

# 5th HSBC Export Excellence Awards



## Awards Night – Celebrating the Shining Stars

Recognising Bangladesh's Excellence in Export

The most notable players in Bangladesh's export sector convened at the Radisson Grand Ballroom on 31 October 2014 to celebrate the remarkable achievements and excellence of five exporters. The illustrious winners were celebrated in the presence of some of the country's leading entrepreneurs, diplomats, regulators, media and other dignitaries. Mr Abul Maal Abdul Muhith - the Honourable Minister of Finance, Government of the People's Republic of Bangladesh, graced the event as the Chief Guest while Dr Atiur Rahman, Honourable Governor of Bangladesh Bank, attended as Special Guest. Also in attendance were Francois de Maricourt, Chief Executive Officer of HSBC Bangladesh and Bhuvnesh Khanna, Country Head of Commercial Banking of HSBC Bangladesh.

The significance of the HSBC Export Excellence Awards lies in the efforts to showcase the tremendous achievements of Bangladesh's exporters. The overarching theme of this year's ceremony was "When you shine, Bangladesh shines brighter" - owing to the persistent achievements and shining success of the exporters who have helped make Bangladesh shine brighter in the international arena. This year's ceremony was a fitting celebration of the resilient exporters making the most of global opportunities and striving to achieve an ideal balance between growth and sustainable development.

The winner of this year's awards were selected by a distinguished jury panel - each

member having proved themselves crucial in their respective fields. This year, the illustrious panel comprised of economists, entrepreneurs, regulators, business leaders and some of Bangladesh's prominent thought leaders - all possessing the expertise to determine the deserving recipients of the 5th HSBC Export Excellence Awards.

The 5th HSBC Export Excellence Awards' was facilitated by three strategic partners. Prothom Alo and The Daily Star extended their support in strategic planning and insight. Bangladesh Brand Forum supervised the adjudication and verification process along with coordinating the nomination process and other administrative tasks.



### The Jury Recognising the Shining Stars

Each year the nominees of the HSBC Export Excellence Awards are determined by a distinguished jury panel - each member having proved themselves indispensable in their respective fields. The illustrious panel comprised of economists, entrepreneurs, regulators, business leaders and some of Bangladesh's prominent thought leaders - all possessing the expertise to determine the deserving recipients of the HSBC Excellence Awards. It is fitting that such an accomplished jury panel has selected the commendable winners of the 5th Export Excellence Awards - the outstanding enterprises of Bangladesh, showcasing excellence in the export sector in 2013. HSBC Bangladesh was not involved at any stage of the adjudication process.



**Dr Mohammed Farashuddin**  
Chairman  
Pay & Services Commission  
Former Governor, Bangladesh Bank



**Jalal Ahmed**  
Additional Secretary  
Finance Division  
Ministry of Finance  
Government of the People's Republic of Bangladesh



**Shamim Ul Haq**  
Managing Director  
Maersk Bangladesh Limited  
President  
Nordic Chamber of Commerce & Industry in Bangladesh



**Rokia Afzal Rahman**  
President  
Metropolitan Chamber of Commerce and Industry (MCCI)



**Md Abdul Karim**  
Managing Director  
Palli Karma-Sahayak Foundation (PKSF)



**Nihad Kabir**  
Senior Partner  
Syed Ishtiaq Ahmed & Associates



## The winners of 5th HSBC Export Excellence Awards



**Mohammed Abdul Quader**  
Deputy Managing Director  
**DBL Group**  
Winner in RMG and Textiles (Group A)  
DBL Group is one of the largest 100% export oriented composite knit garments and textile manufacturers in Bangladesh. Its products are exported to more than 45 countries in the world including Germany, Sweden, Spain, United Kingdom, Canada, USA, Japan, Brazil, India and China. DBL was established in 1991. This is the third HSBC Export Excellence Awards for DBL Group.



**Mahub Alam**  
Vice Chairman  
**Epyllion Group**  
Winner in RMG and Textiles (Group B)  
Established in 1994, Epyllion is renowned for its high quality products and efficient management. Epyllion exports to more than 10 countries including Germany, UK, Netherland, Sweden, France, USA, Mexico and India.



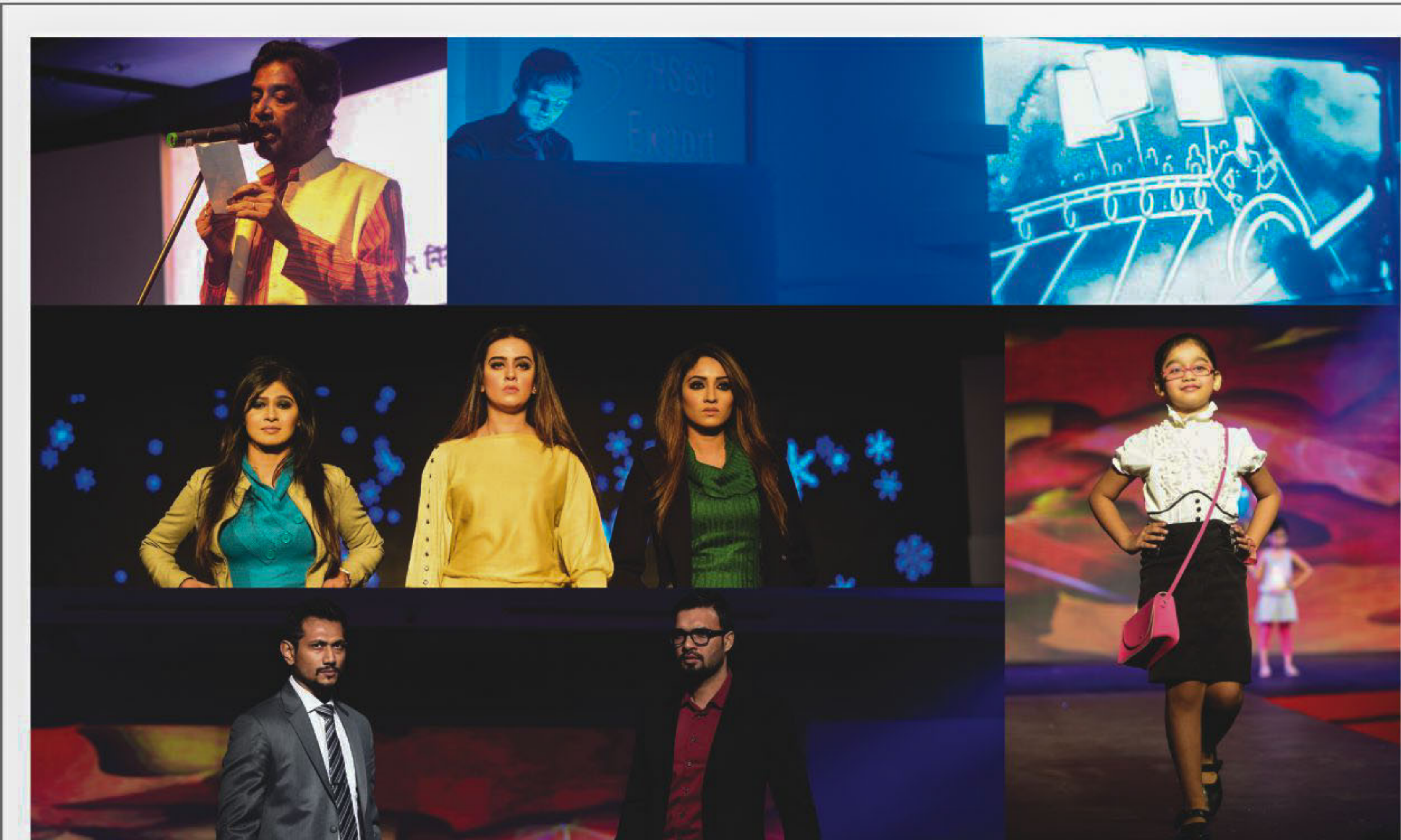
**Syed M Tanvir**  
Director  
**Pacific Jeans Group**  
Winner in EPZ Enterprises  
Pacific Jeans Group is specialised in producing premium quality jeans and casual wear products. Operating from Chittagong EPZ, the enterprise currently exports to more than 25 countries including Japan, USA, China, Korea, UK, Singapore, Taiwan, Canada, Hong Kong and France. Pacific Jeans was established in 1984. This is the third HSBC Export Excellence Awards for Pacific Jeans Group.



**Saiful Islam**  
Managing Director  
**Picard Bangladesh Limited**  
Winner in Traditional and Emerging sector  
A pioneer in producing consumer leather goods, Picard exports its products to more than 20 countries including Germany, Italy, Lithuania, Australia, Singapore and Japan. Picard Bangladesh was established in 1997.



**Abdul Hamid**  
CEO  
**AgroKagri Commodities**  
Winner in Small and Medium Enterprises  
Based in Chittagong, AgroKagri Commodities exports potatoes to many countries including Malaysia, Singapore, Brunei, Sri Lanka, Senegal and China. The enterprise was established in 2011.



### Shining Brighter than Ever

#### The showcase of resilience, passion and excellence

Every year HSBC Export Excellence Awards brings new and creative elements to its ceremony while staying true to its goal of honouring the exporters of Bangladesh. This year, a unique art form was presented by the remarkably talented and an internationally acclaimed sand artist, Rahul Arya. His Sand Art performance portrayed the story of how the achievements of an individual can lead to the achievements of an entire nation. The renowned elocutionist Jayanta Chattopadhyay recited the poem "Durmor" by Sukanta Bhattacharya depicting the indomitable spirit of Bangladesh. A fashion show was also presented showcasing the diverse RMG export products "Made in Bangladesh".

### The Trophy

A work of art by Hamiduzzaman Khan



A symbol of progress and achievement, the beautiful trophy of HSBC Export Excellence Awards was designed by the talented sculptor, Professor Hamiduzzaman Khan. Hamiduzzaman Khan has an impressive and expansive portfolio in the international arena of art and sculpture. The triangle at the heart of the trophy signifies growth and prosperity while the globe at the top represents the world that is being explored by our relentless exporters. Each of the trophies has been hand made by sculptor himself.



**Abul Maal Abdul Muhith**  
Honourable Minister of Finance  
Government of the People's Republic of Bangladesh  
This is a happy occasion for me. In the last five years, through a continuous export-led growth, the level of exports have more than doubled. The strength lies in the unique ability of the energetic people of this country, who take a quarter manufactured product and add value to it. Our labour force is intelligent, resilient and adaptive to change. I believe the capacity to add value to a half manufactured product should be the policy of our country. The five awardees that we have seen tonight, their journey from humble business ventures to great levels of business, is the story for everyone to follow. The HSBC award that they have received tonight is a symbol of their journey, a recognition by the country for all their efforts. Congratulations to them and their great efforts.



**Dr Atiur Rahman**  
Governor  
Bangladesh Bank  
It is an immense pleasure for me to attend the HSBC Export Excellence Awards for the 5th time. HSBC has been a tested partner in our heroic journey of becoming the second largest apparel exporter of the world. In the last decade, 9% of Bangladesh's total export has been channelled through HSBC. This is the only foreign bank which is present in all the eight EPZs facilitating almost 35% of the export volumes flowing out of them. HSBC's RMG customers contribute 20% to the total apparel exports of the country of which 45% is routed through HSBC. In addition, HSBC has provided financial support for the future generation of 1000 megawatts which represents about 10% of countries electric generation capacity. HSBC has helped exporters from Bangladesh ship products to 120 countries across the globe in 2013 through its global network. HSBC has been instrumental in providing foreign currency financing. Indeed this Global Bank has become truly local. I therefore heartily congratulate HSBC for this award initiative. These awards will be a milestone to inspire our exporters to expand their business horizon internationally and will help them adopt international best practice standards.



**Francois de Maricourt**  
Chief Executive Officer  
HSBC, Bangladesh  
Financing trade has always been at the heart of HSBC's business. Our earliest customers were merchants looking to fund their trade in goods such as tea, cotton and silk. The exporters of Bangladesh are responsible for not only driving economic growth but also for establishing the 'Bangladesh' brand across the world's major developed and faster-growing markets. At HSBC, we are delighted to recognise and honour Bangladesh's leading exporters and wish them continued success as they expand internationally.



**Bhuvnesh Khanna**  
Country Head of Commercial Banking  
HSBC, Bangladesh  
HSBC's unparalleled network covers all the major trading nations of the world including Bangladesh. As one of the leading international trade banks in the world, we are well positioned to connect Bangladesh exporters to rising global opportunities. Through HSBC Export Excellence Awards, we continue to bring forward the achievements of our exporters and the immense export potential that Bangladesh has to offer.