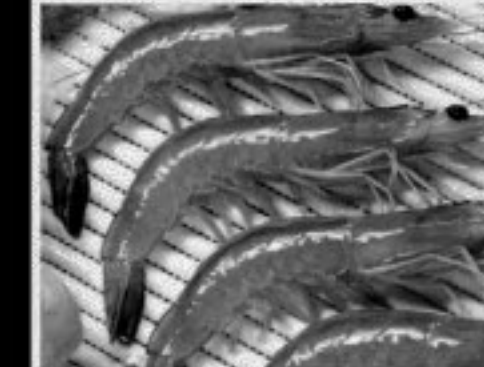




16th Dhaka International Trade Fair- 2011

Date : 1-31 January 2011, Venue : Sher-e-Banglanagar, Dhaka



www.ditf2011.com

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



PRESIDENT
PEOPLE'S REPUBLIC OF BANGLADESH
DHAKA
18 Poush 1417, 01 January 2011

Message

I am delighted to learn that the month-long 16th Dhaka International Trade Fair 2011 (DITF) is going to be held in Dhaka under the auspices of Ministry of Commerce.

The importance of trade fair is of paramount in showcasing and marketing domestic products both at national and international markets. The DITF, the largest trade fair in Bangladesh, has already been familiarized at home and abroad. In the age of free-market economy, trade fair plays an important role in standardizing domestic products and setting price and position in comparison with the international products. I believe the participating manufacturers, exporters, business houses as well as general buyers and sellers would be benefited through this fair. I wish the DITF would become a congenial place of buying and selling of domestic and international products as well as an innocent centre of public gathering

I wish the 16th Dhaka International Trade Fair 2011 a success.
Khoda Hafez, May Bangladesh Live Forever.

Rahman
Md. Zillur Rahman

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Minister for Commerce
Government of the People's
Republic of Bangladesh
18 Poush 1417, 01 January 2011

Message

I am delighted that the 16th Dhaka International Trade Fair (DITF)-2011 is being organized for a month by the Ministry of Commerce and the Export Promotion Bureau maintaining its continuity.

The Dhaka International Trade Fair is being attached great importance to the trade development of Bangladesh. So the necessity of this Fair is enormous after a prolong Global recession. The DITF-2011 would play an effective role in the highly competitive overseas market by displaying products for exploring new markets and strengthening product base.

Product diversification, quality development and competitive price are the main tools to come to stay in world trade. I believe the local producers will enhance the degree of development more by displaying competitive Quality and Price of their products to the buyers both from home and abroad in a wider perspective through the DITF-2011. The Fair will also usher in immense possibilities for foreign investments, industrialization and reciprocal friendship among the participating countries. I am confident; the DITF-2011 will further Strengthen the export base of the country.

I congratulate the all concerned including participants for involving in organizing this Fair.

I wish the Fair a grand success.
Joy Bangla, Joy Bangabandhu.

Long live Bangladesh.

(Muhammad Faruk Khan, M.P)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Secretary
Ministry of Commerce
Government of The People's
Republic of Bangladesh
18 Poush 1417, 01 January 2011

Message

As in the past, Ministry of Commerce jointly with the Export Promotion Bureau is going to organize the Dhaka International Trade Fair (DITF), the biggest trade carnival of the country for the 16th times with uninterrupted success.

For the last few years, DITF has received accolades from exhibitors and visitors for its high quality of exhibits and wide range of local and foreign participation. In fact, this mega event mirrors the industrial and technological progress of the country encompassing various sectors of the economy. I believe that this fair has a significant role to the recent phenomenal export growth of the country.

Dhaka International Trade Fair has become an important annual event for the businessmen and industrialists to showcase various developments taking place in different fields of the country. I am confident that 16th DITF will present a good platform and opportunity to share the valued experiences with a view to promote trade, technology, industry and investments including the service sectors of the country.

I congratulate the local and foreign participants of DITF-2011 including the all concerned.

I wish the fair a grand success.

(Md. Ghulam Hussain)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



President
The Federation of Bangladesh
Chambers of Commerce
& Industry (FBCCI)
18 Poush 1417, 01 January 2011

Message

I am delighted to learn that 16th Dhaka International Trade Fair (DITF)-2011 is being organized under the joint management of the Ministry of Commerce & Export Promotion Bureau of the present democratic Government.

From the ancient time trade & commerce has been regarded as an important element of socio economic development, on the other hand export trade has been secured its top position as the main driving force of the economic development. The main strategy of export promotion is organizing or participation in the international trade fair. So this fair will definitely play a positive role in enhancing export promotion of the country.

This fair will become a big gathering for the consumers, buyers & sellers. They will know each other about the quality, taste and demand through displaying their products in the fair. As a result, domestic producers will try to improve the quality of the products as per requirement and also make their products more competitive in the international markets. Side by side the fair will create an ample opportunity to know the economic condition of other countries. Moreover, it will act as bridge building between the local producers and foreign buyers to create relationship among each others which will bring better result in the expansion of export trade in regional & international arena. I strongly believe that through the fair an important role can also be played in the Foreign Direct Investment. On behalf of FBCCI, I would like to congratulate and thank the Ministry of Commerce & Export Promotion Bureau as the organizer of DITF-2011.

I wish every success of DITF-2011.

(A.K. Azad)

The journey of Bangladesh export and its diversification

Jalal Ahmed
Vice Chairman, Export Promotion Bureau

A young Nation of 1971, Bangladesh is in the threshold of change. Change from a Least Developed Country to a Middle Income Country, from a traditional economy to an Industrial economy and from a flood prone-disaster prone Bangladesh to 'Digital Bangladesh' by 2021. This is the declared Vision of the present Democratic Government of Prime Minister Sheikh Hasina. In such a Vision and urge for change, strength in the Economic Forces is a necessity. Rapid Industrialization, growth in Trade and Commerce and growth in Export earnings are forces behind the development engine. Bangladesh's Export sector has continued to perform robustly in the recent years. The real growth rate of export over the decade was about 12.5%. This trend has also been sustained in the recent years. Export earnings during FY 2009-2010 was US\$ 16204.65 million and import payment for the same year was US\$ 23738.00 million which shows that export earnings covered 68.26% of our import bill. Under the dynamic leadership of our Prime Minister Bangladesh is among the 12 Countries of the World in 2009-10 which has gained positive growth in Export. After the independence the journey of Bangladesh export has started with a very limited number of products mainly the primary products such as jute, tea and leather. Jute & Jute products. The number of exportable raised from 25 in 72-73 to 168 in 09-10, number of markets from 68 to 187 and income from US\$348mn to US\$16204mn. Bangladesh's export sector has undergone important structural changes in the last two decades. As far as export sector is concerned, there was a significant shift in the pattern of trade; from jute export to RMG & related textile products, with consequent dominance of the non-traditional manufactured commodities as against traditional primary ones.

RMG export which registered a rise to US\$ 12.48 billion in 2009-2010, accounts for 77% of Bangladesh's total export. Other 4 products namely jute and jute goods, Leather and Frozen Foods account for about 13% of exports from the country while the rest accounts for only 10%. This indicates that only 5 products cover 90% of our export earnings. Concentration of export market is also quite visible with EU and USA accounting for almost 84% of Bangladesh's total export. This has created a vulnerable situation for our export

Primary and manufactured commodities: Out of the total export earnings of US\$ 16204.65 million during the FY 2009-2010 the share of primary commodities stood at US dollar 687.53 million and that of manufactured products at US dollar 15517.12 million i.e.4.24% and 95.76% respectively.

Traditional and non-traditional items: Export earnings from traditional items amounted US dollar 793.64 million (4.90%) and that of non-traditional items stood at US dollar 15411.01 (95.10%) during the FY 2009-2010 as compared to 2.73% for traditional items and 97.27% for non-traditional items respectively during FY 2008-2009.

Export growth and the target for 2010-2011 : Bangladesh has a small economy with export base mainly dependent on few products. Even though the amazing fact is that Bangladesh has successfully managed to attain about 12 percent average export growth during the last one decade. This has happened because of (i) a favourable monetary policy is in place (ii) incentive package for export of goods (iii) many buyers have shifted their sourcing zone having seen Bangladesh as a trusted supplier of their imports and (iv) preferential market access to the most of our export destinations. Even during the financial crisis Bangladesh achieved over 4 percent export growth in 2008-2009, when the export from most of the developing and developed countries plunged in to negative trend. Inspired by the success, the government has fixed up export target at \$18.5 bn for the 2010-2011 fiscal year which is 14.16 percent higher than preceding year. In the first five months of the financial year (July-November 2010) the growth in Export earning is 30% over the same period of last year.

Diversification of Export : The international trading is very challenging and volatile at the same time. With the emergence of WTO the challenge has further been intensified. Here comes the question of competitiveness and diversification. Bangladesh has a narrow export basket and reliance on few markets can often expose to vulnerable situation in global arena. Any slide in demand of the major products which generate maximum revenue or any fall in the export price of those products may put the country in a disarray in terms of foreign exchange earnings. On the other hand dependent on some specific markets is also very risky in the case of any imposition trade restriction or diminishing the market access facilities by way of lowering tariff structure. So, product and Market diversification is a very important tool for sustainable growth in Export.

Product diversification

(a) Pharmaceutical Products : Pharmaceutical industry is one of the fastest growing sectors in Bangladesh with total market size of approximately US\$830 million in 2009. The country is almost self-sufficient in pharmaceutical manufacturing, and currently around 97% of the local demand of medicine is met by the local manufacturers. The leading pharmaceutical manufacturers are increasingly focused on global regulatory approvals and are already exporting their medicines to a large number of countries. Today, the industry employs state-of-the-art manufacturing technology to produce hi-tech products like human insulin, erythropoietin, metered dose inhalers, anticancer and ARV drugs, vaccines etc. The industry is now capable of producing drug products meeting the highest quality standard. Many of the pharmaceutical manufacturers of Bangladesh have made multi-million dollar investments on new plants and facilities conforming to the standards of USFDA and UK MHRA. The labor cost in the country is one of the cheapest in the world, and with its highly skilled workforce and investor friendly environment, the country is ideally positioned to meet the contract manufacturing needs of potential clients from developed markets.

Ship Building : Shipbuilding is a technology-based capital-intensive industry. It is a highly labour intensive sector dependent on a huge number of backward and forward linkage industries. The comparative elements are prevailing in Bangladesh on some key issues of shipbuilding like china, India and Vietnam. In last couple of years Bangladesh has become a Ship exporting Country.

The government has recognized the importance of shipbuilding industry and has attached due attention in order to develop the sector. The government has declared shipbuilding as a thrust sector and provided the green channel facilities of clearing the goods for 100% export oriented shipyard. The government is very keen to extend all possible support and assistance to the shipbuilding industry to help take-off this sector rapidly. Our Shipyards are already exporting quality Ships to their buyers in different countries of the World including countries like Germany, Denmark and the Netherlands. Ships built here are of international standard because those are built under the supervision of International Classification Society and also under the guidance of the government's Mercantile Marine Department. This trend of the ship building boom is expected to continue for at least next fifteen years even more because of its cheap labour. The opportunity that is now in the sight can't afford to lose due to lack of proper policy support.

Furniture : Furniture is one of the most rapidly growing sectors of Bangladesh consisting of around 70,000 (both permanent & temporary establishment) enterprises all over the country. The total national level turnover is BDT 112 billion. It has not yet been long since Bangladesh started exploring the export market; but within a very short span of time local manufacturers have started exporting to US, Japan, Europe, various provinces in India and other South East Asian countries. The volume of export has not yet reached at mentionable amount but has a great potential. Recently the ship building industry has been growing in Bangladesh which will also require huge supply of furniture and this can be in the formed of deemed export.

(b)One District One Product : Export promotion Bureau has conducted a survey with the help of local district administration other concerned stakeholders and private development partners. On the basis of the findings of the survey, EPB has identified 14 product group from 41 districts. Among the identified product group 11 are agriculture based and rest three are small and cottage industry based. The objectives of undertaking the scheme are to increase the production capacity, strengthen the supply side, diversification of product and decentralizing economic activities. Now three items have been selected in three Districts, Agar wood and Atar in Moulavibazar, Rubber in Bandarban and Clay tally in Satkhira.

Market diversification
Japan : As part of market diversification effort, we recon, Japan could be the destination where we have enormous scope to increase our export significantly. The State of our current export to Japan does not depict the opportunity we have in this particular part of the world. Among the exportable, the RMG remain as the major focus to the Japanese buyers. In 2008 our RMG export to Japan was \$ 18.00 m. which raised to \$60.00 m in 2009. We have ample scope to increase the RMG export to this \$ 50 bn worth market. The overall export to Japan has increased considerably, which stood at \$330.56 mn in 2009-2010 as against \$203.37 mn in 2009-2008 with a growth of 62.54 percent

Brazil : Brazil is emerging as new economic power among the developing nations. The current GDP, the growth of GDP, huge population, advancement in the technology, the growing trading volume are all made Brazil as a most sought about market. There are scopes to penetrate with traditional and non-traditional products specially the RMG and the pharmaceutical in particular have fair amount of opportunity in this market. Export Promotion Bureau is undertaking initiatives to familiar our major product to this market as part of our market diversification programme.

Russia : Russia remains a very big and promising market with the progression in economic activities and advancement in technology. They have biggest reserve of many natural resources, which contributed a significant GDP and per capita income. We think we have enormous of space to address in this particular market to further broaden our export earnings. In recent years export is growing rapidly in countries like China, Republic of Korea, Turkey and Australia. African Nations, particularly South Africa can also be good destination for our exportables.

Participation in international trade fair : There is nothing like the real participation of companies to trade fairs. Participation in international trade fairs is an efficient way for producers of different products to showcase their products to export markets. The advantages include audience concentration, face-to-face communication, the opportunity to assess the competition and the chance to become acquainted with new business partners. aExport Promotion Bureau has organized Bangladesh participation in 30 international trade fairs and 03 single country trade fairs around the world in 2009-10. Our participation in those trade fairs fetched US\$ 137.79 mn as spot and potential orders.

Conclusion : Realizing the need for market development and diversification along with product development activities, the government continued to provide support and assistance in widening the marketing network. In the area of market promotion and expansion, the policy objective is to achieve a greater penetration and consolidation in the existing markets and diversification in to new markets having potentials. To encourage the exporters to establish the market contacts in the potential and unexploited market areas, participation in trade fairs are being organized and marketing missions are being visiting in order to broaden our markets and the export as well.

The government and the Ministry of Commerce have put up due importance on product and market diversification initiatives in a bid to broaden the ambit of our export and to guarantee the flow of foreign exchange earning for the economic development of the country. Besides, we are relentlessly working to achieve more preferential market access facilities from richer countries, undertaking of necessary initiative to ease the rules of origin criterion with those countries for removal of hindrances prevailing in export.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



PRIME MINISTER
GOVERNMENT OF THE PEOPLE'S
REPUBLIC OF BANGLADESH
18 Poush 1417, 01 January 2011

Message

I am happy to learn that the 16th Dhaka International Trade Fair (DITF-2011), jointly organized by Ministry of Commerce and Export Promotion Bureau, is going to be held on 01-31 January 2011.

This traditional annual trade fair plays a vital role in showcasing our products to the buyers and visitors, and improving standard of our products. Besides, this has become an annual event of mass confluence and amusement.

I hope that the 16th DITF-2011 will help strengthen production base and project our potential to the entrepreneurs, investors and buyers from home and abroad.

I wish DITF-2011 a grand success.

Joi Bangla, Joi Bangabandhu
May Bangladesh Live Forever

Sheikh Hasina
Sheikh Hasina

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Minister for Foreign Affairs
Government of the People's
Republic of Bangladesh
18 Poush 1417, 01 January 2011

Message

Amid rapidly changing global scenario, trade has essentially emerged as an important tool for enhancing bilateral and multilateral relations with countries. Trade is also being viewed as an effective way of showcasing country brand. In this backdrop, the government of the Hon'ble Prime Minister Janonetri Sheikh Hasina has planned to refurbish Bangladesh Missions abroad so that they can facilitate pro-business activities. Works are underway to meet the challenges of achieving export target, expanding the existing market, searching newer destinations through product diversification and attracting foreign investment.

I believe, the upcoming 16th Dhaka International Trade Fair (DITF), 2011 jointly organized by Ministry of Commerce and Export Promotion Bureau (EPB) would be able to address the multifaceted aspects of international trade and contribute to the economic development of the nation.

I wish the trade fair a grand success.

Joi Bangla
Joi Bangabandhu

(Dr. Dipu Moni, M. P)
(Dr. Dipu Moni, M. P)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



From the desk of Vice-Chairman
Export Promotion Bureau
18 Poush 1417, 01 January 2011

Message

The 16th Dhaka International Trade Fair-2011 (DITF 2011) is scheduled to be inaugurated on the 1st day of the New Year 2011 with a festive mood. On this occasion I would like to accord my greetings of the new year to you all. Out of the experiences of encouraging response from the DITF-s held last few years, I am confident that this year's DITF will also generate greater response and enthusiasm and at the same time it would provide both local and foreign producers with opportunities of showcasing their products and services to buyers and visitors paving the way for increasing export from Bangladesh.

Since 1995 Dhaka International Trade Fair (DITF) is being organized as a part of concerted national export promotion efforts, the objectives of which are to bring about immense possibilities not only for establishing substantial numbers of business and commercial deals but also for widening marketing horizons, building supply capacity of high valu added products and transferring technologies for increased trade and investment among the participating countries.

Export Promotion Bureau sincerely records its appreciation for all stakeholders concerned and specially Hon'ble Minister for Ministry of Commerce and the Ministry itself for constant guidance, assistance and cooperation. I request the respected city dwellers to visit the fair along with their near and dear ones.

I wish DITF 2011 a grand success in achieving its objective of expanding the realm of trade and commerce.

Jalal Ahmed
Jalal Ahmed

YOUNGONE

We wish a successful event