

# Call for branding Bangladesh rings louder

STAR BUSINESS REPORT

Bangladesh is not known well enough outside and it deserves better.

This was the tone of the discussions at a seminar on branding Bangladesh as they said the country has good ingredients for a strong brand, but lacks initiatives both from the public and private sectors for brightening its image.

They demanded formation of a brand cell headed by a minister and urged all to work together to promote the Bangladesh brand.

American Chamber of Commerce in Bangladesh (AmCham) and Eastern Bank co-organised the seminar at Dhaka Sheraton Hotel yesterday.

Aftab ul Islam, president of AmCham, chaired the seminar attended by brand experts, academicians, bankers and diplomats. The purpose of the event was to raise awareness about the country branding.

James F Moriarty, US ambassador in Bangladesh, said the country has achieved steady economic growth in the last two decades, reduced poverty sharply, improved in education and health indicators and increased farm productivity.

The country is producing world-class garments being sold at many renowned stores across the globe, he said.

"Despite all this, the images of Bangladesh that appear on CNN or BBC are all too often images of natural disasters, poverty and suffering," Moriarty said.

This lead to the '64 million dollar question': how does Bangladesh establish and sustain a positive brand image? he said.

Moriarty said two resources -- the Bangladesh diaspora in the US and the business community, both at home and abroad -- can help achieve this goal.

"I firmly believe the Bangladesh diaspora in the United States is an underutilised resource that can play a special role in developing and promoting the Bangladesh brand," he said.

The members of the diaspora have already developed personal connections to many Americans across the country, he said. There are similar diaspora communities in Britain and Australia.

But there must be strategies, he said. "Bangladesh needs to be strategic in developing its brand. It should con-

sider linking up its diaspora outreach programmes to create a truly global brand," he said.

Like the diaspora, the US Ambassador said the business community has the capacity to make or break 'Brand Bangladesh'.

The country has a lot of successes -- from health to microfinance and women empowerment -- that can be promoted, said Dr Khalid Hasan, managing director of Nielsen Bangladesh, a leading marketing and media information company.

Mobile and television penetration has witnessed an unparalleled growth for the past few years, he said, adding that resilient economic and export growth and a single-digit inflation rate are also the good side of Bangladesh.

"Bangladesh, managing natural calamities, is a model for others," Khalid Hasan said.

He said an exclusive tourist zone could be set up for full entertainments.

Khalid Hasan, also a vice president of AmCham, however, cautioned about the realities, saying that a deteriorating law and order situation, corruption, infrastructure bottlenecks, poor governance and failure to protect culture and heritage could cost the efforts to



Aftab ul Islam, second from right, president of American Chamber of Commerce in Bangladesh (AmCham), chairs a seminar on Branding Bangladesh at Dhaka Sheraton Hotel yesterday. AmCham and Eastern Bank co-organised the seminar. From right, Aly Zaker, managing director of Asiatic Marketing Communications, James F Moriarty, US ambassador in Bangladesh, and Noor Ali, chairman of Eastern Bank, are also seen.

brand Bangladesh.

Aly Zaker, managing director of Asiatic Marketing Communications and a renowned actor, termed Bangladesh a multi-faith religious country, not a moderate Muslim one.

"Public-private partnership with multinational intervention can

improve Bangladesh brand," he said.

Prof Syed Frahat Anwar of Institute of Business Administration of Dhaka University criticised the local media for showcasing the country negatively.

Quoting a survey report, he said 93 percent young people are tired of seeing negative news in the media. He

asked the media to highlight local products.

But the speakers said branding the country is not an easy task. It is very competitive and requires huge amount of resources to polish the image.

Noor Ali, chairman of Eastern Bank, also spoke.



Mir Shahabuddin Mohammad, secretary general of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), presents a crest to Gafai Ibrahim Usman, economic minister at the Nigerian high commission in New Delhi, at the chamber's office in Dhaka yesterday. Faridul Hassan, secretary of FBCCI, and Chuks Jonathan Chikezie, first secretary of the high commission, are also seen.

## China inflation could hit 3.7pc

AFP, Beijing

China's inflation could top the government's three percent target in 2010 due to price pressures in the second half of the year, a central bank adviser said, raising pressure for a possible rate hike.

The consumer price index, the main gauge of inflation, could hit 3.7 percent this year, said Li Daokui, a member of the People's Bank of China's monetary policy committee, according to the People's Daily overseas edition

Wednesday.

"Upside pressures on prices are significant due to rising labour costs, increasing international raw material prices and higher agricultural production costs caused by bad weather," said Li, an economist at Tsinghua University.

"We (at the university) forecast CPI this year to reach 3.7 percent. The rising trend of inflation will continue in the future."

Li said curbing inflationary expectations was the main task facing policymakers and the time was ripe for an increase in deposit rates.



Md Shabbir Hossen, chief executive officer of Mitsumi Corporation Ltd, and Bibek Chandra, managing director of Market Movers Exports India (Pvt) Ltd, sign a deal in India recently. Mitsumi will import and market the "Adoro" brand products of Market Movers in Bangladesh.

## Businessmen see energy crisis as biggest setback to investment

STAR BUSINESS REPORT

A survey has found that 65 percent of businessmen think the energy crunch is the biggest setback to investment.

Forty-eight percent of the businessmen say it is the increased cost of raw materials that constraints investment.

The findings of the Business Confidence Survey (January-March) conducted by International Finance Corporation (IFC) and Bangladesh Investment Climate Fund were revealed at a seminar at Dhaka Chamber of Commerce and Industry (DCCI) yesterday.

The survey was conducted among 1,512 companies: 70 percent of them were in the manufacturing sector and 30 percent in the services sector.

Of the surveyed companies, 62

percent were small, 24 percent medium and 14 percent large, said Aminur Rahman, investment officer of IFC.

Of the companies, 43 percent are based in Dhaka, 23 percent in Chittagong, 4 percent in Chittagong, 9 percent in Khulna, 18 percent in Rajshahi and 4 percent in Barisal.

Commerce Minister Faruk Khan, speaking as chief guest, said 1,500 megawatts (MW) of electricity would be added to the national grid by March as the government has taken a series of steps to improve the power situation.

Moderating the seminar, adviser caretaker government adviser Hossain Zillur Rahman said a slowdown in manpower exports to the Middle East is a matter of concern for Bangladesh.

"It is true that inward remittances

increased, but the migration of new workers to major destinations declined," he said.

According to the survey, foreign direct investment (FDI) is in decline, because investors are low on confidence about Bangladesh.

Not so, said Abu Reza Khan, executive member of the Board of Investment.

Khan said he has been receiving a lot of proposals from Chinese and Japanese entrepreneurs for investing in the textile sector.

Mujibur Rahman, chairman of the Bangladesh Tariff Commission, said the survey was incomplete and "suitable only for students".

Mahbubur Rahman, president of International Chamber of Commerce-Bangladesh (ICCB), said the foreign investors would come to Bangladesh in greater numbers, if

local entrepreneurs invested more.

Asif Ibrahim, a director of DCCI, said the FDI inflow reached an alarming stage.

Fazlul Hoque, president of Bangladesh Knitwear Manufacturers and Exporters Association, asked the government to fast-track the coal policy to meet the power crisis and reduce dependency on gas as a major source of electricity.

Jamal Uddin Ahmed, president of the Institute of Chartered Accountants of Bangladesh, suggested the government set up special economic zones and amend the old Securities and Exchange Commission law.

Abul Kasem Khan, DCCI president, Akter Mahmud of IFC, and Selina Quader, vice-president of Bangladesh Women Chamber of Commerce and Industry also spoke.

## PPP healthcare centre in Ctg

STAR BUSINESS DESK

The country's first public private partnership primary health care centre started operations in Chittagong yesterday, says a press statement.

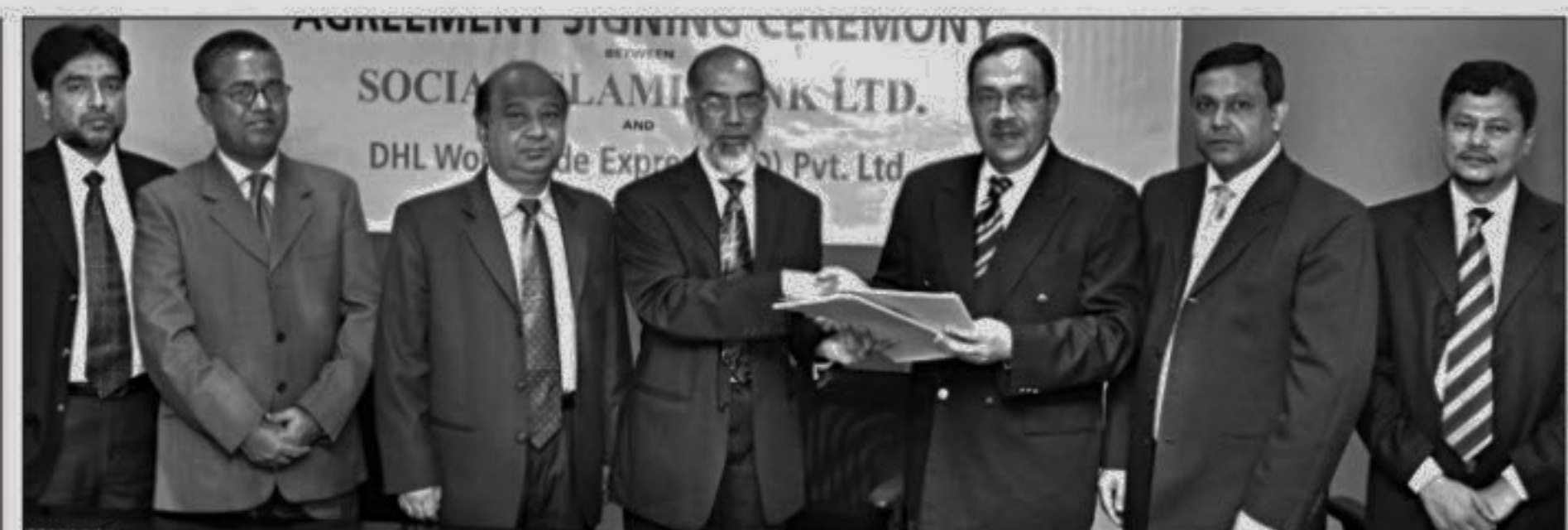
Dr Mozibur Rahman, state minister for health and family welfare, inaugurated the centre in Patiya, Kolagaon.

The healthcare centre is a partnership between Western Marine Shipyard, the ministry and GTZ.

The centre that was constructed by Western Marine Shipyard will be run in collaboration with the ministry. The partnership works to provide effective health services to the workforce of the shipyard and surrounding communities.

It also aims develop benchmarks for health and safety in shipbuilding in Bangladesh, one of the country's most rapidly developing industrial sectors.

GTZ has provided technical cooperation through the Multidisciplinary HIV/AIDS Programme and has worked with the shipyard and the ministry to develop the joint model of service provision and to ensure that the communities needs are met.



Desmond Quiah, country manager of DHL Worldwide Express Bangladesh, and KM Ahaduzzaman, managing director of Social Islami Bank Limited, exchange documents after signing a deal in Dhaka on Monday. The bank will use DHL Express' services for carrying its time-sensitive international documents.



### রূপালী ব্যাংক লিমিটেড

প্রশাসন ও মানব সম্পদ বিভাগ

প্রধান কার্যালয়

৩৪, দিলকুশা বাণিজ্যিক এলাকা, ঢাকা-১০০০।

## -ঃ রূপালী ব্যাংক লিমিটেড-এ নিয়োগ-২০১০ ঃ-

রূপালী ব্যাংক লিমিটেড-এ "সিনিয়র অফিসার" পদে নিয়োগের জন্য আবেদনপত্র জমাদানকারী প্রার্থীদের অবগতির জন্য জানানো যাচ্ছে যে, আগামী ১১-০৬-২০১০ তারিখ রোজ শুক্রবার সকাল ১০-০০ ঘটিকায় সিনিয়র অফিসার পদের প্রার্থীদের লিখিত পরীক্ষা নিয়ে উল্লেখিত কেন্দ্রসমূহে অনুষ্ঠিত হবে।

রোল নম্বর	পরীক্ষা কেন্দ্রের নাম	
	হতে	পর্যন্ত
১০০০০১	১০৭০৩২	ইডেন কলেজ, আজিমপুর, ঢাকা।
১০৭০৩৩	১০৯৬০২	বেগম বদরুন্নেছা সরকারী মহিলা কলেজ, বস্তি বাজার, ঢাকা।
১০৯৬০৩	১১১৭৩৬	শেখ বোরহান উদ্দিন পোস্ট গ্রাজুয়েট কলেজ, নাজিমুদ্দিন রোড, ঢাকা।
১১১৭৩৭	১১৪৬৩৯	লালমতিয়া কলেজ, লালমতিয়া, ঢাকা।
১১৪৬৪০	১১৬৮৩৯	আউডিয়া কলেজ, সেতুল রোড, ঢাকা।
১১৬৮৪০	১১৭৬৭৫	নীলক্ষেত্র স্কুল, নীলক্ষেত্র, ঢাকা।
১১৭৬৭৬	১১৯১৪২	নবকুমার ইনস্টিটিউট, বস্তি বাজার, ঢাকা।
১১৯১৪৩	১২১০১১	সিদ্দেখুরী গার্লস কলেজ, বেইলি রোড, ঢাকা।
১২১০১২	১৪০১০২	খিলগাঁও মডেল কলেজ, খিলগাঁও, ঢাকা।
১৪০১০৩	১৪৪৯৫৬	নিউ মডেল ডিগ্রী কলেজ, শুক্লাবাদ, ঢাকা।
১৪৪৯৫৭	১৪৯৩০৫	হাবিবুল্লাহ বাহার কলেজ, শান্তিনগর, ঢাকা।
১৪৯৩০৬	১৫০৯৭৮	মিরপুর বিশ্ববিদ্যালয় কলেজ, মিরপুর-২, ঢাকা।
১৫০৯৭৯	১৫৬৬৫৮	মিরপুর আইডিয়াল গার্লস ল্যাবরেটরি ইনস্টিটিউট, মিরপুর-১০, ঢাকা।

রূপালী ব্যাংক লিমিটেড এর ওয়েবসাইট [www.rupalibank.org](http://www.rupalibank.org)-এ সিট প্রান পাওয়া যাবে। কক্ষওয়ারী সিট প্রান ০৬-০৬-২০১০ তারিখ রবিবার থেকে ওয়েবসাইটে পাওয়া যাবে।

(এস, এম, শফিউল্লাহ)  
উপ-মহাব্যবস্থাপক  
টেলিফোন-৯৫৫২৫৯০

**ESSENTIAL DRUGS COMPANY LIMITED**  
 395-397, Tejgaon Industrial Area  
 Dhaka-1208

**LOCAL RE-TENDER NOTICE**

EDCL invites sealed tenders for Supply, Installation and Commissioning of 1000 KVA Sub-Station & Generator for EDCL Factory, Dhaka as detailed below :-

S.I. No.	Tender No. Date	Name of the Item	Cost of Tender Schedule	Last date of closing & opening
01.	EDCL/PUR/LOCAL-RE-TENDER/Sub-Station/2010/135 Dated. 02/06/2010	Procurement of Electrical & Mechanical interlocking system ATS of 1000 KVA Sub Station & Generator Model no. Marlin Gerin - M16H1. (As per Tender Schedule)	Tk. 750.00/set Non-refundable	Closing : 10/06/2010 at 11.00 AM  Opening : 10/06/2010 at 11.15 AM

Tender schedule will be sold from the Accounts Department of Essential Drugs Company Limited, Dhaka on payment as stated above during office hours on all working days (except Friday, Saturday and Govt. Holidays). No tender schedule will be sold on the opening date of the tender.

EDCL authority reserves the right to accept or reject any or all the tenders without assigning any reason whatsoever.

**(Md. Feroze-ul-Alam)**  
 Director Operation & Incharge  
 Planning & Procurement Deptt.  
 For : Managing Director.

## Cambodia promises effective use of international aid

AFP, Phnom Penh

Cambodia vowed yesterday to use international aid effectively and bring reforms after criticism that billions of dollars in donor money has done little to improve the impoverished country.

Opening a two-day meeting between the government, donors and development partners, Prime Minister Hun Sen said the country would continue public administration, land, judicial and financial reforms.

"The royal government has made its utmost efforts to firmly and deeply implement various reform programs and consider them as a life or death issue for Cambodia," he said.

Hun Sen went on to say his government will ensure "the effective, transparent and accountable utilisation of the development resources provided by development partners".

But, speaking on behalf of donors, World Bank country director Annette Dixon complained "progress has been limited" in government work to improve strategic planning and aid management.

"It is important for the government to take the lead in aligning resources to development priorities," she said.

The World Bank last week began to investigate allegations that mismanagement of its 28.8 million dollar land-titling project has left more than 20,000 people facing forced eviction from their homes in the capital Phnom Penh.