


STOCKS		COMMODITIES		ASIAN MARKETS				CURRENCIES				
Week-on-week		As of Friday		Friday closings		As on Thursday						
DSEX	CSCX	Gold	Oil	MUMBAI	TOKYO	SINGAPORE	SHANGHAI	USD	EUR	GBP	JPY	
▼ 0.11%	▼ 0.22%	\$1,321.60	\$46.68	▲ 0.38%	▼ 0.01%	▼ 0.45%	▲ 0.14%	BUY TK	77.75	85.70	101.10	0.73
4,549.04	8,502.49	(per ounce)	(per barrel)	28,532.11	16,925.68	2,803.92	3,067.50	SELL TK	78.75	89.10	104.50	0.77

আপনার সংসার গুছিয়ে দিচ্ছি আমরা

এসআইবিএল ইসলামিক কনজুমার ফাইন্যান্স

আপনার সংসার সাজানোর আসবাবপত্র, সিন্ধা সামগ্রী, ইলেক্ট্রনিক ও অন্যান্য জোগাড়পত্র কেনার সুন্দর সমাধান দিচ্ছি আমরা।

\* ফ্রি অনলাইন সেবা  
যে কোন প্রয়োজনে ০৯৬৯২০০৯৯২২



# Star BUSINESS

DHAKA SUNDAY SEPTEMBER 4, 2016, BHADRA 20, 1423 BS

## Telcos a threat to e-commerce, says BASIS

STAR BUSINESS REPORT

Web-based entrepreneurs yesterday expressed resentment over the mobile operators' intent to venture into the e-commerce landscape.

"Allowing the mobile operators to operate here puts our investment at risk," said AKM Fahim Mashroor, convener of the Bangladesh Association of Software and Information Services' E-Commerce Alliance.

As of now, local entrepreneurs have invested more than Tk 250 crore in the sector and another \$50 million flew in from abroad, according to a presentation by the E-Commerce Alliance.

Mashroor's comment came in a discussion on the net neutrality and fair competition in Bangladeshi e-commerce, jointly organised by BASIS and E-Commerce Alliance. Mustafa Jabbar, president of BASIS, chaired the programme.

Speakers said the mobile operators should not be allowed to operate in the e-commerce orbital.

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## BPC secures lower prices for oil imports

REJAUUL KARIM BYRON

The cost of importing oil under government-to-government arrangement will be lower than under open tendering.

The premium, which is the cost of shipping petroleum products and includes freight charges and insurance, will be \$2.3 per barrel for gas oil and \$3 for jet fuel for imports made between July this year and March next year.

In contrast, under the open tender that took place in April for the first time since 2005, the premium stood at \$2.37-\$2.57 per barrel for gas oil and \$3.06-\$3.54 for jet fuel.

The development comes after the

cabinet committee on economic affairs directed Bangladesh Petroleum Corporation in March to pursue rates under government-to-government deals in line with the open market price.

More than six lakh tonnes of gas oil and jet fuel will be imported in the government-to-government arrangement from Kuwait Petroleum Corporation in the nine-month period.

The petroleum price is always as per the market rate but various quarters raised questions about whether the premium rate was being fixed properly, said an energy ministry official.

"That is why the cabinet committee directed the BPC to purchase half

of the annual fuel requirement through open bidding."

In December last year, the cabinet committee on purchase decided that 50 percent of the petroleum imports made in a year will be through open tender and the other 50 percent through government-to-government deals.

A BPC official told The Daily Star that they have been seeking to fix the premium rate for government to government arrangement as per the cabinet committee directive.

For instance, the BPC has been negotiating rates with Kuwait Petroleum Corporation for premium that is \$0.07 to \$0.06 lower than that received in the open tender.

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## Innovation, trust key to winning hearts of people

Analysts say at an event on communication



Analysts take part in a summit—COMMWARD Excellence in Creative Communication—at Le Meridien Hotel in Dhaka yesterday. Bangladesh Brand Forum in association with Cannes Lions and The Daily Star organised the event.

STAR BUSINESS REPORT

Bringing innovation and building trust are the key to winning the hearts of people and creating successful brands as consumers are more conscious and demanding than ever before, analysts said yesterday.

"Put people first," said Bharat Avalani, chief executive of Connecting Dots Consultancy.

Avalani, who formerly worked for Unilever for Asia, Africa, the Middle East and Turkey, said trust is very powerful for building brands and suggested investing in winning trust of people.

Nirvik Singh, chairman and chief executive of Grey Group of Asia Pacific, said: "Let people tell the story to other people."

Their views came at the sixth edition of a communication summit at Le Meridien hotel in Dhaka, which was attended by around 350 professionals from the creative communication industry and related sectors.

Bangladesh Brand Forum in association with Cannes Lions and The Daily Star organised the summit -- COMMWARD Excellence in Creative Communication.

Anir Chowdhury, policy adviser of the Access to Information Programme under the Prime Minister's Office, said a brand is not only a colour or a logo. "A brand is the representative of values and actions."

In his presentation, Singh said people's behaviour and expectations are being reshaped by the media and advertising.

He said many things such as blocking advertisements online, and lower attention of people make the job of communication challenging.

"Today content is everywhere. Today's world is very different from that in the past," Singh said.

He said brands need to get into conversation with people so that people tell the stories to others.

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## \$60b export target achievable

Exporters say they need policy support

STAR BUSINESS REPORT

Exporters are positive they would be able to achieve the goal to export goods worth \$60 billion by 2021, if the government gives them proper policy and financial support.

Of Bangladesh's \$60 billion export target for its 50th independence anniversary, \$50 billion will be from apparel items.

However, exporters said they have to face several challenges every day. They urged the government to facilitate non-traditional export goods to widen the export basket and help

explore new destinations.

They spoke at a roundtable on 'hindrances to export and ways of overcoming the challenges' jointly organised by Prothom Alo and Crown Cement at the newspaper's office in Dhaka. Prothom Alo Associate Editor Abdul Kaium moderated the discussion.

Export Promotion Bureau has been conducting a study on products and market diversification to increase the country's overall shipments, said Mafruha Sultana, vice-chairman of EPB.

"We have the potential and we can

achieve the export target."

The EPB will formally launch the findings of the study soon, she added.

The EPB is also conducting a study on how to increase the export of pharmaceuticals, jute and jute goods and leather and leather goods as these are promising sectors after garments.

The bicycle industry also has potential; Chinese bicycle exports to the EU face more than 60 percent duty whereas Bangladesh enjoys zero-duty benefit, said Shubhashish Bose, director general of the WTO Cell under the commerce ministry.

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ফার্স্ট সিকিউরিটি ইসলামী ব্যাংক লি:

বিস্তারিত জানতে ০২-৯৮৯২২২২১

## Taiwan workers protest pension reforms

AFP, Taipei

More than 100,000 people, mostly civil servants, took to Taipei's streets Saturday in protest over planned reforms to the island's struggling pension system, for which they say they are unfairly blamed. The massive demonstration was the latest challenge to President Tsai Ing-wen's new government, which has seen its popularity ratings fall rapidly since taking the helm in May.

## tomorrow is here

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In Citibank, we provide talented people with the best training. Our people thrive in a diverse meritocracy that demands excellence, initiative and courage. It is where the best succeed, where opportunities for advancement are open to all, where individual talent is valued and where the courage to always do what's right is the hallmark of our success. We believe learning is a journey that doesn't stop at graduation, where education is ongoing, ensuring we are always developing professionally and personally. So, we welcome the brightest minds to come and work with us, bringing tomorrow's solutions to everyday life.

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The program aims to accelerate professional development through structured rotations and stretch assignments in various functions and projects; thereby developing a strong understanding of the business, markets, products, services and culture.

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- Masters from recognized local or foreign universities with majors in Business, Finance, Accounting and Economics or other disciplines such as Engineering, Marketing etc. with strong academic results OR
- BBA from recognized local or foreign universities with outstanding academic results coupled with a minimum of 1 year experience in leading conglomerates, preferably banks
- Superior analytical skills coupled with strategic and financial capabilities
- Excellent communication skills with Command in spoken and written English
- Established leadership potential
- Outstanding relationship with buildings and networking skills
- Demonstration of optimism and agility in adjusting to new and emerging opportunities and challenges
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## 315 inspectors to get training on electrical safety

STAR BUSINESS REPORT

Some 315 inspectors will receive training on electrical safety to help reduce risk in the country's garment sector, the International Labour Organisation said yesterday.

The initiative was launched at the training complex of Bangladesh Fire Service and Civil Defence (BFSCD) in Mirpur in the capital, said the UN agency in a statement.

Inspectors from the BFSCD, the Department of Inspections for Factories and Establishments, Bangladesh Garment Manufacturers and Exporters Association, and Bangladesh Knitwear Manufacturers and Exporters Association will gain in-depth knowledge on fire safety.

Electrical faults are responsible for 75 percent of fires at the garment factories in Bangladesh, according to the BFSCD.

BFSCD Director General Ali Ahmed Khan said electrical short circuits are the main cause of fires in the garment sector.

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## Congratulations on a green step

This is a proud moment for City Bank as our long standing clients – Tarasima Apparels Limited and Vintage Denim Studio Limited – have been recognized for their best-in-class sustainable building strategies & practices and have been awarded the Platinum Certification by LEED, the global green-building certification program under the U.S. Green Building Council.

City Bank congratulates both the companies on their remarkable achievements and hopes this inspires other companies to take steps towards a sustainable future.

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