

19 AUG 2025

HSBC to honour exporters

STAR BUSINESS REPORT

HSBC Bangladesh will recognise exporters for their role in driving economic growth and strengthening the country's presence in global trade.

This will be the ninth edition of the HSBC Export Excellence Awards, the bank announced at a press conference at Pan Pacific Sonargaon Dhaka yesterday.

Awards will be presented in four categories this year.

The categories are Readymade Garments with export revenue of \$100 million and above; Readymade Garments Backward Linkage with export revenue of \$50 million and above; Non-traditional and Emerging Sectors with export revenue of \$10 million and above; and Non-traditional and Emerging Sectors with export revenue of \$5 million and above.

"We are honoured to play our part in supporting these trailblazers as they take the 'Made in Bangladesh' brand to the world and continue to make great strides in strengthening our economy," Md Mahbub ur Rahman, chief executive of HSBC Bangladesh, said at the press conference.

The awards are supported by the Ministry of Commerce and the British High Commission in Dhaka. Applications opened yesterday and will remain open until September 18.

Winners will be chosen on the basis of their contribution to exports and the wider economy, as well as their record on diversity, responsibility, sustainable business practices, governance, and compliance.



POTATO PARADOX

Bangladesh developed 198 varieties, but only a handful are exported

SUKANTA HALDER

In the last 36 years, Bangladesh has developed 198 potato varieties, over five every year on average. Only a few of those are cultivated, and even fewer are deemed suitable for the international markets, leaving the world's seventh-largest producer struggling to turn bumper harvests into export earnings.

According to the Ministry of Agriculture, just 14 varieties of potatoes meet the export

means that Bangladesh, which produces over 100 lakh tonnes of potatoes annually against a domestic demand of 75-80 lakh tonnes, struggles to offload a 30-35 lakh tonne surplus. All the while, that oversupply depresses prices and leaves farmers vulnerable.

THE EXPORTABLE VARIETIES

According to documents from the Ministry of Agriculture, the exportable varieties are the BARI Potato-7 (Diamond), BARI Potato-8 (Cardinal), and BARI Potato-13

of new types depends on farmer motivation, local consumer demand, and international market interest," said Mosharraf Hossain Molla, principal scientific officer at BARI's Tuber Crop Research Centre.

"Farmers continue to grow familiar varieties like Diamond. Changing farmer behaviour is difficult, and new types take time to gain popularity," he added.

Exporters also shy away from untested varieties. "Although

- Main export varieties: Granola, Cardinal, Diamond-7, Valencia, Majestic
- Exports hit 3-year high in FY25
- 62,135 tonnes exported last fiscal year



VARIETIES

- 198 varieties released since 1990
- BARI released 106 varieties
- Only 14 suitable for export



EXPORTS



CULTIVATION

- Potatoes cultivated on over 5 lakh hectares
- Annual yield over 1 crore tonnes
- Bangladesh is world's seventh largest potato producer
- Domestic demand 70-80 lakh tonnes



CHALLENGES

- Shortage of policy support and technical know-how
- Weak price competitiveness
- Limited innovation in food processing



standards. Of the 106 developed by the Bangladesh Agricultural Research Institute (BARI), only three are considered exportable. The state-run Bangladesh Agricultural Development Corporation (BADC) and private firms introduced 94 more, identified as 'non-notified,' bypassing formal registration. Of these, only five are deemed exportable.

However, Mitul Kumar Saha, joint director of marketing at Hortex Foundation, said in reality, Bangladesh mainly exports potato varieties such as Granola, Diamond, Courage, and Sunshine. "Overall, the number of varieties shipped abroad generally does not exceed 8 to 10."

The disconnect between innovation and market readiness

(Granola).

Also included in this list are Dunastar, Adato, Arsenal, Livent, BADC Potato-1 (Sunshine), BADC Potato-6 (Kumbika), BADC Potato-7 (Queen Ani), BADC Potato-8 (Labella), BADC Potato-13 (Gina Red), AgriConcern Potato-9 (Opal), and AgriConcern Potato-10 (Marta).

According to exporters, of these, the major exported varieties are Granola, Cardinal, Diamond-7, Valencia, and Majestic. In particular, Valencia, a Dutch type with high dry matter content, is drawing attention for its export potential.

Despite the abundance of types, farmers overwhelmingly stick to a few familiar varieties.

"In Bangladesh, the adoption

newer export-quality varieties have been developed, they have yet to gain widespread adoption."

The unregulated release of nearly 100 varieties has raised concerns, he also said, warning that the lack of regulation, particularly the release of non-notified varieties, poses risks, including the introduction of plant diseases.

In September 2019, the government declared potato as a non-notified crop for three years to simplify the introduction of new varieties. This decision aimed to facilitate the release of new, potentially exportable varieties by the private sector without the lengthy approval process required for notified crops.

The Daily Star

19 AUG 2025

EXPORTS RISE, BUT ON LOW PRICES

Bangladesh exported over 100,000 tonnes in fiscal year 2013-14 but has failed to sustain that momentum. However, in recent years, exports are gaining.

Potato exports climbed to a three-year high of 62,135 tonnes in the fiscal year 2024-2025 (FY25), the Department of Agricultural Extension (DAE) data show. The surge was driven less by variety breakthroughs than by a collapse in domestic prices, which fell as low as Tk 7- Tk 10 per kilogramme (kg).

"Last season, I was able to buy potatoes at Tk 7- Tk 10 per kg, whereas the year before it was Tk 30," said exporter Tawhidul Islam, who shipped 30,000 tonnes in FY25, up sharply from 1,400 tonnes the year before.

Farmers, however, often sold at losses. At the field level, potatoes fetched as little as Tk 11 per kg, below the DAE's estimated average production cost of Tk 14.

Beyond prices, exporters cite structural challenges. Older varieties are vulnerable to "Hollow Heart," a disorder that hollows out tubers,

while high freight charges make Bangladeshi potatoes uncompetitive outside nearby markets.

"Potatoes are typically exported only to neighboring or nearby countries where freight costs are relatively low. Beyond these regions, exports are minimal or nonexistent, presenting a significant challenge," said FH Ansarey, managing director of ACI Agribusinesses.

Besides, the varieties produced in Bangladesh are not price-competitive in the global market, he said.

"This year, exports were viable only because local prices were low (Tk 12 - Tk 13 per kg), allowing for profit at the export price of about \$0.20 per kg," he noted.

"However, processed potato products such as French fries and flakes can bring nearly \$2 per kg. That makes value-added exports far more attractive," added Ansarey.

According to Towhidul, Bangladeshi exporters will be able to compete in the global market if potato prices drop to Tk 10 - Tk 15 per kg in the local market.

POLICY LACKINGS

The government drafted a potato export roadmap

in 2022, but exporters and farmers said it failed to reflect on-the-ground realities because stakeholders were not consulted.

"The government's plan was developed without consulting farmers or industry stakeholders and, as a result, may not reflect ground realities," noted Ansarey.

Ashraf Sarker, a farmer in Munshiganj, who cultivates potatoes on six bighas of land, said the knowledge and market connections necessary to try new varieties are not available to him. "That's why I stick to the local market."

"I do not have sufficient policy support from the government to explore new pro-export potatoes. I have no idea about the kind of help I will get from the government," he said.

Agriculture Secretary Mohammad Emdad Ullah Mian, however, told The Daily Star that Dhaka has since taken policy steps, including reducing port waiting times and offering transport at reduced fees, that helped lift exports in FY25.

Still, only about 15 potato varieties are popular among Bangladeshi farmers.

"A large portion of the varieties produced in the country have no demand internationally. Unless production focuses on global demand, exports will not rise," said Syed Md Rafiqul Amin, head of the state-run Horticulture Export Development Foundation, which facilitates various crop exports.

Few crops are as widely consumed worldwide as potatoes. About two-thirds of the world's population includes potatoes as an element in their diet, indicating the widespread reliance on this tuber for nourishment, according to a 2024 report by the United Nations Food and Agriculture Organization.

With around 5,000 varieties across the globe, the diversity of vegetables plays a vital role in global food security and nutrition.

If Bangladesh can tap into that potential with more competitive varieties, it might open up new doors for the country's export economy.

But for now, the country's potatoes mostly remain confined to domestic fields rather than foreign plates.



DITF to be renamed to Dhaka Trade Fair: EPB

STAR BUSINESS REPORT

The government has decided to rename the Dhaka International Trade Fair (DITF) to the Dhaka Trade Fair (DTF) to better organise and promote trade events in Bangladesh.

At the same time, the Export Promotion Bureau (EPB) is set to launch a new international business-to-business event, titled "Sourcing Bangladesh 2025", to attract foreign buyers and promote exports, according to a press release.

The EPB took the decision in a board meeting yesterday at the bureau's conference room in Dhaka's Karwan Bazar, chaired by Commerce Adviser Sk Bashir Uddin.

Mahbubur Rahman, secretary of the Ministry of Commerce; Md Anwar Hossain, vice-chairman of EPB; Abdur Rahim Khan, additional secretary (export); Mahmud Hasan Khan, president of the Bangladesh Garment Manufacturers and Exporters Association; and Kamran Tanvir Rahman, president of the Metropolitan Chamber of Commerce and Industry, were also present.

The renaming comes in response to criticism that the DITF lacks true

international character, the EPB vice-chairman told The Daily Star.

"We've seen that international businesses find it impractical to attend a month-long fair. Moreover, many so-called foreign participants attend through local agents, not as official brand representatives," he said.

"This has led to quality concerns, brand misrepresentation, and a weakened global image for the fair."

To fill this gap, the EPB is launching a new, truly international "Sourcing Bangladesh 2025" fair, scheduled for November.

"Unlike the DTF, which will remain a month-long, consumer-focused local event, the Sourcing Fair will be a 3-4 day B2B event targeting global buyers, with a focus on business matchmaking, export promotion, and sourcing," Hossain added.

The move is part of the government's broader market diversification strategy and export-led growth efforts, according to a press release.

The commerce secretary emphasised the importance of global exposure and said: "Without organising sourcing fairs, we can't expand the global presence of Bangladeshi products or build the capacity of our exporters."



SILVER LINING NOW SHINES ON APPAREL HORIZONS

Narrow product range risks RMG sector's sustainability

MONIRA MUNNI

Bangladesh long banks on few items for apparel-export earnings, risking the sector's sustainability, although diversification with high-value products suiting growing global-market trends holds great potential, trade experts say.

Five traditional items from the country's main export sector - trousers, T-shirt, shirt, sweater, and underwear - contributed about 80.82 per cent of the total readymade garment (RMG)-export earnings in the past financial year (FY25), according to Bangladesh Garment Manufacturers and Exporters Association (BGMEA) data.

The country exports more than 30 types of garment products, according to industry people.

Knit-and woven-apparel exports together fetched \$39.34 billion in FY25. Of the earnings, the five items contributed \$31.80 billion.

Back in FY16, the aforesaid items of common use brought in \$24.49 billion, while total RMG export earnings were \$28.09 billion, data showed.

During the last decade, underwear exports more than doubled while trousers fetched the highest earnings. On the other hand, shirt earnings remained almost static.

Of the \$31.80 billion earnings in the just-past fiscal year, \$12.98 billion came from trousers, \$8.54 billion from T-shirt, \$5.05 billion from sweater, \$3.04 billion from shirt and blouse,

and \$2.17 billion from underwear. The country's total export earnings stood at \$48.28 billion during the last fiscal year, with apparel accounting for an overwhelming 81.49 per cent, data showed.

Exporters and experts opine that Bangladesh largely produces basic items mostly based on cotton. "Though the global market is switching to man-made fibre (MMF)-based garments from the natural fibre of cotton, the situation of Bangladesh looks opposite," they note by one voice, stressing the need for the RMG sector's diversification.

They have, however, said diversification is happening gradually, especially in denim, dyeing, and washing segments.

Besides, the critics blame the absence of effective steps for product diversification according to market demands and exploration, poor infrastructure, and entrepreneurs' unwillingness to take risks.

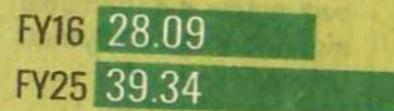
"Such dependency on a single sector and a few items might put the overall export earnings at risk," says one trade expert, recommending effective measures and government policy support to increase the competitiveness of local products, including non-apparel items, and exploring the untapped markets across the world.

Fazlee Shamim Ehsan, executive president of Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA), told The Financial Express that diversification is taking place gradually and items on the top-five list also changed during the last decade, with

APPAREL EARNINGS HINGE ON 5 ITEMS



RMG EXPORT EARNINGS (Billion US dollar)



EARNINGS FROM 5 ITEMS (Billion US dollar)



underwear/lingerie entering the basket. He explains that there are three types of value addition - country base, inside products, and profit.

"The first two are rising as they source local raw materials mostly for knit items and necessary accessories, though value addition in terms of profit has declined," he notes. Explaining the risk of confining

to a few items, Mr Ehsan added that as most of them produce basic items, it has developed higher capacity compared to the global demand, which resulted in price pressure.



The Financial Express

19 AUG 2025

Inamul Haq Khan, senior vice-president of the BGMEA, says 70 per cent of the global demand is for MMF-based garments, while Bangladesh produces 70-75 per cent of its exportable based on cotton, which runs counter to the global trend of the day. To raise export earnings from RMG products, he says, exporters need to go for MMF-based garments to sustain in the competition and get better prices like Vietnam. His factory's export earnings are growing, though the number of factories or their capacity has not increased, says the leading exporter, adding that it is because they produce high-value-added items. Bangladesh mostly makes items for which the free on board (FOB) is \$6-8 per piece on average, while it gets \$12-15 for cut and make (CM) - which means stitching for a garment - and there are products that bring CM of \$30 per piece. Both leaders have said the country needs investment in the backward-linkage textile sector to produce raw materials needed for MMF-based garments as Bangladesh has to meet the requirements for such materials imported from China and India. Textile millers also stressed diversification in

the textile sector to manufacture blended, as well as MMF- and non-cotton-based, yarns and fabrics to sustain business in the long run and face the emerging challenges stemming from tariffs and post-graduation market access. According to industry-insiders, Bangladesh's synthetic yarn industry is small and cannot meet the domestic demand for MMF yarns. That is why the country imports most of the manmade yarns and fibres used in apparel exports, they said. Till 2023, Bangladesh had 19 synthetic spinning mills, including eight acrylic ones, they added. A new diagnostic report by the World Bank, the International Finance Corporation (IFC), and the Multilateral Investment Guarantee Agency (MIGA) says Bangladesh's RMG sector could be on the cusp of a transformative leap, with the potential to earn up to \$94 billion in annual export earnings by 2029 if it expands into non-traditional markets and embraces MMF-based garment production. This ambitious earning amount is expected to be achieved at an average annual growth rate of 15 per cent, which would require coordinated reforms across trade, industry, and finance, it adds.

Munni_fe@yahoo.com



The Financial Express

19 AUG 2025

HSBC launches Export Excellence Awards

The Hongkong and Shanghai Banking Corporation Limited in Bangladesh has announced the launching of the 'HSBC Export Excellence Awards 2025'. The programme recognises and honours exporters from Bangladesh for their contribution to the sustainable growth of Bangladesh. Exporters will be able to nominate themselves for the title of 'Exporter of the Year' in four categories by filling in a simple nomination form. The categories of HSBC Export Excellence Awards 2025 are: 1) Export Excellence: Ready-made Garments (Export revenue of USD 100 million and above- All apparel products that are part of mainstream RMG sector), 2) Export Excellence: Ready-made Garments Backward Linkage (Export revenue of USD 50 million and above- Products that support the RMG and other manufacturing sectors), 3) Export Excellence: Non-traditional and Emerging Sectors - Manufacturing (Export revenue of USD 10 million and above- electronics, light engineering, plastics, furniture, footwear, leather goods, agro-processing, and automotive components), 4) Export Excellence: Non-traditional and Emerging Sectors - Service (Export revenue of USD 5 million and above- professional, digital, or knowledge-based services) The HSBC Export Excellence Awards is assisted by programme partners: the Ministry of Commerce, Government of the People's Republic of Bangladesh and

HSBC Export Excellence Awards 2025

Meet the press
18 August 2025



The Hongkong and Shanghai Banking Corporation Limited in Bangladesh announces the launch of the 'HSBC Export Excellence Awards 2025' at a Meet the Press on Monday.

The British High Commission Dhaka. Commenting on the initiative, Md Mahub ur Rahman, Chief Executive Officer, HSBC Bangladesh remarked, "Through this award, we celebrate the achievements of the country's most successful enterprises and entrepreneurs and their relentless efforts to make Bangladesh's mark in the global arena." Talukdar Noman Anwar, Country Head of Communications, HSBC Bangladesh, also spoke at the launch conference and

shared the rules and regulations of the programme. Dr M Razzaqul Islam BPAA, Deputy Secretary, Ministry of Commerce and Martin Dawson, Deputy Development Director, British High Commission Dhaka were also present. Nomination forms and other details of the programme are available at www.business.hsbc.com.bd/EEA2025. Organisations can also nominate others for any categories. The nomination phase closes on 18 September.



Singapore key exports slip in July as US shipments tumble 42.7pc

SINGAPORE, Aug 18 (AFP): Singapore's non-oil domestic exports slipped 4.6 per cent in July from a year earlier, government data showed Monday, as shipments to the United States plunged by more than 40 per cent. Southeast Asia's second-largest economy is heavily reliant on international trade and is vulnerable to any global slowdown induced by the tariffs—even if Singapore only faces a baseline 10 per cent levy from US President Donald Trump.

On August 6, Trump announced a 100 per cent tariff on chips from firms that do not invest in the United States, and threatened levies of up to 250 per cent on pharmaceutical imports. The 42.7 per cent July contraction in main exports to the US—Singapore's biggest market—was largely caused by a 93.5 per cent decline in pharmaceutical shipments, the government body Enterprise Singapore said on Monday.

Meanwhile, exports of specialised machinery dropped 45.8 per cent and food preparations were down 48.8 per cent.

Non-oil domestic shipments to China and Indonesia also declined in July, but grew to the EU, Taiwan, South Korea, and Hong Kong.

The city-state last Tuesday raised its 2025 economic growth forecast, but warned the outlook for the rest of the year remains clouded by global uncertainty, in part due to US tariffs.

Prime Minister Lawrence Wong on Sunday said that he took "little comfort" from the 10 per cent baseline tariff rate the US imposed on Singapore.

"Because no one knows if, or when, the US might raise the baseline, or set higher tariffs on specific industries like pharmaceuticals and semiconductors,"

he said in a National Day

সমকাল

19 AUG 2025

‘আন্তর্জাতিক’ বাদ দিয়ে নতুন নাম ঢাকা বাণিজ্য মেলা

■ সমকাল প্রতিবেদক

ঢাকা আন্তর্জাতিক বাণিজ্য মেলা (ডিআইটিএফ) থেকে ‘আন্তর্জাতিক’ শব্দটি বাদ দেওয়ার সিদ্ধান্ত নেওয়া হয়েছে। আগামী বছর থেকে এর নাম হবে ঢাকা বাণিজ্য মেলা। গতকাল সোমবার বাণিজ্য উপদেষ্টা শেখ বশিরউদ্দীনের সভাপতিত্বে অনুষ্ঠিত রণ্ডানি উন্নয়ন ব্যুরোর (ইপিবি) পরিচালনা পর্ষদ সভায় এ সিদ্ধান্ত হয়েছে। বাণিজ্য মন্ত্রণালয় থেকে পাঠানো সংবাদ বিজ্ঞপ্তিতে এ তথ্য জানানো হয়।

সভায় বাণিজ্য সচিব মাহবুবুর রহমান, ইপিবির ডাইস চেয়ারম্যান মো. আনোয়ার হোসেন, অতিরিক্ত সচিব (রণ্ডানি) আবদুর রহিম খান, বাংলাদেশ গার্মেন্ট ম্যানুফ্যাকচারার্স অ্যান্ড এক্সপোর্টার্স অ্যাসোসিয়েশনের (বিজিএমইএ) সভাপতি মাহমুদ হাসান খান এবং মেট্রোপলিটন চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রির সভাপতি কামরান তানভীর রহমান উপস্থিত ছিলেন।

বিজ্ঞপ্তিতে বলা হয়, সভায় ঢাকা আন্তর্জাতিক বাণিজ্য মেলার (ডিআইটিএফ) নাম পরিবর্তন করে ঢাকা বাণিজ্য মেলা (ডিটিএফ) করার সিদ্ধান্ত হয়েছে। নাম পরিবর্তনের কারণ হিসেবে উল্লেখ করা হয়, ঢাকা আন্তর্জাতিক বাণিজ্য মেলা ১৯৯৫ সাল থেকে প্রতিবছর আন্তর্জাতিক ও দেশীয় ক্রেতা-বিক্রেতার সমন্বয়ে আয়োজনের উদ্দেশ্যে শুরু হয়। লক্ষ্য ছিল বিদেশি প্রতিষ্ঠানের সরাসরি অংশগ্রহণের মাধ্যমে গুণগত মানসম্পন্ন পণ্য ও প্রযুক্তি প্রদর্শন এবং স্থানীয় বাজারের সঙ্গে পরিচিতি করানো। কিন্তু বাস্তবে দেখা যাচ্ছে, অনেক বিদেশি প্রতিষ্ঠান দূতাবাস বা সরকারি প্রতিনিধি দলের মাধ্যমে অংশগ্রহণ না করে স্থানীয় এজেন্ট বা ব্যক্তির মাধ্যমে অংশ নিচ্ছে। ফলে পণ্য ও সেবার মান যাচাই করা যাচ্ছে না, অনেক সময় মানহীন বা স্থানীয়ভাবে বিদেশি ব্র্যান্ড নামে উপস্থাপন করা হচ্ছে। বিদেশি সরাসরি ব্র্যান্ড বা উৎপাদক না থাকায় ক্রেতার প্রতারণা হচ্ছে এবং প্রদর্শনীর আন্তর্জাতিক ভাবমূর্তি ক্ষুণ্ণ হচ্ছে। ফলে বিদেশি ক্রেতা-

ইপিবির পর্ষদ সভায় সিদ্ধান্ত

দর্শনার্থীর আকর্ষণ কমে যাচ্ছে, স্থানীয় উদ্যোক্তারা বৈশ্বিক ট্রেন্ড ও প্রযুক্তি শিখতে পারছেন না এবং মেলার আন্তর্জাতিক ব্র্যান্ড ইমেজ দুর্বল হচ্ছে।

সভায় রণ্ডানি উন্নয়ন ব্যুরোর ব্যবস্থাপনায় আন্তর্জাতিক বাণিজ্য মেলায় অংশগ্রহণের লক্ষ্যে চলতি অর্থবছরের মেলা ক্যালেন্ডার এবং আগামী অর্থবছরের আংশিক মেলা ক্যালেন্ডার অনুমোদন দেওয়া হয়। বাণিজ্য উপদেষ্টা শেখ বশিরউদ্দীন দেশের বাইরে আয়োজিত মেলায় অংশগ্রহণ প্রসঙ্গে বলেন, প্রতিটি মেলা সম্পর্কে একটি বিশ্লেষণ থাকা দরকার। যেখানে দেশের পণ্যের বাজার সম্প্রসারণ প্রয়োজন, সেখানে কার্যকরভাবে অংশগ্রহণ করতে হবে। শুধু অংশগ্রহণ নয়, যাতে ব্যবসা বাড়ে, সেদিকে মনোযোগ দিতে হবে।

রণ্ডানিমুখী শিল্প খাত ও উৎপাদকদের জন্য বৈশ্বিক বাজার সম্প্রসারণের লক্ষ্যে এবং সরকারের বাজার বহুমুখীকরণ কৌশলের সঙ্গে সামঞ্জস্য রেখে ইপিবি একটি স্বতন্ত্র আন্তর্জাতিক সোর্সিং ফেয়ার আয়োজনের উদ্যোগ গ্রহণ করেছে। প্রস্তাবের পরিপ্রেক্ষিতে সভায় নভেম্বরে ‘সোর্সিং বাংলাদেশ ২০২৫’ মেলা আয়োজনের অনুমোদন দেওয়া হয়। এ মেলা আয়োজনের যৌক্তিকতা তুলে ধরে বাণিজ্য সচিব মাহবুবুর রহমান বলেন, সোর্সিং মেলা আয়োজন না করলে আন্তর্জাতিক অঙ্গনে দেশীয় পণ্যের পরিচিতি বাড়বে না, সক্ষমতাও তৈরি হবে না। তিনি বিদেশে অবস্থিত বাংলাদেশ দূতাবাসের মাধ্যমে সোর্সিং মেলার প্রচারণা বাড়ানোর উদ্যোগ গ্রহণের ওপর গুরুত্ব দেন।



প্রথম আলো

19 AUG 2025

‘আন্তর্জাতিক’ থাকছে না ঢাকা আন্তর্জাতিক বাণিজ্য মেলা

নিজস্ব প্রতিবেদক, ঢাকা

ঢাকা আন্তর্জাতিক বাণিজ্য মেলার (ডিআইটিএফ) নাম বদলে যাচ্ছে। আগামী বছর থেকে ডিআইটিএফের নাম হবে ঢাকা বাণিজ্য মেলা (ডিটিএফ)। মেলার আগের নাম থেকে বাদ যাচ্ছে ‘আন্তর্জাতিক’ শব্দটি। ১৯৯৫ সাল থেকে ডিআইটিএফ আয়োজিত হচ্ছে। দীর্ঘদিন আগারগাঁওয়ে এই মেলা আয়োজন করা হলেও এখন সেটি পূর্বাচলে যৌথভাবে আয়োজন করছে বাণিজ্য মন্ত্রণালয় ও রপ্তানি উন্নয়ন ব্যুরো (ইপিবি)।

ইপিবির কার্যালয়ে গতকাল সোমবার সংস্থাটির ১৪তম পরিচালনা পর্ষদের বৈঠকে এই সিদ্ধান্ত নেওয়া হয়। ইপিবির সম্মেলনক্ষেত্রে বাণিজ্য উপদেষ্টা শেখ বশিরউদ্দীনের সভাপতিত্বে অনুষ্ঠিত সভায় উপস্থিত ছিলেন বাণিজ্য মন্ত্রণালয়ের সচিব মাহবুবুর রহমান, ইপিবির ভাইস চেয়ারম্যান মো. আনোয়ার হোসেন, অতিরিক্ত সচিব (রপ্তানি) আবদুর রহিম খান, তৈরি পোশাকশিল্প মালিকদের সংগঠন বিজিএমইএর সভাপতি মাহমুদ হাসান খান, মেট্রো চেম্বারের সভাপতি কামরান তানভীর রহমান প্রমুখ।

ডিআইটিএফের নাম পরিবর্তনের বিষয়ে বাণিজ্য মন্ত্রণালয় সংবাদ বিজ্ঞপ্তিতে জানিয়েছে, দেশি-বিদেশি ক্রেতা-বিক্রেতা নিয়ে ঢাকা আন্তর্জাতিক বাণিজ্য মেলা আয়োজনের লক্ষ্য ছিল বিদেশি প্রতিষ্ঠানের সরাসরি অংশগ্রহণের মাধ্যমে গুণগত মানসম্পন্ন পণ্য ও প্রযুক্তি-প্রদর্শন এবং স্থানীয় বাজারের সঙ্গে তাদের পরিচিত করানো। বাস্তবে দেখা যাচ্ছে, অনেক বিদেশি প্রতিষ্ঠান দূতাবাস বা সরকারি প্রতিনিধিদলের মাধ্যমে অংশগ্রহণ না করে স্থানীয় এজেন্ট বা ব্যক্তির মাধ্যমে অংশ নিচ্ছে। ফলে পণ্য ও সেবার মান যাচাই করা যাচ্ছে না। অনেক সময় মানহীন বা স্থানীয়ভাবে বিদেশি ব্র্যান্ড নামেও উপস্থাপন করা হচ্ছে। বিদেশি ব্র্যান্ড বা উৎপাদকেরা সরাসরি না থাকায় ক্রেতারা প্রতারিত হচ্ছেন। প্রদর্শনীর আন্তর্জাতিক ভাবমূর্তি ক্ষুণ্ণ হচ্ছে। এমন এক বাস্তবতায় মেলার নাম বদলের সিদ্ধান্ত নেওয়া হয়।

