



# SMART BANGLADESH FOR AN INCLUSIVE TOMORROW

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## Samsung Mobile: towards the nation of the future

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Smart Bangladesh: Taking Bangladesh to newer and greater heights by utilising modern technology! What was once a dream is now a reality! It is a milestone the country aims to achieve by introducing state-of-the-art technology to improve commercial and social aspects of our daily lives.

Samsung, a prominent name in the handset scene, is a dedicated key player in building a more technologically enabled nation. Not only is the brand locally assembling cutting-edge hardware, but they are also producing automation tools that have boosted production processes in major manufacturing lines across the nation - thus making major contributions towards building a more technologically enabled nation of the future.

### Economic impact

Since their debut on 30 April 2009, Samsung Mobile has been going above and beyond



in elevating the Bangladeshi mobile industry. In this 13-year timeframe, the brand has garnered notable popularity among its dedicated user base, even receiving the "Best Brand in the Mobile Handset" award in Bangladesh for four years in a row since 2018. As per a recent study by Counterpoint's Market Monitor Service, in Q1 2022, Samsung Mobile obtained the leading market share of 17.7% among Bangladeshi smartphone brands - cementing themselves as a frontrunner in the development of a smarter nation. In the local consumer electronics scene, Samsung is a prominent name as well. This speaks volumes of Samsung's great contribution towards building a Bangladesh that we are so proud of today.

A smart nation necessitates a workforce that is equipped to answer all sorts of global challenges. As such, one of Samsung Mobile's biggest contributions towards building a smarter Bangladesh lies in their local assembly plant. Not only is the plant ensuring a steady employment opportunity for the local workforce, but they are also producing about 2 million devices every year - from entry-level devices below Tk 10,000 to

premium ones worth over Tk. 2 lakh.

All these Samsung devices, even the latest flagships, are assembled completely locally, which is further pushing the technology industry of Bangladesh. From the production process to the distribution of finished goods, all aspects are matched to follow international standards provided and monitored by the Samsung HQ in South Korea.

### Cutting-edge technology for everyday use



A smart nation consists of modern, cutting-edge technology designed for practical, everyday use. Samsung smartphones are well-rounded devices that cater to the needs of the general public by being pieces of innovative yet practical technology. Almost all Samsung smartphones are sturdy, pack impressive battery life and are IP67-rated, meaning they are waterproof and weather-proof - perfect for rough use if required. Despite featuring a myriad of front-line smartphone technology, the ease of use and accessibility provided by Samsung smartphones give them an edge over other smartphone brands in the market.

Aside from being a smartphone brand preferred by the local masses, Samsung Mobile has also been making strides in introducing bleeding-edge technology to Bangladesh. A prime example of such modern tech can be found in the latest Samsung Galaxy Foldables, which are the world's first water-resistant foldable phones with an IPX8 rating. Galaxy Foldables has created a segment of their own with its cutting-edge folding display. Other such examples can be found in Samsung's latest flagship, Galaxy S-Series, as well as the mid-range Galaxy A-Series. These smartphones sport AI-enhanced nightmode photography, advanced optical zooming capabilities with 100x zoom and a whopping 40 MP selfie camera. These are currently considered among the most technologically advanced smartphone cameras in the current global market. About 10-15 years ago, you would've been taken aback had you known these would be produced in our very own backyard! But now they are, that too with our own local workforce.

### Automating businesses

A vital part of moving a nation towards a smarter future entails the usage of automatic manufacturing tools. In both home and abroad, workplace automation machines have proven to be an effective method in eliminating human errors, saving production time and reducing pressure on administrative labour. On that front, Samsung is a leading name, being a prominent supplier of locally made automation tools for production facilities and manufacturing industries.

Samsung Mobile has also been instrumental in providing business

solutions to many renowned local FMCG companies. These companies use Samsung Mobile phones and tabs for cost optimisations, automated sales processing, field force enablement and client portfolio management, amongst other mass production tasks. Samsung's R&D Institute in Bangladesh, one of only seven Samsung R&D Institutes in the world, also provides tailor-made software for these functions, integrating additional features based on specific requirements. Furthermore, the company ensures end-to-end customer service for such automation devices, enabling the users with any software updates and assistance required to efficiently run the tools. This provides our local engineers to showcase their talent and gain world-class R&D expertise.

The emphasis on automation tools for more effective production processes is a unique and major proponent for realising the vision of Smart Bangladesh and building a cleaner, more technologically enabled tomorrow.

Samsung Mobile, by introducing new technology to both consumers and local manufacturers, is propelling Bangladesh to new and 'smarter' heights. Samsung's emphasis on everyday accessibility while keeping up-to-date with modern technology makes them an important element in the development of the nation of tomorrow. Since their entry into Bangladesh, they have succeeded in making themselves a household name, thereby letting us have access to beautiful, innovative technologies which we cannot seem to have a day without. This underlies the fact that we have truly embraced 'Smart Bangladesh'.