

Star

BUSINESS

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US companies tailor marketing to immigrants

AP, San Francisco

A singer croons in Farsi while musicians strum their instruments before an audience of families gathered in a park for an Iranian holiday feast. A banner looms over the crowd wishing them all a happy Norooz the Persian New Year from Lufthansa, the German airline. Such scenes are becoming part of the marketing landscape as global companies look beyond Cinco de Mayo and Chinese New Year in their efforts to reach immigrant consumers that might miss a more mainstream message.

Just as Norooz offers firms a window into an untapped community, so too does the Muslim holy month of Ramadan, or Malanka, when Ukrainians celebrate the coming of spring.

"You can reach any community, any population, any small target group with the right expertise, the right media resources," said Givi Topchishvili, chief executive of New York-based Global Advertising Strategies, which helps develop niche ethnic markets for Lufthansa and other corporate clients.

By working with advertising consultants who understand a group's unique values and spending habits, he said, firms aim to deliver a relevant message at the right time, in the right place, in the right language.

"You can be effective not only with larger communities, like the Latino community," he said. "You can reach the Polish community in Chicago or the Greeks in New York."

Ten years ago, advertisers did target broad groups like Hispanics

or Asians, said Greg Anthony, senior vice president of Alloy Access, the multicultural division of the marketing firm Alloy Inc. But today's clients want to go deeper, beyond such broad descriptions, and reach the more than 35 million foreign-born residents in the U.S. who hail from more than 400 countries, according to the U.S. Census.

"Anytime you can get more specific and more targeted, the better your campaign will be," he said. "We'd love for it to stay easy, but it won't."

MoneyGram International Inc., a company that allows customers to wire money around the world, used International Women's Day on March 8 to reach out to Russians, Armenians, and other immigrants from countries that celebrate the blend of Valentine's Day and

Mother's Day.

Ethnic radio programs and newspapers from New York to San Francisco carried ads wishing listeners a happy Women's Day. And on March 8, Moneygram representatives fanned out into neighborhoods handing out carnations, a flower symbolizing admiration and devotion in those cultures, and discussing the company's products in relevant languages.

The message of the campaign: that the company cares about that community's culture.

"Even though you're not in your country of origin, you can celebrate, and we can help you send money to your loved women," said Anna Abelson, the company's global advertising account manager. MoneyGram is presented as "a means of sending that gift."



PHOTO: ADCOM

Industries Adviser Geeteara Safiya Choudhury receives a bouquet at the launching ceremony of Elegance brand plastic chairs of Croma, a moulded furniture maker, in Dhaka on Friday.

Hyundai Motor to launch new car in US

REUTERS, Seoul

Hyundai Motor, South Korea's top automaker, said on Monday it planned to launch a car aimed at the U.S. premium segment next year.

Hyundai, the world's No.6 auto maker along with its affiliate Kia Motors Corp. by sales volume, is targeting the global luxury car market in a bid to upgrade image and convince the public that the company does not just make economic cars.

"We will launch the 'BH' in the first half of 2008 in South Korea and will begin to sell the premium sedan in the United States," said Hyundai spokesman Jake Jang, referring to the car's code-name.



Managing Director and CEO of Uttara Bank Ltd Shamsuddin Ahmed inaugurates a branch of the bank at Mahakhali in Dhaka on Sunday. Other senior officials are also seen.



PHOTO: PUBALI BANK

Managing Director of Pubali Bank Ltd Helal Ahmed Chowdhury speaks at the Executive Meet of the bank's selected branches held recently in the capital.

CURRENCY

Following is Monday's (March 19, 2007) forex trading statement by Standard Chartered Bank

Major currency exchange rates			Exchange rate of some currencies	
	BC Sell	TT Buy		
US dollar	69.05	68.05		
Euro	93.31	89.08	Indian rupee	43.92 1.56
Pound	135.61	130.49	Pak rupee	60.69 1.13
Australian dollar	56.31	52.76	Lankan rupee	109.87 0.62
Japanese yen	0.60	0.58	Thai baht	34.83 1.97
Swiss franc	58.13	55.21	Malaysian ringgit	3.50 19.56
Swedish kroner	10.37	9.38		
Canadian dollar	59.69	57.25	USD forward rate against BDT	
Hong Kong dollar	8.86	8.69		
Singapore dollar	46.31	44.48	Buy	Sell
UAE dirham	18.96	18.38	1M	68.15 69.16
Saudi riyal	18.56	18.00	2M	68.27 69.38
Danish kroner	12.91	11.64	3M	68.42 69.60
Kuwaiti dinar	235.48	233.80	6M	68.87 70.33

SHIPPING

Chittagong Port

Berthing position and performance of vessels as on 19/3/2007

Berth No.	Name of vessels	Cargo	L. Port call	Local agent	Dt of arrival	Leaving	Import disch
J/3	Kota Ratna	Cont	Sing	Pil(bd)	10/3	22/3	141
J/5	Banga Borti	Cont	P. Kel	Baridhi	9/3	20/3	--
J/6	Banga Biraj	Cont	Sing	Bdship	15/3	23/3	--
J/7	Xpress Manaslu	Cont	Col	Seacon	9/3	20/3	60
J/8	Cape Bonavista	Cont	P. Kel	Bdship	13/3	22/3	151
J/9	Xpress Resolve	Cont	P. Kel	Seacon	13/3	22/3	--
J/10	Pac Palawan	Cont	Passer	Cel	13/3	20/3	--
J/11	Banga Borat	Cont	Sing	Bdship	6/3	19/3	51
J/12	Banga Bonik	Cont	Col	Baridhi	13/3	22/3	152

Vessels due at outer anchorage

Name of vessels	Date of arrival	L. port call	Local agent	Type of cargo	Loading ports
Pacific Express	19/3	Sing	Pil(bd)	Cont	Sing
An Tao Jiang (liner)	19/3	Para	Cosco	P/cargo	--
Ausonia	19/3	B. Abb	Usl	Scraping	--
Qin Hai	20/3	Durb	Rainbow	R. Sugar	--
Pacific Steel	20/3	--	Ibsa	P. Equip	--
Zhe Hai-315	21/3	Sing	Pmil	Cont	Sing
San Mateo	20/3	Sin	Nyk	Vehi	21 Pkgs
Coastal Express	22/3	Kol	Bsca	Cont	L/para
An Qing Jiang (liner)	21/3	Osaka	Cosco	Gi	--
Kota Petani	21/3	Sing	Pil(bd)	Cont	Mong
Rio Lawrence	21/3	Sing	Qcsl	Cont	L/ptp
Gao Cheng	22/3	Sing	Pml	Cont	Sing
Pagan	22/3	Yang	Mta	Gi(log)	--
Phu Tan	21/3	Sing	Pssl	Cont	Sing
Banga Bijoy	22/2	Cbo	Baridhi	Cont	L/cbo
Dali	21/3	Col	Seacon	Cont	Col

Tanker due

SC Guoji	1/4	Dumai	Wta	Cpo(rml/4/3
Port Arthur	21/3	Kuwa	Mstpl	Hsd
Mercure	22/3	Kuwa	Mstpl	Hsd

Vessels at Kutubdia

Name of vessels	Cargo call	Last Port	Local agent	Date of arrival
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Outside port limit

Sea Drill-6 (rig)	Pro. Equip	--	Ibsa	8/1
Gulf Drill-9 (barge)	Pro. Equip	--	Ibsa	3/1
Wira Keris	--	--	Ibsa	R/a(21/2)
Pacific Champion	--	--	Ibsa	R/a (15/3)
Rose	Crude Oil	Jebel	Uniglobal	6/3
Banglar Jyoti	C. Oil	--	Bsc	R/a (18/3)

Vessels at outer anchorage

Vessels ready

Eagle Progress	Cont	P. Kel	Ct	11/3
Xpress Makalu	Cont	Col	Seacon	14/3
Josco View	Cont	P. Kel	Rsl	14/3
Yogxing	Cont	P. Kel	Pssl	15/3
Vinashin Mariner	Cont	Sing	Pssl	17/3

The above are the shipping position and performance of vessels at Chittagong Port as per berthing sheet of CPA supplied by Family, Dhaka.

STOCK