

Message from the President of BGCCI



Bangladesh German Chamber of Commerce & Industry

sion is to promote the bilateral trade relations and portray a positive image of Bangladesh.

Business is based on trust. From a macro perspective, we welcome free and fair elections in Bangladesh. Strikes or "hartals" are a fundamental democratic right. But strikes should not be



misused to be violent and harm the business sector.

Bangladesh is an "EMERGING MARKET" and has achieved a lot. Today Bangladesh is the second biggest RMG hub world-wide. It is our mindset, which determines if we acknowledge shortcomings and look for a solution. If we gain trust and brand Bangladesh positively. At the same, we should ask ourselves if we do like to be victimized and talk

bad about our country.

Keeping the victims and their families of the Rana Plaza tragedy and Tazreen Fashion factory fire in our mind, our chamber continues to work in the field of compliance, Corporate Social Responsibility, and vocational training. We can see a positive shift that the development sector and the private sector work more together.

BGCCI is looking forward to create more business, more jobs and a better work environment and Branding Bangladesh. I would like to thank the BGCCI Executive Board, our Executive Director and Brand Ambassador Daniel Seidl, our advisors and the Association of German Chambers of Commerce and Industry for all their hard work. Further, I would like to thank the German Embassy, GIZ, KFW, DEG, KAS, FES, FNS and Goethe Institute. Last but most important: Thanks to all our Members.

Abu Sakhawat
Managing Director, Robintex Group

SPORTS WITHOUT BORDERS

International sports promotion of the Federal Foreign Office



REPRESENTING the essential values of fairness, tolerance and peaceful competition, the International Sports Promotion of the German Government is a global success story. As sports can build bridges across ethnic, cultural and political divides, the Federal Foreign Office and its partners, a range of associations, trainers' schools and even a university, have supported more than 1,300 sporting projects in 100 countries during the past 50 years. "On the Move - Overcoming Borders" - this is the slogan for promoting sports globally. It aims at utilizing the positive effects of sports to weaken stereotypes, strengthen minorities and thus also contribute to international understanding.

As instruments of our policy for peace, over 50 short-term sports projects per year in 30 countries receive support, contributing to conflict prevention and conflict resolution around the world. Additionally, there are long-term

Children are being introduced to athletics in a child-oriented manner under the Kid's Athletics Project. Under this programme, mixed teams of boys and girls compete in the disciplines of sprint, endurance run, long jump and long throw.

projects in several countries that run for two to four years. In Bangladesh, the German Foreign Office realised a football event on the occasion of the world cup in 2010. The project took place in Teknaf and Ukiaj, two of Cox's Bazar's poorest upazilas. Children from community schools of the refugee camps in Kutupalong, Nayapara and Lada site were provided with original football jerseys, balls and goal posts, and have since enjoyed spending a share of their free time playing soccer.

Overall, German sports promotion covers a wide range of disciplines in both amateur and professional sports. It also addresses specific target groups such as young people, women and the disabled. Furthermore, there are projects supporting development and expansion of organizational structures or sporting venues.

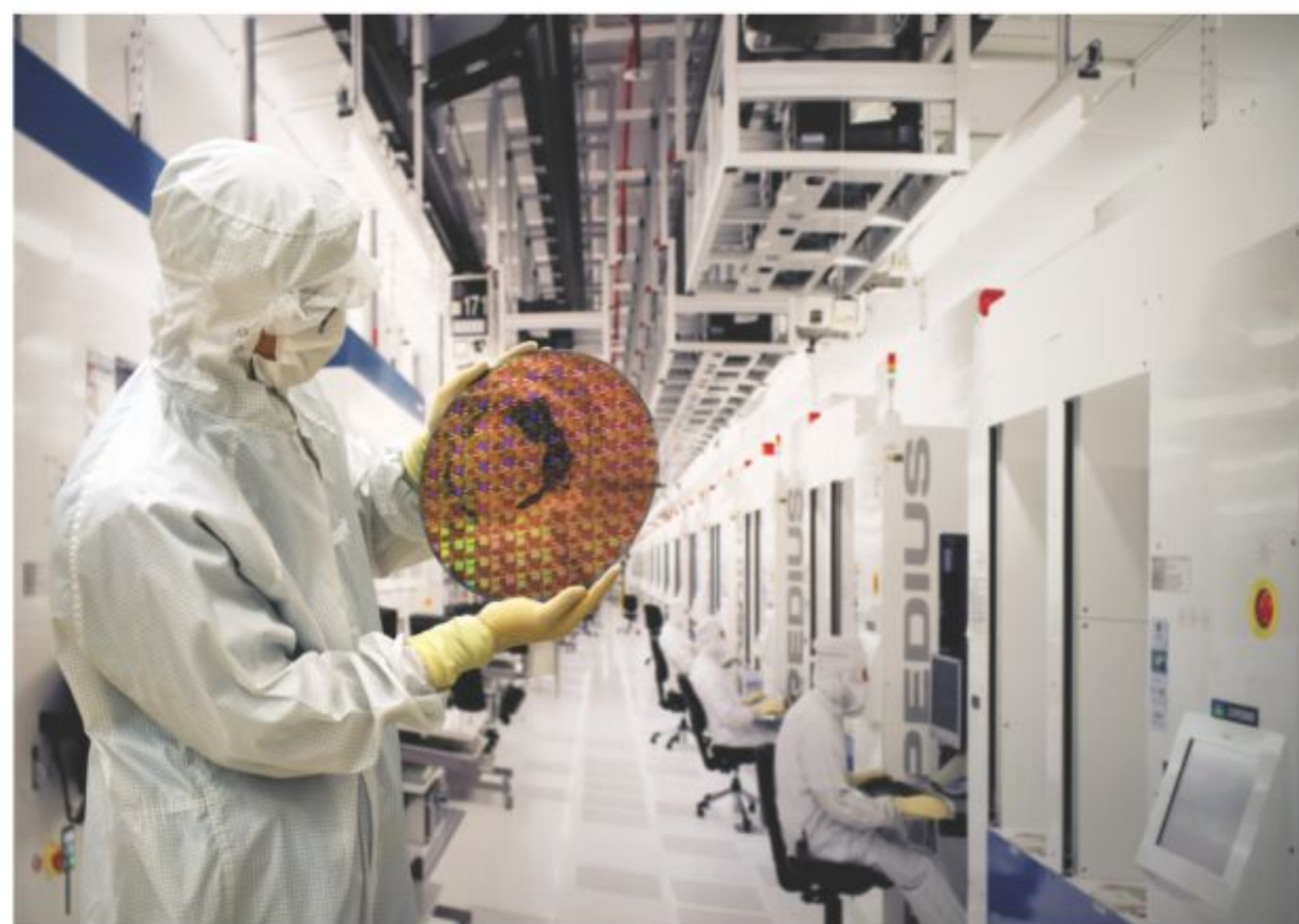
The struggle against doping and violence in everyday life is part of our projects, as examples in India and Honduras demonstrate. In New Delhi, German sports' scientists assisted in training staff at a World Anti-Doping Agency (WADA) accredited chemical laboratory.

In yet another programme, children are being introduced to athletics in a child-oriented manner under the Kid's Athletics Project. Under this programme, mixed teams of boys and girls compete in the disciplines of sprint, endurance run, long jump and long throw. These lively competitions focus on team spirit and fairness.

Environmental aspects are taken into account as well: German sports experts involved in building sustainable athletics structures in developing countries focus on assembling the necessary sporting equipment with their local colleagues on the spot.

The famous soccer clubs of Germany play their role in the Foreign Office's International Sports Promotion too. In 2010, Bundesliga clubs Bayern München, Werder Bremen and Hertha BSC, supported by the renowned German sports ware manufacturer PUMA have donated soccer equipment to primary schools for the less-privileged in Dhaka.

Germany: Land of ideas



THROUGHOUT its history, Germany has always fostered innovative thinking, promoted science and research and developed high-tech industries. Constant innovation is of the essence for an export oriented country in order to stay competitive in today's fast changing and often volatile global environment. Germany may have the edge on most of her established or newly emerging competitors, but nothing can be taken for granted.

The Federal Government has therefore launched the "High-Tech Strategy for Germany". Ground-breaking research projects are being initiated, innovations are being funded, and

The great challenges of our time require immediate attention. German industry is focusing on innovations in the areas of health, climate and resource protection, energy, mobility and security.

state-of-the-art technologies are being developed to market maturity. This initiative helps creating markets with great potential for growth as well as internationally competitive advantages. We want cutting-edge technology "made in Germany" to confirm our reputation time and again.

The great challenges of our

time require immediate attention. German industry is focusing on innovations in the areas of health, climate and resource protection, energy, mobility and security. Furthermore, nanotechnology, micro systems technology and biotechnology are important drivers of innovation. They all contribute to a more sustainable use of the world's limited natural resources. A carefully targeted research and innovation policy will not only ensure continuous international competitive advantages for Germany's economy. It is also well suited to global development as laid down in the Millennium Development Goals.

Germany's economy is in good shape. In recent years, energy and environmental as well as medical and automotive technologies from Germany have done very well on the international markets. We are engaged in fostering our IT-sector and providing incentives for start-ups in an innovative business environment. The Federal Government is determined to enhancing existing strengths and ensuring that international demand for products, technologies and services "made in Germany" will continue to be as high in the future as it has been in the past.

SAP

Gold Partner

Congratulations

to the Government and people of Germany on your Day of German Unity.

Linde - ideas become solutions.

www.linde.com.bd

Warmest felicitation on the day of German Unity.

Just let your heart and mind rule together.

The C-Class. Now starting from BDT 82 Lac
Also Available With 'STAR Velocity'

50% Now / 50% Later

Owning a Mercedes-Benz has just become easier than ever. Now you can own a C-Class by paying 50% down payment and the rest over 1 year. This offer is for limited time only. Visit our showroom today.

Mercedes-Benz
The best or nothing.

Join us on Facebook.com/Mercedes-Benz.Bd

#RANCON MOTORS LIMITED

Tel.: 01713142101, 01713142098

Power can illuminate more than just homes.

Siemens answers for bulk power transmission over long distances is ensuring a brighter future for the country.

siemens.com/answers

COMMERZBANK