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BUSINES

DHAKA SUNDAY OCTOBER 13, 2019, ASHWIN 28, 1426 BS o starbusiness@thedailystar.net

# 96pc Samsung sets assembled locally

No import from March

No Samsung mobile handsets will be imported to Bangladesh after March next year as its local plant is capable of meeting the domestic demand

The plant in Narsingdi is currently assembling products that account for 96 percent of Samsung's smartphone sales in the country.

Samsung Bangladesh and its assembly partner Fair Electronics Ltd announced that the globally reputed mobile brand will start assembling its Galaxy-branded flagship products within next few months.

They shared the info at a press conference at the Pan Pacific Sonargaon in Dhaka yesterday.

Fair Electronics set up the mobile plant two years ago and began

#### **AT A GLANCE**

- Samsung's monthly assembling capacity 3 lakh units
- lt assembled 15 lakh phones in the last one year
- 25 lakh to be assembled in the next one year
- It will stop importing from March next year
- Local plant will make motherboards from next year

assembling a range of 4G smartphones

in June last year. In the last one year, the plant has assembled about 15 lakh units of smartphones, with prices ranging from Tk 7,500 to Tk 40,000.

Fair Electronics Chairman Ruhul Alam Al Mahbub said they are targeting to assemble 25 lakh units of smartphones in the next one

"We can assemble all the devices in our factory and Bangladesh will not require to import any Samsung phone after March," he said.

He said like the garment sector, the tech industry has the potential to become the main driver of Bangladesh's economy by way assembling technologically sophisticated products.

'Our aim is to present Bangladesh as a technological hub to the world and we are moving forward in line with the goal," Mahbub added.

### Pizza Hut launches pizza-burger hybrid

STAR BUSINESS DESK

A pizza-burger hybrid that comes with eight patties and toppings such as meatball, chicken patties along with mozzarella and cheddar cheese made its debut at Pizza Hut Bangladesh on Friday.

A medium-sized eight-slice CheeseBurger Crown Pizza will be priced at Tk 999 and it will be available in six flavours -- Spiced Chicken Meatballs, Smoky Red N Hot, Triple Chicken Feast, Chicken Deluxe, Chicken Sensation and Beef Italiano.

The pizza will be available for a limited time, says a press release from the international restaurant chain.

It is a "premium innovation" with toppings and flavours "carefully sourced to serve the best quality", says Amit Dev Thapa, chief executive officer of Transcom Foods Limited, Pizza Hut Bangladesh's sole franchisee.

"We believe we can exceed the customer expectation that we have as an international brand," he said.

## Innovation key to sustainable business

Experts say at Bangladesh Business **Innovation Summit** 

STAR BUSINESS REPORT

Companies must go for innovations to survive and thrive in the age of the fourth industrial revolution, experts said yesterday.

"Innovation is a vital ingredient for the sustainability of any organisation, especially during these fast-changing times," said Amer Farid, director for corporate partnerships and innovation at the Unicef Norway.

"Being relevant is a big part of being innovative," he said, while presenting a keynote at the Bangladesh Business Innovation Summit 2019 at Le Méridien in Dhaka.

Speaking at ceremony, Shariful Islam, founder of the Bangladesh Innovation Conclave, said for Bangladesh,

innovation is the only way to achieve its vision and pursue inclusive growth.

"Every institution needs to embrace innovation at its core to survive and thrive in the age of the fourth industrial revolution."

Kin Wai Michael Siu, chair professor of public design at the Hong Kong Polytechnic University, said it is necessary to increase investment in high-risk and breakthrough to grab the

"We should always try to keep aside 5 percent to 10 percent of the earnings to invest in something he said, while making a

keynote presentation. The event was designed to share local and global best practices and approaches to innovation.

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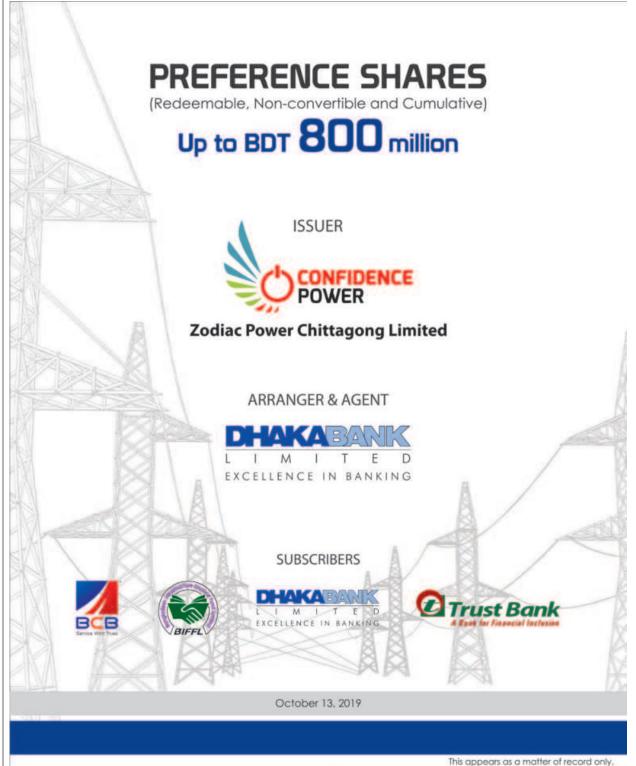
## Traders oppose double fumigation of US cotton

Bangladesh should stop applying pest control method on US cotton at its ports as the raw material is fumigated at warehouses prior to shipment, allowing the country to save on

Fumigation of US cotton is both time-consuming and expensive. Last year, more than \$1 million was spent at the Chattogram port, according to A Matin Chowdhury, managing director of Malek import costs and time, importers and Spinning Mills, one of the major

"So far not a single case of insects arriving with imported US cotton was detected," he told The Daily Star, while sharing the issue with a Cotton USA delegation at his Gazipur factory on Thursday.

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