a wide range of American products some consumer, some service and some capital equipment that can readily be obtained within Bangladesh.

During the past four years the economy of Bangladesh has been through a major reform program one aspect of which has been to open the economy to international trade and to reorient the industrial sector to exporting. The benefits of this program are becoming evident with the growing availability of products, the



strong currency, reduced inflation, more rapid growth, and increasing exports. The US Trade Show will contribute to increasing the awareness of the public in the availability of US goods and services in Bangladesh.

The American Bangladesh Economic Forum is pleased to present with the United States Embassy, the Fourth US Trade Show.

**Forrest Cookson**

President, American Bangladesh Economic Forum