

বিজিএমইএর সঙ্গে বৈঠকে বায়ার্স ফোরামের প্রতিনিধিরা পোশাক শিল্পে প্রবৃদ্ধির বড় সুযোগ এনে দিতে পারে ফ্যাশন ডিজাইনিং

নিজস্ব প্রতিবেদক ■

পোশাক শিল্পে ফ্যাশন ডিজাইনিংয়ের মাধ্যমে প্রবৃদ্ধির বড় সুযোগ রয়েছে। এ প্রেক্ষাপটে বিজিএমইএ ইউনিভার্সিটি অব ফ্যাশন অ্যান্ড টেকনোলজিতে (বিইউএফটি) টেকনিক্যাল ডিজাইন সেকশন খোলা ও কারখানা পর্যায়ে তরুণ ফ্যাশন ডিজাইনারদের নিয়োগ দেয়ার জন্য পরামর্শ দিয়েছে ব্র্যান্ড পোশাকের ক্ষেত্র বা বায়ার্স ফোরামের প্রতিনিধিরা। এটি বাংলাদেশের পোশাক রফতানিকারকদের কাছে অন্যতম প্রত্যাশা বলেও উল্লেখ করেন তারা।

বাংলাদেশ পোশাক প্রস্তুতকারক ও রফতানিকারক সমিতির (বিজিএমইএ) নেতাদের সঙ্গে গতকাল এক বৈঠকে এ কথা বলেন বায়ার্স ফোরামের প্রতিনিধিরা।

বৈশ্বিক ফ্যাশন শিল্পে টেকসই সাপ্লাই চেইন জোরদার করতে রাজধানীর উত্তরায় বিজিএমইএ কমপ্লেক্সে আয়োজিত এ বৈঠকে ৪০টিরও বেশি ব্র্যান্ডের প্রতিনিধিরা অংশগ্রহণ করেন। এ আয়োজনের মূল লক্ষ্য ছিল পোশাক শিল্পের ভবিষ্যৎ নিয়ে অংশীদারত্বমূলক কৌশল নির্ধারণ ও টেকসই উন্নয়নের পথে এগিয়ে যাওয়া। বৈঠকে টেকসই সাপ্লাই চেইন নিশ্চিত করতে পোশাক ব্র্যান্ডগুলো ও বিজিএমইএ কোন কোন ক্ষেত্রে সহযোগিতা আরো জোরদার করতে পারে সে বিষয়ে মতবিনিময় করা হয়।

বিজিএমইএ সভাপতি মাহমুদ হাসান খানের নেতৃত্বে বৈঠকে অংশ নেন সংগঠনের প্রথম সহসভাপতি সেলিম রহমান; সহসভাপতি মো. রেজোয়ান সেলিম, মিজানুর রহমান, ভিদিয়া অমৃত খান, মো. শিহাব উদ্দোজা চৌধুরী, শাহ রাস্তিদ চৌধুরী ও মোহাম্মদ আব্দুর রহিম; পরিচালক ফয়সাল সামাদ, মো. হাসিব উদ্দিন, মোহাম্মদ আবদুস সালাম, নাকিস-উদ-দৌলা, সুমাইয়া ইসলাম, মজুমদার আরিফুর রহমান, শেখ হোসেন মোহাম্মদ মোস্তাফিজ, কাজী মিজানুর রহমান, ড. রশিদ আহমেদ হোসাইনী, রুমানা রশীদ, মোহাম্মদ সোহেল, সামিহা আজিম এবং স্ট্যান্ডিং কমিটি অন বিজিএমইএ ব্র্যান্ডিংয়ের চেয়ারম্যান খান মনিরুল আলম (শুভ), স্ট্যান্ডিং কমিটি অন বায়ার্স ফোরামের চেয়ারম্যান মাহেদ রহমান আব্দুল্লাহ ও স্ট্যান্ডিং কমিটি অন ওয়ান স্টপ সেলের চেয়ারম্যান মোজাম্মেল হক ভূঁইয়া।

বৈঠকে বাংলাদেশী পণ্যের ওপর যুক্তরাষ্ট্রের শুদ্ধারোপ, সমন্বিত আচরণবিধি প্রবর্তন, পণ্য বৈচিত্র্যকরণ, শ্রম সংস্কার, নবায়নযোগ্য জ্বালানি, এলডিসি

গ্র্যাজুয়েশনের প্রস্তুতি, জিএসপি প্লাস গ্রেসহোন্ডের চ্যালেঞ্জসহ প্রাসঙ্গিক বিভিন্ন বিষয় নিয়ে আলোচনা করা হয়। এ সময় ব্র্যান্ডগুলোর পক্ষ থেকে টেকসই সাপ্লাই চেইন নিশ্চিত করতে লজিস্টিক উন্নয়ন, এনবিআর ও কাস্টমস বিষয়ক জটিলতা নিরসন, টেকসই ও আন্তর্জাতিক মানসম্পন্ন শ্রম পরিবেশ নিশ্চিতকরণ এবং পরিবেশগত সাসটেইনেবিলিটির ওপর গুরুত্বারোপ করা হয়।

বায়ার্স ফোরাম প্রতিনিধিরা জানান, তৈরি পোশাক শিল্পে ফ্যাশন ডিজাইনিংয়ের মাধ্যমে প্রবৃদ্ধির বিশাল সুযোগ রয়েছে। তারা বিজিএমইএ ইউনিভার্সিটি অব ফ্যাশন অ্যান্ড টেকনোলজিতে (বিইউএফটি) টেকনিক্যাল ডিজাইন শাখা চালু করার আহ্বান জানান। পাশাপাশি কারখানা পর্যায়ে তরুণ ফ্যাশন ডিজাইনারদের নিয়োগ দেয়ার

পরামর্শ দেন। এটি বাংলাদেশের পোশাক রফতানিকারকদের কাছে ব্র্যান্ডগুলোর অন্যতম প্রত্যাশা বলেও জানানো হয়।

বৈঠকে বিজিএমইএর অন্যতম এজেন্ডা ছিল পোশাক শিল্পের জন্য একটি সমন্বিত আচরণবিধি প্রণয়নে ব্র্যান্ডগুলোর সহযোগিতা ও সমর্থন আদায়, যা সাপ্লাই চেইনে সব অংশীদারকে উপকৃত করবে।

বৈঠকে বিজিএমইএর পরিচালক নাকিস-উদ-দৌলা পাওয়ার পয়েন্টের মাধ্যমে দেখান,

একটি সমন্বিত আচরণবিধি কীভাবে নিরীক্ষা প্রক্রিয়া সহজতর করে এবং কারখানার ওপর চাপ কমিয়ে শিল্পকে আরো নৈতিক, টেকসই ও দায়িত্বশীল করে তুলতে পারে।

আলোচনায় শ্রম সংস্কারের বিষয়টি বিশেষ গুরুত্ব পায়। এ সময় বিজিএমইএর সভাপতি মাহমুদ হাসান খান বাংলাদেশে শ্রম সংস্কারের সাম্প্রতিক অগ্রগতি তুলে ধরে বলেন, 'এ সংস্কারগুলো শুধু আন্তর্জাতিক মানদণ্ড পূরণের জন্য নয়, বরং একটি টেকসই ও নিরাপদ শিল্প পরিবেশ নিশ্চিত করার জন্য করা হচ্ছে।' তিনি ব্র্যান্ডগুলোকে বাংলাদেশের পোশাক শিল্পের এ ইতিবাচক পরিবর্তনের অংশীদার হিসেবে কাজ করার আহ্বান জানান।

বৈঠকে বিজিএমইএ নেতারা বাংলাদেশ থেকে পোশাক সোর্সিং বৃদ্ধি ও আরো উচ্চমানের উদ্ভাবনী পণ্য উৎপাদনে সরবরাহকারীদের সঙ্গে অংশীদারত্ব জোরদারের জন্য ব্র্যান্ডগুলোর প্রতি অনুরোধ করেন। পোশাক শিল্পকে আরো প্রতিযোগিতামূলক ও নৈতিকভাবে শক্তিশালী করার জন্য বেটার প্রাইসিং এবং ইফিশিয়েন্সি মডেল প্রণয়নসহ প্রতিটি ক্ষেত্রে উদ্যোক্তাদের পাশে থাকার জন্য আহ্বান জানানো হয়।



The Daily Star

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BGMEA urges buyers to source more from Bangladesh

STAR BUSINESS REPORT

The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has called on international clothing retailers and brands to place more orders in Bangladesh, citing the country's relative tariff advantages over competing nations in the United States.

The appeal came at a meeting with representatives of international

buyers who have business in Bangladesh, at the BGMEA office in Dhaka yesterday.

After the meeting, BGMEA President Mahmud Hasan Khan said he urged the buyers to expand their sourcing from Bangladesh and to adopt a unified code of conduct for audits and compliance.

"Suppliers face significant difficulties as different companies follow different compliance standards. It would be better if all

sourcing firms adhered to a uniform code for social, compliance, and other key audits," Khan said.

He also called on US retailers and brands to explore the possibility of reducing tariffs on Bangladeshi apparel. The discussion also covered the diversification of products to attract more business.

Khan said around 42 representatives from European, American, and Asian companies attended the buyers' forum.



Will Bangladesh benefit from higher US tariffs on China, India?

REFAYET ULLAH MIRDHA

The Trump administration's imposition of higher reciprocal tariffs on India and China, two of Bangladesh's main competitors in the global readymade garments sector, is definitely a boon for Bangladesh, according to local exporters.

They, however, caution that it is not yet time to celebrate as there are many factors that can take away the advantage.

The United States has imposed 50 percent and 30 percent reciprocal tariffs on Indian and Chinese shipments, respectively. In comparison, the rate is 20 percent for Bangladeshi goods, which gives Bangladesh an edge in positioning itself as an alternative sourcing hub for international retailers and brands.

Speaking at an event on Saturday, Zahid Hussain, a former lead economist at the World Bank's Dhaka office, estimated that local exporters, particularly in the readymade garment sector, could secure up to \$2 billion in additional orders, largely redirected from India and China, due to the tariff boon.

Exporters, however, say it is too soon to make any specific estimate, and that Bangladesh is not ready to handle such a big shift.

"It is too early to celebrate because there are many ifs and buts. Moreover, Trump is unpredictable. Negotiations could lower tariffs for India and China at any time," said Fazlul Hoque, managing director of Plummy Fashions.

"Besides, Bangladesh's market is yet to mature to the level where it can attract \$2 billion worth of new orders, particularly shifting orders," he added.

He, however, said that there is a good possibility for Bangladesh to benefit. "The amount of shifting orders can be even more than the estimated \$2 billion if the situation goes in our favour."

Shovon Islam, managing director of Sparrow Group, which supplies a large share of its output to the US, said orders have already begun to shift. "It is true that American retailers and brands are coming with work orders since the tariffs were finalised."

"But it is unrealistic to assume Bangladesh will bag all the work overnight," he opined.

Pointing to constraints at home, he said, "Currently, Bangladesh's capacity to produce in large volumes

remains limited. Many factories still lack the technical sophistication to cater for higher-value orders."

Besides, he noted that India's ability to produce value-added garments may shield it from losing business in that segment, which means only basic apparel orders are likely to shift from the country.

Industry leaders also point out that some Indian exporters are sharing the tariff burden with their US buyers to maintain competitiveness. In some cases, Indian exporters are absorbing around 20 percent of the tariff while US importers cover 30 percent, reducing the overall impact.

Furthermore, there is a possibility that India and the US might relaunch negotiations over the tariff issue soon,

which could result in a lower rate for India. In that case, it is unlikely that work orders will shift from India in bulk.

Mahmud Hasan Khan, president of Bangladesh Garment Manufacturers and Exporters Association (BGMEA) said it was too early to quantify the potential windfall.

"There is no specific data on how much business may be diverted. The amount could be less than \$2 billion, or could be more, depending on how competing countries and markets behave," he said.

"The opportunity is there, but it is still at a primary stage," he said, adding, "Only after a few months will we see how the new tariff regime with the US plays out."



04 SEP 2025

Global apparel buyers urge BGMEA to expedite shipments to India through land ports

MONIRA MUNNI

A number of garment buyers who have stores in India and source products from Bangladesh have sought support from the apparel apex body BGMEA to expedite shipments from Bangladesh to the neighbouring country, especially through land ports.

India in May this year banned garment import from Bangladesh through land ports and allowed exports from Bangladesh only through seaports, which, according to them, were causing significant supply shortages.

The concern was expressed and support sought at a meeting between buyers' forum and leaders of Bangladesh Garment Manufacturers and Exporters Association (BGMEA) held on Wednesday at the trade body's office at Uttara in the city.

Top representatives from about 40 global brands and retailers including H&M, Puma, PVH, Gap, Lidl, Aldi, Tchibo, Bestseller, Target USA, among others, were present in the meeting.

Earlier, on September 02, The Economic Times reported that leading global fashion retailers in India including Marks & Spencer, H&M, Zudio, and Lifestyle, were facing supply shortages amid a prolonged restriction on import of readymade garments from Bangladesh through land ports.

The ban has led to delays of two to three weeks in merchandise sourcing, especially in lower-price categories, it reported.

When asked, BGMEA President Mahmud Hasan Khan said buyers who had business in India raised the issue as they faced some difficulties with exporting to India following the ban on trade through



land ports.

"We have informed them (buyers) that BGMEA has raised its concern about the issue to related authorities including tariff commission," he said adding they will also engage Bangladesh Textile Mills Association in the process to further expedite the next course of action. Buyers want goods to enter and go through land ports, he said terming the decision 'political'.

Meeting sources said they also discussed a number of issues including the need to formulate a unified code of conduct, LDC graduation and its challenges and preparations, US's 20 per cent reciprocal tariff on Bangladeshi goods, product diversification, labour situation and amendments to the labour law and national election.

Talking to the FE, BGMEA director Faisal Samad said the main objective of the meeting was to develop a partnership strategy for the future of the garment industry and move forward on the path of sustainable development.

They exchanged views on areas where apparel brands and BGMEA can further strengthen cooperation to ensure a sustainable supply chain, he said.

Talking over unified code of conduct, he

said they would form a joint working group in this connection with representatives from manufacturers, buyers and audit/certification agencies to address audit fatigues related complexity and identify feasible options for developing and implementing a unified code of conduct.

BGMEA director Nafis-ud-Doula made a presentation on how a unified code of conduct can simplify the audit process, reduce pressure on factories and make the industry more ethical, sustainable and responsible.

To ensure a sustainable supply chain, brands representatives emphasised on logistics development, resolving NBR and customs-related complications, improving labour standards in line with international ones and environmental sustainability, meeting sources said. They also stressed on labor reforms, they added.

The BGMEA president highlighted the recent progress in labour reforms in Bangladesh adding that these reforms are being carried out not only to meet international standards but also to ensure a sustainable and safe industrial environment.

At the meeting, BGMEA leaders called on brands to increase apparel sourcing from Bangladesh and strengthen partnerships with suppliers in Bangladesh to produce more innovative and value added products.

Brand representatives said the industry has huge opportunity of growth through fashion designing and suggested introducing course in technical design at BGMEA University of Fashion and Technology (BUFT) and hiring young fashion designers at the factory level.

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BGMEA urges for unified code of conduct for factory audits, global buyers agree in principle

BGMEA says 80% of audit requirements overlap



A unified standard would reduce pressure on factories, save resources, time, and cut costs

Representatives say formal approval from companies, their home countries needed



BGMEA wants improved pricing and efficiency models

RMG - BANGLADESH

TBS REPORT

The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has urged international clothing brands to adopt a unified code of conduct for social and compliance audits, instead of each buyer imposing separate requirements on export-oriented garment factories.

The call was made during a meeting with representatives of the Buyers' Forum, a platform of global apparel buyers sourcing from Bangladesh, at the BGMEA office in Dhaka's Uttara yesterday.

The meeting was attended by representatives of leading global brands sourcing from Bangladesh alongside BGMEA leaders, according to a press release issued by BGMEA after the meeting. Close to 40 apparel buyers participated in the meeting, including Target USA, GAP, H&M, Puma, Celio, Ralph Lauren.

BGMEA President Mahmud Hasan Khan Babu told The Business Standard that the buyers had expressed their willingness to work jointly on the proposal. "They said they would work together to establish a unified code of conduct for audits," he said.

According to the BGMEA, almost all export-oriented garment factories face separate social and compliance audits from different brands' representa-

tives, focusing on workplace environment and safety issues, leading to higher costs and operational strain.

Factory owners have long complained that while audit requirements overlap in many areas, the absence of a single standard means they undergo multiple inspections for the same compliance criteria.

BGMEA has therefore been demanding a unified code of conduct for quite some time.

"About 80% of buyers' audit requirements are the same, while 20% vary," said Mahmud Hasan. "We want BGMEA and the buyers' representatives to work together to develop a unified code of conduct. This would save both time and cost."

He also gave an example from his own experience. "My factory produces for five buyers. Each of them sends a separate audit team, which increases costs and wastes time. If there were common requirements, this would not have been a problem," he said.

BGMEA Director Nafis-ud-Doula, in a presentation during the meeting, highlighted how a unified code of conduct could simplify the audit process, reduce pressure on factories, and make the industry more ethical, sustainable and responsible.

Buyers agree in principle

Several BGMEA leaders who attended the meeting said representatives of the Buyers' Forum had

shown interest in the proposal and asked BGMEA to submit a formal draft.

However, they also mentioned that approval from their respective companies and countries would be required.

"In principle, the buyers said they had no objection to a unified code of conduct," the BGMEA president said. "However, they will need authorisation from their home countries. We made it clear that this is not about cartelising compliance requirements."

In the statement following the meeting, BGMEA said brand representatives had also stressed the importance of ensuring a sustainable supply chain, improving logistics, resolving issues with the National Board of Revenue (NBR) and customs, creating sustainable and internationally standardised working conditions, and giving priority to environmental sustainability.

They also pointed to the potential for growth through fashion designing, recommending that BGMEA University of Fashion and Technology (BUFT) open a technical design section and that factories recruit young fashion designers.

According to the brands, this is one of their key expectations from Bangladeshi exporters.

BGMEA leaders, for their part, called on brands to adopt better pricing and efficiency models to make the industry more competitive and ethically stronger.

