

EXPORT PROMOTION BUREAU



**WE PROMOTE
EXPORT
WE BUILD
BANGLADESH**



From the desk of the Vice-chairman

On behalf of the EPB family, I am delighted to announce the resumption of the EPB Newsletter, starting from September 2024 with a refreshed look. This quarterly publication will provide updates on EPB's activities, product and market analysis, potential sectors of Bangladesh, and insights into the global market landscape.



The September edition highlights our routine operations and market development initiatives aimed at sustaining export growth. We believe that this newsletter will meet the needs of key stakeholders deeply engaged in the export trade.

As a Trade Promotion Organization (TPO), this newsletter will serve as a catalyst for showcasing EPB's overall performance. As the Vice Chairman and CEO of EPB, I believe it will also attract students, journalists, and academicians, while primarily addressing the needs of our exporters, which is our main objective.

We invite all stakeholders, from government bodies to private enterprises, to engage with this newsletter and welcome your suggestions. Together, let us unlock the full potential of exports and trade, ensuring our nation continues to thrive in the global economy.

Thank you, and we look forward to our shared success.

Honorable Adviser Dr. Salehuddin Ahmed Takes Over as the head of the Commerce Ministry



Honorable Adviser Dr. Salehuddin Ahmed has been appointed as the new head of the Ministry of Commerce, taking on this crucial role while simultaneously overseeing the Ministry of Finance. A distinguished economist and civil servant, Dr. Ahmed brings a wealth of experience to his new position. He served as the ninth Governor of Bangladesh Bank, the nation's central bank, from May 1, 2005, to April 30, 2009.

Throughout his career, Ahmed has held significant roles, including Director General of the Bangladesh Academy for Rural Development (1993-1995) and Managing Director of Palli Karma-Sahayak Foundation (1996-2005). He also served as the Director General of the NGO Affairs Bureau at the Prime Minister's Office and joined BRAC as Deputy Executive Director in 1998.

Born in Old Dhaka, with family roots in Nabinagar Upazila, Brahmanbaria District, Ahmed is a proud alumnus of Dhaka Collegiate School (1963). He completed his first master's degree in economics at the University of Dhaka in 1969, followed by a second master's and a PhD from McMaster University in 1974 and 1978, respectively.

As the Advisor to the Ministry of Commerce, Dr. Salehuddin Ahmed serves as the ex-officio Chairman of the Export Promotion Bureau (EPB). EPB firmly believes that under his able leadership, export development activities, particularly in product and market diversification, will be significantly enhanced."



EPB Activities

Honorable Advisor for Finance and Commerce Presides Over EPB Board Meeting

On 8th September 2024, Dr. Salehuddin Ahmed, Honorable Advisor for Finance and Commerce, chaired the Board of Directors Meeting of the Export Promotion Bureau (EPB) at the Ministry of Commerce's conference room. As the ex-officio Chairman of EPB, Dr. Ahmed emphasized the critical need for product and market diversification during this inaugural meeting.



The agenda discussed in the meeting included the publication of monthly export data, setting export targets for FY 2024-25, Bangladesh's participation in the upcoming Osaka Expo 2025, and preparations for EPB's flagship event, the Dhaka International Trade Fair. The meeting also focused on initiatives to sustain the growth of Bangladesh's exports.

Dr. Ahmed underscored the importance of enhancing the EPB's capacity, particularly by bolstering its research capabilities to better support the nation's export strategies.

The meeting was attended by Mr. Md. Selim Uddin, Secretary of the Ministry of Commerce, Mr. Md. Anwar Hossain, Vice Chairman of EPB, along with other distinguished board members from both the public and private sectors.



EPB Unites Local Handicraft Manufacturers under One Umbrella

The Export Promotion Bureau (EPB) successfully organized a Handicrafts Fair from June 25-29, 2024, at the Bangladesh-China Friendship Exhibition Center. This inaugural event was designed to showcase the diverse range and quality of products produced by Bangladesh's local manufacturers and exporters.

The fair was inaugurated by Commerce Secretary Mr. Md. Salim Uddin, with the President of FBCCI as the special guest. The Acting Vice-Chairman of EPB Kazi Mohammad Mozzamel Hoque presided over the event. The fair featured an impressive array of Bangladeshi products, including Nakshi Kantha, jute, leather, footwear, cane and bamboo items, handloom products, Jamdani, Shatranj, handmade jewelry, bronze ornaments, pottery, ceramics, and more.

A total of 90 reputable organizations from across the country participated, receiving a commendable response from a diverse range of visitors. Among them, JDPC, Bangladesh Handloom Board, Joyeeta Foundation,

Banglacraft, Jute Research Institute, Karupanna Rangpur, BD Creations LTD, Classical Handicrafts, Clay Image, Kumudini Handicrafts, WEND, and Design by Rubina are noteworthy. The event underscored the significant potential for local producers to capture a larger market share, along with the strong presence of women entrepreneurs. However, to fully harness this opportunity, the sector requires more strategic support.

To further elevate the event's success and attract potential foreign buyers, EPB plans to engage a reputed international event organizer for the next edition. EPB believes that such initiatives will expand market opportunities and help local manufacturers explore and penetrate global markets.



EPB Initiates Projects to Foster Sustainability in the Apparel and Leather Industry

The Export Promotion Bureau (EPB) is set to embark on two critical technical projects aimed at promoting sustainability within the apparel sector. These projects, named Skills for Self-Monitoring and Compliance with Clean and Fair Production in the Textile Industry (SCAIP) and Sustainability in the Textile and Leather Sector (STILE-2), will be implemented with support from GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) GmbH.

The core objective of these initiatives is to enhance the capacity of apparel exporters in Bangladesh to comply with the stringent safety, labor, and environmental standards required by the European Union. By focusing on monitoring and adherence to these standards, the projects aim to make the textile, apparel, and leather industries more sustainable.

Given the increasing global demand for eco-friendly and socially compliant products, these efforts are expected to significantly boost Bangladesh's market share in the European market. EPB is confident that through the successful implementation of SCAIP and STILE-2, the efficiency and compliance capabilities of



local producers and brands will be significantly improved, helping them meet the EU's due diligence directives.

As part of the project's rollout, EPB has already signed an implementation agreement with GIZ. The Vice Chairman of EPB, Mr. Md. Anwar Hossain, signed the agreement on behalf of EPB, while Mr. Dr. Andreas Kuck, Country Director, GIZ, represented GIZ Bangladesh. The next steps will include organizing a planning workshop and drafting a comprehensive project concept paper to guide future actions. Additionally, EPB will receive support from GIZ to enhance its capacity, making it one of the most vibrant trade promotion organizations in Southeast Asia.

Counsellor (Economic and Commercial) of China Embassy in Dhaka Meets Vice Chairman, EPB

The Counsellor (Economic and Commercial) of the Chinese Embassy in Bangladesh recently met with the Vice Chairman of EPB, Mr. Md. Anwar Hossain, to discuss potential areas of cooperation aimed at enhancing Bangladesh's exports to China.

During the meeting, the Counsellor highlighted ongoing efforts to gain approval for the export of Bangladeshi mangoes and de-oiled rice bran to China. He informed that the General Administration of Customs of the People's Republic of China (GACC) has shared a draft of the phytosanitary protocol, which has been forwarded by the Bangladesh Embassy in Beijing to the Ministry of Agriculture for necessary feedback. The Counsellor urged the Vice Chairman to expedite the process. In response, Mr. Hossain assured his full support.



Furthermore, the Vice Chairman requested the Counsellor's assistance in securing support from the China Council for the Promotion of International Trade (CCPIT) to build the capacity of EPB as a national trade promotion organization. The Counsellor also encouraged EPB to participate in renowned trade fairs across various provinces of China, specifically mentioning the China International Import Expo (CIIE) and the Canton Fair.

EPB and ILO Discuss Branding the RMG Industry's Sustainable Best Practices

Mr. Toumo Poutiainen, Country Director of the International Labour Organization (ILO), recently met with the Director General of the Export Promotion Bureau (EPB), Ms. Baby Rani Karmakar, at the EPB office. The meeting focused on branding the ready-made garment (RMG) industry's commitment to sustainable practices.

Ms. Karmakar emphasized the importance of collaboration between EPB and ILO in creating new narratives that showcase the RMG sector's pioneering efforts in global compliance, employee welfare, energy

efficiency, eco-friendly manufacturing, and circular economy initiatives. Both the officials expressed their commitment to promoting these sustainable best practices on a global scale.



Bangladesh's Export Performance: A Brief Evaluation

Bangladesh has steadily expanded its global trade footprint, exporting over 806 products to 210 markets worldwide. Despite the challenges posed by the COVID-19 pandemic in the fiscal year 2019-20, the country's export growth has remained robust over the last decade. In the fiscal year 2022-23, Bangladesh's export earnings reached an impressive USD 53.9 billion, according to data from the National Board of Revenue (NBR) and Bangladesh Bank.

While the export growth for 2022-23 aligned with expectations, the current fiscal year 2023-24 has seen a slight decline due to the prevailing adverse global economic conditions. Nevertheless, Bangladesh's export sector continues to demonstrate resilience.

The apparel industry remains the cornerstone of Bangladesh's exports, contributing 84.58% of the country's total export earnings. As the world's second-largest garment exporter after China, Bangladesh holds a 7.9% share of the global apparel market. In addition to apparel, other key export sectors include leather, home textiles, leather goods, jute and jute products, agricultural and agro-processed goods, frozen and live fish, light engineering, pharmaceuticals, and ICT and IT-enabled services. These non-apparel sectors contribute 15.42% to the country's overall export earnings.

Bangladesh's top export destinations include the USA, Germany, the United Kingdom, Spain, France, Italy, India, the Netherlands, Japan, Poland, and Canada. The USA remains the largest single market, accounting for 17% of exports, followed by Germany at 13%. Regionally, the European Union (EU) is the largest market for Bangladeshi products, with a 45.42% market share.



EPB emphasizes core activity: Product and Market Diversification

Bangladesh is a country with significant potential and numerous opportunities. However, as you are aware, the country's export market is vulnerable due to its heavy reliance on a limited number of markets and products. Addressing this issue will be a top priority. Currently, Bangladesh's export sector is heavily dependent on apparel, which accounts for 84% of export earnings, with only a few other products exceeding the one-billion-dollar mark. To mitigate this situation, it is essential to prioritize product diversification initiatives to expand the export basket with potential new products.

To achieve this, projects will be undertaken to strengthen the capacity of various sectors and address compliance-related issues. We will seek technical and financial assistance from development partners such as the World Bank, GIZ, JETRO (Japan), KOTRA (Korea), and others by preparing a concept paper for these initiatives. Support similar to that provided to the apparel sector will be extended to other promising sectors, including leather and leather goods, jute and jute goods, agro and agro-processed products, handicrafts, home décor, ICT, and light engineering products. The necessary policies to support these initiatives will be incorporated into the export policy.

Building the capacity of EPB officials is crucial for achieving these objectives, so appropriate training will be provided to enhance their research capabilities. To support this goal, a separate department called ICT, Research, and Statistics will be established to provide timely support to exporters.

To diversify export markets, priority will be given to participating in international fairs in Eastern Europe, Africa, South America, Central Asia, the Middle East, and Southeast Asia, in addition to traditional markets. Furthermore, initiatives and programs will be undertaken to enhance the capacity of exhibitors, ensuring effective participation in these fairs, and improving the overall quality of EPB's participation.



EPB's Market Diversification Initiatives: Participation in Global Trade Fairs

As part of its ongoing market diversification strategy, the Export Promotion Bureau (EPB) recently took part in two internationally renowned trade fairs: Sourcing at Magic in Las Vegas and Apparel Textile Sourcing Canada. These events, known for attracting top-tier buyers and exhibitors, provided a valuable platform for reputable Bangladeshi exporters specializing in apparel and fashion products.

The participation in these fairs is a strategic move by the EPB to penetrate new markets and connect with buyers across the North and South American regions. Both events are pivotal in helping Bangladeshi exporters gain visibility and establish strong relationships with potential buyers.

EPB is optimistic that, as in previous years, the participating companies will receive positive responses and generate significant business opportunities from these engagements. It is noteworthy that EPB consistently participates in over 35 trade fairs annually, demonstrating its commitment to expanding Bangladesh's global market presence.



Export of Goods set target for USD 50.0 Billion for the FY 2024-2025

The much-discussed data discrepancy of export data between the National Board of Revenue (NBR), Bangladesh Bank, and the Export Promotion Bureau (EPB) has finally been resolved.

To address this issue, the EPB held a series of meetings with two other government agencies—NBR and Bangladesh Bank—and identified the reasons behind the data variation. These reasons include:

1. Multiple entries of the same EXP and commodity code (HS code);
2. In the case of CMT (Cutting, Making, and Trimming), only the making charge is receivable, but the calculation incorrectly included the prices of all accessories, such as fabric and sample items, which hold no export value;
3. The inclusion of sales from Export Processing Zones (EPZs) within the country as exports, followed by re-accounting of the same goods when they are re-exported abroad.

It is pertinent to note that the EPB does not generate any primary data. Instead, it collects secondary export data from the National Board of Revenue (NBR) and publishes it for stakeholder use. Bangladesh Bank uses realized export earnings data, while the EPB compiles assessed data provided by the NBR. As a result, the export

figures reported by the EPB tend to be higher than those reported by Bangladesh Bank.

After several rounds of meetings between the NBR, Bangladesh Bank, the Bangladesh Bureau of Statistics, and the EPB, the EPB was advised to revise the export shipment data for the last two fiscal years based on NBR's revised figures. Consequently, and under the consensus of these four key organizations, the EPB revised the export earnings for fiscal years 2022-23 and 2023-24 to US\$ 46.6 billion and US\$ 44.479 billion respectively, using the CPC (Customs Procedure Code) guidelines as recommended by the International Monetary Fund (IMF).

Taking into account the global economic situation, sector-wise international demand, trend of world exports and imports, global supply chain management, and export revenue of the previous fiscal year, the export target for the current financial year has been set at US\$ 50 billion. This target was determined through detailed discussions with leading local chambers of commerce, trade associations, and exporters, representing a growth of 12.44% compared to last year's exports. Additionally, the export target for the services sector has been set at US\$ 7.5 billion, reflecting a 13.64% growth.

The Bureau believes that if favorable global economic conditions, steady consumer demand in international markets, an uninterrupted supply chain, consistent power and gas supply, and timely policy support continue, the government's export targets will be achievable. It is hoped that exporters, under the dynamic leadership of the current government and with the concerted efforts of all stakeholders, will achieve this target.



National Export Trophy and CIP (Export & Trade)

The National Export Trophy is awarded with the aim of providing support and encouragement to Bangladeshi goods and services exporting companies and entrepreneurs with the aim of increasing exports, improving the quality of export products and services and diversifying export trade in order to enrich and strengthen the national economy of Bangladesh. The National Export Trophy Policy-2022 has already been issued after amending the Policy of 2013 to encourage the country's exporters. In the new policy, instead of the previous 28 sectors, the necessary program is being implemented to recognise the exporters of 36 sectors with Gold, Silver and Bronze trophies respectively. Besides, the program of the National Export Trophy for the FY 2022-23 is currently under process in the Ministry of Commerce.

CIP Cards are awarded in favour of the successful exporters as an incentive by the Government to develop domestic trade, promote and expand export trade and to enhance and strengthen the national economy. A CIP Card acts as an encouragement and incentive to the selected local and foreign representatives of the export-oriented companies or organizations and the business leaders engaged in the export of goods and services of Bangladesh. The exporters and leaders of specified trade associations who have made a significant contribution in increasing the export of goods or services, including the development and expansion of the country's trade and commerce, are eligible for the application. They are declared as Commercially Important Persons (CIP) to best recognise their contribution by the state. CIP (Export and Trade) Policy-2023 has already been issued amending the previous CIP Policy-2013 to include more number of exporters and accommodate more from new sectors. The new Policy includes a total of 35 sectors in place of the earlier 22 sectors.

Applications for National Export Trophy and CIP Card awardees are invited by the Export Promotion Bureau (EPB). The export income data mentioned in the applications received is verified from Bangladesh Bank's online monitoring system. Then the primary and final selection process is done through 2(two) committees respectively. One committee works under the leadership of the Director General of the Export Promotion Bureau and the other committee is chaired by the Additional Secretary (Export) of the Ministry of Commerce. According to the policy, the Convenor of the Trophy Finalization Committee is the Honourable Secretary of



the Ministry of Commerce and the Additional Secretary (Export) of the same Ministry serves as the convener of the Final Selection Committee regarding the CIP card. Then the finalized list is sent to the Cabinet Division for approval. When the list is approved by the Cabinet Division, the relevant gazette is published. Eventually the winners included in the gazette are formally honoured with CIP Cards.

The awarding ceremony of National Export Trophies for 2021-2022 has been held on July 14, 2024. A total of 77 companies were honoured with Gold, Silver and Bronze medals respectively at the event. Each of the medals consisting of 10 grams of Gold (18 carat), Silver and Bronze were awarded in line with the provisions of the Policy. The highest export earning company irrespective of all the categories is awarded a special trophy consisting of a medal of 23.32 grams of gold. The draft list of the awardees of the National Export Trophies for 2022-2023 has been sent to the Ministry of Commerce on March 28, 2024. The finalization of the trophy recipients is under process in the Ministry of Commerce.

The awarding ceremony of CIP (Trade and Export) for 2022 has been held on May 09, 2024. The recipients were selected in accordance with the provisions of CIP Policy 2013. A total of 140 exporters were awarded CIP (Export) and 44 representatives from specified trade associations were awarded CIP (Trade) Cards. As per the decision of the Primary Selection Committee, the primary lists of CIP-2023 and CIP-2024 respectively have been sent to the Ministry of Commerce on March 21, 2023 and March 28, 2024 respectively. It is learnt that the verification of all the information of CIP-2023 by the Final Selection Committee is almost at the final stage. It is expected that the finalization of recipients of CIP-2023 cards will be completed soon.

For the purpose of selecting the trophy recipients for the recently concluded FY 2023-2024 and CIP Card (Export and Trade) for 2025, applications have been invited online and offline by publishing notices in various newspapers on July 31, 2024. Applications in this regard will be received till August 31, 2024.

Bangladesh's Opportunity in the USA Market



In the year 2023, USA's import from the world amounted to US\$ 3,172.53 billion. Compared to Bangladesh's export basket, Bangladesh may give emphasis to expand its

Serial No.	H. S. Code	Description of the products	USA's imports from Bangladesh in the year 2023 (USD million)	Bangladesh's exports to world in the year 2023 (USD million)	USA's imports from world in the year 2023 (USD million)
1.	64	Footwear	225.86	1356.53	26791.73
2.	42	Articles of leather	96.58	544.12	13924.38
2.	30	Pharmaceutical products	18.01	134.10	1,82,466.92
4.	09	Coffee, tea, maté and spices	2.11	17.46	10,558.71

export basket to the USA in the following sectors. The U.S. market has a significant demand for leather products, including footwear, bags, accessories, and apparel. Bangladesh's established leather industry can cater to this demand by focusing on quality and craftsmanship. With increasing awareness of ethical and sustainable sourcing, there is an opportunity to market leather goods made from environmentally friendly and ethically sourced raw materials. The U.S. has a growing market for specialty teas, including organic, herbal, and flavored varieties. Bangladesh can leverage its tea production capabilities, particularly in regions like Sylhet, to export high-quality tea products. While Bangladesh is not a major coffee producer, there could be niche

opportunities in exporting unique coffee blends or collaborating with local producers for specialty coffee offerings.

EPB to set up ICT, Research, and Statistics Division

The EPB is lagging in research-related activities. To keep pace with other TPOs in Asia, the policy and planning division will form an ICT, Research, and Statistics Division to cater to the needs of stakeholders, including the EPB itself.

In addition, preparations are underway for the publication of the EPB Annual Report for the fiscal year 2023-24, with a target release date set for September 2024.

Information and Publication Division publishes the National Export Trophy Citation

The Information and Publication Division of the Export Promotion Bureau (EPB) has been actively involved in managing the Bureau's publication-related activities, as well as handling public relations to ensure effective dissemination of information to both print and electronic media.

Recently, the division published a detailed and informative citation on the National Export Trophy program, highlighting the outstanding export performance, compliance achievements, and productivity enhancements of the top exporters.





Upcoming Event

Next three month action plan (Sep to Nov-2024) to arrange sector-wise seminar

To enhance the capacity of officials and staff, and to update stakeholders, particularly exporters, on global trade trends and current issues, the Human Resource Development (HRD) Cell of the Export Promotion Bureau organizes seminars and workshops on various sector-specific topics under the National Export Training Program (NETP) across different parts of the country. EPB will arrange the following seminars and workshops under the National Export Training Program, in alignment with its Annual Performance Agreement (APA).

Topic of Seminar	Possible Date
Market opportunities & challenges of Handicrafts sector(3)	3 September,2024
Market opportunities & challenges of Leather and Leather sector	29 September,2024
Market opportunities & challenges of Jute and Jute product	28 october,2024
Market opportunities & challenges Pharmaceutical Products	10 November,2024

Fair Calendar (September to November)-2024 (Sector Wise)

Serial No.	Name and Subtitle of event	City and Country	Duration	Products and Services Exhibited
Agricultural Products				
1	Organic and Natural Expo	Dubai, UAE	October 2024	Organic
Agro Processed Food				
2	Foodex Saudi, Riyadh, KSA	Riyadh, KSA	16-19 September, 2024	Snack, Beverage, Canned Food, Frozen Food, Meat, Poultry, Spices, Rice, Tea, Cookies
3	20th Malaysia International Halal Showcase (MIHAS)-2024	Kuala Lumpur, Malaysia	17-20 September, 2024	Food & Beverage
4	Gwangju Food Fair	Gwangju, Korea	October, 2024	Food Items
Construction and Building Materials				
5	Oman Home and Building Expo	Muscat, Oman	07-09 October, 2024	Architecture & Urban Planning
House ware/Handicrafts/Home Deco				
6	Mega Show – Hong Kong (Asian Housewear & Kitchen)	Wanchai, Hong Kong	20-23 October, 2024	Handicraft & Houseware
Home Textile				
7	Source Home & Gift	Birmingham, UK	01-04 September, 2024 & 04-07 February, 2025	Home Textile & Handicraft
ICT				
8	E-commerce Expo	ExCeL London, UK	18-19 September, 2024	IT
9	CeBIT Australia 2024	Sydney, Australia	29-31 October, 2024	IT
10	Global Information Technology Exhibition GITEK Fair-2024	Dubai, UAE	16-20 October 2024	Tech
Leather Goods				
11	MICAM Milano	Fieramilano (RHO), Italy	October 2024, March 2025	Leathergoods & Footwear

Serial No.	Name and Subtitle of event	City and Country	Duration	Products and Services Exhibited
12	Poland Footwear & Lather Expo	Warsaw, Poland	October 2024, March 2025	Leathergoods & Footwear
Plastics & Rubber				
13	25th PPP Expo Tanzania Fair-2024	Dodoma, Tanzania	09-11 October, 2024	Plastic
Pharmaceuticals				
14	Pharmacy Show	Birmingham, UK	13-14 October 2024	Medicine, Bandage, Plaster
RMG (Apparel)				
15	Sourcing at MAGIC (Men's Apparels Guild in California)	Las Vegas, USA	19-21 August/22-24 September 2024 & 12-14th February 2025	RMG, Apparel, Footwear & Accessories
16	74th Cairo Fashion & Tex Fair-2024	Cairo, Egypt	25-27 October, 2024	Apparel, Textiles, Garments
17	Fashion world Tokyo, Japan	Japan	15-17 October, 2024 & February, 2025	RMG, Apparel, Textile, Footwear Accessories, Leather Goods & Fashion, Materials
18	Apparel Textile Sourcing Miami (ATS-M) 2024, USA.	Miami, USA	October, 2024	Apparel, Textile, Leather & Footwear, Handicraft, Accessories
19	Wanz Global Textile Show-2024	Ontario, Canada	14-16 November 2024 & 4-5 May 2025	Apparel, Textiles, Garments
20	Global Sourcing Expo Australia (AISF)-2024	Melbourne, Australia	19-21 November, 2024 12-14 June, 2025	Readymade Garments & Apparel.
Sea Food				
21	Busan International Seafood & Fisheries Expo (BISFE)	Busan, Korea	November, 2024	Seafood & derived Products.
General				
22	Bangladeshi Immigrant Day & Trade Fair 2024	New York, USA	23-24 September, 2024	General
23	China Import and Export Fair (Canton Fair), Guangzhou	Guangzhou, China	October, 2024 & April, 2025	General (All type of products)
24	8th Selangor International Business Summit (SIBS) 2024	Kuala Lumpur, Malaysia	October, 2024	General
25	China International Import Expo (CIIE), Shanghai	Shanghai, China	5th to 10th November 2024	General (All types of products)
26	India International Trade Fair (IITF)	New Delhi, India	November, 2024	General
Single Country Trade Fair				
27	Trade & Investment Fair-2024 Malaysia	Kuala Lumpur, Malaysia	6-8 September, 2024	General
28	Single Country Fair Australia	Australia	03-04 October, 2024	RMG
29	Single Country Fair Toronto	Toronto International Pavilion, 160 Rainsic, Toronto, Canada	25-27 October, 2024	Jamdani, Apanel, Footwear etc.



Bangladesh-China Friendship Exhibition Center (BCFEC)



Outcome of the Market Development Initiative

Success Story - Woman Entrepreneur

The Inspiring Journey of Rehana Akter, A Pioneer in Handmade Ceramic

In a society where women are often expected to remain confined to traditional roles, Rehana Akter's journey stands as an inspiring exception. While many women struggle to break free from societal expectations, Rehana charted a path of her own, becoming a pioneering figure in the ceramic industry in Bangladesh.

Rehana Akter completed her Bachelor of Fine Arts from the University of Dhaka in 2001, followed by a Master of Fine Arts in 2003. She is a creative, energetic, and result-oriented entrepreneur with 22 years of experience in ceramic design and production. She owns and operates Clay Image, a groundbreaking handmade ceramic factory.

The foundation of Clay Image was anything but easy. Rehana faced numerous challenges in building her dream business. Her journey was filled with setbacks, but her determination never wavered. In 2003, Clay Image began its humble operations in two rooms of a three-story house in Mirpur, Dhaka. The factory produces plates, bowls, mugs, glasses, pots, pans, cups, dishes, jugs, and other homewares, all carefully crafted in vibrant colors with a distinct touch of native aesthetics.

Her first big break came during a fair at the Officers Club in Dhaka. Rehana transported her handmade ceramic products to Bailey Road on a scooter, filled with hope and anticipation. Her unique, hand-painted ceramic creations—made from native clay—immediately captured attention. On the first day of the fair, all of her products were sold out, not due to flashy presentation, but because of the unmistakable quality and originality of her designs.

As Rehana sought to expand her business, the Export Promotion Bureau (EPB) of Bangladesh stepped in, providing valuable support. The EPB, dedicated to nurturing new entrepreneurs, guided her in effectively participating in international trade fairs. Rehana was granted the highest subsidy—60% of the participation fee—to showcase her products at Ambiente in Frankfurt, Germany, one of the largest trade fairs for handicrafts and home décor, and at the Kunming Fair in China.

Her participation in these international fairs was a turning point. Rehana's beautifully designed clay products attracted the attention of global buyers. Remarkably, she succeeded in selling her products in China at prices five times higher than locally produced ceramics, due to the exceptional design and craftsmanship.

The EPB aims to create more success stories like Rehana Akter's, promoting Bangladeshi products on the global stage and empowering women entrepreneurs across the country.





Country Profile Series: Spain



The market intelligence service of the bureau assists potential buyers and local exporters in identifying reliable supply sources, conducting product and country-specific export analysis, and gaining a clear understanding of potential markets. Additionally, exporters can access information on market access facilities, cash incentives, international trade procedures, and the exporter registration process through the market intelligence website.

Information		Source & Guidelines
Population	47,280,433(2024 est.)	World Factbook
Official Language	Castilian Spanish	World Factbook
Public Holidays	https://www.timeanddate.com/holidays/Spain/	Timeanddate.com
GDP	\$2.242 trillion (2023 est.)	World Factbook
Real GDP/capita	\$46,400 (2023 est.)	World Factbook
Real GDP growth	2.5% (2023 est.)	World Factbook
Inflation rate	3.53% (2023 est.)	World Factbook
Total Goods Exports	US\$ 420.17 billion (2023)	Trade Map
Total Goods Imports	US\$ 469.04 billion (2023)	Trade Map
Total Services Exports	US\$ 198.13 billion (2023 est.)	Trade Map
Total Services Imports	US\$ 97.41 billion (2023 est.)	Trade Map
Main Export Sectors	Vehicles other than railway Nuclear reactors, boilers Mineral fuels, mineral oils Electrical machinery and equipment Pharmaceutical products Commodities not elsewhere specified Plastics Meat and edible meat offal Edible fruit and nuts	Trade Map
Main Import Sectors	Mineral fuels, mineral oils Vehicles other than railway Electrical machinery and equipment Nuclear reactors, boilers Pharmaceutical products Commodities not elsewhere specified Plastics	Trade Map

Information		Source & Guidelines
Key Trading Partners	France Germany Italy Portugal United Kingdom United States of America Belgium China Netherlands Europe and other countries	Trade Map
Fastest Growing Import Sectors	Articles of apparel and clothing accessories, not knitted or crocheted Tobacco Lead Fish and crustaceans Live animals	Trade Map
Trade Agreements	EPA, ESA-EU EPA, EU-CAEMC & São Tomé and Príncipe EPA, EU-Pacific Islands EU-UK TCA FTA, EU-New Zealand CEPA, EU-Armenia CU, EU-Andorra CU, EU-San Marino DCFTA, EU-Georgia DCFTA, EU-Moldova DCFTA, EU-Ukraine	Market Access Map
Level of tariff protection		WTO
Opportunities for Bangladesh	Articles of apparel Footwear Other made-up textile articles Articles of leather Fish and crustaceans Headgear Commodities not elsewhere specified Aircraft Tobacco Plastics Pharmaceutical products Other vegetable textile fibres	Trade Map Indicative Trade Potential Calculations from Trade Map
Main Import Regulations (Web sources & Guides)	https://www.trade.gov/country-commercial-guides/Spain-customs-regulations https://santandertrade.com/en/portal/international-shipments/Spain/customs-procedures Spain Trade Regulations	Export.gov Trade Promotion Organisation



Information		Source & Guidelines
Major trade events	Alimentaria CPhI Worldwide Fruit Attraction SIMA (Salón Inmobiliario Internacional de Madrid) Barcelona Bridal Fashion Week ARCOmadrid (International Contemporary Art Fair) Mobile World Congress (MWC)	Search on the web https://www.eventseye.com/fairs/c1_trade-shows_Spain.html
Key Institutions – chambers of comm & relevant sector associations	Spanish Chamber of Commerce (Cámara de Comercio de España) Spanish Confederation of Small and Medium Enterprises (Confederación Española de la Pequeña y Mediana Empresa - CEPYME) Spanish Federation of Food and Drink Industries (Federación Española de Industrias de Alimentación y Bebidas - FIAB) Spanish Institute for Foreign Trade (Instituto Español de Comercio Exterior - ICEX) Spanish Federation of Technology Companies (Asociación Española de Empresas de Tecnología - AMETIC)	Search on the web
Bangladesh Commercial Counsellor/ Trade Promotion Office	Ms. Salma Hasnayan Commercial Counsellor Email : ccbanglainspain@gmail.com Phone (Office) : (+34) 914 01 99 32 Fax : (+34) 914 02 95 64	
Key Trade Networking Platforms / Business Directories	http://Spain.arabicmarket.com https://etradequlf.com	
Agents	WorldTrade.net – Spain https://www.globaltrade.net/international-trade-import-exports/m/c/agent-distributors/Spain.html	GlobalTrade.net



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EXPORT PROMOTION BUREAU

TCB Bhaban
 1st, 4th & 8th Floor
 1 Kawran Bazar, Dhaka 1215, Bangladesh

