

সংবাদ সম্মেলনে বিকেএমইএ সভাপতি পোশাক শিল্পে উৎপাদন খরচ প্রায় ২০% বেড়েছে

নিজস্ব প্রতিবেদক ■

জ্বালানি সংকট, ব্যাংকিং-সংক্রান্ত জটিলতা এবং বিশ্ববাজারে চাহিদা হ্রাসের সম্মিলিত প্রভাবে দেশের পোশাক শিল্পে উৎপাদন খরচ প্রায় ২০ শতাংশ বেড়েছে। একই সঙ্গে উৎপাদন সক্ষমতার অর্ধেক ব্যবহার এবং রফতানি ধারাবাহিকভাবে কমে যাওয়ায় এ খাতের ব্যবসা পরিস্থিতি 'খুবই খারাপ' বলে দাবি করেছেন নিট পোশাক শিল্পের মালিকদের সংগঠন বিকেএমইএর সভাপতি মোহাম্মদ হাতেম।

রাজধানীর প্যান প্যাসিফিক সোনারগাঁওয়ে গতকাল এক সংবাদ সম্মেলনে তিনি এ কথা বলেন। আসন্ন বাংলাদেশ ইন্টারন্যাশনাল টেক্সটাইল, নিটিং অ্যান্ড গার্মেন্ট ইন্ডাস্ট্রি এক্সিবিশন (বিটিকেজি এক্সপো ২০২৬) উপলক্ষে এ সংবাদ সম্মেলনের আয়োজন করা হয়। ২৯ এপ্রিল রাজধানীর ইন্টারন্যাশনাল কনভেনশন সিটি, বসুন্ধরায় (আইসিসিবি) শুরু হবে এ প্রদর্শনী, যা ২ মে পর্যন্ত চলবে। বিকেএমইএ ও ইনফরচেইন ডিজিটাল টেকনোলজি কোম্পানি লিমিটেডের যৌথ উদ্যোগে এ প্রদর্শনীর আয়োজন করা হচ্ছে।

সংবাদ সম্মেলনে মোহাম্মদ হাতেম বলেন, 'বর্তমানে জ্বালানি সংকট শিল্প খাতের সবচেয়ে বড় চ্যালেঞ্জ পরিণত হয়েছে। শিল্পাঞ্চলগুলোয় দীর্ঘ সময় লোডশেডিংয়ের কারণে উৎপাদন মারাত্মকভাবে ব্যাহত হচ্ছে। অধিকাংশ কারখানা এখন মোট সক্ষমতার মাত্র ৫০-৬০ শতাংশ ব্যবহার করতে পারছে।'

সংবাদ সম্মেলনে
জানানো হয়, ২৯
এপ্রিল শুরু হবে চার
দিনব্যাপী 'বিটিকেজি
এক্সপো ২০২৬' শীর্ষক
প্রদর্শনী

তিনি আরো বলেন, 'রাশিয়া-ইউক্রেন যুদ্ধ এবং মধ্যপ্রাচ্যের অস্থিরতার কারণে বৈশ্বিক বাজারে অনিশ্চয়তা তৈরি হয়েছে। ইউরোপসহ প্রধান বাজারগুলোর ক্রয়ক্ষমতা কমে যাওয়ায় পোশাকের চাহিদা হ্রাস পেয়েছে।'

ব্যাংক খাতের জটিলতা তুলে ধরে বিকেএমইএ সভাপতি বলেন, 'ডলারের মূল্যবৃদ্ধির কারণে এলসি সীমা কমে গেছে, ফলে প্রয়োজনীয় কাঁচামাল আমদানি ব্যাহত হচ্ছে।' কাস্টমস ও কর ব্যবস্থার সীমাবদ্ধতা নিয়ে অভিযোগ করে তিনি বলেন, 'সামান্য কারণে পণ্য আটকে দেয়ায় আমদানি-রফতানি কার্যক্রম ব্যাহত হচ্ছে।' এসব সংকট মোকাবেলায় প্রযুক্তি অভিযোজনের ওপর গুরুত্বারোপ করে মোহাম্মদ হাতেম।

সংবাদ সম্মেলনে জানানো হয়, ২৯ এপ্রিল শুরু হবে চার দিনব্যাপী 'বিটিকেজি এক্সপো ২০২৬' শীর্ষক প্রদর্শনী। এতে বিকেএমইএ, বাংলাদেশ টেক্সটাইল বিশ্ববিদ্যালয় (বুটেক্স) ও পোশাক শিল্প খাতের ম্যাগাজিন টেক্সটাইল

টুডের যৌথ আয়োজনে থাকবে তিনটি সেমিনার। অনুষ্ঠানে আরো উপস্থিত ছিলেন বিকেএমইএর নির্বাহী সভাপতি ও বিটিকেজি ২০২৬-এর আহ্বায়ক ফজলে শামীম এহসান, ইনফরচেইন ডিজিটাল টেকনোলজির নির্বাহী পরিচালক স্পেন্সার লিন এবং অ্যালিয়েন্ট লিমিটেডের প্রধান নির্বাহী রুবায়েয়াত আহসানসহ সংশ্লিষ্টরা।



Fuel crisis, load-shedding alarming for industry: BKMEA

INDUSTRY - BANGLADESH

TBS REPORT

The Bangladesh Knitwear Manufacturers and Exporters Association has expressed concern over the ongoing fuel crisis and load-shedding, warning that disruptions are hurting industrial production.

Speaking at a press conference in the capital yesterday, BKMEA President Mohammad Hatem said factories in several industrial areas are facing two to three hours of power outages daily.

"In Ashulia, power was unavailable for more than six hours during the daytime just two days before. A factory typically operates for around 10 hours a day, so such outages naturally disrupt production," he added.

He noted that the situation is even more difficult in areas under rural electrification, such as Bhalka, Sreepur and Rajendrapur, reports the media.

The conference was held at Pan Pacific Sonargaon Dhaka ahead of the Bangladesh International Textile, Knitting and Garment Industry Expo.

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Fuel crisis, load-shedding

CONTINUED FROM PAGE 1

Hatem further said factories have not been able to operate at full capacity for several years, with many now running at just 50-60% capacity. "If full production capacity could be ensured, export earnings from the sector [industry] could have exceeded \$50 billion annually," he said.

He also pointed out that production costs in the garment sector have increased by at least 20%, driven by higher fuel prices, increased transportation costs, longer shipment times due to global conflicts,

"Despite rising costs, we are unable to pass on the additional burden to buyers. While international organisations monitor labour rights, no one ensures whether we are receiving fair prices from buyers," Hatem said.

The four-day expo will begin in Dhaka on 29 April at the International Convention City Bashundhara, with over 1,000 exhibitors from around 30 countries expected to participate.

The BKMEA is jointly organising the expo with Inforchain Digital Technology Company Limited.

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Outages taking toll on RMG

BKMEA says

STAR BUSINESS REPORT

Acute load-shedding is severely affecting garment production in the country, which in turn is creating serious challenges for the timely shipment of goods, said Mohammad Hatem, president of the Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA).

The power situation remains concerning at present, with load-shedding averaging two to three hours and reaching up to six to eight hours in some areas, he said at a press conference held at Pan Pacific Sonargaon Dhaka.

Delays in production and shipments caused by load-shedding are leading to additional costs such as air shipments or discounts, Hatem said.

At the same time, factories must pay workers even during production downtime, thereby increasing overall costs, he added.

Rising fuel and transportation costs have further compounded the situation, as many factories are facing challenges in obtaining diesel for running generators, the association president said.

He also noted that the Bangladesh Petroleum Corporation had instructed that fuel should not be supplied in containers, while the district administration was monitoring the matter and imposing fines where necessary. READ MORE ON B3

Outages

FROM PAGE B1

Under such circumstances, transporting generators to filling stations to collect fuel is not a practical solution, he added.

Hatem said overall production costs have increased by at least 20 percent, but exporters are unable to pass on the additional costs to buyers as prices are fixed in advance.

Meanwhile, global demand has declined, leading buyers to reduce order placements.

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are currently operating at only 50-60 percent of their capacity.

At the press conference, the BKMEA president also announced that a four-day Bangladesh International Textile, Knitting and Garment Industry Exhibition (BTKG Expo 2026) will begin in Dhaka on April 29 and continue until May 2.

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Bata to export from Bangladesh, invest more to attract 'youth' market: CEO Panos Mytaros

Bata, a household name in Bangladesh's footwear industry since 1962, is set to undergo a major transformation. In an exclusive interview with **The Business Standard**, Panos Mytaros, Chief Executive Officer of Bata Group, shared the company's vision for the future which includes fresh investments, a push into the global export market, and a complete redesign of their product line to stay relevant to a younger generation

BRAND - BANGLADESH

TBS REPORT

Bata has a very long history in Bangladesh. How do you evaluate the current state of the business here?

This is my first visit to Bangladesh, and for me, it was vital to understand the consumer first. We have valued Bangladesh since we started here in 1962. With 180 million people and a growing economy, the potential is massive. However, we have observed that in some segments of the population, we are losing relevance. We are well-known for children's shoes and basic sandals, but the future must be built on top of that base. We aren't just looking at today; we are looking at where we want to be tomorrow.

Many consumers feel Bata's designs are somewhat traditional or "old." Do you have a plan to attract the younger generation who prioritise both style and comfort?

This is something we are taking very seriously. When a brand like Bata is in a country for many years, there is a tendency to keep doing the same thing. But today's consumer demands more – they want lifestyle, they want a specific "look," and they want comfort.

In Bangladesh, the majority of the population is under 35 years old. To attract them isn't a choice; it's a necessity. We are moving toward what I call "democratising" the product – democratising comfort and design. This means offering premium looks and styles that



PANOS MYTAROS

feel approachable and affordable to the youth. You will see us becoming much more relevant to them very soon.

Historically, Bata Bangladesh has produced for the domestic market. Is there any plan to begin exporting from here?

Traditionally, we produced a lot of shoes here but did not export. That is going to change. We are going to invest in our manufacturing facilities in Bangladesh to make better, more relevant shoes. The goal is to export these shoes to other Bata countries globally. You

will see a significant increase in exports from Bangladesh.

We see a shift toward synthetic materials globally. Is Bata reducing its use of leather in favour of synthetics?

We have to provide what the consumer wants while keeping shoes affordable for everyone. Leather remains a very important and premium material in the Bangladesh market. However, for sneakers and lifestyle shoes, textiles and synthetics are often better because they are lightweight and breathable.

We will continue to offer leather for its value and premium feel but won't neglect high-quality, competitive synthetic materials that allow for innovation.

Local brands like Apex have become very strong competitors. How does Bata plan to compete with rising local players?

I have seen the market, and I see brands like Apex have very nice stores and good products. In fact, Bata originally "taught" shoemaking to this country and we are proud of that legacy. But Bata cannot be a follower; we have to stay ahead. To stay ahead, we will innovate, we will invest, and we will be very clear about what our brand stands for.

How do you view the investment environment in Bangladesh?

I find Bangladesh very welcoming to investors. We have been here for decades so we understand the ups and downs of the economy. Policies change, but we know how to handle that. It is a very good country to invest in, especially for manufacturing and exporting. We are very positive about the environment.

What is your message for your shareholders and consumers in Bangladesh?

To the consumers: give us a little time but you will see Bata becoming more relevant and our products becoming available to more people through higher distribution. To our investors: my target is double-digit growth every year. A growth in the brand and the company is ultimately a growth for the investors too. We plan to invest "absolutely more" in this country.