

Constitution Day of Denmark



The Daily Star

SPECIAL SUPPLEMENT

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Ambassador's Message



IT is a privilege and an honour to address you, the people of Bangladesh, on this important date in the history of Denmark. The 5th of June marks the historic day in 1849 when King Frederik VII signed Denmark's first constitution. Since then all amendments to the constitution, for instance women's right to vote back in 1915, have entered into force on the 5th of June.

The 5th of June is the day we celebrate our democracy – not only as a political system but as a way of life. Democracy is at the core of Danish society and the constitution is the bedrock. International comparative surveys have ranked Denmark in the top on indicators such as transparency in the political system, freedom of speech and freedom of press. Most Danes will agree that these virtues can be attributed to our robust democratic system.

Denmark was among the first countries to recognise Bangladesh as an independent country. It is inspiring to see how far Bangladesh has come; from a new nation born out of war in 1971 to a country with impressive growth rates, remarkable social progress and the prospect of becoming a middle-income country in the near future. This is the result of the hard work and dedication of the people of Bangladesh and an achievement to be proud of.

Our strong partnership is the result of a close collaboration between Denmark and Bangladesh for over 4 decades. Denmark and Bangladesh have much to gain from continuing and further strengthening this strong partnership.

"Green Growth" is one of the areas where there is potential for even closer cooperation. Denmark is already a "green country". More than 20 percent of Denmark's energy already comes from renewable energy and the goal is to reach 100 percent by 2050. The expertise that we have developed in areas such as bio energy, water management, wind power and clean tech has turned us into one of the leading nations in renewable energy. Denmark has just been awarded the international Energy Efficiency Visionary Award in Washington. Creating a green and sustainable society is a key goal for Denmark. We are ready – and happy – to share our experiences and knowledge with Bangladesh. Green and sustainable growth is the only way forward if we all want to prosper, also in the long-term.

The Danish Embassy in Bangladesh – under the green growth banner – is giving top priority to creating more synergy between private sector and development efforts through transfer of technology and know-how. There is growing interest from Danish companies to do business in Bangladesh. Two weeks ago, a "green growth" trade delegation of 21 Danish companies came to Dhaka to discuss with local companies the potential for mutually beneficial partnerships. I can only encourage the Bangladesh Government to continue the efforts of further improving the enabling environment for doing business in Bangladesh, which will attract more foreign direct investments and create growth and jobs. Foreign companies are definitely interested.

I am convinced that the warm relations between Denmark and Bangladesh will become even stronger over the coming years. Together we have already come a long way and we still have many things to learn from each other.

If you want to learn more about Denmark in Bangladesh, please join the 196,000 likes on our Facebook site www.facebook.com/AmbDhaka. We would be happy to hear your thoughts and comments on our work in Bangladesh.

Hanne Fugl Eskjær
Ambassador of Denmark to Bangladesh

Denmark and Bangladesh – a strong partnership

DENMARK was among the first countries to officially recognise Bangladesh following Independence in 1971. Bangladesh was then one of the poorest nations in the world and on the verge of humanitarian disaster. Today, a little more than 40 years later, Bangladesh has emerged as a country that enjoys impressive economic growth and remarkable social progress.

Bangladesh has been a chief recipient of Danish development assistance since Independence. Together Denmark and Bangladesh have come a long way over those years, moving from a more traditional donor-recipient relationship to a strong partnership based on mutual interests. Poverty reduction and promotion of human rights and democracy have always been – and will remain – the overriding principles of our long-standing cooperation.

The partnership between Denmark and Bangladesh has expanded over the years to include a strong focus on commercial cooperation. Denmark has for many years been active in promoting growth and development in Bangladesh through trade and business. Denmark has a number of business instruments at hand in Bangladesh – one of the oldest and most successful is the Danida Business Partnership Programme (DBP) that brings together Bangladeshi and Danish private companies. More than 100 different partnerships have been established since the programme was initiated, creating jobs and prosperity in Bangladesh through transfer of knowledge and technology from Danish to local companies. Denmark is also putting more and more emphasis on integrating private sector into development programmes, using the know-how of Danish compa-



nies to address key challenges in Bangladesh in areas as renewable energy and water resource management.

The span of Denmark's cooperation with Bangladesh is extensive, ranging from innovative business partnerships that bring new solutions to farmer field schools that benefit millions of people in rural Bangladesh.

Farmer Field Schools help feed 3 million Bangladeshis



DANIDA has also supported Farmer Field Schools since 2006. The schools – established in rural areas all over Bangladesh – help poor and landless farmers increase the total profit of their crop. Farmers attending the schools have learned about more effective methods of cultivation, production and marketing, and they have been taught about nutrition and hygiene. To this day, more than 800,000 farmers have gone through training at Farmer Field Schools. Overall, more than 3 million people – the farmers and their immedi-

ate families – have benefited from the project. They make more money on their crops, eat better and are in better health than before. The project has reached even further as some of the participating farmers shared their experiences and knowledge with other farmers outside of the Farmer Field Schools.

Not only did most farmers increase their total yield, they were also able to sell more fish and chicken as well as earn more on their products. Overall, the annual income of families rose by 38 percent. This increase also affected other parts of society as the farmers were

Make the problem a solution

An innovative business approach to wastewater

DANIDA is currently supporting Pure H2O, a Danish company that collaborates with several Bangladeshi partners. Pure H2O together with Navana Group, OEKO-TEX and BSR (HER Project) works on cleaning wastewater from the garment industry. With a strong CSR approach the partners are setting up a water filtration unit within OEKO-TEX (a garment factory) that will make it possible to reuse the wastewater from the garments production to provide clean drinking water to the workers. With this project Bangladesh is leading the way in addressing the global problem of a pollution arising from the textile production. The project at the same time addresses one of Bangladesh' major challenges: clean drinking water.

same time improving the living conditions for garment workers and the local community.

Heartiest congratulations to the people of Denmark on the occasion of the Danish Constitution Day

We express our sincere thanks and appreciation to the people of Denmark for their relentless support in the technological advancement of Bangladesh



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House # 76/A [3rd Floor] · Road # 11 · Banani · Dhaka 1213 · Bangladesh
www.graphicpeople.net | www.softwarepeople.biz

Novo Nordisk®

Since 1972- Dependable Partner of Diabetic Association of Bangladesh

Diabetes has become an alarming global problem in recent years. In Bangladesh, diabetes is particularly a daunting challenge, with more than 12% of the adult population affected by diabetes or prediabetes. Nearly half of the population with diabetes is undiagnosed. Among those with diabetes, only 1 in 3 people is treated and roughly 1 in 13 achieves treatment targets.



In developing countries, rising diabetes rates present enormous challenges to poverty eradication and economic development. In Bangladesh, Novo Nordisk works with local partners to improve health for millions of people. As a result of efforts to strengthen healthcare quality, diagnosis and treatment rates are improving. These efforts create value both for the Bangladeshi society and for Novo Nordisk.



Novo Nordisk act as a partner, knowledge resource and facilitator for policymakers and health organisations worldwide to drive change at the highest levels. Through Changing Diabetes® and Changing Possibilities in Haemophilia® Novo Nordisk initiatives, studies and programmes aim to raise awareness about the psychosocial effects of living with non-communicable diseases, train healthcare professionals and improve access to adequate healthcare for people with chronic conditions wherever they may live. Overleaf, many programmes and activities that Novo Nordisk carry out in partnership with governments, organisations and individuals all over the world. On promises in Bangladesh, Novo Nordisk has 50 years of glorious contribution for the diabetic population.

As a leading healthcare company specialising in diabetes care, Novo Nordisk has a responsibility to fight the diabetes pandemic and an opportunity to serve the millions of people who live with diabetes today. With a broad portfolio of treatments, a strong pipeline and a determination to go beyond medicine and advocate for better diabetes prevention and care worldwide.

Beyond Medicine



Novo Nordisk always strive to make insulin accessible for more people living at the base of the economic pyramid and continue to offer human insulin at very low prices in developing countries like Bangladesh. "Access to health is a human right, and Changing Diabetes® is Novo Nordisk's response to the global diabetes challenge. Novo Nordisk has set a long-term global target of providing quality diabetes care products to 40 million people by 2020. It builds on the belief that the way in which the company addresses a global health issue must be linked to its commercial offering; otherwise it is not sustainable in the long term. Today, Novo Nordisk provides diabetes care products to more than 24 million people.

In Bangladesh, every 6 patients out of 10 are being treated with Novo Nordisk Insulin. Very recently, Novo Nordisk Bangladesh launches the new generation Ultra-Long acting insulin for the treatment of type-1 & type-2 diabetes patient in Bangladesh.

Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care and dedicated research into proteins. The company also hold leading positions in haemophilia care, growth hormone therapy and hormone replacement therapy. Novo Nordisk employs approximately 40,000 employees in 75 countries, and markets its products in more than 180 countries.

changing diabetes®

