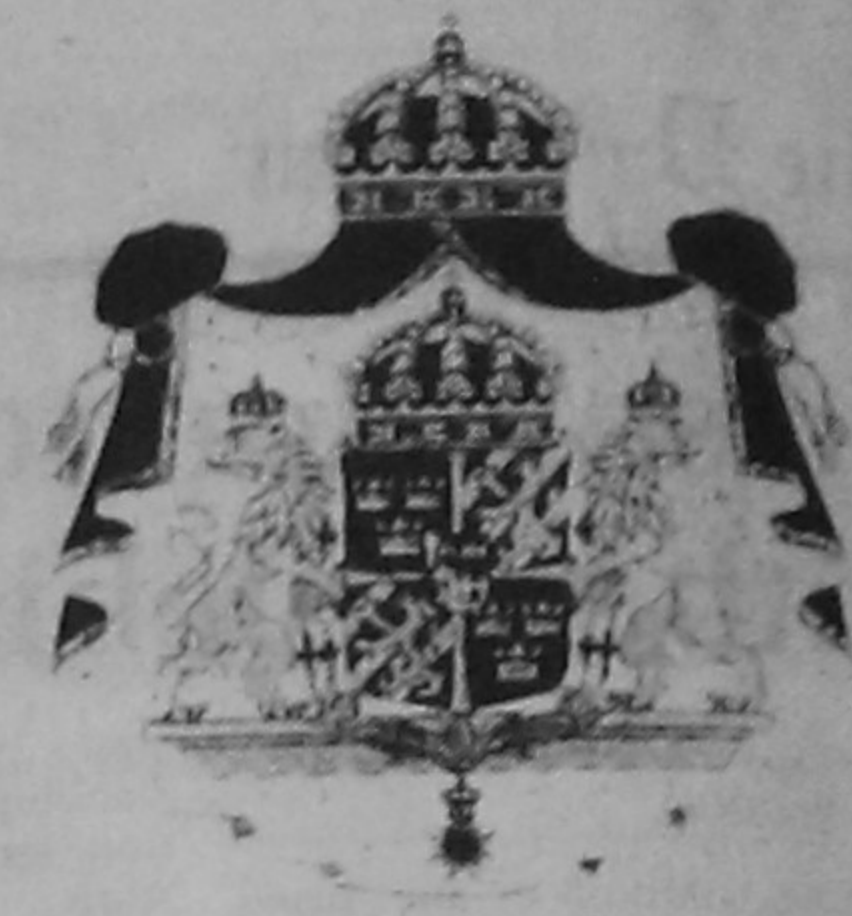




The Lesser Coat of Arms

NATIONAL DAY OF SWEDEN



The Greater Coat of Arms



King Carl XVI Gustaf and Queen Silvia

Swedish International Development Co-operation

SWEDEN is one of the four countries along with Denmark, Norway and the Netherlands that fulfil the UN recommendation that industrialized countries should contribute at least 0.7% of their GDP to development assistance. Last year, 2000, Sweden contributed with 0.71% of our GDP. The average contribution of the countries within UN is as low as 0.3%.

In 2000 the total government appropriations for Swedish international development co-operation was SEK 15.9 billion. Of this sum about 25 percent were channelled to multilateral development aid programmes such as those administered by the United Nations and the World Bank. Other development assistance programmes were related to refugees plus a number of EU programmes. About half was distributed on a bilateral basis by the Swedish International Development Co-operation Agency (Sida).

The strategy for Swedish development cooperation with Bangladesh: The strategy for Swedish development cooperation with Bangladesh aims mainly at poverty reduction, with a particular focus on women's rights and opportunities. Education, health and rural development are the most important areas. The Swedish assistance amounted in 2000 about 21 million USD as a grant. The Swedish Government is preparing a new Country Strategy for the development cooperation with Bangladesh to be operative from January 2002.

Education Sector: Within education, Sweden supports strategic and innovative educational interventions with the objective of replicating successful models of quality education. One such effort is the piloting of post-literacy and continuing education in non-formal education with the aim to link literacy to

skills development and income generation (NFE2). Another non-formal education project (NFE3-HTR) is working with hard to reach urban working children, with the aim of trying to create a better future for this very vulnerable group. Swedish support to education is made together with the government and other development partners.

Health and Population: The Swedish support to the Health sector is one of the most important areas for the Swedish development cooperation with Bangladesh. Sweden is part of a donor consortium to support the countrywide HPSP program in Bangladesh. The objective is a decentralised and improved health service to mainly women and children, offering them a client based basic health service. The program is a basis for the structural reforms that are necessary to reach the poor in the rural areas. An immunization programme has contributed to a reduction in the mortality rate for children under the age of five.

Women and children: An increased equality between men and women is a prerequisite for decreased poverty. In order to achieve this, it is necessary for women to achieve an enforced social, economic and legal position in the society. Many of the programmes that Sida supports are directed to women.

Rural development: Sida's development cooperation within the rural development sector has been conducted through the so called Rural Employment Sector Programme, RESP, during the last 15 years in five thanas in the Faridpur District. The activities have been concentrated to develop the infrastructure through building roads, bridges, culverts and market places and to increase the possibilities for

commerce, production and transport. Within the programme efforts have been made to organise poor women and men through micro-credits, education and income generating activities. A new programme with the aim of supporting local governance and economic development is under preparation.

Human Rights and Democracy: The Swedish programme for human rights and democracy is meant for consolidating respect for human rights and democratic development in Bangladesh. This support is being channelled through national NGOs. The support to Bangladeshi NGO's aims at supporting human rights activities, increasing the awareness of women's rights and the principles established by international conventions, to ensure legal rights and access to justice, advocacy for legal reform and to enforce existing laws to establish social and gender justice.

Work within the European Union: Sweden is a member of the European Union. Together with the other 14 member states Sweden support a large development program with the European Commission. The overarching goal of the EC Development Policy is the reduction of poverty, by gender equality, human rights and environmental concerns. Sweden in its Presidency role attaches utmost importance to support to the EC reform process, since it will be essential in ensuring the quality and efficient management of EC development co-operation. Sweden works closely with the other member states and the Delegation of the European Commission in Bangladesh to promote assistance to Bangladesh through European Commission.

Message

*I*t is a great pleasure for me to greet you all on our National Day. During my tenure of office I have seen our relations further grow in scope and depth. I have particularly admired the energy, entrepreneurship and the courageous manner in which the people of Bangladesh manage to cope with numerous problems and challenges.

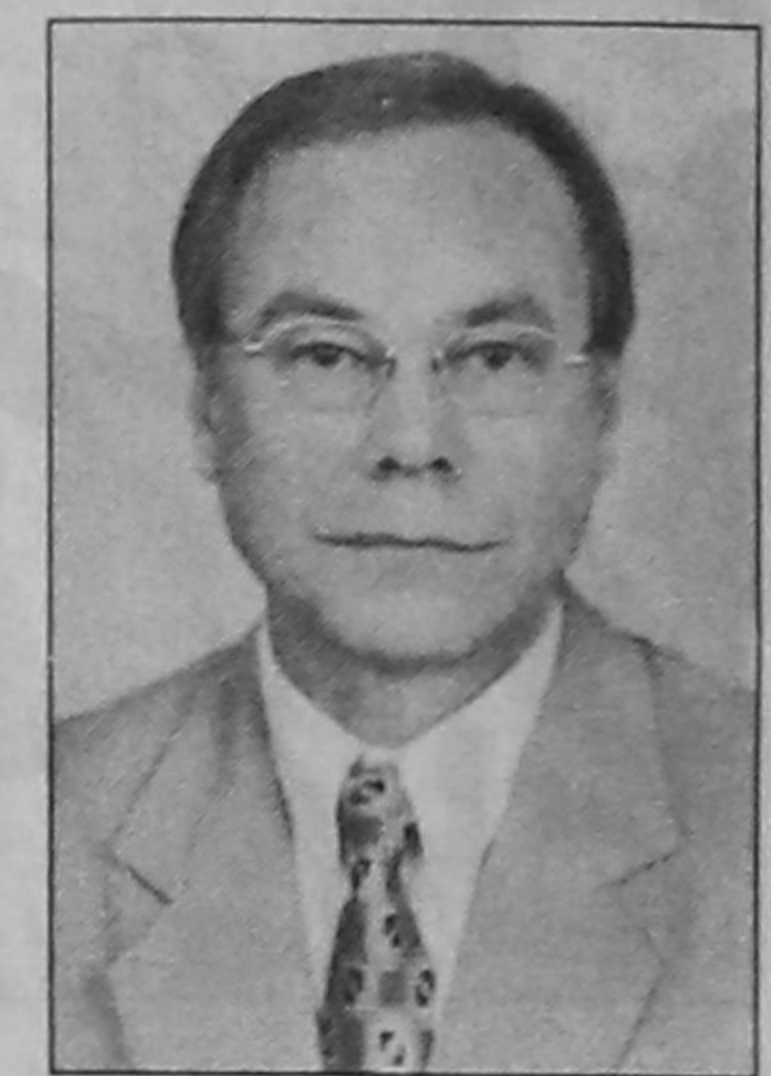
Globalisation has intensified the interdependence of nations. Our relations with Bangladesh have developed bilaterally as well as within the framework of our membership of the European Union, of which Sweden presently holds the Presidency. Bangladesh is playing a constructive role internationally, in the United Nations through the membership of the Security Council, as a provider of peace-keeping troops and with an active leadership in the LDC-group of countries as recently manifested in the UN Conference in Brussels hosted by the European Union.

Our long-standing development co-operation has continued to grow with focus on education, health, infrastructure, employment creation and human rights. The finalisation of a new Swedish Country Assistance Strategy is an expression of the desire to further develop a broad partnership with Bangladesh, based on democratic principles and respect for human rights. We hope that the forthcoming general election will be free and fair. To this end Sweden will provide support to the election observation.

Sweden is very dependent on international trade to maintain its high productivity and living

standards. Investments in technology and knowledge as part of GDP is the highest in the world. Swedish business sector is gradually becoming aware of the potential of Bangladesh as a country to be represented in. Over the last few years we have seen encouraging trend of increased trade in both directions and the number of Swedish companies represented in Bangladesh has so far grown to about 50. I hope this trend will continue. With accelerated reforms and new economic opportunities I am confident that the interest for trade and investment will grow.

I am sure the years ahead will see continued active and positive co-operation on different fronts of mutual benefits for both countries. It is in such a spirit of friendship and co-operation that I greet you all on our National Day.



Anders Johnson
Ambassador of Sweden to Bangladesh.

Booming trade Sweden-Bangladesh

AFTER long being overlooked the Bangladeshi market is increasingly getting the attention of Swedish business. Trade has expanded markedly during the last years and both imports and exports are presently at record-high levels.

Total value of exports from Bangladesh to Sweden rose to 93 million US dollars in 2000 after

increasing 55 per cent compared to 1999. Imports stood at roughly 20 million USD, more or less unchanged from 1999.

Figures for the first months of this year indicates a continuous strong upward trend. During January-February exports from Bangladesh rose 51 per cent compared to the same period in 2000. For imports from Sweden an increase of 39 per

cent was registered. The biggest export items from Sweden includes paper and pulp, plastics and chemicals together with a wide variety of machinery and electronics.

Imports are dominated by garments and shoes but also includes porcelain and toys.

Almost 50 Swedish companies are represented in Bangladesh today

in different sectors.

From telecom to chocolate

In energy ABB-equipment is used for generating more than one third of the power in Bangladesh. The company is now focusing on projects to improve transmission and minimize system losses together with Power Development Board.

In telecom Ericsson is the market-leader in Bangladesh directing roughly 60 per cent of all mobile telephone calls made in the country. Having set up a branch-office in Dhaka as late as 1997, Ericsson is expanding rapidly and is now working with both fixed line networks as well as cellular communication. The company is co-operating with all three GSM-operators (Grameen Phone, Actel and Sheba) and is a partner to the Bangladesh Telegraph and Telecom Board.

In the paper and pulp sector Swedish trading House Elof Hansson has been highly active since 1952. The company has supplied raw material and machines, provided knowledge and expertise to many of the paper mills in the country. Most notably to Karnaphuli Paper Mill in the Chittagong Hill Tracts which was modernized by Elof Hansson in the early 1980s with the support of Swedish aid.

In machinery Volvo Penta is selling pumps and generators. Meanwhile, Swedish cars from Volvo has been purchased by the government of Bangladesh, a tribute to the quality and high safety that has always been associated with the brand. Later in 2001 50 top of the arts Volvo Decker buses are expected to arrive for BRTC to be used for city traffic in Dhaka.

In the garment sector Swedish buying house H&M is purchasing more than 40 million items every year from local suppliers Bangladesh. With H&M shops all over the Europe and expansion taking place in the United States, the demand is likely to remain high. Lindex and New Wave, two other Swedish buying houses have recently set up offices in Dhaka.

Wide representation

Other well-known Swedish companies represented in Bangladesh includes Tetra Pak in packing, Alfa-Laval in the processed food industry and Getinge in medical equipments. In fabrics, machines from Calator and Iro are sold for weaving and knitting.

IKEA, one of the largest sellers of interior furnishing in the world, has just recently started to buy textiles from Bangladesh. Svedala, a leading manufacturer of equipment for construction, is delivering machines to LGED for road works.

In late 2000 the first Swedish

CONTINUED ON PAGE 9

Warmest Felicitations to the Government and the Friendly People of The Sweden on their National Day



Ifö Cera



Sole Distributor for IFO Sanitar AB, Sweden

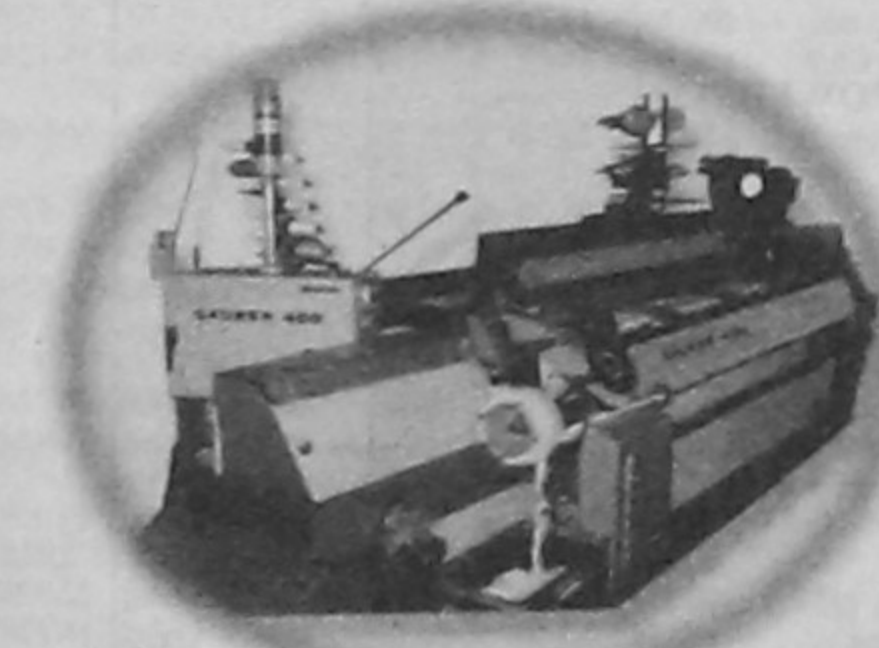
Green Agency Trading Ltd.

69/L, Pantha Path, Dhaka-1205, Bangladesh

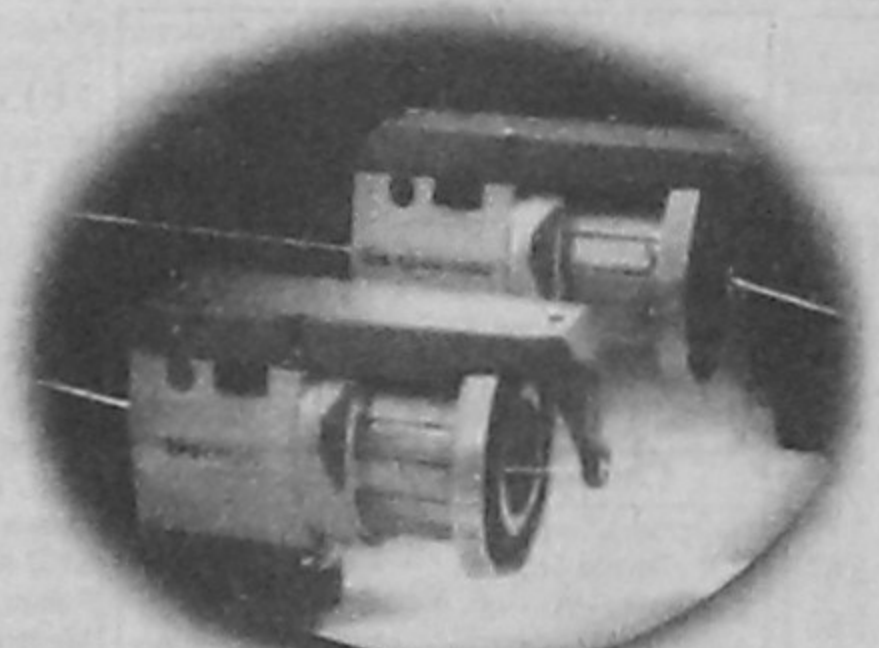
Phone: 8619007, 8618247, 9663227 Fax: 880-2-8613070

Branch: 17, Green Super Market, Green Road
Dhaka-1205, Phone: 8112676

WARMEST FELICITATION'S TO THE GOVERNMENT AND FRIENDLY PEOPLE ON the National Day of Sweden



SAURER RAPIEL LOOM



IRO WEFT FEEDER

The PADMA GROUP



PADMA ASSOCIATES

Indenter of all kinds of textile machineries
(Spinning, Weaving, Dyeing, Finishing, Printing, Spares & Accessories)

AGENT



INVESTKONSULT
International Trading AB Sweden



IRO AB
Sweden



The PADMA FABRICS (PVT.) LTD.

MANUFACTURER & EXPORTER OF 100% COTTON TWILL, CANVAS, SHEETING, POPLIN, FLANNEL, STRIPE, 4 CLR. CHECK & T/C FABRICS ETC.



PADMA KNITT. & WEAVING MILLS LTD

(100% EXPORT ORIENTED TEXTILE INDUSTRY)

OFFICE: BCIC SADAN (2ND FL.), 22 MOTUJHEEL C/A., DHAKA-1000, BANGLADESH, TEL: 955 7300, 7113163, FAX: 880-2-956 4421
FACTORY: DEUL PARA, PAGLA, NARAYANGONJ, TEL: 7604340, 7604109, E-mail: padmafab@bol-online.com