

BCS computer show 2001

Venue: Dhaka Sheraton Hotel and Osmani Memorial Hall, Dhaka. Date: March 27, 28, 29 (10am-8pm), 30 (10am-6pm)

The Daily Star

SPECIAL SUPPLEMENT

March 28, 2001



MESSAGE

I would like to express my pleasure to know that Bangladesh Computer Samity (BCS) is organising BCS Computer Show 2001 in Dhaka on March 27-30, 2001.

The event corresponds to the need of the time as the information technology has opened up huge opportunities for many developing countries like Bangladesh. The present government is emphasising on development of information technology in the country in all respect. The government has declared the

software and data processing sector as thrust sector. The government is providing all sorts of required support to this sector with a view to sustaining this new area of huge foreign currency earning possibilities. Government's commitment has been clearly reflected in the recent activities.

BCS is working for the evolution of information technology in the country from the very outset of the organisation. I believe that BCS would be able to utilise the government's support effectively to explore the possibilities of software export.

I also hope that the IT companies would be able to expose their products, services and international standard capabilities in the exposition.

I felicitate BCS for organising such an auspicious event. I wish BCS Computer Show 2001 a grand success.

Lt. General Muhammad Noor Uddin Khan psc (Retd.) M.P
Minister
Ministry of Science & Technology

IT industry in Bangladesh today

S. M. KAMAL

BAKGLADESH, like many other developing nations, looks towards IT industry as an important vehicle for economic and social development. All segments of the society are today, specially the educated youths, follow the developments in this industry with keen interest. Though in Bangladesh a large portion of the population, specially the rural and uneducated, are still on the darker side of the digital divide overall, Bangladesh has come a long way in the last 10 years and IT industry has made significant contributions in this sector.

Being involved with this industry in all my working life of over 33 years I would like to present IT industry's point of view on some aspects of this industry. All IT products are now exempt from duty and VAT. Though the Bangladesh Computer Samity had been asking for this since its inception, this gathered momentum during the period when Mostafa Jabbar was the President of BCS. All initial reactions were based on how much revenue loss it will cause to the national budget, no real evaluation of its impact by the decision makers was evaluated. We thank the Govt. for taking the deci-

sion. In the last four years possibly 200,000 additional PCs have been purchased by people for business, academic and home use due to tax break. It has created a significant presence of IT related news articles, discussions in the various media. Awareness has reached a level that almost every other young person desires to have an IT related career. This will definitely go a long way in creating an IT culture in the country. Many training institutes (mostly private) have been setup all over the country. Thousands of new jobs have been created. Many young people are taking up IT related jobs outside the country. All these achievements of long-lasting nature would not have been possible by direct investment of the money that could have been collected through taxes on computers.

Many private & Govt. organizations are benefiting from use of computer by reducing waste, increasing efficiency transparency and service levels.

Govt. has taken some measures to provide financing to the IT industry particularly to the Software Development and IT enabled services industry. However, due to following of old procedures and evaluation systems used for manu-

facturing industry being applied for a knowledge industry, genuine IT entrepreneurs are unable to use the facility. There is a danger of this relatively soft money being taken by projects who are not IT projects but primarily be used for the credit facility. The long time consuming investment needed for human resource and market developments are not properly considered. The bankers need to be trained & the procedures are to be changed.

Most young people now wish to enter IT business. It has the glamour, expectation of high returns and low financial investment for entry. Considering the low expenditure for IT by the Govt. and the private sector, too many companies are pursuing too little business. This has resulted in the customers imposing unreasonable terms and conditions for purchase, delivery, installation and implementation. Competition in IT market is fierce and margins low. So the company getting the order ends up making practically no money. Consequently both the vendor and purchaser both suffer as only in a fair deal can both parties be happy in conclusion of the business. Problems of long delay in payment of the bills and endless requests to do some extra bits in software projects are prevalent in almost all

transactions. Many customers still view service to be of not much value when no extra hardware is requested. We need to understand, that in knowledge based service business main cost element is "people time".

Software and IT enabled services export is the most asked question in this industry today. Perception is we have high quality educated young people who can match anyone, and then why should we not be earning a lot of money from exports. Reality is that for some software services export orders of Bangladesh we are using foreign nationals. We produce very few programmers/ systems analysts and moreover they do not have the opportunity of getting the required experience to work. IT expenditure in the country is very low. Luckily Govt. is taking steps to increase the output of high quality programmers both in the Govt. and private sectors. Govt. also has expressed a desire to increase IT expenditure as well. The results of these efforts will take some time. In the meantime, Bangladesh companies are maturing and have started getting export orders. Progress in IT enabled services areas like data processing, data entry, medical transcription, back office work, call centers etc. are seriously hampered

by unavailability of high quality reliable data connections facility at competitive rates.

We have already seen that within 9 months of deregulation of VSAT, Internet charges have been reduced by 80%. Privatization of Telecommunication is also likely to bring similar results and will help us succeed in the IT enabled services

sector. We live in a resource poor developing nation, where many demands are made on the limited resources. Still we feel that bold actions by the Govt. by creating an enabling environment for private IT sector will be one of the best uses of our limited resources.



MESSAGE

I am delighted to know that Bangladesh Computer Samity (BCS) is going to organise their annual IT exposition, BCS Computer Show-2001, on March 27-30, 2001 for IT product and services simultaneously at Osmani Memorial Hall and Dhaka Sheraton Hotel Convention Centre. This type of

show confirms the commitment of the Samity towards rapid growth of IT industry. This exhibition is very much important in reflecting the enabling environment created by the present Government and the positive response from private sector IT organizations towards the fast changing technology.

I am sure that the Bangladesh Computer Samity can play a vital role to enter into the much-expected software export market.

I am confident that BCS organised Computer Show would provide a unique opportunity to know and assess our strength and weakness in the field of IT services including export market.

I thank BCS organisers and participants and wish them every success.

Yussuf Abdullah Harun
President
Federation of Bangladesh Chambers of Commerce & Industry

MiTAC: Where quality meets economy

MAHABUBUR RAHMAN

If you are looking for a Brand PC but constrained by budget - MiTAC from Taiwan offers you an attractive solution. In a segmented market between Brand and Clone PC, MiTAC is bridging the gap by offering PCs at a very competitive price. e-Gen Corporation Ltd., is the sole and exclusive distributor for all MiTAC products in Bangladesh and is aggressively marketing MiTAC in Bangladesh. MiTAC comes with 3 years limited warranty and after sales services. e-Gen also markets MiTAC notebooks, LCD Monitors, and other IT products. The MiTAC products will be on display at the BCS Fair 2001 at Dhaka Sheraton Hotel.

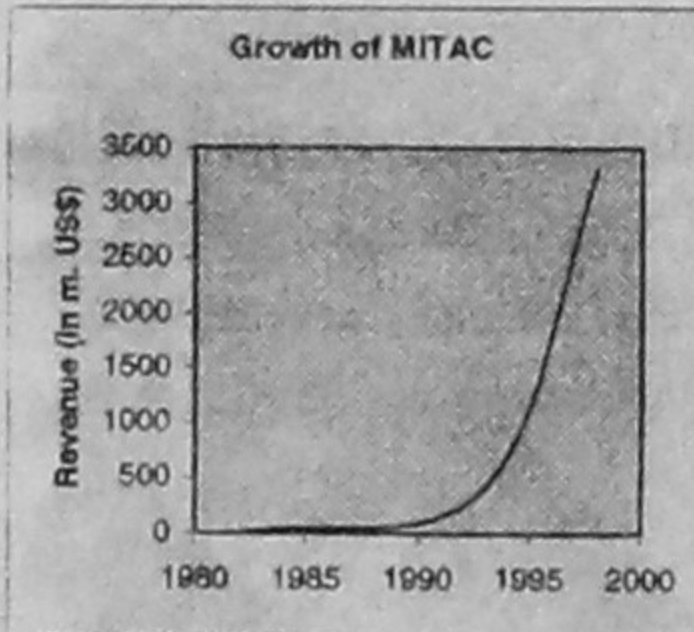
MiTAC the Quality PC Manufacturer

MiTAC and Acer are two leading IT companies of Taiwan. MiTAC is a familiar name in the global corporate world and among the leading IT companies for whom MiTAC is one of the major OEMs (Original Equipment Manufacturer) for PCs and accessories. MiTAC designs, builds and markets a broad range of computer products like award-winning corporate and home PCs, notebooks, revolutionary LCD PCs, radiation-free LCD monitors, high-performance workstations, servers, and motherboards

MiTAC at a glance
Headquarter: Taiwan, Established: 1982, Number of Branches: 12, Number of Employees: 6000+, Countries under Operation: 50+

MiTAC's Success Story

Customer Service: MiTAC's mission has been simple: to provide quality computing solutions that serve the diverse needs of customers worldwide. Over the years, MiTAC's business philosophy of quality, service, and value have made it today one of the world's top computer manufacturers and OEM/ODM suppliers.



R & D: The backbone of innovativeness of MiTAC is its team of more than 500 experienced R&D engineers who make MiTAC products ahead of the rest. In 1998, MiTAC allocated 3% of its resources for intensive research and development and MiTAC filed 201 patent applications, almost double compared to 102 applications in 1997.

In its Linkou facility, MiTAC built Taiwan's first 10 cubic-meter EMI laboratory, as well as thermal, acoustic, signal and materials laboratories. MiTAC has also acquired a rapid prototype machine for a 48-hour T/A (Turn Around) plastic mock-up. A mechanical laser-cutting center was also acquired for a 72-hour T/A mechanical mock-up. Merger: MiTAC became a major shareholder of TYAN Computer Corporation, US in February 1999. TYAN is a leading U.S. designer and manufacturer of high-end motherboards based in Silicon Valley and is recognized as one of Silicon Valley's fastest growing companies. Tyani is

the highest selling motherboard in US, and has been ranked #1 by PC Editor's Choice. Tyani motherboard is sold in Bangladesh and is the only motherboard that comes with 2 year's warranty.

MiTAC vs. Other Brands

The reasons for high price of international brands are higher production, assembling, and distribution costs. To overcome these obstacles, major computer manufacturers of Europe and North America have shifted their production facilities for generic PC components to Asia Pacific countries like Taiwan, Malaysia, China, and Singapore.

MiTAC's manufacturing expertise has won the company sizable OEM/ODM contracts from the biggest names in the computer industry. The fact that these companies stake their reputation by placing their trademarks on MiTAC is evidence of the respect MiTAC has won in the IT industry. Being the OEM Manufacturer, MiTAC offers the same products under its own brand name at a much lower price than it is possible for US/Western brands.

MiTAC vs. Local Clone PCs

The advantage of a foreign brand is the high standard of PC components being used. Proper testing of components is done before a product is assembled and sold. On the other hand, one of the disadvantages of using a Clone machine is the components that go inside the Clone PC. Generally, local brand/ PC cloners buy accessories from whoever offers the lowest price. Unlike foreign brands, the components used in local machines sometimes are not properly tested. So quality remains uninsured.

MiTAC's manufacturing facility in Taiwan, China, US, U. K., and Australia are ISO 9001 & ISO 9001 certified. MiTAC is also ISO 14001 certified which means that it has all the qualifications of a successful environmental management system.

MiTAC's Competitive Advantages

High performance at low cost by offering Brand PC at an economy price. Quality assurance as verified by the leading quality recognition bodies of the world. Giving customers option to both customize and economize by offering both integrated and bare bone PCs. Providing high quality PC components - motherboards, monitors, casings etc. Investment in cutting edge technology - LCD PCs, Book PCs, Digital Monitors etc. Wide range of products - PCs, notebooks, LCD monitors, CRT monitors, Book PC, motherboards

etc. Strong after sales and service support with 3 year's limited warranty for the PCs.

Conclusion

MiTAC's partnering with e-Gen has augmented the accessibility of PC users of Bangladesh to brand computers. Under the aggressive pricing policy of MiTAC, not only corporate users will find MiTAC Corp. suitable for their office, but home users will also find different offers of high performance MiTAC PCs within their affordable budget. MiTAC will hopefully influence other foreign brands to price PCs keeping the customers demand and budget in mind.

Mahabubur Rahman is Head, Marketing Division, e-Gen Corporation Ltd.



MESSAGE

I feel privileged to be able to address all members of the Bangladesh Computer Samity (BCS) and express my sincere thanks for making BCS Computer Show 2001 successful. This four-day BCS show 2001 (March 27-30, 2001) is annual IT event for BCS where most of the leading IT service providers, hardware, software developers, training institutes and Internet service providers of our country are participating and showing their products.

As all of us know that we have been back from 1993, we have started organizing annual computer exposure named "BCS Computer Show" regularly and now this has become a national IT event. Days have passed and BCS show created enormous expectation and enthusiasm both for exhibitors as well as visitors. Unfortunately, apart from economic and political disturbances at present we are facing serious crisis for suitable and adequate exhibition space where all exhibitors could display and offer their services. This is really frustrating and creating obstacle for us to organize computer show at one single venue. Nevertheless, having the entire crisis, just to keep our continuation we have to organize this years show simultaneously in two venues and we hope this will also give new experience to all of us.

Finally I convey my special thanks to all of my EC members and many others who volunteered for this show. To be honest, without their dedication this show could have been very difficult to organize. Thank you again.

Abdullah H. Kafi
President
Bangladesh Computer Samity

KANDAREE

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CSL SoftwareResources Ltd.
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