

Made in Bangladesh

A night of honouring export excellence



Six enterprises were honoured in five categories for their exporting excellence on Friday, 25 May 2012. The Awards Night of the 'HSBC Export Excellence Awards' took place in Dhaka amid presence of entrepreneurs, business leaders, diplomats, regulators, media and other opinion makers. Mr A M A Muhi – the Finance Minister – was Chief Guest of the event and Dr Atiur Rahman – Bangladesh Bank Governor – graced the occasion as Special Guest. Noel Quinn, HSBC's Group General Manager and Head of Commercial Banking Asia Pacific, was also present at the ceremony. Matur Rahman – Editor, Prothom Alo, Mahfuz Anam – Editor, The Daily Star and Adeb H Khan – Senior Partner, KPMG were also present at the ceremony.

The HSBC Export Excellence Awards 2011 has been all about showcasing the tremendous achievements in the export sector and honouring the entrepreneurs who endeavour tirelessly to craft a brighter tomorrow.

Over the past decades, Bangladesh's exporters have been the driving force behind the nation's economic prosperity; and the night was a fitting tribute – honouring those whose combined efforts have been steering us forward into the future.

The winners were selected by a panel of high-calibre independent jury which consisted of some of the most experienced and sage minds in their respective fields.

The awards giving ceremony was followed by a unique showcase event – seeking to display some of the most loved, most famous global brands which are made right here in Bangladesh. Starring the most popular and the high-street names from the global marketplace, every major sector in our nation's diverse export portfolio, starting from apparels right down to home textiles, footwear, jute, and bicycles was represented in this stylish homage to the 'Made in Bangladesh' mark.



HSBC Export Excellence Awards 2011

The house of lights

And a night to remember

This was the third edition of the HSBC Export Excellence Awards; launched three years ago, the programme aims to recognise exporters who demonstrate true excellence in their business and entrepreneurship while promoting the 'Made in Bangladesh' brand across the world.

The venue of the Awards Night was adorned in a theme representing the spirit of the programme – the best of 'Made in Bangladesh'. Guests walked in to be greeted by a beautiful display of Bangladeshi export products. Placed next to a showcase presentation of our major exports was the Hall of Fame – paying honour to each of the past winners of this coveted trophy. The trophy itself stood on a rotating platform, luminous in its glory and valour – shining for all to see. There was even a red carpet stage where eminent business leaders and other dignitaries came and shared their thoughts and feelings. Past this area was a beautiful ice sculpture of the HSBC logo – welcoming the guests into the main hall.

What followed was an unforgettable night. The masters of the ceremony – Mahmudur Rahman and Munmun Rahman – anchored the event and took the stellar line-up of eminent personalities through the evening's proceedings. The event started with speeches from Andrew Tilke – HSBC Bangladesh CEO, and Md Mahbub-ur-Rahman – the Bank's Head of Commercial Banking. These were followed by video presentations on Bangladesh's export voyage, the HSBC Export Excellence Awards journey, and a live interview with Dr Achim Berg from McKinsey's Germany office. Thereafter, a video tribute and a standing

ovation paid reverence to the late Samson H Chowdhury – an icon, a forerunner in Bangladesh's business, entrepreneurship and exports. This was followed by a stirring speech from the Managing Director of Square Group, Tapan Chowdhury, about his late father.

Then, it was time for what everyone was waiting for. It was time to unveil the winners. With video presentations on each of the winner's business and excellence, the names were announced, followed by the acceptance speech from the entrepreneurs. The Chief and Special guests – Mr Muhi, Dr Rahman – were joined by Noel, Andrew and Mahbub in the Awards presentation party – handing over the trophies to the winners.



The Jury

The meticulous process of adjudication

Finding the very best from among all the export heroes could not be a simple task, not even for the stellar jury board that featured some of the most senior and most respected economists, public officials, academics, and other specialists of our country. Hard and long deliberations went into finding the best from a large number of worthy nominations. KPMG, one of the world's largest audit and verification experts, were responsible for helping the jury members with in-depth research and insightful exploration of the nominee information. As the organiser, HSBC was not involved at any stage of the adjudication process.



Md Abdul Karim
Former Principal Secretary
Government of Bangladesh



Justin Davies
Director of Trade - Bangladesh
British High Commission Dhaka



Rokia Afzal Rahman
Chairperson
Bangladesh Federation of
Women Entrepreneurs



Dr Syed Ferhat Anwar
Professor
Institute of Business Administration
University of Dhaka



Sir Fazle Hasan Abed, KCMG
Jury Chairperson
Founder and
Chairperson, BRAC



Moazzem Hossain
Editor
The Financial Express



**Shitangshu Kumar Sur
Chowdhury**
Deputy Governor
Bangladesh Bank



Salahuddin Kasem Khan
Managing Director
A K Khan and Company
Limited



Mihad Kabir
Senior Partner
Syed Ishtiaq Ahmed and
Associates



Dr Mustafizur Rahman
Executive Director
Centre for Policy Dialogue

The champions of export excellence



Md Nurul Islam
Chairperson

Zaber & Zubair Fabrics Ltd
Winner in RMG and Textiles (Group A)

Zaber & Zubair exports home textile products all over the world. A 100% export oriented entity, the company sells to many diverse markets, including Europe, USA, Canada, Australia, Japan, India, Malaysia and China.



Asif Ashraf
Director

Urmi Group
Winner in RMG and Textiles (Group B)

Urmi Group exports woven garments and textile fabrics to markets across 3 different continents. The Group has a large and widespread distribution network representing some of the world's biggest brands.



Mohammad Sulaiman
Managing Director

Qualitex Group
Winner in EPZ Enterprise

Qualitex Group operates in the Chittagong Export Processing Zone, exporting world-class terry towels. They reach out to the world with their products that bear the biggest names in this segment.



Major General (Retired) Amjad K Chowdhury
Chief Executive Officer

PRAN Group
Joint winner in Traditional and Emerging sectors

PRAN Group is the largest agro-based food processor in the country and exports to over 80 countries worldwide. Having one of the largest food processing factories in Bangladesh gives them a distinctive edge.



Mahmudul Huq
Deputy Managing Director

Janata Jute Mills Ltd
Joint winner in Traditional and Emerging sectors

Janata Jute Mills Ltd turns Bangladesh's golden fibre – raw jute – into yarns and fabrics, and exports to over 15 international markets. The company has won many awards over the years.



Ziaur Rahman
Managing Director

Bay Footwear Ltd
Winner in Small and Medium Enterprise

Bay Footwear Ltd is a manufacturer of world-class footwear, exporting leather footwear to a number of international markets. Much of their raw materials are procured locally.

The trophy

A work of art by Hamiduzzaman Khan



A tribute to export excellence, the trophy has been crafted by eminent sculptor Mr Hamiduzzaman Khan. An *Ekshey Podok* winner and the Chairperson of the Department of Sculpture at the Institute of Fine Arts, University of Dhaka; Mr Khan has been a major force to reckon in the international arena of art and sculpture for decades. The golden trophy embodies growth and prosperity, while its curved shape and the rounded ends symbolise humility. The triangular window in the middle not only represents a window to the world, but also stands for one of the six triangles that make the HSBC 'hexagon'.



A showcase of pride

A homage to 'Made in Bangladesh'

In the end, through a fitting display of flair and splendour, the guests were treated to a unique showcase event – exhibiting apparels, shoes, accessories, winter wear, children's wear, home textiles, even bicycles – all 'Made in Bangladesh' and representing some of the world's most famous and most loved brands.

Aside from the models who carried the 'Made in Bangladesh' attire and accessories, the showcase event also featured a group of special showstoppers, including the first Bangladeshi to conquer Mount Everest Musa Ibrahim, national cricket heroes Nasir Hossain and Mahmudullah Riyad, rock 'n' roll legends Hamin Ahmed and Manam Ahmed, and actress-model Sadia Islam Mou. A group of lovely little kids showcased the "children's wear" segment – definitely outshining all the other models amid a roaring cheer from the audience. Blending artistic expression with our nation's proud and diverse export excellence, the event was truly one-of-a-kind.



Abul Maal Abdul Muhith
The Hon'ble Finance Minister
Government of The People's Republic of
Bangladesh

In 29 years' time, we have grown our export earning from USD 700 million to over USD 25 billion today. For our exporters, in my belief, sky is the limit. The more difficult the challenges are, the more determined our entrepreneurs and our workers turn into. The Bangladesh story, therefore, is one of resilience and determination.



Dr Atiur Rahman
Governor
Bangladesh Bank

Over the past decades, Bangladesh has placed itself as a leading player in apparels and textiles exports. Despite many challenges and obstacles, the sheer dynamism of our entrepreneurs has made it possible. The other non-textile, non-apparel export sectors are also experiencing this momentum. The drive and resilience demonstrated by Bangladeshi entrepreneurs, even during the height of the global financial crisis, is really commendable.



Noel Quinn
Group General Manager and Head of
Commercial Banking Asia Pacific, HSBC

The quality of business thinking, leadership, process, execution and products process in Bangladesh is really world-class even when compared to the rest of the world. Bangladeshi entrepreneurs are humble in their achievements and strong in their principles and ethics. At the centre of HSBC, we put our values and our relationship with customers more closely than anything else.



Andrew Tilke
Chief Executive Officer
HSBC, Bangladesh

The HSBC Export Excellence Awards provide an opportunity for us to recognise and celebrate the success of those entrepreneurs who demonstrate true excellence in their export endeavours. International trade is, and always has been, a key factor in enabling economic prosperity – throughout HSBC's history, we have always been where growth is and we are proud to be a partner in the growth journey of businesses in Bangladesh.



Md Mahbub-ur-Rahman
Head of Commercial Banking
HSBC, Bangladesh

The wonderful thing about our exporters is that they not only seize opportunities and explore the potential, but also seek out new destinations and new markets – willingly, proactively and vigorously. I believe it's not too far away when Bangladesh will be a Trade Surplus economy by dint of the hard work, determination and innovation of our entrepreneurs.



Dr Achim Berg
Principal in McKinsey's Frankfurt office and
Co-leader of McKinsey's Apparel, Fashion &
Luxury Practice

Bangladesh has a very good starting position. We recognised strong demand and interest from all around the globe for sourcing from Bangladesh. 9 out of 10 people we interviewed for our research mentioned Bangladesh as one of the sourcing hotspots of the future.

Strategic Partners



Event Partners



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