

Visco 3000 lubricant launched

STAR BUSINESS REPORT

UK based BP, one of the leading lubricant oil suppliers in Bangladesh, launched a new lubricant under the brand Visco 3000 yesterday in an attempt to raise its stake in the country's about Tk 12,000 crore lubricant market.

"We have brought our latest brand in keeping with the increased usage of new generation cars in Bangladesh market," said Sujit Sen, regional general manager of the company, said at a press briefing in Dhaka.

BP, which is also retailing its various brands such as Super V, Visco CNG through state-owned petroleum marketing company Meghna Petroleum Ltd, has brought the new brand amid rising consumption of lubricant oil in Bangladesh.

The market for lubricant is growing between 3 and 4 percent annually with Mobil controlling the major portion followed by BP, industry insiders said.

According to BP, yearly domestic consumption of lubricant stands at 1.0 lakh metric tonnes with branded lubricant constituting about 70 percent.

"We sell about 12,000 metric tonnes of lubricant annually," said Sujit.

BP said, the new product helps remove sludge inside the engine and is also oil saving.

Soren Malekar, area supply chain manager in India, said the product is popular in Europe and the Middle East and is currently being imported from abroad.

"The way new generation cars are coming, all of these cars will use high tech engine oil from high tech laboratory in future," he said, adding that the Visco 3000 will help users increase the life of their car engines.

Meghna Petroleum Managing Director Abdul Wadud Khan hoped that the newly launched lubricant would win the market and achieve consumer confidence.

Japan, Asean ink FTA

AFP, Tokyo

Japan and the Association of Southeast Asian Nations said Monday they had finished signing a deal to tear down trade barriers between the world's second-largest economy and the 10-member bloc.

The deal, which is set to come into effect later this year, was formally signed Monday by Malaysia, the last of the 10 members of the Asean bloc to sign off.

In a joint statement, Japan and the Asean said they looked forward to the early operation of the agreement, saying it would provide "a strong impetus for further invigoration of trade and investment in the region."

Under the pact, which was finalised in November, about 90 percent of trade between Asia's largest economy and the Asean bloc will be tariff-free within 10 years.

It will be the first multinational free trade agreement (FTA) for Japan, which also has been seeking to conclude a flurry of bilateral pacts amid a breakdown in global trade negotiations.

Japan hopes that the early entry into force of this agreement will further invigorate the trade and investment relations between Japan and Asean, Japanese Foreign Minister Masahiko Komura said in a statement.

He said Japan hoped the deal would also beef up "the strategic partnership between Japan and Asean," which groups Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

As a next step, Asean members and Japan will start domestic procedures, such as seeking legislative approval, to allow the deal to come into force.

JCI, Brac Bank team up to promote CSR

Meet the Press



Graham Hanlon (2-R), president of JCI World, speaks at a function organised to mark the signing of a memorandum of understanding between Brac Bank and JCI to promote corporate social responsibilities (CSR) in small and medium enterprises (SMEs).

STAR BUSINESS REPORT

Junior Chamber International (JCI) Bangladesh yesterday signed a memorandum of understanding with Brac Bank to promote Corporate Social Responsibilities (CSR) in small and medium enterprises (SMEs).

The JCI-Brac Bank initiative will help SME entrepreneurs to be aware about CSR, said Laila F Rahim, national vice president of JCI (Bangladesh), who signed the MoU on behalf of the chamber.

Laila also said this MoU would help the SMEs develop a network, creating new business opportunities for them.

She was speaking at the signing ceremony, organised at the Radisson Water Garden hotel in Dhaka.

Abedur Rahman Sikder, vice president and head of marketing and corporate affairs of Brac Bank, signed the MoU on behalf of the bank.

Farzana Chowdhury, president of JCI (Bangladesh), said the MoU would mainly focus on light engineering and poultry industries.

Mahbub Jamil, special assistant to the chief adviser and in-charge of the Ministry of Industries, said CSR should also be introduced in SME sector.

"CSR should not be optional, rather it should be the way to good business and ensured profits," he added.

Graham Hanlon, president of JCI World, said the MoU was signed under the UN Global Compact agreement, adding that the organization is a platform that promotes CSR agenda globally.

"An emerging economy, Bangladesh can enhance economic growth by introducing CSR to the business arena," he added.

JCI Bangladesh also launched a training institute to provide training for the professionals of different corporate houses on managerial and technical skill.

JCI is a networking organization that aims to develop young business professional and entrepreneurs in the country.

Data Magfur, chairperson of JCI (Bangladesh) training institute, and Aftab Mahmud Khurshid, chairperson (marketing, JCI Bangladesh), were also present at the programme.

RanksTel selects gPlex call centre solution



A Rouf Chowdhury, CEO of RanksTel, Zakia Rouf Chowdhury, vice-chairperson of RanksTel, Anwar Hossain, director, Corporate Affairs, Masrur Newaz Waiz, head of Operation, M Anis Rahman, CEO of Genuity Systems Ltd, and Ashraf Uddin Ahmed, director, Finance, are seen at the inauguration of RanksTel Call Centre Solution provided by gPlex in Dhaka on Sunday.

Bangladesh's leading PSTN (Public Switched Telephone Network) operator RanksTel has chosen Genuity Systems gPlex (www.gplex.us) call centre solution for its customer care service.

Zakia Rouf Chowdhury, vice-chairperson of RanksTel, inaugurated the gPlex 50-seat call centre at a function in Dhaka on Sunday, says a press release.

Among others, RanksTel CEO A Rouf Chowdhury, Director, Corporate Affairs

Anwar Hossain, Finance Director Ashraf Uddin Ahmed, Head of Operation Masrur Newaz Waiz, and M Anis Rahman, CEO of Genuity Systems Ltd, were present at the function.

The modern and competitively priced gPlex call centre solution would help RanksTel provide customers with better service in a more efficient way.

"We are very happy to have gPlex solution for better customer care because we care

more for customer satisfaction," RanksTel CEO A Rouf Chowdhury says.

M Anis Rahman says: "We are delighted to be partner with RanksTel in providing them gPlex call centre solution. This deal marks the first step for Bangladeshi private sector to experience in providing call centre solution."

Anis said the solution, designed in line with BTTC call centre policy, would definitely help Bangladesh's call centre operators.

Tetra Pak launches new visual identity



Tetra Pak, a world leader in food processing and packaging solutions, recently unveiled plans to revitalise its brand in order to strengthen global identity.

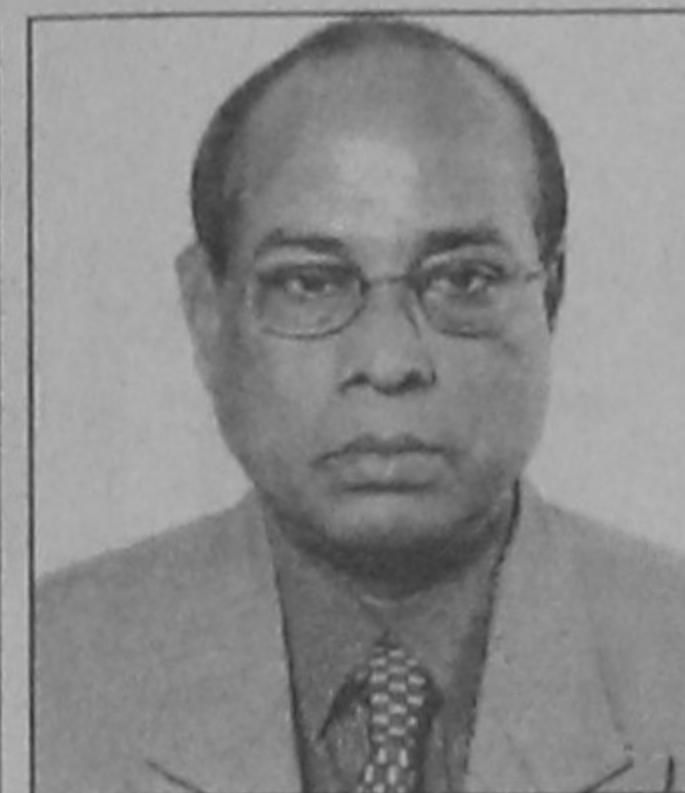
The brand revitalisation will help strengthen awareness of what the company does and

what it stands for -- bringing to life Tetra Pak's existing motto 'protects what's good,' says a press release.

This motto can be found on over 100 billion Tetra Pak packages around the world.

In January, Tetra Pak launched its new graphic identity, which puts the motto at the heart of the brand -- with a bolder, fresher and more colourful look.

"Tetra Pak is a brand with a rich heritage and an exciting future," said Dennis Jonsson, CEO of Tetra Pak.



Al-Arafah Islami Bank MD reappointed

Md Abdus Samad Sheikh has been reappointed as managing director of Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

EBL appoints new DMD

Mamun Mahmood Shah has been appointed as the new deputy managing director (DMD) of Eastern Bank Limited (EBL), says a press release.

Prior to his appointment, Mahmood served the bank as senior executive vice president and head of consumer banking.

Thai farmers urged to grow maize

ANN / THE NATION

Thailand's agriculture and cooperatives ministry has encouraged farmers to expand maize plantation to cover more than 300,000 rai in a bid to reduce imports and profit from high corn prices.

Recently, the agricultural land reform office inked a contract-farming agreement with EM Agriculture to encourage farmers in five provinces - Phitsanulok, Phetchabun, Loei, Nong Bua Lamphu and Uttaradit - to grow maize.

The move will directly support animal feed meal, as it accounts for 50-60 per cent of the product.

The new supply will also alleviate costs for feed-meal producers by stabilising the price of maize.

Anan Phusithkul, secretary-general of the office, said farmers would also be encouraged to form community enterprises.

The office aims to set up 750 enterprises with a total membership of 15,000 farmers.

Farmers in the programme can learn more about farming methods and marketing.

In addition, they can obtain low interest loans with rates of 1 per cent from the land reform fund.

The fund is set to lend a total of 600 million baht (US\$19 million).

The total area in Thailand under maize recently reached more than 7.7 million rai with a total production of 4.47 million tonnes.

The country imported 150,356 tonnes of maize worth 495.07 million baht last year.

Since early this year, import volumes reached 50,741 tonnes worth 146.13 million baht. Imports come mainly from Laos, Burma, and Cambodia under the Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy pact.

The cooperation agrees to reduce import tariffs from these countries to zero.

Thailand also exports 90,820 tonnes of the crop worth 643.22 million baht last year.

The Thai Animal Feed Meal Association said the price had increased because the US, a major grower and exporter, plans to reduce areas under maize and instead plant more soybean, which fetches a higher price.

SEC fines fake company owner Tk3 lakh

STAR BUSINESS REPORT

declared to give 50 percent profits.

The advertisement, published in an English language newspaper in December of 2006, said Capital Bangladesh (CB), an investment company, has direct access to the stock markets in Bombay, New York, London, Singapore and Tokyo. It also said, 'Your investment with CB shall give minimum profit of 1 year FDR bank rate. Net trading profit is 50:50 basis.'

After the advertisement, the SEC will take legal actions against Aashraf Saleheen, the owner of Capital Bangladesh, said SEC Executive Director Farhad Ahmed after the meeting.

He said Aashraf Saleheen

of Capital Bangladesh

through an advertisement

had invited investment from the people and had also

been working as the managing director of the bank since 2005, says a press release.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 20th June 2008 to 29th July 2010.

Samad has been working as the managing director of the bank since 2005, says a press release.

He also served as the deputy managing director of the same bank.

Earlier in his career, he held responsible positions in Agrani Bank.

Al-Arafah Islami Bank Limited for the period 2