

# Igloo ice cream does not contain melamine

Assures manufacturer

STAR BUSINESS REPORT

Abdul Monem Ltd (AML), manufacturer of Igloo brand ice cream, assured its customers yesterday that its cream does not contain melamine as it imports raw materials from Australia, not from China.

"We do not use any raw material imported from China. So, there is nothing to worry about. Our products are totally hygienic and safe," said GM Kamrul Hassan, head of marketing of AML, at a press conference in Dhaka.

The AML official made the assurance amid widespread worries over the presence of industrial chemical melamine in milk and milk-based food items. Concerns mounted as melamine found in the milk of over 20 Chinese dairy companies have been blamed for the death of four babies and illness of more than 54,000 children in China. Melamine has been added to diluted milk by these dairy companies to make the protein content of the milk appear higher than it really is, according to the Chinese government.

The tainted fallout spurred across the world, prompting dozens of countries to ban import of Chinese milk. The latest in this long line is Senegal. In Bangladesh, the government has detected melamine



GM Kamrul Hassan, head of marketing of Abdul Monem Ltd's (AML) ice cream and milk unit, speaks at a press conference in Dhaka yesterday over the alleged presence of melamine in dairy products.

in some milk brands like Yashili 1 and Yashili 2, and imposed ban on sales of these brands of powdered milk.

The quality controlling agency, BSTI (Bangladesh Standard and Testing Institute), also said that it would continue testing different types of dairy products -- including chocolate, powdered milk and ice cream -- to check whether these products contain melamine.

"A widespread worry prevails in the country regarding the matter. We want to make it clear to our customers that we import almost all of our required raw materials from Europe and Australia," the AML official said.

Officials of AML, which controlled the major segment of branded ice cream market in 2007, said the company imports raw materials from Australia's biggest processor

Murray Goulburn Cooperative Co Ltd. "Murray Goulburn has no factory in China," they said.

The AML officials, however, said the company is yet to record any drop in sales; however, consumers have started to ask questions.

"Many confused consumers made queries regarding the matter. But we haven't experienced any change in sales," said the head of marketing of AML.

## Siemens to set up power substation at New Mooring

STAR BUSINESS DESK

Siemens Bangladesh Limited has signed a Tk 46.7 million contract recently with Chittagong Port Authority (CPA) to set up a power substation for New Mooring Container Terminal.

The works under this contract include supply, installation, testing and commissioning of the substation, according to a press release.

Commodore RU Ahmed, chairman of CPA, and Hubertus Boesten, chief executive officer, Energy Sector, Siemens Bangladesh, signed the agreement on behalf of their respective organisations.

Acclaimed worldwide for its quality products and state-of-the-art expertise, Siemens shares a long history of cooperation with CPA. In the last five years, this is the third project awarded to the German company.

Power Transmission and Distribution in Siemens Bangladesh is one of the largest players in the country's power sector. It offers services to the sectors including textile, steel and pharmaceuticals.

## Shahjalal to go for offshore banking at Dhaka EPZ

STAR BUSINESS DESK

Shahjalal Islami Bank Limited has recently obtained offshore banking licence. The bank is going to set-up a branch for offshore banking unit at Dhaka EPZ very soon.

The bank signed an agreement with the Bangladesh Export Processing Zones Authority (Bepza) in Dhaka yesterday, according to a press release.

Shahjalal Bank Managing Director Muhammad Ali and Bepza Member Prasanta Bhushan Barua signed the agreement on behalf of their respective organisations.

Bepza Executive Chairman Brigadier General Jamil Ahmed Khan and high officials from both the sides were also present.

# Upgradation of BIFT as a varsity soon

MoU sealed with London college for advanced courses

STAR BUSINESS REPORT

BIFT will be elevated to a full-fledged university soon in order to develop human resources in fashion and design as the country faces dearth of such high valued professionals.

Commerce and Education Adviser Dr Hossain Zillur Rahman made this announcement at a function in Dhaka yesterday, marking the signing of a memorandum of understanding (MoU) between the fashion technology institute of BGMEA and a London college specialised in designs.

Under the deal, London College of Fashion (LCF), affiliated with University of the Arts London, will help the BIFT to develop global standard human resources in fashion and design to man the local garment factories.

Wendy Malem, dean of the LCF and Benajir Ahmed, president of the governing body of BIFT, signed the deal on behalf of their respective organisations.

The BIFT will now be able to offer advanced courses, curricula and faculties, hoped Benajir.

The adviser, who attended the MoU signing ceremony as the chief guest, said the government will announce this institute as a university on completion of some procedures.

Lauding the new deal, Hossain Zillur said, "Of course the initiative of BIFT would help development of commerce through education as we need a lot of fashion designers for the fastest growing ready-made garment (RMG) sector."

Anwar-Ul-Alam Chowdhury Parvez, president of the Bangladesh Garment Manufacturers and Exporters Association told the ceremony that the July figure of RMG exports clearly indicates a surge in the exports in near future.

Knitwear and woven items worth US\$1.19 billion were exported in July, according to Export Promotion Bureau

data. However, Parvez feared: "The prolonged economic recession in the USA may hurt our RMG exports."

"Right this moment, we have the capacity to absorb 500,000 fresh workers and 40,000 mid-level executives in garment factories, but we do not have enough skilled workforce," he pointed out.

Terming the BIFT a weapon for developing creative human resources for the RMG sector, Parvez said if everything goes normal the country will be able to export garment items worth \$25 billion within 2013.

Presently, BIFT is offering four-year bachelor degree courses on knitwear manufacturing technology, apparel manufacturing and technology, fashion design and technology, and sweater manufacturing and technology.

The institute is also offering MBA course in apparel merchandising besides one-year diploma and six-month professional certificate courses on various related subjects.



Benajir Ahmed, president of the governing body of BIFT, and Wendy Malem, dean of London College of Fashion, sign a MoU yesterday in Dhaka for introducing advanced courses at the BIFT.

# Tata drives cheap car project to Gujarat

AFP, Ahmedabad, India

India's giant Tata Group has found a new home for its project to build the world's cheapest car after violent protests forced it to abandon its factory in West Bengal, reports said Tuesday.

With numerous states around the country vying to host the plant, Tata has chosen a site near Ahmedabad, capital of the western state of Gujarat,

television reports said, citing company officials.

Tata Group chairman Ratan Tata was expected to formally announce the move at a press conference with Gujarat Chief Minister Narendra Modi later in the day.

Tata announced late last week that it was pulling the Nano car project out of West Bengal state, even though the plant it had been constructing near Kolkata was 90 percent

complete.

The decision followed a month of violent demonstrations by evicted farmers and activists, who complained they had been forced to give up their land for a pittance to make room for the high-profile factory.

The Nano -- conceived by Ratan Tata as a way to make cars affordable to ordinary working-class Indians -- has attracted worldwide attention due to its planned price tag of

around 2,100 dollars.

As soon as it became clear Tata was considering cutting its losses in West Bengal, intense competition broke out among other states like Karnataka and Andhra Pradesh to woo the project.

Gujarat is one of India's most industrialised states and has a relatively sound infrastructure that has already attracted a number of multinationals.



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Letters will only be considered if they carry the writer's full name, address and telephone number (if any). The identity of the writers will be protected. Letters must be limited to 300 words.



## Taking hard line on toxic milk

Recently, 53,000 Chinese children have been sickened by tainted milk formula. The health ministry of China said that more than 80 percent of the 123,892 children hospitalised in recent weeks were two years or younger.

Among them, four children have died and 104 hospitalised children are in serious condition. China's health minister informed that 6,244 babies fell ill after being fed tainted milk formula and that 158 were suffering from

acute kidney failure.

This is alarming news for Asian countries. In 2004, more than 200 Chinese infants suffered malnutrition and at least 12 died after being fed phony formula that contained no nutrients. This was the scenario of Chinese milk products. Bangladesh is one of the main baby milk importers.

There is snobbery everywhere. Present-day mothers tend to avoid breastfeeding. It is a trend among mothers to avoid breastfeeding. Breast milk is children's natural right. Doctors always stress the need for breastfeeding. Breastfeeding is a must for the babies.

MZ Haider  
Narsingdi

## Tips for building loyal customers

Generating loyal customers should be the prime objective for any organisation. It can be a profitable or a non-profitable org. But goal setting needs to be based on customer taste, choice, demand, attraction and finally their complete satisfaction.

For many years, researchers have proven that customers are the lifeblood of an organisation. A customer should not be a one-off buyer. Rather, it is wise to create a loyal customer, who will remain along with the company for long. From generation to generation the customer would stay with the company both in boom and recession.

Having a new client or customer and motivating him to purchase products of your company is really a costly and time-consuming job.

How can we build customer loyalty? Thousands of study explored how to know what customers really want? What they really like, what is their expectation from the product they are purchasing by spending money? In short discussion, we can sum up the answers: when a customer will really feel that he has made proper use of money, he is satisfied with products and services and finally the product and service have already taken place in mind, he is going to buy that again then only we can say that yes we are successful. Our effort is justifiable. We are able to build customer loyalty.

Think your customer as your dear ones. Care him as your family member. Mix with the customer as your friend. Try to build good impression in their mind about you, your product and your brand name. Sincerity, honesty, politeness, helpfulness are the virtues which can easily make someone happy. Feel someone good. So my earnest request to them all who are specially involved in Sales & Marketing and also in cus-

tomers service be gentle to your customer, make them happy, understand them properly, solve their problem quickly and mix with them friendly.

Shajib Saha  
Dhaka

## Industries need uninterrupted power supply

The overall electricity supply situation in the industries has been worsening since the takeover by the caretaker government. The compulsory closure of electricity once a week declared by the caretaker government made the situation worse. This closure was made mandatory in the pretext that the supply would be better on rest of the 6 days of each week.

However, on the contrary the power supply started to be worse than ever. The weekly closure in no way helped the industries, it rather pushed all industries to a lower production.

In the last 9 months this particular industry faced an average power failures of 149 times per month. The average hours without electricity were 96 per month.

To add to the crisis, the factory was made to close its production once a week.

To make things worse, the power cuts and the hours lost could never be predicted and this lead to huge amount of idle wages payment by the industries.

The situation has been continuously getting worse. The number of electricity cuts was 76 times in January and it was 207 times in September.

Under the above circumstances factories will, be forced to close down operations if the power failures continue to increase in the proportion of the last nine months.

The increase in cost will of power will only insure closure of the factories.

Shahedul Islam  
Dhaka

## Taste of a Third World country

Who could believe that a superpower makes a bid to transform itself into a Third World nation? For the first time we are seeing a superpower in desperate need of international economic assistance. The recent crisis has made the US from economic superpower to economic basket case. Normally, such a process might take 100 years or more. With the oscillation between free-market

extremism and nationalisation of private companies, however, the US has successfully achieved, in a few short years, many of the key hallmarks of Third World economies.

The parsimonious financial crisis in the US is somehow felt around the world. The US needs circumspect financial system to overcome this current economic turmoil. Like the US, the rest of the world must take didactic steps to overcome financial instability.

The US policies of irresponsible government deregulation in critical sectors allowed the nation to rapidly develop an energy crisis, a housing crisis, a credit crisis and a financial market crisis, all at once, and accompanied (and partly caused) by impressive levels of corruption and speculation.

American people must realise the fact how it is to live a life style like the people of the Third World countries. The financial institutions like Lehman Brothers, Merrill Lynch and Goldman Sachs must realise that no matter how giant these companies might be, if the nation is in economic turmoil their fate also will not be spared. They also have to suffer the consequences and that's exactly what happened.

These financial institutions are a living proof that even they could not succumb to dreadful financial situation and it proved again how weak our so called man made financial systems really are.

The entire world should come up to solid and concrete financial plans to stop happening from further economic crisis again.

Minhaj Ahmed  
Dhaka

