



PHOTO: STAR
The expedition team members pose with Latifur Rahman (sitting in the middle), chairman of Transcom Group and managing director of Transcom Beverages Ltd, at a press conference in the city on Friday. On his right is team leader Enam Ul Haque and on his left is Country Manager of Pepsi-Cola International Sudhir Prodhan.

Bangladeshi team begins expedition to Mera Mountain May 3

STAFF CORRESPONDENT

A seven-member Bangladeshi team will begin an expedition to the peak of Mera Mountain in the Himalayan range on May 3.

"This will be the first-ever Bangladeshi expedition to conquer the Mera peak, a 21,000-foot glacier-covered mountain," said Enam Ul Haque, the team leader, at a press conference in the city on Friday.

Also, this is for the first time that a Bangladeshi mountaineering team is going to use crampons and ice axes during the expedition, he said.

Transcom Beverages Ltd., the official bottler of Pepsi-Cola International in Bangladesh, has sponsored the expedition, organised by the Bangla Mountaineering and Trekking Club.

Mountaineering is an activity involving a high degree of risks such as extreme cold and other hazards, Haque said, adding, "But no misadventures should daunt us from mountaineering."

The expedition will go on until a Bangladeshi conquers the highest peak of the Everest, he said.

Mountaineering and trekking

endeavours in a country that is not so rich with mountains is really praiseworthy, said Latifur Rahman, chairman of Transcom Group and managing director of Transcom Beverages.

Mountain Dew, as a leading flavour brand, will always remain associated with 'extreme sports' like mountaineering, he added.

The expedition team members are Sadia Sultana Sampa, Shamsul Alam Babu, Musa Ibrahim, Sirajul Huq Sagar, Rifat Hassan and Enamul Haque Talukder -- all members of the Trekking Club.

All of them, except Talukder, who is a pilot, have received either basic or advanced training or both in mountaineering and orientation in trekking.

The team will leave Dhaka for Nepal by road on April 30 and will fly from Kathmandu on May 3 to Lukla airport, situated more than 8,000 feet above the sea level, from where they will start the expedition.

Sudhir Prodhan, country manager of Pepsi-Cola International, was present at the press conference.

Computer firm gutted in city

STAFF CORRESPONDENT

A fire at a computer firm in the city burnt computer accessories and other goods worth around Tk 50 lakh on Friday.

Fire fighters said the fire originated at the Advanced Technology Computer Ltd

housed at the 18th floor of the Concord Tower at Mohakhali from an electric short circuit at around 8:15am.

"The fire burnt some 25 computers and caused damage to the server," said an official of Fire Brigade and Civil Defence.

Ten fire fighting units from

Tajgaon, Cantonment and the headquarters extinguished the fire after 40 minutes.

Another fire occurred at Shikder Medical College Hospital, but the flames went off before the fire brigade personnel reached the spot.

They said it also originated from an electric short-circuit.

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LG's 'Gold Fin' practical application and semi-permanent heat exchanger were both firsts in 1999. LG also made famous such technological breakthroughs as the '5 mm tube of heat exchanger' in 2001 and the MPS (Multi Power System) in 2004, which acts as an air cooler in the summer and a heat pump in the winter. The company also introduced 'the 3-dimensional air cooling' system in 2000, another world first.
LG has complimented its pioneering technology with artistic design elements, adding renditions of world famous pieces by Van Gogh and Sisy among others, on the front panel of its 'ART COOL' air conditioners. The ART COOL series also featured the 'Neo Plasma System', which allows healthier, more natural cooling.

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