

Meet BANGLADESH

Asia's Next Big Opportunity

Presented by

Bangladesh
BRAND
FORUM
Inspiring Brands in Bangladesh

Platinum Sponsors



Meet **BANGLADESH**

Asia's Next Big Opportunity

As Asia emerges from the global economic crisis faster than the rest of the world, it is increasingly clear the world's centre of gravity is shifting from the Atlantic to the Pacific. We believe there may be more undiscovered and less crowded opportunities in some of the next most populous countries in Asia - such as Bangladesh, a country of 160 million people. It is included in the Goldman Sachs "Next 11" (N11), a term Chief Economist Jim O Neill has coined to refer to the countries after the BRICs that are likely to have the largest impact on the future shape of the global economy. Bangladesh is also included in the JP Morgan "Frontier Five".

' Meet Bangladesh - Asia's Next Big Opportunity' is a first-of-its-kind initiative of Bangladesh Brand Forum, which will present the country and the unique opportunities that it offers.

why Bangladesh **why Now**



Bangladesh's geographic location gives it every opportunity to be a leveraged player to participate in the "Asian Century". We believe it is this potential that will increase the focus, interest and opportunities for global investors. Bangladesh, a country of 160million people with very favorable demographics, has one of the fastest rates of growth of labor supply in the world; a country in the heart of Asia and juxtaposed strategically between India and China; a very entrepreneurial culture as evidenced by the resilience of the textile sector after the end of MFA quotas. The resilience of Bangladesh's economy and financial markets so far in 2008 to the global financial crisis must be commended. The country's achievements over the past 39 years have been impressive, most notably in its emergence as a major textile and RMG (Ready Made Garments) exporter. More broadly, the low volatility and consistency of growth in the past decade, despite having political instability and natural disasters is a testament to a dynamic and entrepreneurial private sector.

Bangladesh has three key attractions for global investors and multinationals:

- 1) A large base of low-cost and easily trainable labor force**
- 2) A large untapped domestic market of 160mn people**
- 3) Nearly 3billion people in the Asian region that it has market access to**

Major Events

'Meet Bangladesh' will have
3 separate components

A. 2 Day Conference

B. 2 Day Business Showcase

C. Closing Reception &
Art Exhibition at Asia House

2 Day Conference

The conference aims to create a platform where prospective investors and business community from the UK can engage with the leaders of leading business houses from Bangladesh.

This exclusive conference is 'by invitation' only

Who Can Attend

Day 1 **exclusively for the British business and investor community**

Day 2 **of the conference is open to
British Bangladeshi professionals & investors.**

Venue



The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London, SW1P 3EE

Tel: 020 7798 4300, Web: www.qeiicc.co.uk

A. Conference

Day 1: 26 Nov - Exclusively for British Companies and Investors

Venue: Queen Elizabeth II Convention Center

8.45-9.00 AM	Participant Arrival & Registration
9.00-9.05 AM	Opening Remarks: Bangladesh Brand Forum
9.05-9.10 AM	Welcome Speech: Salman F Rahman, Vice Chairman Beximco Group
9.10-9.15 AM	Welcome Speech: Muhammad Faruk Khan, Honorable Commerce Minister (TBC), Government of the People's Republic of Bangladesh
9.15-9.40 AM	Keynote Speech: The Next 11: Anna Stupnytska, Vice President Goldman Sachs
9.40-10.00 AM	Why Bangladesh, Why Now: Ifty Islam, AT Capital
10.00-10.05 AM	Sector Video Presentation: Energy, Power & Infrastructure

10.05-11.00 AM Panel Discussion: Energy, Power & Infrastructure

Moderator: Ifty Islam AT Capital

Panel Member: *Dr. Tawfiq-e-Elahi Chowdhury, Advisor to the Hon. Prime Minister, Munawar Misbah Moin, MD Rahimafrooz RE Ltd., Dr. Evan Koslow president of GABAE Development*

11.00-11.30 AM **Tea Break**

11.30-12.30 PM	Breakout Session: Energy, Power & Infrastructure
11.30-11.40 AM	Keynote Speech: Oddvar Hesjedal, CEO, Grameenphone
11.40-11.45 AM	Video Presentation: ICT & Business Services - Bangladesh NEXT

11.45-12.35 PM Panel Discussion: ICT & Business Services

Presenter: Anir Chowdhury, Policy Advisor, Access To information, Prime Ministers Office

Panel Members: *Kazi Islam, CEO- GP IT, Mahboob Zaman, President- Bangladesh Software Association Ananya Raihan, D.Net*

12.35-2.00 PM **Lunch Break**

2.00-2.30 PM	Keynote speech: Guy Gordon, Strategic Planner, Saatchi & Saatchi: The Business of Nation Branding- Kosovo
2.30-2.35 PM	Video Presentation: Manufacturing: The Next 10 Billion Dollars

2.35-3.30 PM Panel Discussion: Manufacturing

Moderator: Presenter: Dr. Syed Ferhat Anwar, Institute of Business Administration, University of Dhaka

Panel Members: *Dr. Arif Dowla, MD ACI, Syed M Tanvir, Director Pacific Jeans Ltd., Fred Oldenhuizing, joint President, EBFCI*

2.35-3.35 PM Break out Session: ICT & Business Services

3.35-4.00 PM **Tea Break**

4.00-4.30 PM Presentation on Pharmaceutical Sector: Nazmul Hasan, MD Beximco Pharmaceuticals Ltd

4.30- 5.15 PM Panel Discussion Pharmaceutical Sector

Moderator: Dr. Syed Ferhat Anwar, Institute of Business Administration, University of Dhaka

Panel Members: *Nazmul Hasan: MD, Beximco, Tapan Chowdhury: MD, Square Pharma*

4.00-5.00 PM	Breakout Session: Manufacturing
5.15- 5.20 PM	Closing Remarks: Dr. Mashiur Rahman (TBC), Economic Advisor to Honorable Prime Minister

Conference Agenda

Day 2: 27 Nov - Only for British Bangladeshi Professionals & Investors

Venue: Queen Elizabeth II Convention Center

- 9.00-9.30 AM Registration
- 9.30-9.35 AM Welcome Address: Bangladesh Brand Forum
- 9.35-9.40 AM Welcome Speech: Prof Gowher Rizvi, Advisor & Special Representative of the Prime Minister
- 9.40-9.45 AM Welcome Speech: Tapan Chowdhury, MD, Square Pharma
- 9.45-10.05 AM Key Note Speech: Investment Opportunity in Bangladesh: Capital Market, Infrastructure Fund, Rehab Fund
- Presenter: Ifty Islam**
- 10.05-10.50 AM Panel Discussion: Investment in Bangladesh
- Moderator: Ifty Islam**
- Panel Members: Dr. Mohammad Tareque (**TBC**), Finance Secretary, Salman F Rahman, Vice Chairman Beximco Group, Nasrul Hamid, Chairman, REHAB
- 10.50-11.10 AM Tea Break
- 11.10-11.20 AM Lunch Speaker: Howard Dawber, Strategic Advisor, Canary Wharf Group. 'Changing perceptions - from poverty to prosperity' Lessons from Canary Wharf for Bangladesh
- 11.20-12.05 AM Panel Discussion: ICT & Business Services
- Presenter: Anir Chowdhury, Policy Advisor, Access To information, Prime Ministers Office**
- Panel Members: Kazi Islam, CEO- GP IT, Mahboob Zaman, President- Bangladesh Software Association, Mahbubul Matin, President - SSDTECH
- 12.05-12.20 PM Key Note presentation: Presenting the Tourism Sector
- Presenter: Shafique Alam Mehdi, Secretary, Ministry of MoCAT and Chairman, Bangladesh Tourism Board**
- 12.20-1.05 PM Panel Discussion: Tourism Sector
- Moderator: Dr. Syed Ferhat Anwar, Institute of Business Administration, University of Dhaka**
- Panel Members: Shafique Alam Mehdi, Secretary, Ministry of MoCAT, Mr. Enam Ali, Publisher / Editor -Spice (Mag)
- 12:05-12:55 PM Breakout Session: ICT & Business Services
- 1.05-2.00 PM Lunch Break
- 2.00-2.10 PM Special Presentation: Asia House
- 2.10-2.15 PM Sector Video presentation: Power & Infrastructure
- 2.15-3.00 PM Panel Discussion: Energy, Power & Infrastructure
- Moderator: Ifty Islam AT Capital**
- Panel Member: *Dr. Tawfiq-e-Elahi Chowdhury, Energy Advisor, Engr. Rabiul Alam, Energypac Engineering Ltd., Animesh Kundu, Quantum Power Systems Ltd., Munawar Misbah Moin, MD Rahimafrooz RE Ltd.*
- 3.00-3.20 PM Tea Break
- 3.20-3.25 PM Speech: Luthfur Rahman, Executive Mayor of Tower Hamlets
- 3.25-3.35 PM Presentation by Charles Nuttal: Director, British Council Bangladesh
- 3.35-4.20 PM Panel Discussion - Education & Knowledge Development
- Moderator: Dr. K. Anis Ahmed, Vice President, ULAB Board of Governors**
- Panel Member: *Dr. Md. Saleh Uddin, VC- Shahjalal University, Dr. Lynne Hammond, Manager of International Educational Consultancy, London College of Fashion, Charles Nuttall - Director, British Council Bangladesh, Syeda Madiha Murshed, DMD & Head of Academic Affairs Scholastica (Pvt) Ltd.*
- 4.20-5.05 PM Panel Discussion: Role of Diaspora in Bangladesh Development
- Moderator: TBC**
- Panel Member: *Iqbal Ahmed, Chairman BBCC, Misbah Mosobbir, Chairman, The bobNetwork, Shihab Hossain, FYSHNET*
- 5.05-5.10 PM Closing Speech-Shafique Alam Mehdi, Secretary, Ministry of MoCAT
- 5.10-5.20 PM Bangladesh Brand Forum

B. 2 Day Business Showcase

Business Showcasing: Sectors showcased in the exhibition

ICT & Business Services

Pharmaceuticals

Power & Energy

Garments & Textile

Tourism

Education & Knowledge

Real Estate

Financial Institutions

Furniture

(Business Showcasing is open to all)

TIME: Day 1: 26 Nov 2010:10 AM - 7 PM

Day 2: 27 Nov 2010:10 AM - 7 PM

VENUE



The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London, SW1P 3EE

Tel: 020 7798 4300, Web: www.qeicc.co.uk

Conference Registration

'Entry to both conference days is 'by invitation' only. If you are interested in taking part please email Maher Anjum, Project Coordinator at : bbflondon@btinternet.com with the following information:

Please mention

Your name

Organization

Designation

Sector

Contact info: Mail

Phone Number

Or Visit our website:

www.bangladeshbrandforum.com/meetbangladesh



Meet
BANGLADESH
Asia's Next Big Opportunity

C. Closing Reception and Exclusive Art Exposition by Bangladesh



Embrace the
Century of Asia

A unique preview of exclusive art works by the leading artists from Bangladesh curated by Artist Nazia Andaleeb Preema, in Cooperation with Ritu Jain & Ishi Jami at Asia House

(By invitation only)

Delightful Exclusive Reception featuring the Contemporary Arts (from traditional to modern) of Bangladesh for the very first time in United Kingdom by the selected contemporary and authentic works of the leading Artists of Bangladesh.

Reception and Exhibition

Date: 27 November 2010

Venue: Asia House, 63 New Cavendish Street | London |

W1G 7LP | Telephone: 0044 (0)20 7307 5431

Web: www.asiahouse.org

Asia House is a dynamic focal point for people to meet and exchange ideas, a 'must visit' centre for all who have an interest in developing their contacts and understanding of business and of diplomatic and cultural interaction between Asia and Britain.

'The building's interior is Adamesque, with filigree plasterwork, classical paintings and elaborate marble chimneypieces' which was founded in London in 1996 and incorporated in 1999. Asia House is the leading pan-Asian organization in Britain. A non-profit, non-political organization, its geographical remit ranges from Iran in the west to Japan in the east and from the central Asian republics in the north to Indonesia in the south.

Platinum Sponsors



Gold Sponsors



রিয়াল এস্টেট এন্ড হাউজিং এসোসিয়েশন অব বাংলাদেশ



Silver Sponsors



Partners



Embrace the Century of Asia



Asian Tiger Capital Partners



Bangladesh Association of Software and Information Services

