

জীবনে প্রয়োজন আরো বেশি স্বাচ্ছন্দ্য
 সর্বাধুনিক প্রযুক্তি সম্বলিত ব্যাংকিং সেবায় মাসিক আয়ের সাথে বাড়তি আয় যোগ করুন আর জীবন করুন সুসমৃদ্ধ।

যে কোন প্রয়োজনে ০৯৬১২০০১১২২
 ইসলামাবাদ শ্রীআহ'র মুদারাবা নিতির ভিত্তিতে পরিচালিত

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star BUSINESS

DHAKA THURSDAY MARCH 23, 2017, CHAITRA 9, 1423 BS

Video games: a frontrunner in IT

MUHAMMAD ZAHIDUL ISLAM

The gaming industry has evolved massively over the years but two games in particular have put Bangladesh on the global gaming map -- 'Heroes of 71' and 'Heroes of 71: Retaliation'.

The first-ever action game that gave tribute to the freedom fighters of the 1971 Liberation War has been downloaded 40 lakh times since release a year ago, that too with more than 25 lakh times from abroad.

Masha Mustakim, managing director of Portbliss, the game developer, said, "Earlier, we worked for different global companies as a supplier. But after the success of 'Heroes of 71', we decided to continue developing our own games."

Currently, there are around 50 lakh active gamers in the country, according to Mustakim's estimation, but only a handful can afford paid games; free games are popular in a market like this.

"The local market for gaming is worth a few hundred crores of taka and is growing



Screen shots of Heroes of 71: Retaliation, a popular video game that has put Bangladesh on the global gaming map.

very fast," said Mustakim. The market size is determined by foreign currency earnings, the cost of the game and advertising income, said industry insiders.

Ashraf Abir, managing director and chief executive of MCC Ltd, a leading mobile app and games developer in Bangladesh, said the ICT market is worth around Tk 8,000 crore at present; games account for 10 percent of the amount.

Though no study has been conducted on the local market yet, developers say that it is dominated by the free games segment.

Only 5,000 to 10,000 gamers purchase the paid video games, according to SM Mahabub Alam, managing director of MassiveStar Studio Ltd, the country's first commercial video game developer. "But 90 percent people want free games."

Last year, MassiveStar launched the paid game 'Hatirjheel: Dream Begins'. But it faced setbacks as it was easily copied. "We planned to develop a 21-part video game by 2021, but after the release of the first part, we stopped for the lack of an intellectual property rights law."

Many of the creative games developers of Bangladesh are also working as outsourcing partners for giant game developers.

Dhaka, Delhi to sign satellite deal today

STAR BUSINESS REPORT

Bangladesh is likely to sign a deal with India today for the proposed South Asian Satellite, a regional common satellite that will serve six South Asian countries.

Bangladesh is expected to benefit from the agreement as it would be able to use one of the eight transponders of the satellite, said Shahjahan Mahmood, chairman of Bangladesh Telecommunication Regulatory Commission.

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HC stays FBCCI election for two months

STAR BUSINESS REPORT

The High Court yesterday stayed for two months the process of holding the election of the Federation of Bangladesh Chambers of Commerce and Industry.

The bench of Justice Md Ashfaqul Islam and Justice Ashish Ranjan Das passed the order in response to a writ petition filed by Aminul Haque Shamim, president of Mymensingh Chamber of Commerce and Industry, seeking stay on the process.

As per rules, a director is supposed to be nominated from the Mymensingh division but the nomination was not present in the apex trade body's voter list, Shamim, who is also an elected director of the FBCCI, claimed in the petition.

Globe to invest Tk 450cr to produce sunflower oil

SOHEL PARVEZ

Globe Pharmaceutical Group is set to enter the edible oil market with sunflower oil with the view to catering to the increasingly health-conscious middle-class segment.

Sunflower oil, with its high content of essential vitamin E and low content of harmful saturated fats, is said to be a healthier option than soybean and palm oils.

"This is a growing market as a section of people are shifting to sunflower oil on health grounds," said Shaker Shamim, chief finance officer of Globe Pharmaceutical Group of Companies.

The company, which has presence in beverage, biscuit and dairy markets, will invest Tk 450 crore to establish a seed crushing and solvent extraction complex to extract sunflower, soybean and canola oils.

Globe is the third firm after City Group and Meghna Group of Industries to set up a plant to extract oil and oilcakes from seeds.

It will help develop the backward linkage capacity of the import-dependent edible oil and feed industries of the country, industry insiders said.

The move is expected to further cut Bangladesh's import dependence on oilcakes to make feed for livestock and reduce the import of crude and finished edible oil.

Oilcake is the solid residue that is left after the oil-bearing seeds have been pressed free of their oil. It is used as cattle feed or fertiliser.

The demand for edible oil has been on the rise for increased population and rising income levels, health consciousness and the increasing use of oil as an ingredient in various feeds.

Bangladesh, which has a population of 16 crore, consumed 23.10 lakh tonnes of oil in 2015-16, with the figure expected to rise to 25.20 lakh tonnes this year, according to the US Department of Agriculture.

Due to insufficient local production, over 90 percent of the domestic requirement for edible oil is met through imports that cost Tk 10,408 crore in 2015-16, according to data from Bangladesh Bank.

Palm oil, which is brought in from Malaysia and Indonesia, and soybean oil, which is imported from Argentina and Brazil, dominate the consumption basket in Bangladesh.

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Uber expands international headquarters in Amsterdam

REUTERS

Uber yesterday said it will move its international headquarters in Amsterdam to a larger building ahead of plans to increase staff to 1,000 from 400. The US ride-hailing firm came to Amsterdam in October 2012 and it houses various parts of its operations, research, marketing and sales departments in the Dutch capital city.

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স্বাধীনতা অর্জিত হয়েছে, তবে তা সুদৃঢ় করতে প্রয়োজন অর্থনৈতিক মুক্তি। অর্থনৈতিক স্বাধীনতা অর্জনে যারা নিজ নিজ ক্ষেত্রে নিরলস কাজ করে যাচ্ছে, তাদের পাশে সবসময় আছে আইডিএলসি।

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