



17th Dhaka International Trade Fair-2012

Date : 1-31 January 2012, Venue : Sher-e-Banglanagar, Dhaka



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রূপায়নে ও প্রচারে : গ্লোবাল মিডিয়া

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

PRESIDENT
People's Republic of Bangladesh
Dhaka
18 Poush 1418, 01 January 2012

Message

I am glad to know that the 17th Dhaka International Trade Fair-2012 is going to be held under the auspices of Ministry of Commerce.

It is a matter of great pleasure that since 1995 Trade Fair is being organized in Dhaka with a view to boosting our business. Entrepreneurs and Businessmen from home and abroad can justify the price and quality of products in the trade fair decorated with local & foreign products. I think trade fair plays a pivotal role in making local products familiar, competitive and developed. Besides, the trade fair assists to strengthen the bond of friendship among the participating countries. I hope this initiative will play special role in increasing export and developing international relations.

I wish the Dhaka International Trade Fair-2012 a great success.

Khoda Hafez, May Bangladesh Live Forever.

Rahman
Md. Zillur Rahman

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Minister for Commerce
Government of the People's Republic of Bangladesh

Message

It is a great pleasure for me to learn that Dhaka International Trade Fair (DITF) 2012, organized jointly by the Ministry of Commerce and the Export Promotion Bureau, is stepping into 17th year and it will continue for a period of one month beginning on 01st January 2012.

We have no alternative but to improve efficiency and raise marketing skill to stand out in the competitive global market to win a larger share of it. Having quality products at competitive prices is not enough; it is essential to know the international market and changing pattern of demand and supply to take advantage of opportunities arising out of open international new economic order. In this context, DITF has been instrumental in revealing competitiveness of the participants and making them able to poise to the existing opportunities since 1995.

I firmly believe that DITF 2012 will be able to play an important role in growing interest in the participants to be competitive in producing and marketing their commodities. This can also make them capable of utilizing the opportunity in developing, diversifying and adapting the products and enhancing technological efficiency. I think that it will turn itself into an excellent center for meeting one another to strengthen mutual understanding and fraternity.

I would like to take the opportunity to offer heartiest felicitation to all related to organizing DITF 2012 including the Ministry of Commerce and the Export Promotion Bureau.

I wish DITF 2012 a grand success.

Ghulam
Ghulam Muhammed Quader

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Secretary
Ministry of Commerce
Government of the People's Republic of Bangladesh
Bangladesh Secretariat, Dhaka-1000

Message

Dhaka International Trade Fair (DITF) in its 17th succession is being held amidst much enthusiasm by the Ministry of Commerce and the Export Promotion Bureau during 01-31 January 2012 at Sher-e-Bangla Nagar, Dhaka.

Over the years DITF has evolved into a considerable forum for promoting trade, industry and investment of the country. With increased participation in it every DITF provides opportunity to the business community to display the latest commodities, exchange valuable knowledge & experience, transfer technology, negotiate commercial deals and establish network as well.

It is worth-mentioning that the government has been pursuing very attractive industrial, investment and export policies, encouraging new investment, setting-up of new industry and diversifying of export basket. In this connection coordinated public-private efforts and measures have been in place. As a result, export sector of the country has recorded robust growth over the years and at the same time the country has attracted substantial amount of FDI.

I do believe that DITF 2012 will emerge as a centre of confluence of manufacturers, producers, buyers, consumers and general visitors to make trade and investment sectors of the country more vibrant and fruitful.

I would like to extend my appreciation to all concerned with DITF 2012.

I wish DITF 2012 a grand success.

Md. Ghulam Hussain
Md. Ghulam Hussain

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

President
The Federation of Bangladesh Chambers of Commerce & Industry (FBCCI)

Message

Indeed it's a great pleasure for me to know that the 17th Dhaka International Trade Fair (DITF) is going to be organized jointly by the Ministry of Commerce and the Export Promotion Bureau during 01-31 January 2012.

DITF has been playing a very vital role in strengthening trade and industry, and expanding export markets of Bangladesh since 1995. DITF provides local businessmen with an opportunity to showcase their goods and services to consumers and buyers in wider perspective and at the same time offers platform to compare the quality of their goods and services with the foreign ones. As a result, in addition to usual buying, selling and commercial deals, business relations between the manufacturers and prospective buyers are established, which eventually contributes towards the promotion of bilateral and multilateral trade.

I firmly believe that DITF 2012 will usher us into immense possibilities of domestic and international trade. I also firmly believe that it will help in attracting foreign investment to Bangladesh and consolidating friendship and alliance between the host and participating countries.

I, on behalf of FBCCI, the apex trade body of the business community of Bangladesh, would like to take the opportunity to offer the heartiest felicitation to the Ministry of Commerce and the Export Promotion Bureau for undertaking the mammoth task of organizing DITF 2012 for the business community.

I wish DITF 2012 a grand success.

A.K. Azad
A.K. Azad

One District One Product (ODOP) Programme and Its objectives

Shubhashish Bose
Vice Chairman, Export Promotion Bureau

The term, "One District One Product (ODOP)", is designed to achieve the target of producing and exporting at least one product from each district of Bangladesh. These products should have past heritage of glory along with much production possibility and marketing prospect in the world. The Export Promotion Bureau, under its product promotional activities, is implementing ODOP programme initiated in line with **One Village One Product (OVOP)** movement of Japan with a view to producing quality products as well as exporting the same at very competitive prices, which enables the export sector of Bangladesh to reduce sole dependence on apparel. This programme also makes Bangladesh able to expand her production base in the rural areas by putting upgraded indigenous technologies and local raw materials available for mere use of exporting products from those areas. Another objective of this programme is to reduce rural unemployment problem including the economic problems of the tribal people of the country. Ultimately, this programme would help accelerate economic growth and reduce poverty in Bangladesh.

From time immemorial Bangladesh has been regarded as the abode of folk art and craft. Similarly natural climate of Bangladesh has added favorable atmosphere for bringing about effective outcome in the field of agriculture. In the past, the cottage industry of this land was able to meet requirements of acid test where the villages were the centre points of all economic activities including export. In respect of style, fashion, design, usefulness, price and quality the products of this land were very competitive and acceptable equally both at home and abroad.

Dhaka and Chittagong are the main production areas of Bangladeshi exportable commodities, which indicate the special characteristics of the export sector of the country. To meet production need of exportable commodities, employees are concentrating continuously in Dhaka and Chittagong that increases the cost of production as costly areas of the country and creates several social problems as well. Moreover, export of products from Bangladesh mainly depends on imported raw materials which takes turn at low value addition and more lead time in exportation of goods. As a result, Bangladesh is unable to take the benefit from the areas of rural unemployment and production of local raw materials-dependent exportable products. These impediments may strike the competitiveness of exportable products of Bangladesh.

Export sector is considered to be one of the important contributors to the economic development of Bangladesh. As a single sector, it contributes modestly to the country's GDP and shares about 70% of the total import payment of the country. After independence of the country, the export sector achieved more than 10% average growth rate for this land. In the FY 2010-2011 export sector of Bangladesh has earned about US\$ 23.00 billion with 41.49% growth rate. During the prolonged recession in the recent past, only 12 countries of the world achieved growth in the export business and Bangladesh was one of them. Despite the sign of considerable growth in the export sector, there is no room for complacency as it depends heavily on limited products, markets and production areas, which is not a good sign for the country's economy.

To keep pace with the present globalization and to compete with other countries, heavy dependence on such limited products, markets and production areas cannot carry forward the export of Bangladesh. If the export of 2-3 limited important products faces obstruction, the overall situation of the country will be adversely affected. In this situation, effective measures in export promotional efforts are needed to face the challenges of export sector of Bangladesh.

The scenario of the export sector shows that product diversification and inclusion of new items in the list of exportable commodities have become urgent for Bangladesh to curb the vulnerability of this sector. Bangladesh has huge scope to increase the production of some commercially viable products which have past glory, own identity and acceptability both at home and abroad, and have been being produced by using local tradition, culture and indigenous technologies. In order to utilize such scope, the Export Promotion Bureau, as promotional organization, has taken **One District One Product (ODOP)** programme through in-depth analysis with active participation of district administration and products-related specialists along with concerned business communities. Under ODOP programme, the Export Promotion Bureau has identified 14 product groups from 41 districts that have tremendous potential for export. Among the identified product groups, 11 are agriculture based and 3 are small and cottage industry based. At present, pilot programmes only for 3 products out of selected 14 ones are being implemented with the decision of the government. These 3 products are Agar Wood & Atar, Rubber and Clay Tiles. District-wise identified product groups are-

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|-----------------------------|---|---|
| 01. Agar Wood and Agar Atar | : | Moulvi Bazar |
| 02. Crab | : | Khulna |
| 03. Herbal Plant | : | Natore |
| 04. Fine and Aromatic Rice | : | Dinajpur, Naogaon, Kushtia |
| 05. Organic Tea | : | Panchagar |
| 06. Rubber | : | Bandarban |
| 07. Handicrafts | : | Sunamganj, Feni, Faridpur, Jamalpur, Rangpur & Kurigram |
| 08. Handloom Products | : | Rajshahi, Sirajgonj, Tangail, Comilla and Rangamati |
| 09. Clay Tiles | : | Satkhira |
| 10. Fresh Vegetables | : | Joypurhat, Chandpur, Bogra, Nilfamari, Munshigong, Meherpur, Jessore, Manikgonj, Narsingdi, Jhenaidah and Narayanganj |
| 11. Fish | : | Netrokona, Barisal, Mymensing, Bhola, Barguna, Patuakhali and Narail |
| 12. Leather & Leather Goods | : | Chittagong |
| 13. Pineapple | : | Khagrachari |
| 14. Betel Leaf | : | Chuadanga and Moheshkhali of Chittagong. |

Stirring up local leadership and talent of rural areas in relation with the export business from their dormancy is an important task for implementing the programme, ODOP. Establishing ownership of entrepreneurs on their own products and making them suitable for export markets are the other challenging jobs of this programme. In order to face the challenges, the Export Promotion Bureau has taken strategies to involve all concerned in implementing the programme through forming product-wise Groups of marginal producers, and product-related District/Upazilla Committee headed by District Commissioner or Upazila Nirbahi Officer (UNO) comprising members of all concerned public and business communities. With a view to monitoring and providing necessary support, a Steering Committee headed by Director General of the Export Promotion Bureau, will also be formed. A common Logo will be used to ensure the quality and fair price of the ODOP products.

Necessity of ODOP programme is obvious in overcoming the vulnerability of the export sector of Bangladesh. Expectation of this programme is to install the export sector of this country on a strong base. This would also find success in exploring the ways and means to cope with the emerging challenges in the wake of globalization and in turning the existing opportunities of the export sector of Bangladesh into real benefits. The programme, ODOP, would enable Bangladesh to achieve balanced and sustainable development in the export sector through ensuring more value addition in producing exportable goods and to expand her production areas of the most prospective, traditional and naturally favorable products. It would be possible to bring back the past business heritage of glory and to save the export sector as well as the rural people from the bad impact of free market economy through flourishing the talent and providing ownership to their own products. It would also be possible to generate employment for rural people and to reduce the dependence on limited exportable products. The result of this programme would exert influence on achieving the goals of the government of Bangladesh in the field of economic development and poverty alleviation of the country.

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

PRIME MINISTER
Government of the People's Republic of Bangladesh
18 Poush 1418, 01 January 2012

Message

I am happy to learn that the Ministry of Commerce and the Export Promotion Bureau are jointly organizing the month-long 17th Dhaka International Trade Fair (DITF) from 01 January 2012.

DITF, the biggest of its kind in the country, helps expand domestic and international markets for our commodities. It also presents our potentials and commodities to the buyers, consumers and investors from home and abroad. In this way, DITF creates a horizon of business prospects, trade and investment linkages and fraternity among the participating countries.

I hope DITF-2012 would contribute significantly to the development of trade and commerce, investment and technological sophistication of Bangladeshi products.

I felicitate the participants from home and abroad, and wish the DITF-2012 a grand success.

Joi Bangla, Joi Bangabandhu
May Bangladesh Live Forever

Hasina
Sheikh Hasina

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Minister for Foreign Affairs
Government of the People's Republic of Bangladesh

Message

I am happy to learn that the 17th Dhaka International Trade Fair (DITF), organized jointly by the Ministry of Commerce and the Export Promotion Bureau, is going to commence on 01 January 2012. With an aim of boosting trade and investment, DITF has established itself as an important annual business forum over the years.

In this interdependent world trade has eventually emerged as an important means not only of fostering economic progress but also of developing relations among nations, bilaterally as well as multilaterally. Against the backdrop of relentless competition in international trade, diplomacy is increasingly taking on a pivotal role in ensuring market access and removing trade barriers to raise export.

The government under the leadership of Hon'ble Prime Minister Sheikh Hasina has attached utmost priority to revamping our diplomatic missions abroad in a bid to turn them business-friendly and also to make them able to cope with the emerging challenges of international trade. Missions are now putting their efforts in gaining market-access and promoting product diversification.

It is in the context that I believe the 17th Dhaka International Trade Fair will have a substantial impact on the expansion of our export and investment, and thereby make contribution to the economic development of the nation.

I wish the Trade Fair a good success.

Joi Bangla
Joi Bangabandhu

Dipu Moni
Dr. Dipu Moni, M. P

From The Desk of the
Vice-Chairman
Export Promotion Bureau

Message

As I look at the success of the previous events of Dhaka International Trade Fair (DITF) I feel proud to let you know that the month-long 17th DITF is being held successively amidst much enthusiasm and expectation at the advent of the New Year 2012.

As markets are globalizing and business activities are transcending national boundaries increasingly in this modern world, international trade fair has emerged as the widely recognized effective marketing and networking tool through match-making. An international trade fair plays multi-faceted role in expanding export markets by bringing about effective coordination between demand and supply of commodities. It helps in building supply capacity, familiarizing commodities, creating competition for newer commodities in accordance with the demand of markets, communicating ideas to develop commodities and make them competitive in terms of cost, quality & design and sometimes through transfer of technology. It also helps fabricate collaboration for boosting trade & investment as well as consolidating bond of friendship, goodwill and harmony amongst the participating countries.

Appearing as the biggest annual trade forum and even as a considerable entertainment and cultural source for the people in the country, DITF has been playing such effective role since its inception in 1995 for both local and foreign participants. Based on encouraging responses and enthusiasm found in the previous DITFs, I am confident that this year's event will create greater opportunity in a friendlier marketing and entertaining atmosphere for showcasing participants' increased services and wider range of commodities. It will also help project tremendous strides that Bangladesh has made in trade & investment as well as in information & communication technology.

Successful holding of this mega event is the outcome of collective efforts and cooperation of all public-private organizations including service providers and business community. On behalf of EPB, I would, therefore, express my gratitude to all of them and, of course, to the nucleus of DITF - the valued local and foreign participants.

Let me welcome you all to DITF-2012, and wish it a grand success in attaining its goal of expanding trade and investment in the country.

Shubhashish Bose
Shubhashish Bose



Winner of
National Export Trophy (Gold)
for consecutive 2 years

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