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US TRADE

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SHOW '97

SHOW 1997

February 27, 28 &

March 1, 1997

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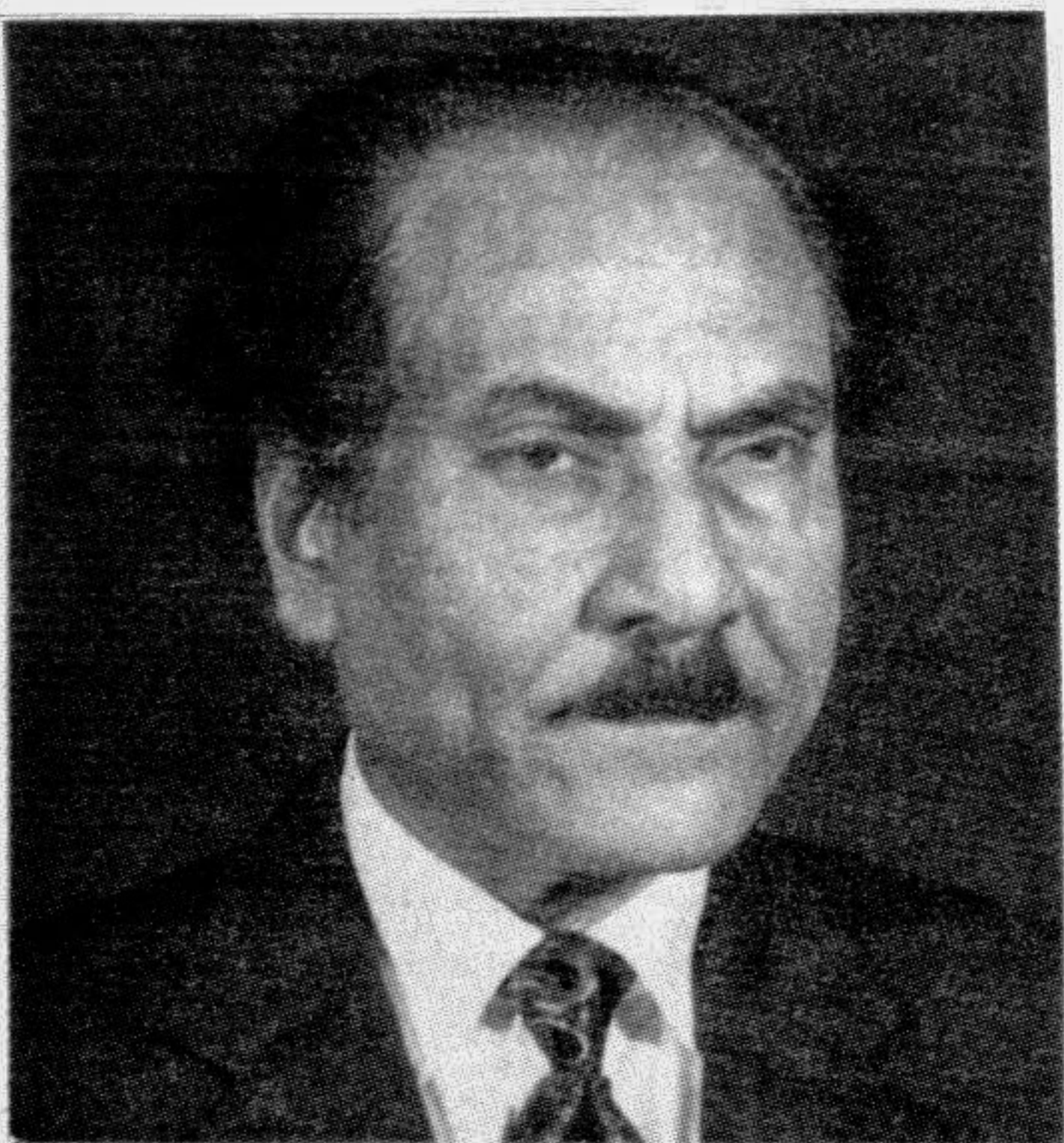
American Chamber of Commerce in Bangladesh

and



The US Embassy in Bangladesh

American Chamber : A New Beginning

A Gafur
Executive Director
AmCham and Director, US Trade Show

MESSAGE

I am happy to know that the American Chamber of Commerce in Bangladesh, in collaboration with the United States Embassy, is going to organise the 6th Annual US Trade Show in Dhaka.

Bangladesh offers a lot of favourable conditions, in some cases better than those of the neighbouring countries, for making foreign investment. The holding of such a Trade Show is timely. I hope that this type of trade events will help expand the horizon of economic cooperation between the two friendly nations.

I wish the US Trade Show '97 every success.

Justice Shahabuddin Ahmed
President
People's Republic of Bangladesh

The Government of the People's Republic of Bangladesh through its gazette notification dated 20.7.96 accorded permission to American Bangladesh Economic Forum (ABEF) to become the American Chamber of Commerce in Bangladesh (AmCham). Following the Government's permission the Registrar of the Joint Stock Companies of Bangladesh formally changed the name of the American Bangladesh Economic Forum into American Chamber of Commerce in Bangladesh on September 12, 1996 as per provision of the Companies Act, 1994. With this change AmCham-Bangladesh has become the first single foreign country Chamber of Commerce in Bangladesh.

The ABEF was established in 1988 by a group of top corporate executives representing US businesses in Bangladesh. The cardinal objective behind the creation of ABEF was to promote economic relations between the United States and Bangladesh. Since then the ABEF had been organising seminars on vital economic issues, supporting US investment, working as a contact point for US businesses in Bangladesh. It has also been undertaking research on critical issues of economic interest with a view to identify problems, opportunities and recommend actions and policies to overcome the snags on the way to progress. Importantly, it had been organising the annual US Trade Shows in Bangladesh in cooperation with the United States Embassy for the last several years.

The ABEF was an Associate

member of the Asia-Pacific Council of American Chambers of Commerce (APCAC). The APCAC Board of Directors has recently approved the American Chamber of Commerce in Bangladesh as its full member. The APCAC, the coordinating body of the American Chambers of Commerce in Asia-Pacific region represents the growing interests of over 40,000 business executives and over 6,600 business entities in 19 countries. The APCAC membership manages trade volumes of the excess of US\$ 200 billion and investments over US\$ 50 billion. The APCAC membership includes full membership of Australia, Bangladesh, Beijing, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Okinawa, Sri Lanka, Taipei ROC, Vietnam etc. APCAC's mission is to improve the competitiveness of US business in the Asia-Pacific region. APCAC identifies organisations with mutual interests and pursues a course of action to disseminate and communicate its positions to relevant governments and other organisations.

The AmCham-Bangladesh is now processing an application to become a member of the US Chamber of Commerce. The US Chamber of Commerce, appreciating the creation of AmCham in Bangladesh, feels that this designation is an important step in making Bangladesh an attractive investment site

for American business. The US Chamber is the world's largest federation of business companies and associations and is the principal spokesman of the American business community. It represents 200,000 businesses plus several thousand organisations, such as state and local chambers of commerce and trade and professional associations.

The main objectives of the American Chamber of Commerce in Bangladesh are:

1. To promote economic cooperation between the United States of America and the People's Republic of Bangladesh, particularly in the private sector.

2. To promote exchange of information between the United States of America and Bangladesh with a view to stimulating greater understanding about each other's economic potentials and opportunities.

3. To promote and support measures calculated to benefit and protect the interests of the members.

Programmes of AmCham:
To support Bangladesh in her drive toward advancing eco-

Chamber of Commerce in Bangladesh will have significant positive impact on the fast growing US-Bangladesh economic/commercial relations.

It is heartening to note that following the last general election and installation of the new Government, Bangladesh has been enjoying a satisfactory level of political stability. A good number of American business executives have already visited Bangladesh and their perception toward Bangladesh are increasingly positive. In the near future a substantial amount of American investment is expected to flow provided, the desired political stability of the country could be maintained.

One of the major events that the AmCham has been organising since 1992 is US Trade Show in Bangladesh. Through this Trade Show US companies have the opportunity to come in direct contact with the Bangladeshi consumers. This gives the Bangladeshi consumers, businesspeople an excellent chance to become familiar with the most modern and competitively available American products and services.

The US Trade Show in Bangladesh has today become an institution. The following statistics will give a fair idea about the growth of the US Trade Show in Bangladesh.

| Year | Number of Exhibitors | Number of booths | Number of US firms represented | Sales |
|------|----------------------|------------------|--------------------------------|------------------|
| 1992 | 30 | 30 | 50 | |
| 1993 | 32 | 32 | 53 | USD 0.4 million |
| 1994 | 38 | 38 | 80 | USD 1.00 million |
| 1995 | 42 | 58 | 120 | USD 2.00 million |
| 1996 | 48 | 78 | 150 | USD 3.5 million |
| 1997 | 62 | 99 | 160 | |

mic and social development, the AmCham conducts the following programmes on a regular basis:

• Monthly membership meetings to hear prominent local or visiting speakers, ministers, high government officials, and discuss issues of commerce, investment and economics.

• Sponsoring seminars on vital issues of finance, trade and commerce.

• Establishing contact between the American business community and the business and government organisations of Bangladesh.

• Support US investment in Bangladesh.

• Work as contact point for US business houses in Bangladesh.

• Carry out research on vital issues of economic interests to identify the challenges and opportunities and recommend actions and policies to overcome the hurdles on the road to progress and prosperity.

• Organising the US Trade Show in Bangladesh on annual basis.

• Organising management programmes.

• Periodic newsletter/publications.

It is expected that the establishment of the American

Chamber of Commerce in Bangladesh business world and draws a very enthusiastic crowd. The Trade Show has rightfully become an annual event and the premier Trade Show in Bangladesh. It will continue to be organised by the AmCham and US Embassy. We believe that the US Trade Show is a very important event for those concerned with an expanded economic relationship between Bangladesh and the United States. The Trade Show is meant to improve the American trade and investment in this part of the world and simultaneously to see the improvement of the Bangladesh economy through transfer of modern American management and technology.

The American Chamber of Commerce in Bangladesh has begun a new journey.



MESSAGE

I feel encouraged to learn that the 6th annual US Trade Show is going to take place in Dhaka from February 27 to March 1, 1997, cosponsored by the American Chamber of Commerce in Bangladesh (AmCham) and the United States Embassy. Bangladesh has been consistently opening up its economy and our new democratic government has, so far taken a good number of policy decisions aiming at rapidly promoting trade and investment in the country. We have initiated many pragmatic actions to deregulate the trade regime and opened up the energy and telecommunication sectors for the private investment. We are also allowing the private sectors to set up export processing zones similar to government sponsored EPZs with the same facilities. The responses towards this new initiative is fairly satisfactory.

The United States is one of our good friends and the relationships between Bangladesh and the United States, both in terms of trade, investment and assistance are excellent.

I hope that the US businessmen and the investors would consider the opportunities for business and investment in Bangladesh. We are currently offering to all, local and foreign entrepreneurs, through creating congenial and competitive business and investment environment. Further, the Government has declared 1997 as the "Year of Investment" and I believe that the US investors will take the opportunity in this regard.

I would like to thank the members and officials of the American Chamber for their good job in projecting Bangladesh in the United States of America.

I wish US Trade Show '97 a great success.

Joy Bangla, Joy Bangabandhu
Long live Bangladesh

Sheikh Hasina
Prime Minister

Government of the People's Republic of Bangladesh

Enhancing US-Bangladesh Economic Relations

Stephen E Eisenbraun
Economic and Political Counselor
US Embassy in Dhaka

Welcome to the sixth annual US Trade Show in Dhaka! This year we believe the show is better than ever, with more floor space, more exhibitors, and a wider range of US goods and services on display. The American Chamber of Commerce in Bangladesh (AmCham) and the US Embassy, your co-hosts at this event, hope that each and every visitor will find the product or the information to serve his business or personal needs. If your particular interest is not on display at the show, please visit either the US Embassy's Commercial Library table at the entrance to the exhibit hall, or contact the AmCham for full information on the universe of

US products and services ready to serve the Bangladesh market. Trade relations between the United States and Bangladesh have been developing rapidly, especially since the take-off of Bangladesh's ready-made garment industry. The United States imported over 1.25 billion dollars worth of goods from Bangladesh in 1995, mostly garments and knitwear. While figures for the first half of 1996 are slightly off 1995 figures, we are confident that the return of political stability will mean an increase in commerce.

trade and investment. The United States exported nearly \$325 million in goods to Bangladesh in 1995, of which \$146 million was wheat, and \$62 million raw cotton; both items were down in 1996. Growth items in 1996 have been imports of US tubes and pipes, generators, down feathers, and a wide variety of equipment. These are just a few of the very diverse group of products the US exports to Bangladesh.

One of our principal tasks in the US Embassy Economic and Commercial Section is to in-

crease and improve the trade relations between the United States and Bangladesh, especially through expanded exports of US goods and services. More and more US companies are becoming aware of the real opportunities that await them in this market. They are realising that Bangladesh is a growing economy with low labour costs, industrious people, and a policy of opening up to imports and to foreign investors. We believe there are large and growing opportunities for US companies here, particularly in the power generation, telecommunications, oil and gas exploration and development sectors, and in the provision of food and raw materials. We at the Embassy are extremely pleased that US investment in Bangladesh has increased tenfold recently due to contracts signed by US oil and gas companies. This investment will bring new supplies of gas to the country and help the economy grow. It is our hope that US firms will also be instrumental in bringing much-needed power generation to Bangladesh in the near future.



MESSAGE

Welcome to the sixth annual "US Business in Bangladesh" trade show. All of us at the US Embassy continue to be delighted by the strong support the show has received over the last five years from the Bangladeshi public and from business and political leaders. The success of this show and the achievements of the Bangladesh economy are being noticed by more and more US and foreign businesses. The hard work of the Bangladeshi people to bring market-based economic development to their country is bearing fruit. I am especially happy to note that US investment in Bangladesh has increased tenfold since last year's trade show. Much more potential investment could come on-line this year. This increased investment will help the economy grow and increase the demand for US goods and services. In addition, it's gratifying to note that this year's trade show has attracted even more interest from the business community than last year's very successful show. Since last

June's elections, we at the Embassy have seen a great increase in the numbers of US businesspeople coming to Bangladesh for trade and investment possibilities. GDP growth has been increasing. Bangladeshi entrepreneurs are responding to the opportunities to compete in the international marketplace. Of course more remains to be done for Bangladesh to meet its potential, but now is a time to recognise and celebrate both the substantial progress that has been made, and Bangladesh's increased international stature that this progress has brought.

The US Embassy is happy to continue collaborating with the American Chamber of Commerce in Bangladesh. We are proud that the Government of Bangladesh recently recognised the AmCham as the first foreign chamber in the country, and we appreciate the swift action of the Government of Bangladesh in granting the AmCham this status. We, along with the business community, media, government and scholars, have greatly benefited from the AmCham's public policy discussions, business seminars, informative newsletters, business counseling services and this annual trade show, the premier event of its kind in Bangladesh. We support the AmCham's many efforts to showcase trade and investment opportunities in your country.

For more information about the US-Bangladesh commercial relationship and US goods and services available in Bangladesh, I invite you to call on our commercial staff, who are ready to serve you at their table near the entrance of the exhibit.

David N Merrill
Ambassador of the
United States of America
to Bangladesh

BLACK & VEATCH

Wishes all success
to
US Trade Show '97
DHAKA, BANGLADESH

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27th Feb—1st March 1997

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