

# Daylong summit to focus on digital marketing

STAR BUSINESS DESK

Bangladesh Brand Forum will hold a digital marketing summit on September 20 to inspire and share the know-how of online marketing, organisers said in a statement yesterday.

The daylong summit has been designed with key-note sessions of world renowned digital marketing experts and three insightful panel discussions, at Radisson Hotel in Dhaka.

The Digital Marketing Summit 2014 is going to present Michael Leander, international speaker on digital marketing and chief executive of Michael Leander Company, and founder and chairman of Markedu, as a key-note speaker.

Leander has more than 20 years of direct marketing experience -- digital marketing since 1995 -- and has experience in every part of direct and interactive marketing. He will present a keynote on 7 Elements to Create Successful Digital Presence.

Manan Mehta, senior vice-president and head of business of Razorfish from India, a global digital space agency, will also attend. Also, Iraj Islam, co-founder of NewsCred, will be speaking.

Mehta also has extensive advertising experience across brands. Prior to Razorfish, he was



Michael Leander



Iraj Islam



Manan Mehta

managing partner and founding member of India's celebrated creative agency Taproot India. Before Taproot, he worked with Leo Burnett India in multiple capacities.

Iraj Islam is a serial entrepreneur, software engineer and product designer. Raised in Sweden, Iraj ventured back to his homeland Bangladesh where he co-founded NewsCred in 2007, which between 2007 and 2014, raised more than \$40 million from top-tier Silicon Valley VCs and is today the world's leading content marketing platform.

Islam was named one of Sweden's top three

entrepreneurs by Swedish magazine Internet World in 2006. He was also named in the Silicon Alley 100 2012 by US publication Business Insider.

The daylong summit will start at 9am and continue until 6pm. The summit is co-sponsored by VU Mobile, and supported by BASIS and A2i as partners, Weable as social media partner, Masthead PR as PR partner, Strategieek as digital marketing partner, Aamra as IT partner and Independent as TV partner.

There will be three panel discussions: mobile advertising, digital marketing and storytelling in a virtual world.



LIONS CLUB

Sheikh Kabir Hossain, past international director of Lions Club International, presents an award to Farzana Chowdhury, managing director of Green Delta Insurance, at a women's symposium organised by the club in Dhaka recently.

## Bangkok Air to increase regional flights

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Bangkok Airways will launch new services and add frequency to its regional and domestic routes to enhance and strengthen the airline's domestic reach and connections to ASEAN countries like Thailand, which will enter ASEAN Economic Community (AEC) in 2015.

The new series include three weekly flights on Chiang Mai-Mandalay route, four weekly flights on Chiang Mai-Yangon, two weekly on Chiang Mai-Udon Thani and a daily flight on Chiang Mai-Phuket, the airline said in a statement yesterday.

The new flights will begin operations on October 26 onwards and are now open for booking, according to the statement.

Bangkok Air will also increase one daily flight each to its current repertoire of three Bangkok-Krabi flights from October 26, and Bangkok-Chiang Rai from this November.

At present, Bangkok Airways has code share agreements with other airlines including: EVA Air, Etihad Airways, Air Berlin, Air France, KLM Royal Dutch Airlines, SilkAir, Finnair, Malaysia Airlines, Japan Airline, Cathay Pacific Airways, British Airways, Qatar Airways and Qantas, it said.



AIRTEL

Rajnish Kaul, chief operating officer of Airtel, inaugurates an Airtel Experience Centre in Paltan, Dhaka yesterday. Rubaba Dowla, chief service officer, was also present.

## ICB AMCL Islamic Mutual Fund to become open-end scheme

STAR BUSINESS REPORT

ICB AMCL Islamic Mutual Fund will be converted into an open-end scheme from its existing closed-end nature after the fund's tenure ends this year.

The trustee committee of the fund took the decision for transformation, according to a web posting on the Dhaka Stock Exchange website yesterday. Prior to conversion, regulatory permission from the Bangladesh Securities and Exchange Commission and also consent of at least three-fourth unit holders through an extraordinary general meeting (EGM) will be sought.

The date, time and venue of the EGM will be announced later, ICB Asset Management Company, the manager of the fund, said. The ICB AMCL Islamic Mutual Fund will complete its ten-year tenure on December 28, and as per regulatory directive of 2009, the fund will be redeemed, delisted from the stock exchanges.

## Race intensifies in bike market

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Meanwhile, two Indian motorcycle manufacturers -- Hero MotoCorp and Bajaj Auto -- have already announced their plans to set up motorbike factories in Bangladesh by forging partnerships with local companies.

Hero MotoCorp, India's largest motorcycle maker, will set up a manufacturing plant in Jessore by 2015 in a joint venture with local Nitol Niloy Group and invest \$40 million in five years. Uttara Group, Bajaj Auto's local assembler, is set to build a plant at a cost of Tk 150 crore by June next year.

Bangladesh has seen its economy expand at an annual rate of 6 percent over the past few years, while per capita income is close to \$1,200 -- seen necessary for motorbikes to be widely adopted.

The market for motorbikes is expected to expand from the current two lakh units to five lakh units in fiscal 2020, the report said,

adding that Honda now sells only 10,000 bikes a year in Bangladesh.

In September 2012, Honda set up a joint venture -- Bangladesh Honda Private Ltd (BHL) -- with state-run Bangladesh Steel and Engineering Corporation (BSEC).

The BHL began local assembling of the popular Honda CD80 in October last year. Honda owns 70 percent of the BHL, while the rest is controlled by the BSEC.

Under the joint venture, a factory with a production capacity of 80,000 units a year has been set up in Gazipur with an investment of Tk 61 crore.

In fiscal 2013-14, the assemblers and manufacturers together sold around two lakh motorcycles, up from 182,764 units the previous year, according to industry people.

Bajaj, Hero, Walton, Runner, TVS and Yamaha are the leading two-wheeler brands in the country.

## Govt to launch website on foreign aid

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"This will also enable us to standardise reporting, improve reliability and make the collected data easily accessible to all."

ERD has already sent out a formal request to donors to enter data in AIMS on their ongoing projects.

A number of development partners including the World Bank, Asian Development Bank, the United Nations, the European Union and Japan International Cooperation Agency have already done so.

Also at yesterday's meeting, the ERD unveiled a roadmap for the next Joint Cooperation Strategy, to be signed next year between the government and its development partners for the period of 2015 to 2020.

The planned JCS, which is being formulated by the ERD, will be aligned with the government seventh Five Year Plan to ensure appropriate support in implementing it, Mejbahuddin said.

It will also focus on achieving the post-2015 development agenda and sustainable development goals, while also

emphasising on the quality of aid rather than the quantity.

The scope for a greater role of the private sector in development cooperation will also be explored, while focusing on other source of development financing including remittances, domestic resources.

Furthermore, it will provide additional space for enhanced cooperation with the emerging donors, while also facilitating the policy platform for increased voice of civil society organisations.

The planned approach and development strategy of the country's upcoming Five-Year Plan was also shared at the meeting, where the progress made by the planning ministry in streamlining the government's project approval process was reviewed as well.

The meeting also formally announced Janina Jaruzelski, mission director of USAID in Bangladesh, as the new LCG plenary co-chair.

Cabinet Secretary M Musharraf Hossain Bhuiyan and UN Resident Coordinator in Bangladesh Neal Walker also spoke.

## Canadian activists urge their govt to support Rana Plaza victims

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In contrast, a number of US and European companies or their foundations that had no relations with factories in the Rana Plaza building have contributed to the fund.

In June, seven European governments -- the UK, Germany, France, Italy, Spain, the Netherlands and Denmark -- released a joint public statement calling on retailers and brands in their respective countries to donate generously to the fund.

They also urged the Bangladesh government and industry associations to increase their contributions and ensure public accountability.

The trust fund awarded \$1.37 million (around Tk 10.79 crore) last month to the first batch of 332 victims of the building collapse, said Srinivasa Reddy, country director of ILO in Bangladesh.

Earlier, in April, victims and the dependants of the deceased were given Tk 50,000 each to help them get by for now and open bank accounts, which exhausted \$2 million from the \$17.9 million fund collected so far.

The compensation process is being delayed for a failure of many retailers in contributing their committed amounts to the fund within the deadline of April 24, the first anniversary of the accident that claimed 1,138 lives and injured thousands.

A departed victim's family will receive Tk 29 lakh and a permanently disabled person Tk 42 lakh as compensation, according to an estimate by IndustriALL Global Union and ILO.

## Contract manufacturing brings new hope for pharma companies

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Pharmaceutical companies, now 257, meet 98 percent of the local demand for medicines. Local companies enjoy 80-85 percent of the growing domestic market of nearly \$1.5 billion, according to industry estimate and data from IMS, a US-based organisation.

Bangladeshi drug makers also export, which is rising. "Local companies are making good progress in their own humble way," said Abdul Mukhtar, general secretary of the Bangladesh Association of Pharmaceuticals Industries.

He urged the government to speed up the establishment of Active Pharmaceutical Ingredient Park and increase manpower at the Drug Administration so that the authority can supervise the sector properly.

## Cost of govt projects rises 42pc

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"How much employment the projects have been generating and how much the GDP is increasing also have to be considered." Mikio Hataeda, Jica's chief representative in Bangladesh, said the government will have to pay attention to project implementation right now to make Bangladesh a middle income country by 2021.

There is no alternative to improving government investment management for this, Hataeda said.

Sayedul Haque, joint chief of the Planning Commission, and Toshiyasu Kato, team leader of the "strengthening public investment management system" project, presented a keynote paper at the programme.

The steps of formulation of the projects have to be expedited to achieve the project's overall goal, Haque said.

## Bangladesh to join Asian Infrastructure Investment Bank

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Atiur Rahman, Bangladesh Bank governor; Mahbub Ahmed, senior secretary to the finance division, and M Aslam Alam, bank and financial institutions division secretary, were also present at the meeting.

The plan of forming the bank was first announced by Chinese President Xi Jinping and Premier Li Keqiang during their visits to southeastern Asian countries in October 2013.

The finance ministry of China in a state-

ment in July this year said the proposed bank would have a capital of \$50 billion, to be paid by its members.

The bank would have a mandate to fund infrastructure projects in the region, complementing the work of other such entities, like the Asian Development Bank.

It also said the bank will mainly focus on infrastructure construction in Asia to promote regional connectivity and economic cooperation.



UTTARA MOTORS

Matiur Rahman, chairman of Uttara Motors, attends the company's annual dealers' conference in Cox's Bazar recently. Manish Singh Rathore, general manager of Bajaj Auto, was also present.



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Ref: IFB No. 01/PGCB/Sec(Design&QC)/2014/3512 dated 19 June, 2014  
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The deadline for submission of Bids for the above work is hereby extended from 21 September, 2014 at 11:00 am Bangladesh Standard Time (BST) to **14 October, 2014 at 11:00 am BST.**

All other terms and conditions for the above Bidding Document shall remain unaltered.

(Md. Ashraf Hossain)  
Company Secretary

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