

# Policy support needed to boost toy export: DCCI

STAR BUSINESS REPORT

Despite its potential to play a vital role in Bangladesh's export diversification, the toy industry is struggling with inadequate policy support, weak infrastructure, and compliance challenges, which stakeholders warn could stall its global ambitions if not urgently addressed.

"Export diversification is vital for Bangladesh, yet our exports remain overly dependent on a few products," said Taskeen Ahmed, president of the Dhaka Chamber of Commerce and Industry (DCCI).

The global toy export market is currently worth \$103 billion and is projected to reach \$150 billion by 2032. But Bangladesh's share is still only \$77 million, a figure far below its potential, he added.

Ahmed made the remarks at a discussion on the potential of the toy industry at the DCCI office in Dhaka yesterday.

Due to a lack of necessary policy support, high tariffs on raw material imports, the absence of bonded facilities, inadequate infrastructure, and insufficient testing facilities, the potential of this sector remains largely untapped, he said.

To utilise the immense potential of this growing sector, he stressed



The global toy export market is currently worth \$103 billion and is projected to reach \$150 billion by 2032.

PHOTO: STAR/FILE

the need for greater involvement of the education sector in innovation and enhanced coordination among government agencies.

In his keynote presentation, Shamim Ahmed, president of the Bangladesh Plastic Goods Manufacturers and Exporters Association (BPGMEA), stressed the importance of improving infrastructure and ensuring global quality and safety standards.

"Without rigorous testing and

compliance mechanisms, locally manufactured toys often struggle to meet the requirements of markets in Europe and North America, limiting access to high-value destinations," he said.

Ensuring quality control is not just about production; it involves proper certification and monitoring at every stage. Without it, buyers remain cautious, he said.

The industry is also falling behind

in innovation and design development due to a lack of investment in research and development, he said.

Unlike leading global players, Bangladeshi firms have limited capacity to design new products, develop advanced moulds, or introduce features that align with changing consumer preferences, according to Shamim.

He also called for policy support, including duty exemptions on spare parts and components, to help manufacturers upgrade production facilities.

According to export data, Bangladesh's toy exports have grown steadily, rising from \$15.23 million in FY17 to \$77 million in FY23, reaching nearly 88 countries.

Key products include tricycles, scooters, pedal cars, and dolls, with major markets in the US, Europe, Japan and China.

"If the current growth trajectory continues at an annual rate of around 24 percent, Bangladesh's toy exports could reach \$466 million by 2030," said Shamim Ahmed.

Shamim Ahmed sees significant investment opportunities in Bangladesh's toy sector. Greenfield projects, technology transfer, and automation could modernise production and help local manufacturers compete with global hubs, he said.

## Gold crosses Tk 1.94 lakh per bhori

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Gold prices have hit another historic high in the local market, reaching Tk 194,858 per bhori (11.664 grammes).

The new rate, announced by the Bangladesh Jewellers Association (Bajus), will come into effect from today.

As per Bajus, gold price surged by Tk 3,662 per bhori under the new rates. The association said the adjustment follows a rise in the price of pure gold in the local market.

Gold prices in Bangladesh have been climbing relentlessly, setting new records almost every week. In September alone, the price of 22-carat gold rose by over Tk 16,000 per bhori.

Industry insiders attribute the surge

primarily to the international bullion market, devaluation of the taka, economic uncertainty and high inflation.

Although Bangladesh does not import gold in significant quantities, domestic prices remain closely tied to international trends.

The country's annual demand for gold is estimated at between 20 and 40 tonnes, with nearly 80 percent of that reportedly met through smuggling.

Meanwhile, gold prices climbed to a fresh record high on Tuesday in the international market, bolstered by increased expectations of further US rate cuts. Spot gold rose 1 percent to \$3,784.01 per ounce, as of 1011 GMT, after hitting a fresh record high of \$3,790.82 earlier in the session.

Industry insiders attribute the surge

## Exports to India via Ctg port soar

FROM PAGE B1

million, up from \$141.4 million a year earlier, according to the National Board of Revenue (NBR) and Chattogram Customs House.

In the same period, volumes more than doubled to 116,000 tonnes from 60,525 tonnes.

In the first eight months of this year, Bangladesh exported 760,000 tonnes of goods worth \$1.2236 billion to India. In the same period last year, exports reached 854,000 tonnes valued at \$1.1844 billion.

This represents a rise in earnings of \$39.2 million or 3.31 percent, but a fall in volume of 93,000 tonnes or 10.9 percent.

Of this, shipments through Chattogram, Mongla and the country's largest land port, Benapole, totalled \$824 million compared with \$770 million in the same period last year.

In the January-August period this year, exports through all gateways except Chattogram port amounted to 644,000 tonnes worth \$885.4 million, down from 792,000 tonnes worth \$1.04 billion a year earlier.

In other words, exports outside Chattogram fell by \$157.6 million in value and 148,000 tonnes in volume.

Benapole, once the busiest land port for bilateral trade, suffered the steepest losses.

In the first eight months of this year, shipments through Benapole dropped to 201,000 tonnes worth \$486 million, from 281,000 tonnes worth \$623.8 million last year, a 22 percent decline in value and a 29 percent fall in volume.

Mongla port also saw exports collapse. Goods worth \$5.3 million moved to India through Mongla in the first eight months of 2024. But during the same period this year, exports declined to just \$91,000.

CTG PORT CARRYING A HEAVY LOAD

The new trade flow with India has piled pressure on Chattogram port, which already handles about 84 percent of Bangladesh's total international trade.

The port's storage capacity is 53,500 twenty-foot equivalent units (TEUs), and operations remain smooth if container numbers stay below 40,000.

But since March, volumes have consistently exceeded 43,000 TEUs. On August 16, storage reached a record 49,131 TEUs, causing fears of congestion spiralling out of control.

"Increasing reliance on a

## Remittance share in GDP

FROM PAGE B1

"Moreover, fluctuations in global oil prices, economic performance in Middle Eastern and Western economies, and exchange rate policies further influenced the volume and growth pattern of remittances during this period," it added.

During the quarter, the highest volume of remittances originated from Saudi Arabia, totaling \$1.49 billion and accounting for 17.48 percent of total inflows.

Remittances from Saudi Arabia were followed by \$1.04 billion from the United Arab Emirates, and \$1.003 billion from the United Kingdom.

However, citing data from the Bureau of Manpower, Employment

and Training (BMET) in the April-May period, the BB report said the sharp decline in migration signalled structural vulnerabilities.

"Over-reliance on a few labour markets, like Saudi Arabia, raises policy risks that must be addressed through diversification."

Looking forward, the BB said the April-June quarter of FY25 highlighted the resilience of Bangladesh's remittance sector despite global uncertainties.

"While the upward trajectory of inflows offers immediate relief to external sector stability, strategic policy measures are needed to diversify migration destinations, reduce costs, and sustain growth in remittances without overreliance on fiscal incentives."

It said strengthening skill

development programmes, expanding into non-traditional labour markets, and fostering digital remittance ecosystems will be crucial for ensuring sustainable gains in the years ahead.

## BB eases

FROM PAGE B1

The revised limits will allow importers to settle payments more quickly and at lower costs, reducing both time and additional expenses.

The policy update is seen as a part of broader efforts to boost trade efficiency and simplify global transactions in the face of ongoing global economic challenges.

Experts described the move as a timely step in line with the growing demand for flexible trade policies.

## মধ্যপাড়া গ্রানাইট কোম্পানী লিমিটেড

(পেট্রোবাংলার একটি কোম্পানি)

মধ্যপাড়া, পার্বতীগুর, দিনাজপুর।

মধ্যপাড়া খনি হতে উৎপাদিত ৪০-৬০ মি.মি. আকারের গ্রানাইট পাথর প্রতিযোগিতামূলক কর্মশৈলীর মাঝে বিক্রয়ের জন্য কর্মশৈলী প্রস্তাব আহ্বানের বিজ্ঞপ্তি

০১। প্রস্তাব/দরপত্র নং:	: ২৮.১৭.০০০০.০০০.৬৩১.৮৮.০০০.২৫
০২। প্রস্তাব/দরপত্রের বিবরণ:	: মধ্যপাড়া গ্রানাইট কোম্পানী লিমিটেড খনি এলাকা হতে ৪০-৬০ মি.মি. আকারের পাথর বিক্রয়।
০৩। ৪০-৬০ মি.মি. আকারের গ্রানাইট পাথর বিক্রয়ের পরিমাণ:	: সর্বনিম্ন ৫০,০০ মেট্রিক টন হতে সর্বোচ্চ ২,০০,০০ মেট্রিক টন।
০৪। ৪০-৬০ মি.মি. আকারের পাথরের মজুদের স্থান:	: মধ্যপাড়া খনি এলাকা, পার্বতীপুর, দিনাজপুর।
০৫। প্রস্তাব/দরপত্রাত উপযুক্ত/যোগাযোগ:	: পাথর বাবসায়ী/পাথর বাবহারবকারী/স্থানীয় ক্রেতা।
০৬। প্রস্তাব/দরপত্র দলিল প্রাপ্তির স্থান:	: ক) কোম্পানির প্রধান কার্যালয়: গ্রাম মধ্যপাড়া, থানা: পার্বতীপুর, জেলা- দিনাজপুর। (ফুলবাড়ী রেল স্টেশন হতে ১৩ কি.মি. উত্তর পূর্বে)
০৭। কোম্পানির ঢাকা অফিস:	: পেট্রোবাংলা, পেট্রোসেন্টার (লেভেল ১০) ৩, কাওরান বাজার, বাড়িকালী এলাকা, ঢাকা- ১২১৫।
০৮। প্রস্তাব/বিভাগ:	: হিসাব বিভাগ, পেট্রোবাংলা, পেট্রোসেন্টার রেল স্টেশন হতে ১৩ কি.মি. উত্তর পূর্বে।
০৯। জামানত/আর্নেস্ট মানি:	: প্রস্তাবকারী/দরপত্রাতকে প্রস্তাবপত্র/দরপত্রের সাথে জামানত হিসেবে ২,৫০,০০০.০০ (দুই লক্ষ পঞ্চাশ হাজার) টাকা পে-অর্ডার/বাংলাদেশ ক্রাফট এর মাধ্যমে জরা দিতে হবে (অফেরহেণ্ডেগ্রাম)।
১০। প্রস্তাব/দরপত্রের মূল্য:	: ৫০০.০০ (পাঁচশত) টাকা [অফেরহেণ্ডেগ্রাম]
১১। প্রস্তাব/দরপত্রের শর্ত তারিখ ও সময়:	: ২৪-০৯-২০২৫ (অফিস চলাকালীন সময়ে)
১২। প্রস্তাব/দরপত্র থোলার তারিখ ও সময়:	: ১৫-১০-২০২৫ বিকাল ৫:০০ ঘটিকা
১৩। প্রস্তাব/দরপত্র গ্রহণ ও থোলার স্থান:	: ১৬-১০-২০২৫ বিকাল ২:০০ ঘটিকা
১৪। প্রস্তাব/দরপত্র গ্রহণ ও থোলার স্থান:	: কোম্পানির প্রধান কার্যালয়: গ্রাম মধ্যপাড়া, থানা: পার্বতীপুর, জেলা- দিনাজপুর।
১৫। বিশেষ নির্দেশনাবলী:	: কোন রকম আর্থিক দায়িত্ব প্রাপ্ত হওয়ার বিনিয়োগে অফিস বৃক্ষ থাকার পরের দিন অবিবাদ্য কারখণাশত্রু অফিস বৃক্ষ থাকার পরের দিনে তা গ্রহণ ও থোলা হবে।

(প্রকৌ. মোঃ আব্দুল হাতেল আল মাঝুম)  
টপ-মহাবৰষপক্ষ (মার্কেটিং এন্ড সেলস)  
মোবাইল: ০১৭০০-০৩২২১৩

## Ruhul Quddus Khan becomes CEO of Unilever Bangladesh

STAR BUSINESS REPORT



Ruhul Quddus Khan

Unlike Unilever Bangladesh Limited (UBL) has appointed Ruhul Quddus Khan as its chief executive officer (CEO) and managing director, with effect from November 1.

Khan began his journey with the company in 1996 as a trainee under the Unilever Future Leaders' Programme at the Kalurghat factory.

Over his 29 year career, he has held leadership roles in supply chain and research and development in both Bangladesh and India, according to a press release.

In recent years, as supply chain director and later as head of customer experience and logistics, he played a key role in transforming UBL's supply chain into a high performing, future-fit function with a focus on customer centricity, data analytics, process automation, and digital transformation.

Khan holds a degree in mechanical engineering from the Indian Institute of Technology and is regarded as one of the most respected leaders in supply chain and operations in Bangladesh, the release added.

"Ruhul comes into the role with a strong track record of leading