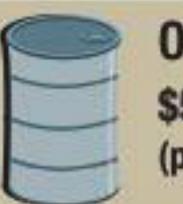


DSEX	CSCX
0.21%	0.31%
4,692.43	8,763.39



Gold

\$1,270.50
(per ounce)

Oil

\$51.60
(per barrel)

MUMBAI	TOKYO	SINGAPORE	SHANGHAI
▲ 0.52%	▲ 1.39%	▼ 0.07%	Flat

28,129.84

17,235.50

2,842.62

3,084.76

BUY TK	77.80	84.35	94.48	0.73
SELL TK	78.80	87.75	97.88	0.77

USD EUR GBP JPY

ইচ্ছা থাকেন না অপর্ণ
এবার নিজের একটা
গাড়ি
২০,০০০ থেকে ৮০,০০,০০০ টাকার
বিনিয়োগ সুবিধায় ত্রান্ত লিভি ও
বিকল্পিক গাড়ি কেনার অপর্যবেক্ষণ।
* ফ্রি অনলাইন সেবা
যে কোন প্রয়োজনে ০২৬২০০১২২

স্বাস্থ্যবিএল
ইসলামিক অটো ফাইনেন্স
SIBL
বাংলাদেশ প্রকল্প



BUSINESS

DHAKA FRIDAY OCTOBER 21, 2016, KARTIK 6, 1423 BS

New B2B service on the block

Start-up aims to generate \$300m business for Bangladeshi manufacturers within a year

SYED ASHFAQUL HAQUE

A start-up company is ready to take off, eyeing to rake in business well over \$300 million for Bangladeshi manufacturers within a year.

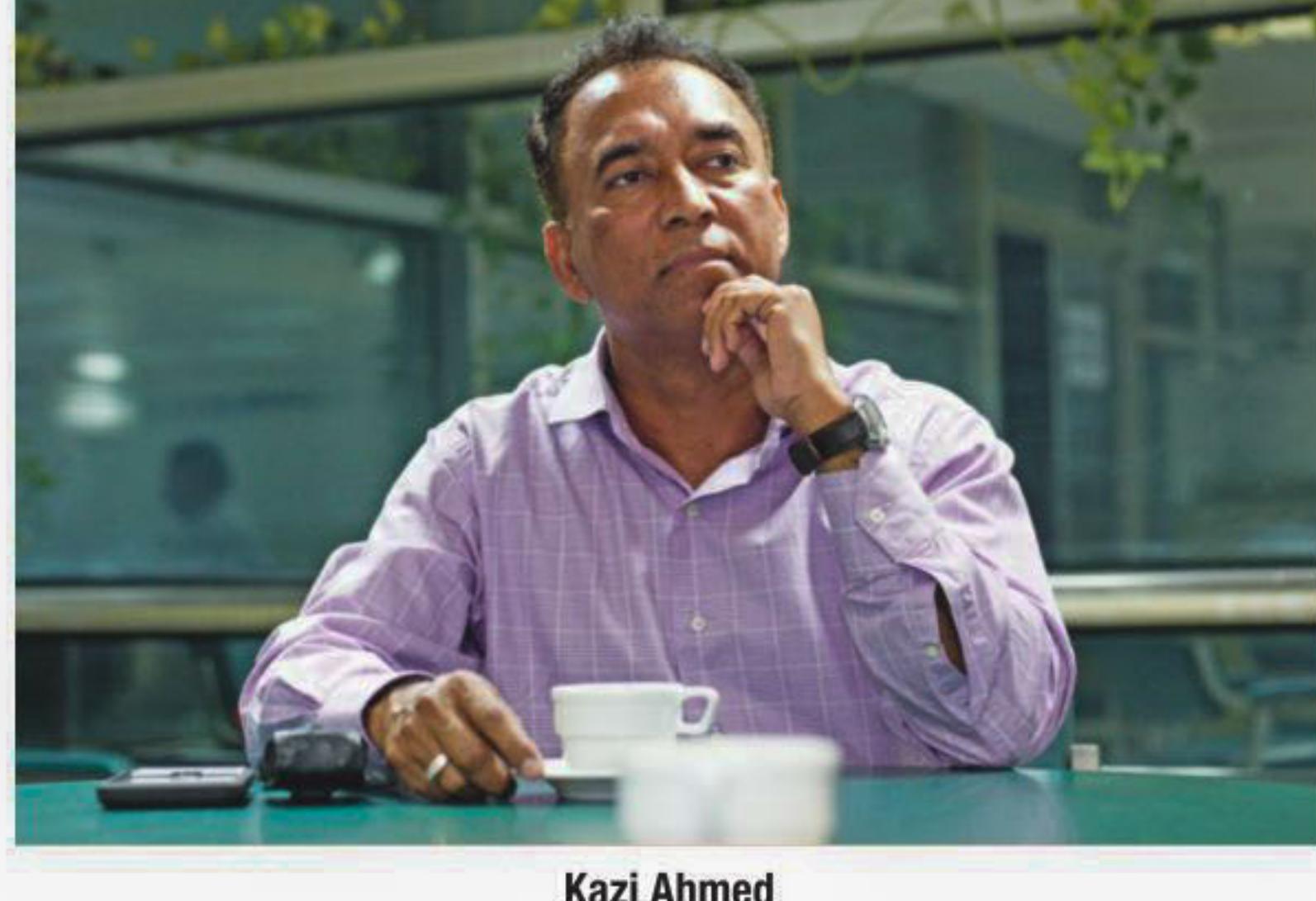
Kazi Ahmed, owner of the world's first patented markers for making perfect rainbows without gaps between colours, is taking final preparation before launching his online marketplace company, the Bangladesh Trade Development Council (BDTDC), next month.

Talking with The Daily Star, the global businessman has expected his business-to-business service, similar to Chinese billionaire Jack Ma's alibaba.com, to create quite a stir among manufacturers, mostly struggling to connect with right buyers abroad.

Also known as e-commerce by netizens, B2B facilitates exchange of products, services or information among businesses, rather than between businesses and consumers.

At least about a dozen e-business firms, including a Bangladeshi version of alibaba.com, are already active in Bangladesh. Even the Ma's alibaba.com, which presently serves around 430 million annually, declares to capture Bangladesh market. With \$34 billion already in his pocket, the Chinese tycoon plans to serve 2 billion consumers around the world, empower 10 million profitable businesses and create 100 million jobs in 20 years.

Kazi, who with a simple innovation of rainbow paintbrush has sent kids across the globe on a colour-



Kazi Ahmed

frenzy, sees prospect plentiful for his B2B service.

"I'm very confident. It's designed to click in a big way. Businesses in Bangladesh can count on my track record of doing business abroad for decades," he said, adding that his first venture in his homeland is going to open up jobs for at least 200 IT graduates initially.

The 50-year-old, who lives mostly in the US and Canada, indeed has a terrific business record. The 50 art products of the RainbowBrush (brand name of his products) are being sold in 27 countries through leading retailers like Walmart, Target, K-mart, Sears, Costco, Toys R Us and Carrefour, netting well over \$20m in revenue a year.

Though he has a good business going globally, Kazi has felt all along

to help Bangladesh businesses bloom globally.

"When I came back to Bangladesh (after 28 years) two years back, I realised a very crucial link was missing in manufacturing business. Manufacturers are not being able to connect with potential buyers, and middlemen are actually minting the money," he said. "My B2B service is going to give manufacturers the critical link."

Buyers will be able to connect with suppliers of their choices directly on his BDTDC platform, negotiate price and then get going with the business. His organisation will, however, screen both suppliers and customers before having them enlisted on the marketplace in order to cut down business risk.

READ MORE ON B3

Merge social safety net schemes for greater benefits: WB

STAR BUSINESS REPORT

The World Bank yesterday advised Bangladesh to merge its overlapping social safety net programmes, introduce a unified target, improve administrative efficiency and enhance monitoring so that the benefits reach those who need them the most.

The existing safety nets are marred by fragmentation, weak targeting and inefficiency, the WB said in its Bangladesh Social Protection & Labour Review Report.

AHM Mustafa Kamal, planning minister, Hossain Zillur Rahman, executive chairman of the Power and Participation Research Centre; Qimiao Fan, country director of the WB; and Shamsul Alam, member of the General Economics Division, launched the report at the National Economic Council in Dhaka.

The report came amid allegations that well-off people linked with the ruling alliance have been awarded cards that should only go to the poor.

There are also allegations that some ruling party men are selling rice, meant to be sold to the poor for Tk 10 per kg, to their well-off relatives or in the black market.

"I admit that we can't say that we have been 100 percent successful. However, these programmes have largely benefitted the targeted groups," Kamal said.

READ MORE ON B3

Citycell switched off

BTRC cancels spectrum as it fails to pay dues

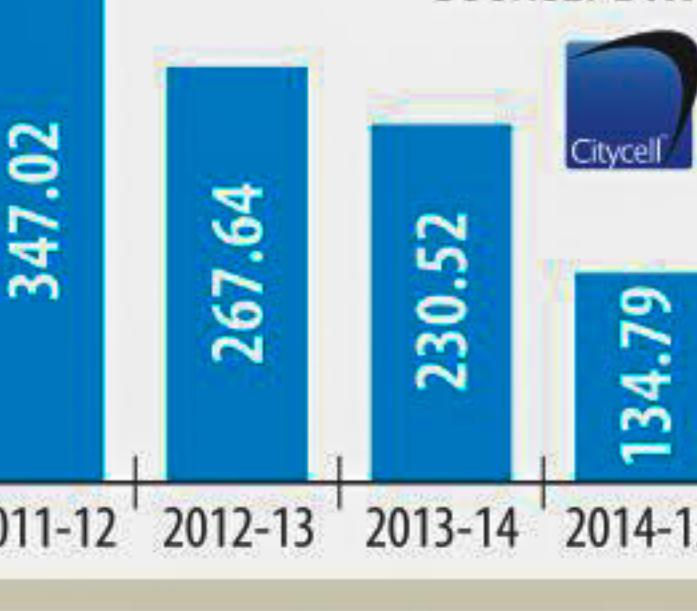
OWNERSHIP STRUCTURE

SOURCE: CITYCELL WEBSITE



CITYCELL'S REVENUE

In crores of taka



comments.

Earlier on July 31, the regulator asked the Citycell customers to switch to other operators by August 16, as it had decided to suspend its operations.

The dues include spectrum renewal fee at Tk 229 crore, annual licence fee of Tk 10 crore, annual spectrum fee of Tk 27.14 crore, VAT Tk 39.92 crore and late fees of Tk 135 crore, according to a BTRC notice.

Citycell said BTRC never allocated it the full 10 megahertz spectrum after renewing the licence in 2011. The operator said it only got 6.3 MHz spectrum in Dhaka and 8.5 MHz spectrum outside Dhaka, and they have paid all the fees for that.

On the issue, Tarana said, "After the court's judgment, there is no scope to come up with a different interpretation."

BTRC had been asking Citycell to pay its dues for several years now, but the operator did not raise the spectrum issue earlier, she added.

BTRC Chairman Shahjahan Mahmood said enough time was given to the operator's 1.5 lakh subscribers to switch. "So, the subscribers will not be affected. I am quite sure the serious subscribers have already shifted to other operators."

Even if the spectrum was cancelled, Citycell has to pay the dues, he added.

Citycell also owes several thousand crores of taka to financial institutions, vendors and other mobile phone operators.

READ MORE ON B3

Muslim business traveller market to be \$22b by 2020: study

STAR BUSINESS REPORT

The Muslim business traveller market is projected to be worth \$22 billion by 2020 as the number of businesspeople from Muslim-majority countries making trips abroad is growing, according to a new study.

Muslim business travellers will make up 10 percent of the expected 168 million Muslim travellers by 2020. In total, Muslim travellers will spend more than \$220 billion by 2020, said the study of Mastercard and CrescentRating.

The study report was launched at the inaugural "Halal in Travel – Asia Summit 2016" in Singapore yesterday. The global Muslim travel market was worth \$150 billion in 2015.

The Mastercard-CrescentRating Muslim Business Traveller Insights looks at the behaviour and preferences of Muslim business travellers across the world, including Asia Pacific, Africa, Europe and the US.

The study report is based on an online survey and interviews conducted with 250 frequent Muslim business travellers from across the world, including countries such as Malaysia, Singapore, the US, South Africa, Qatar, Sri Lanka, the UK, India, Canada, Australia, Germany, Denmark and Pakistan.

The main reasons for business travel are to attend conferences or exhibitions (57 percent) and to meet clients (45 percent) or potential clients (44 percent), with an average trip lasting between three and four days.

"Muslim business travel is a niche market on its own which is only set to grow bigger," said Fazal Bahardeen, CEO of CrescentRating and HalalTrip, in a statement.

He said the travel industry can reflect positively on the trends related to business travel, which bodes well for its immediate future.

Aisha Islam, vice president for consumer products, Southeast Asia, Mastercard, said the Muslim business travel market is expected to continue to expand over the next couple of years, alongside the growth of emerging economies such as Indonesia and Malaysia.

"Industry players looking to tap into this market for the first time will benefit from the insights gathered from the new Mastercard-CrescentRating Muslim Business Traveller Insights," Islam said.

The study showed that 38 percent of Muslim business travellers spent between \$2,000 and \$5,000 per business trip, with 44 percent spending less than \$2,000.

The availability of prayer facilities (78 percent), halal dining options (71 percent) and wi-fi (67 percent) at airports are the top three most important services for business travellers.

Bangladeshi firms bag \$3m in export orders from Paris fair

Pran accounts for 85pc of total export orders



Left, Representatives of Pran are seen at a stall of the company at SIAL Food Fair in Paris. Products of Bombay Sweets are showcased at the five-day event that ended yesterday.

SAJJAD RAHMAN, from Paris

Bangladeshi companies that participated in the SIAL Food Fair 2016 in Paris have bagged export orders worth about \$3 million.

Eight Bangladeshi food companies attended the five-day fair that ended yesterday. Over 7,000 companies from 105 countries joined the world's largest food fair to catch global buyers by showcasing their products.

Pran accounted for 85 percent of total export orders, and Sajeeb Group, a new participant at this fair, got 15 percent. Bombay Sweets got four orders.

Alin Food Products, Globe Soft Drinks, Danish Foods and ACI Foods that joined the fair late because of visa issues received queries from potential buyers.

"Buyers are happy with the improvements in Pran products, be it in increasing its line of products, packaging and quality," Mizanur Rahman, the company's chief of exports, told The Daily Star.

Of its \$2.5 million in export orders, \$1.5 million came from confectionary items and the rest was beverages, he added.

"But we need to make premium items for the global consumers."

Most of the export orders Pran received were from Africa. Presently, Pran exports to 35 African countries.

"Our main objective was not to bag export orders. We came here to learn from networking with thousands of food companies that attended the event and develop new products accordingly," said Rahman.

MA Hashem, chairman and managing director of Sajeeb Group, said the company bagged orders worth \$400,000, also mostly from African nations.

"We received orders from five new customers. We are happy with the feedback from our very first participation at this fair," he added.

Salim S Jivani, director of Bombay Sweets, said he was happy to be part of this fair for the first time. "We received queries from 50 to 55 potential buyers."

Bangladesh is a competitive manufacturing country and it has huge potential to export processed and packaged foods, he said.

"But we need to make premium items for the global consumers."

Debashish Singha, deputy general manager of Partex Star Group that came to the fair with its Danish brand of food items, said the fair has created a bridge between their products and buyers across the world.

"If we get three export orders out of a dozen queries, that'll be enough for us."

Jalal Uddin, general manager of operations at Alin Foods, Rahimul Islam, head of export at Globe Soft Drinks, Mukin Uddin Dipu, deputy general manager of ACI Consumers Foods, also hoped that their product queries would turn into export orders.

Bahar Hussain, an importer and distributor of a number of Bangladeshi food companies, said demand for Bangladeshi-made foods are increasing in Europe with growth in the number of expatriates.

"Bangladeshi foods are also in demand among the Indian, Pakistani and Sri Lankan communities in Europe. This is another reason for the success of Bangladesh in food after garment," said Hussain, who has been living in France for over three decades now.

DCCI worried over proposed anti-dumping duty on jute

STAR BUSINESS REPORT

The Dhaka Chamber of Commerce and Industry yesterday expressed concern over the proposed anti-dumping duty on Bangladeshi jute and jute goods by the Indian government.

Bangladeshi jute and jute goods may be subject to 25-30 percent duty upon entry to the Indian market.

"When Bangladesh is working hard to improve and maintain a justified cross-border bilateral trade relation with India, this sort of decision is likely to be a blow to our endeavour," the chamber said in a statement.