

## Bangladesh Denim Expo ends with jeans fashion show

**A** two-day Bangladesh Denim Expo ends with an engrossing jeans fashion show in the capital, held on 13 May, 2015 – presented by ramp models wearing various designs of clothing made of jeans.

State Minister of Foreign Affairs, Shahriar Alam, concluded the expo at Radisson Blu Water Garden Hotel on Tuesday, and said that local denim producers will be able to increase Bangladesh global market for jeans to USD 7 billion from existing USD 3.5 billion by 2021. The State Minister hopes that the Bangladesh RMG sector will be able to cross the 50 billion USD benchmark of export volume by 2021, which will help the government to achieve to turn Bangladesh into a middle income country during the celebration of the country's 50 years of independence.

Shahriar Alam thanked the organisers for arranging an exposition focusing on denim and jeans products that is unique across the globe.

Senior Sectary Hedayetullah Al Mamoon, Ambassador of Australia to Bangladesh Greg Wilcock, Ambassador of Switzerland to Bangladesh Christian Martin Fotsch, BGMEA President Atiqul Islam and Managing Director of Denim Expert Ltd. Mostafiz Uddin also participated in the occasion.

Twenty five exclusive denim and jeans related manufacturers and enterprises from the USA, Spain, Japan, India, Pakistan, Thailand, Turkey, China, San Marino and Bangladesh took part in the exposition.

A good number of entrepreneurs, businessmen, fashion professionals and stakeholders from Europe, USA and UK also attended the expo, exploring especially the B2B opportunities. The primary purpose of the exposition was to create a



platform for Denim stakeholders and to build Bangladesh as a one-stop sourcing platform for denim industry. The surplus fund from the expo will be donated to raise fund for establishing a Denim University in Bangladesh.

A total of four seminars, including one titled 'Made in Bangladesh: A New Reality Vision 2021', jointly organised by Bangladesh Garment Manufacturers & Exporters Association (BGMEA) & Bangladesh Denim Expo, were also held.

According to the industry insiders, Bangladesh is the second largest denim exporter in European markets while it holds the third largest position in the USA market. Around 400 factories are exporting nearly 180 million pieces of denim jeans to the world. Bangladesh currently has 25 denim factories with a total investment of over \$834 million.

Bangladesh Denim Expo will showcase their next exhibition on 11-12 November of this year.



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