NY-based ad

firm debuts

STAR BUSINESS REPORT

basis yesterday.

a function in Dhaka.

pany, with 70: 30 equity.

said Young.

bright.

industry.

in Bangladesh

A New York-based ad firm,

Ogilvy and Mather, started its

direct operations in

Bangladesh on a joint venture

today' that gets us involved in

direct operations in

Bangladesh, Miles Young,

chairman of Ogilvy and

Mather's Asia Pacific zone, told

Ogilvy and Mather

Advertisement industry has

He said: "With its huge popu-

lation and consumers, the

future of Bangladesh's adver-

tisement industry must be

developing Bangladesh's own

brands and building competi-

tions among the firms for a

sustainable growth of the

He asked local entrepre-

neurs to create and develop the

idea of brands to promote the

develop healthy competitions

among the advertising agen-

cies to develop the sector fur-

DEFTA Partners

CEO due today

"Bangladesh also needs to

Young also focused on

huge prospects in Bangladesh,

Communications Ltd has part-

nered with Marka, a local com-

'We see the future beyond

Narayanganj dockyard Rangpur dairy candy plants undertakes Tk100cr scheme to build ship

BSS, Narayanganj

The Dockyard and Engineering Works Ltd (DEW) run by Sonakanda in Narayanganj has undertaken a comprehensive

The naval engineers and shops. technicians by this time under

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bourse.

With six more companies join-

ber of total companies, operat-

ing under CDS, will reach 145,

or 51.05 percent of the compa-

The six companies -- Aramit

Cement, Aramit Limited,

Information Services Network,

Exchange Commission (SEC)

plan has already been com- in 1950.

included one jetty crane, one built at the dockyard through Bangladesh Navy at floating crane, one mobile international tender during the crane, two overhead cranes of pre-liberation period. the workshop, six lathe plan for modernising the dock- machines, including one mul- country in 1971, it was placed Official sources said under three shaper machines, one Bangladesh Steel and the Tk 100 crore scheme the bending machine, two boilers, Engineering Corporation DEW will build ocean-going one saw mill and slippers plat (BSEC) of the Ministry of vessels of international stan- and rail carriages along with Industries. The dockyard was dards and overhaul old, obso- hard standing floor, one black- laid off on December 21, 2002. lete and dilapidated machin- smith shop, one foundry, one Russian store and 11 work-

Established in 1926 on a 22took a work plan to repair acre plot on the eastern bank of machinery and equipment the river Shitalakkha, the worth of about Tk 25 crore. ocean-going ship building Nearly 80 percent work on the dockyard went into production of the dockyard to Bangladesh

6 more firms to join CDS

With permission from the

market regulator, the six com-

Bank the scripless trading will

start when the suspension on

The electronic trading set-

tlement system was first intro-

duced in the country's capital

for scripless trading

ing the central depository panies will start on their

system (CDS) for scripless scripless trading from March

nies, listed on the Dhaka the trading of the bank will be

Polymer and Oriental Bank -- with the shares of Square

applied to the Securities and Pharmaceuticals Ltd.

withdrawn.

Metro Spinning, National market on January 24, 2004 under CDS.

trading on March 30 the num- 30, SEC sources said.

electronic ones.

Many foreign firms used to The repaired machinery have their ocean-going tugs

After independence of the tipurpose universal machine, under the supervision of

> Subsequently, it was handed over to Bangladesh Privatisation Board as a sick industrial unit in 2004.

The Ministry of Industries through the Defence Ministry handed over the management

Depository Bangladesh Ltd

(CDBL), all paper shares are

turned into electronic ones

and transactions in shares are

held electronically. Listed com-

However, in case of Oriental a full-fledged shares depart-

operations.

panies do not need to maintain

ment at their offices as the

CDBL performs all the deposi-

tory and share transfer-related

About 15 lakh beneficiary

owner (BO) accounts have

Navy on December 7, 2006.

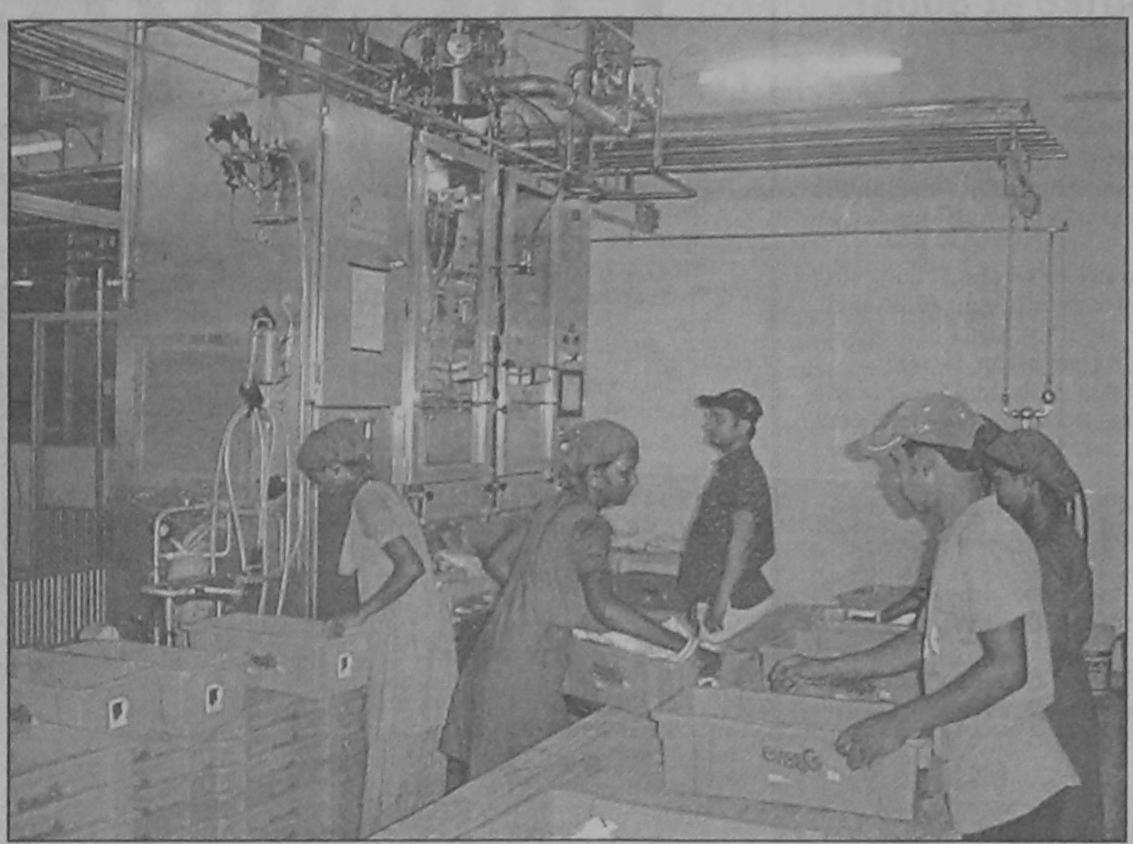
When contacted, Managing Director (MD) of the dockyard Captain Mahmud Ali said Bangladesh Navy took over the management of the establishment with a working capital of Tk7.19 crore.

He said three ships and one GRP boat were repaired in the dockyard during the last one year with 11 naval officers and 95 permanent staff.

The dockyard needs at least six hundred people for its smooth functioning.

He said one tank carrying landing craft and a high-speed boat of Bangladesh Navy are undergoing overhauling at the

to start up in April



RAFIQUE SARKER, Rangpur

Two candy making plants of

Inspired with the success in cessed a day. milk business Rangpur Dairy Milk, which was established in

to produce cheese and sweets in near future. Rangpur Dairy Milk, which employs around 150 people, now produces pas-

2007, is now going for expan-

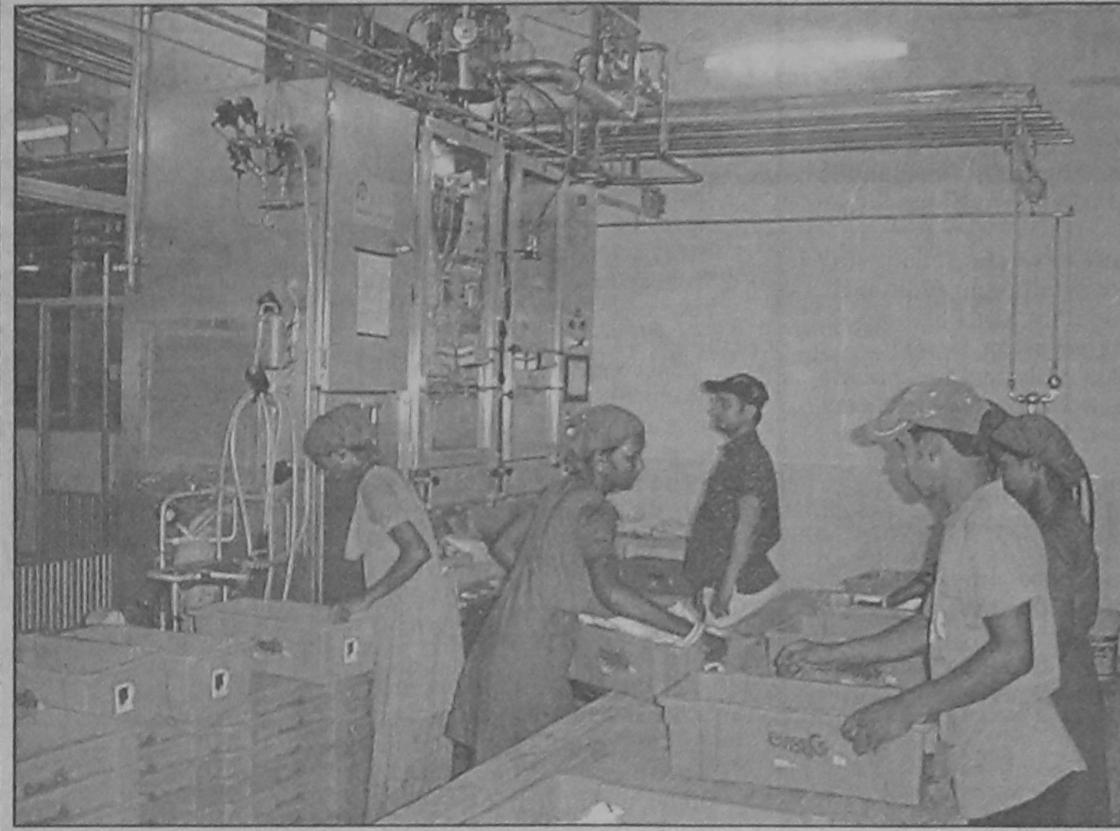
sion. The company also plans

teurised fresh milk and

fruit-flavoured milk. About

10,000 litres of milk are pro-

The managing director of the company said crisis of raw milk is the major problem for the company.



Rangpur Dairy Milk, a farm based in Rangpur district, are expected to go into operations With a total investment of Tk

20 crore, the two plants will produce milk candy and sweet candy, said Faguruzzaman Jahangir, managing director of Rangpur Dairy Milk.

The company sources milk from farmers in Rangpur and neighbouring districts. 176 booths have already been set up to collect raw milk.

Bangladesh Bank under its Equity Entrepreneur's Fund (EEF) financed the company.

thermore," Miles added. The current size of Bangladesh's ad market is around TK 1,000 crore.

Govt to give loans to jute farmers

STAR BUSINESS REPORT

The government will give loans to farmers to encourage jute cultivation to boost the country's jute sector.

undertaken a reform project to boost the sector by helping the jute growers and the BJMC," LGRD Adviser Anwarul Iqbal told reporters yesterday.

Under the programme, farmers in jute growing areas will receive loans, the adviser said emerging from of a meeting on implementation of ADP (annual atedunder BJMC. development programme)

Development Board adviser said, "Employees of the (BRDB).

A farmer will receive Tk 9,000 for growing jute on an

"We will also distribute "The government has high-yielding jute seeds among the jute growers through the BRDB," said the

issue Tk 1,000 crore bonds to workers in Khulna. boost jute mills operated by Bangladesh Jute Mills Corporation (BJMC), the adviser said.

Now, 14 jute mills are oper-

of Bangladesh Rural closed jute mill workers, the reporters later.

closed jute mills of BJMC are passing hard days. The government is paying their dues gradually."

Meantime, BJMC Chairman Ataharul Islam and Jute Secretary Abdur Rashid Sarkar had a meeting with Anwarul Igbal at his office where they The government will also discussed agitation of jute mills

The adviser, who will attend a cabinet meeting in Barisal on Thursday, will meet the agitating employees at Khulna Circuit House Friday to get a firsthand account of their prob-About the condition of lems, the BJMC chairman told

George Hara, group chairman and CEO of DEFTA Partners

and Japanese prime minister's special commissioner on tax reform, is scheduled to arrive in Dhaka today with a 15member business delegation, says a press release. DEFTA Partners imple-

ments pervasive ubiquitous communications (PUC) in industries through its operations in Tokyo, San Francisco, London, Tel Aviv and Seoul. Hara is internationally

known as a leading edge technology investor and visionary architect in the field of postcomputer technology known as PUC.

During his stay, Hara will call on Fazle Hasan Abed, founder and chairperson of BRAC, a leading local non-government organisation. He will also visit BRAC's programmes, particularly BRAC school and Gonokendra Pathagar with internet connection in northwestern districts.

Hara along with the delegation will call on the ambassador of Japan and attend a meeting at the embassy where members of Japan International Cooperation Agency (JICA) will also be present.

Citi's new financial institutions head



Bangladesh has recently appointed Tawfiq Ali to head its financial institutions

business in Bangladesh, says a press release. As head of financial institu-

tions business, Ali will be responsible for managing the bank's relationship with bank and non-bank institutions.

Ali joined Citi in early 2006 and has been working as head of bank relationships for almost two years. Before joining Citi, he worked with ANZ Grindlays Bank and Standard Chartered Bank.

Under the CDS, which is been opened for electronic to convert paper shares into operated by Central trading settlement. ICC-B stresses practice of int'l trade, finance rules



Mahbubur Rahman (C), president of International Chamber of Commerce-Bangladesh (ICC-B), is seen at the inaugural session of a daylong workshop on 'International Trade Payment Practices' organised by ICC-B in collaboration with German Technical Co-operation (GTZ), Germany in Chittagong yesterday.

International Chamber of important method is the became mandatory to pro-Commerce-Bangladesh (ICC- Documentary Credit, which vide an updated version of B) President Mahbubur has been in place since 1933. Its the ISBP. Accordingly, ICC Rahman yesterday latest available version is UCP emphasised practice and adoptrade and finance instruments, force for the next ten years. procedures and rules.

for Documentary Credits (UCP), banks across the world can voluntarily subscribe to a common set of rules.

The UCP introduces uniformity and predictability, and thus lowers costs, the ICC-B president told the inaugural session of a daylong workshop on 'International Trade Payment Practices' in Chittagong, according to a press release.

German Technical Cooperation (GTZ), Germany, organised the workshop.

The ICC-B chief said among practices that are detailed in the various methods for settling international trade transactions, the most common and

600 that came into effect from approved the ISBP 2007 in tion of various international July 1, 2007 and will remain in April last year.

He also said by following Asia as well as the Middle East, sionals, the ICC-B president Uniform Customs and Practice Documentary Credits have said the workshops will provide been very popular, having recorded double-digit growth in usage annually over the last few years. These regions issue more than 25 percent of the rules. world's Documentary Credits, Rahman said.

He said the International tracts and payment terms and Standard Banking Practice (ISBP) is an important guideline for implementing the rules trade transactions in order to provided in the UCP. Participants in ICC seminars secure finance for trade from ICC-B in collaboration with and workshops across the world have indicated that rejection rates have dropped due to the application of the

> the ISBP. With the approval of UCP 600 in October 2006, it

Banking Commission

Stressing the importance of Within South and Southeast capacity building of profesparticipants with a solid understanding of the various international trade and finance instruments, procedures and

> He said participants will also learn about international conget an insight into the best method to structure secure optimise payment security and

The means of dealing with payment problems will also be reviewed, he added.

Around 80 participants from readymade garment units and banks took part in the workshop, the release said.

StanChart completes acquisition of American Express Bank

Standard Chartered PLC announced on Friday that it has received all the required approvals leading to the completion of its acquisition of American Express Bank (AEB) Ltd from the American Express Company (AXP).

The total cash consideration As of January this year, 90 for the acquisition is US\$ 823 percent of total market million, says a press release. capitalisation has been done

The acquisition of AEB provides Standard Chartered with an opportunity to add capability, scale and momentum in the strategically important financial institutions and private banking business.

AEB will enhance Standard Chartered's private banking presence in its key markets, leveraging on its advantage to grow market share and build scale in existing markets like Singapore, Hong Kong, India and the Middle East.

It will also add capability in trust, fiduciary services, margin trading, wraps, and extend geographic reach with new booking centres in Geneva, Monaco, Miami, New York and London.

The acquisition doubles Standard Chartered's US dollar clearing business, reinforcing its position among the leading US dollar clearing businesses. In addition, AEB provides Standard Chartered with a direct euro and yen clearing capability.

In Bangladesh, financial institutions business of Standard Chartered will benefit from the acquisition.

Pakistan opens micro-insurance agency

Pakistan has opened its first micro-insurance agency that is expected to make affordable life, health, and hospitalisation insurance available to hundreds of thousands of the country's poor.

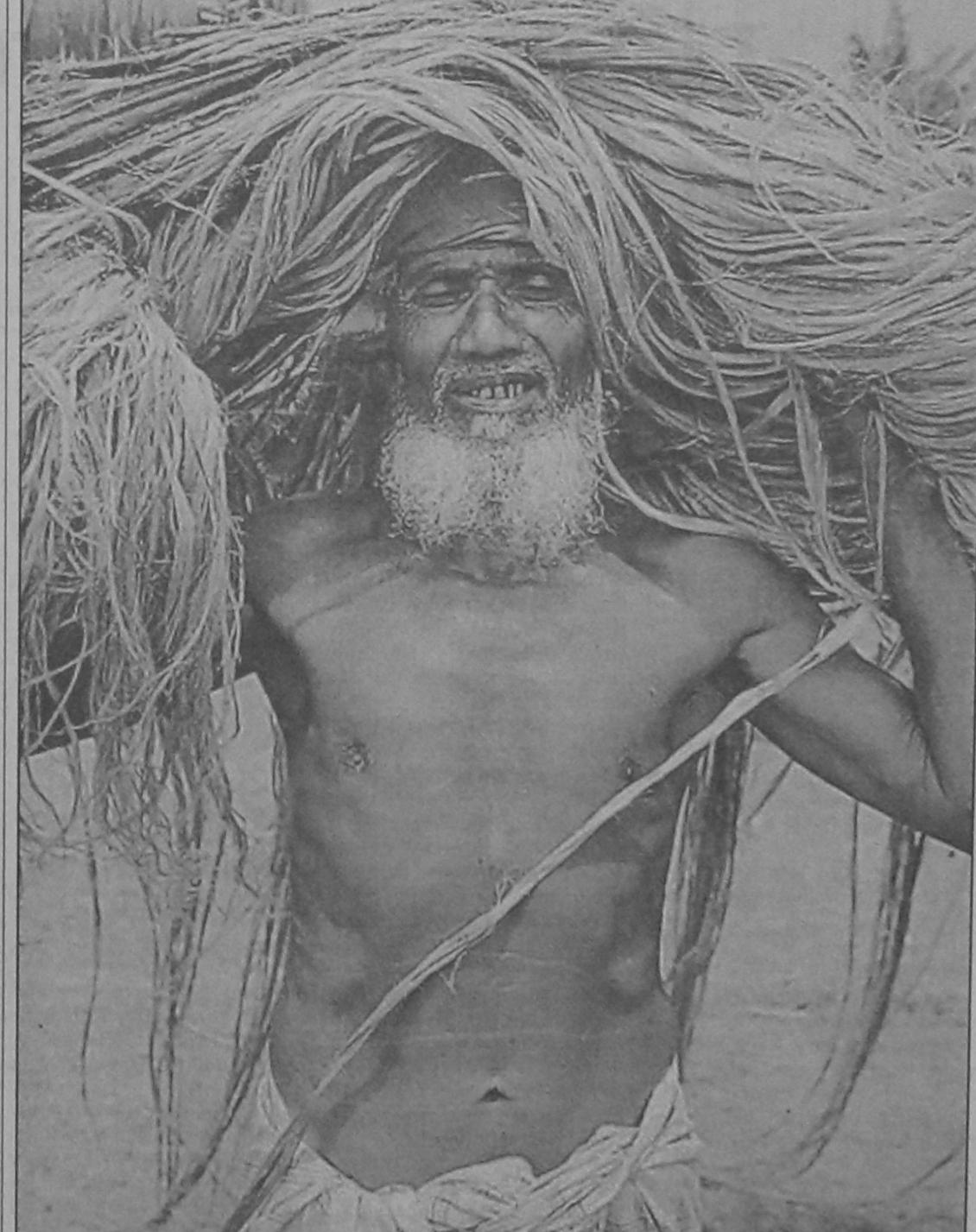
The agency will offer innovative life and health microinsurance products that are carefully tailored to the needs of poor families, says a press release.

It is working in partnership with New Jubilee Life, a subsidiary of the Aga Khan Fund for Economic Development, and one of Pakistan's leading insurance companies, as its principalinsurer.

Micro-insurance includes a range of products that can help the working poor manage their economic hardship such as natural disaster, hospitalisation, or a death in the family.

them from financial shock.

Less than three percent of people in the world's 100 poorest countries have any type of insurance coverage to protect



A farmer carries raw jute. Under a reform project, the government will give loans to farmers to encourage jute cultivation to boost the country's jute sector.