

The Apparel Story

July-August 2014

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turns one!**



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An image of something is sure to get blurred if it is taken in the dark. Likewise it is quite difficult to form our opinions of a particular thing without facts and figures. This fact has reinforced the need for launching *The Apparel Story* a year ago, which is celebrating its first anniversary with this July-August issue. The monthly published by Bangladesh Garment Manufacturers and Exporters Association (BGMEA) started its journey with an aim to delineate the true picture of our readymade garment industry that has kept moving the wheel of our economy, created employment for millions of poor people, lifted them from the abyss of chronic poverty and given them a dignified life. What we have tried in the one year is to ensure that our readers can clearly see the industry through the eyes of policymakers, experts, economists, development partners, entrepreneurs and workers. We highlighted problems and prospects of the apparel industry so that the policymakers and stakeholders can have a clear picture of the sector before taking any decision in this regard. We through citing real-life examples tried to inspire our RMG entrepreneurs to take the sector forward.

On the occasion of its first anniversary *The Apparel Story* is different from previous issues in terms of content selection. we are more or less familiar with our RMG industry, but probably very few of us know about early history of garments. A write-up on unknown and little-known facts about the garment and RMG industry will be enjoyable to read. This special issue also contains short story, cartoon, special feature etc, which we believe our readers will find interesting and worthwhile.

To conclude we would like to extend our heartfelt thanks to RMG entrepreneurs, workers, readers and advertisers whose support is inspiration for our way forward.

Md. Shahidullah Azim
Vice President, BGMEA

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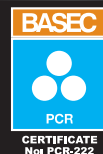


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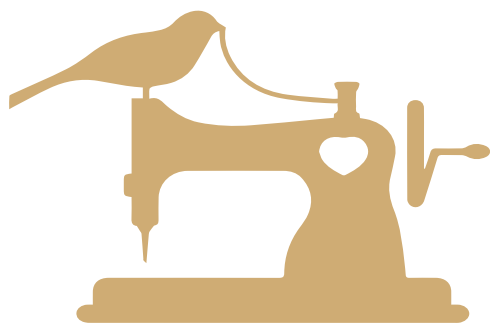
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One year of The Apparel Story

On the occasion of stepping into second year of publication The Apparel Story team approached to some valued readers for their comments on the magazine.



The Apparel Story published by Bangladesh Garment Manufacturers and Exporters Association (BGMEA) is one of the best apparel magazines in the country. With factual analysis and expert opinions, the magazine clearly portrays the problems and prospects of our RMG industry which acts as the backbone of our economy. The monthly provides useful insights into the RMG sector to all stakeholders in the industry, including government and policymakers. It really helps us to take important decisions on the industry. I appreciate the BGMEA's initiative to publish such an informative magazine.

However, as the State Minister for Labour and Employment I want to see more articles on labour related issues in a broader perspective. I hope *The Apparel Story* will continue playing an important role in the development of the RMG industry by providing useful suggestions and guidelines to all stakeholders in the sector.

I wish my heartfelt congratulations to BGMEA and to the team of *The Apparel Story* on the occasion of its 1st anniversary.

Md. Mujibul Haque Chunnu

State Minister for Labour and Employment,
Bangladesh



I like *The Apparel Story* for a number of reasons. Firstly, its appearance is very attractive. For any journal looking good will attract attention, create some impression about it. Secondly, its write-ups are quite interesting; for example the magazine has brought in the budget in the garment sector, focusing on the policy issues that can affect our economy and also the RMG sector. Another interesting thing that attracts me the magazine has a very young team. The magazine has a flavor of youth which is very encouraging. I would like to see more stories on workers like their interests, concerns etc because at the end of the day its workers' productivity, their competitiveness, industry's competitiveness that will take the RMG sector forward. If we look at the global 6 billion dollar RMG market, we are still a very small player. So, we have huge scope to grow and I believe that still Bangladesh has a long way to go and Bangladesh has all the elements in place to really move forward and capture more shares in the global RMG market.

I think Bangla version of *The Apparel Story* will be a good thing because in Bangladesh English is spoken or read by only less than one percent people. So if you want to reach a wider and larger section of readers then Bangla version of the magazine would be a good thing. I would like to see research articles and comparative write-ups in the magazine.

The magazine is also influencing the consumers' behavior by raising awareness about the environment.

Humayun Kabir

Former Bangladesh Ambassador to USA



In communication science there are two types of communication – one is internal communication and the other is external communication. Internal communication means communication with internal people and external communication means communication with external people. The internal family members of BGMEA include buyers, entrepreneurs, and those who work in the field of RMG industry. And external communication means communication with common people who have interests in the RMG industry like media. An organization has to maintain balance between internal and external communications; otherwise a gap in communication is created. In communication science the worst form of communication is 'no communication', which means remaining silent is one kind of communication. So BGMEA's decision to bring out *The Apparel Story* is really a good thing because with this magazine BGMEA has tried to maintain a balance between internal and external communications. The magazine contains informative articles on the apparel industry of Bangladesh, which really helps keep all stakeholders in the RMG industry at home and abroad update on the sector. With this magazine BGMEA have communication with internal and external public. We, the common people and media personalities, want to know what is happening in the garment industry. This magazine contains information for entrepreneurs, buyers and newsmen. In this sense bringing out of *The Apparel Story* is really a good initiative. This is really an international standard magazine. I think one or two pages can be kept for entrepreneurs where information like who are buyers and what types of garments are in demand in European and US market etc can be included. I also want see information on international trade fairs because not only businessmen but also as a media person I also want to know about international fairs.

Monjurul Ahsan Bulbul
CEO, Boishakhi TV



I read the *The Apparel Story* regularly. I think The Apparel Story is a great initiative from BGMEA. The Apparel Story gives us a chronological rundown of various interactive development events of BGMEA with the government, international buyers, donors and various development organizations. Information of the categorical improvements in different wings of the industry is also portrayed here regularly. Success stories of the factories are sketched with motivational pictures. Recent incidents in the industry and their aftermath are also illustrated here. It is a great platform for the industry as a whole, to communicate and to inform the recent developments and steer the growth of the industry. *The Apparel Story* has an array of diverse and creative topic in its each issue. So it is difficult to highlight any specific section. However, I like to read Trade Mission, Technology section and features on the recent development in the industry. I want to see a "Q&A" part in the Career section. A huge amount of university graduates do not know about the vast potential of their career in garments industry. Bullet form information as answers to the various questions will obviously attract them to join the industry.

Market and product diversification are two of the major challenges in the RMG industry. One section can be introduced in the publication where prospective new products and the potential new and emerging countries for RMG export can be illustrated with required information to encourage the RMG entrepreneurs for market and product diversification.

I wish many successful years ahead.

Sarwat Ahmad

Senior Advisor, Promotion of Social and Environmental Standards in the Industry, GIZ



I appreciate BGMEA for bringing out such an informative magazine like *The Apparel Story* since it is useful to all stakeholders in the RMG sector due to the information the magazine contains. Information is very important for all, including entrepreneurs and workers. So I welcome the initiative of updating all stakeholders through *The Apparel Story*. I think it would be more useful if a Bangla version of the magazine is published alongside the present Apparel Story which is in English. More articles on workers training can be included in the magazine. If modules in training are included in the magazine, garment factory management can arrange training for their mid-level management and workers.

On the occasion of the first anniversary I wish *The Apparel Story* all the best.

Dr. Wajed-ul Islam Khan

General Secretary, Bangladesh Trade Union Centre



I appreciate BGMEA for bringing out *The Apparel Story* which highlights the nitty-gritty of the RMG industry of Bangladesh in an elaborate way. We see only negative sides of the garment industry, but our garment industry has many positive sides which have to be highlighted more in the magazine. There are a number of global-standard garment factories in Bangladesh and we are proud of them. If we can highlight them, local people will come to know about them. They will be able to debate with other people in foreign countries saying we have global-standard garment factories in Bangladesh. It is the duty of all of us to work for the development of our RMG industry.

I wish *The Apparel Story* best on the occasion of its first anniversary.

Mikail Shiper

Secretary, Ministry of Labour and Employment,
Bangladesh



I would like to congratulate BGMEA, particularly President Mr. Md. Atiqul Islam and Vice President Md. Shahidullah Azim, for bringing out this very useful magazine. I find it extremely useful with a lot of initiatives touching a number of stakeholders. This is a very good medium to communicate to the members but also to a wider audience, including the brands and retailers, development partners, government agencies and other stakeholders. I would like to request on the occasion of the anniversary BGMEA to use this as a medium to spread awareness among BGMEA members on some critical aspects that this sector is going through right now. In reference to sustainability of the industry and growing sector needs along with the need for promoting freedom of association and collective bargaining, and international labor standard, I feel this is a good opportunity to spread messages. I am already pleased with the BGMEA leadership for sending out strong messages on compliance issues and this *The Apparel Story* can be really a useful medium to continue to spread those messages which will enable the industry to be more robust. I wish all the Office Bearers of BGMEA all the best. And I wish this magazine will continue to be very relevant and useful for all the stakeholders.

Srinivas B. Reddy

Director of the ILO Office in Dhaka



It is really very important to tell the true story of our readymade garment industry to all as misconception about the sector is growing at home and abroad in recent times. We need to tell the our success stories, the challenges we face, the contribution we have been making to the national economy, the huge employment we have created for millions of people and many more.

Definitely *The Apparel Story* tells those stories on our behalf and therefore deserves our heartfelt appreciation. The magazine offers quality write-ups on a wide range of issues regarding the RMG industry that would certainly remove all misconception about the industry and widen the knowledge of all stakeholders regarding the sector. More importantly this publication serves to voice our viewpoints to the policymakers and the public, thereby helps to foster overall development of the RMG sector.

In my opinion, the publication has emerged as an important magazine within a short span of time and also shows tremendous potentials for further improvement. Congratulations and sincere thanks to the editorial team of *The Apparel Story* for their relentless hard work in this commendable venture. Godspeed!

Shirin Khurshid Jahan

Managing Director,
Titash Garments International Ltd and Sadia Apparels Ltd



The Apparel Story is really a good initiative of BGMEA. I regularly read the magazine. I have found that the magazine accommodates articles on every contemporary issues related to the apparel industry of Bangladesh. It covers the good practices exercised by our garment factories. Posters on environment and clean production are also regularly published in *The Apparel Story* to make aware the garment entrepreneurs about sustainable business. So, the magazine is an effective means of raising awareness among the entrepreneurs. It is also a very valuable source of information for academicians and researchers like me. Buyers, I believe, also find this magazine very interesting as they come to know about the nitty-gritty of the apparel industry of Bangladesh through this magazine. However, as the inspections of Alliance, Accord and National Action Plan are going on, we will be interested to know more about the safety inspection, their progress and the corrected action plans taken by the garment factories of Bangladesh in the coming issues of the magazine. We expect that the challenges of the industry and the possible ways to face them will broadly be discussed in the magazine to take the apparel industry of the country to the next elevated stage. On the occasion of the 1st anniversary of the magazine I wish every success of *The Apparel Story* and hope that BGMEA will continue to bring out this fantastic apparel magazine for years without any interruption.

Dr Fahmida Khatun

Research Director and Head of Research, Center for Policy Dialogue (CPD)



I would like to congratulate the BGMEA for its excellent initiative of bringing out a magazine specialized on apparel. This is a very good effort to get Bangladesh on the global forefront considering how little the internet offers when it comes to the apparel industry being one of the biggest apparel export industry in the world. The magazine covers a wide range of topics from the Bangladesh political, social, economic scenario in relation to the apparel industry. It further highlights the multiple and serious efforts of BGMEA being carried out on various worker welfare fronts which is perhaps the most important area after the terrible disaster of Rana Plaza.

I would like to suggest that Compliance Update as a permanent editorial content is added in the coming issues of the magazine. This is the most important area as on date with the same being followed very closely by the global brands. It would be good to learn the specific new initiatives and developments being shown every quarter if not every month. All developments and statistics which shows the measurement of compliance best practice initiatives would generate confidence in the global brands for Bangladesh. The clarity and specific updates is still missing on the developments on compliance with Accord and Alliance initiatives.

Other general areas can be global retail industry performance, any important development for a particular brand.

Sudhir Nair

Country Manager, Connor



I regularly read *The Apparel Story*. As a concern member of the business community I have to know about the things happening in our various business sectors. *The Apparel Story* covers the picture of the RMG sector which I find very interesting and informative. It is tough to find a single part to be liked most as the whole magazine is very interesting and informative. Though, the columns and interviews of significant business persons can be mentioned. Also the cover story of the magazine is attractive one. Garment industry is the biggest contributor to the country's economy and the main source of foreign exchange earnings as well as employed huge number of people. With times, Bangladesh has become a very potential market for global importers of apparel. So it is very important to uphold the contribution, achievements, problems and prospects of this industry so that people living here and abroad can know more about this industry. And to promote this sector the initiatives of publishing *The Apparel Story* by BGMEA is really appreciating.

I feel very happy that *The Apparel Story* has marked its footprint into one year and we are pleased to be a part of this journey. I wish and hope *The Apparel Story* will go a long way to uphold the position of our RMG sector.

Ferdous Amin

Chairman, Prime Insurance Company Limited

The Apparel Story turns one!

Since July 2013 we have gone from a small simple idea to releasing nine issues of *The Apparel Story* till date, covering various topics and issues that directly or indirectly fall in the parameter of the RMG sector. It is the first interactive publication that not only encompasses a single unit or a community, but reaches to the greater community as a whole, linking each and every stakeholder, both nationally and internationally, related to this industry. After completing a year successfully, this cover story will be a smattering of highlights of the previous nine issues, bringing back those important moments that were captured periodically.

Magazines are usually for entertainment as means for people to pass their leisurely time. *The Apparel Story* is anything but that! This magazine is usually circulated among people who rarely get time to breathe. These include high government officials like ministers, think-tanks, experts and academicians, also the entrepreneurs, management and owners of almost all the member factories of BGMEA. This apparel

magazine is also very famous among media celebrities who are very much fashion and brand conscious and are anxious to know about any development in the fashion industry. This even goes in the hands of students who are getting a fresh perceptive of the apparel and fashion industry and knowing about the opportunities to exploit those as a to-be professionals.

Everyone has heard the phrase “making a mountain out of a molehill”. Well that is exactly what happens when any information is haphazardly disseminated and interpreted. In the era of globalization, information sharing is just a second and a click away, which makes life easier for many. But with every action there is an opposite and deadly reaction! So when spreading news is just a click away, mishandling of information and misinterpretation is half a click away. And however sad but true, wrong and spicy news are more welcomed than the plain and true ones. This is why the BGMEA management aimed to make a platform through *The Apparel Story* for proper dissemination of correct information among all stakeholders in the RMG industry of Bangladesh.

Especially observant readers of this magazine might note that *The Apparel Story* has covered some serious issues regarding this apparel sector. After the tragic Tazreen and Rana Plaza incidents, there was a flurry of activities regarding safety of the thousands of factories to ensure better workplace and safety for workers. That is when we came up with this one article, our very first cover story on “Unified code of conduct needed for safety”. We realized that the absence of unified safety and compliance standards tops the problems that the owners and employees of RMG factories of Bangladesh generally face in addressing the safety issues at their respective workplaces. It clearly reflected that if there was a unified code of conduct, it would have been easier to implement the safety measures. We emphasized on the differences between the demands of the buyers from the countries of European Union and that of the United States as regard to the safety and compliance issues. For example, while the buyers of the

EU countries emphasizes on social issues, the US buyers stress on the technical issues.

Right after expressing our concern in our very first issue, the Accord, formed by European retailers, came into being. Then Alliance was formed comprising 17 North-American brands to improve safety in the industry. Along with the international initiatives, National Action Plan (NAP) was locally formed, which calls for both policy and administrative changes and immediate practical actions to review the fire safety and structural integrity of the buildings housing RMG factories. A Compact was issued by the European Union, government of Bangladesh and ILO, later joined by US government, on improving working conditions and promoting application of international labor standards. For coordinating these initiatives through a common unified standard, all concerned people met at a workshop on September 7, 2013.

After all the inspections that are still ongoing, there are many factories that need to go through remediation or relocation to make the factories more compliant. There is no alternative but to install proper and adequate fire safety equipment at garment factories to reduce the risk of fire accident as the raw materials used in the industry is very much fire prone. But setting up fire equipment requires a huge amount of money as they are very costly due to high duty on their import. Given the fact that we have to address the workplace safety issue within a stipulated time frame, using prefabricated materials is the best alternative to ensure building safety within the shortest possible time. This is only way through which we can restore the factories and the jobs of thousands of workers. But high tax was also imposed on the import of prefabricated materials. in *The Apparel Story* we brought to the light the issue of high tariff on the imports of fire safety equipment and prefabricated materials.

Right after the articles were published, the national budget was declared and there was a good piece of news for the RMG owners as the finance minister announced the budget pretty much in favor of the RMG industry. In the budget, the



Duty-free Import of Fire Safety Equipment Needed for Safer RMG Industry

By Musharrat Tarannum Baishakhi



The issue of workplace safety has come to the fore after the readymade garment industry of Bangladesh witnessed a devastating fire accident

accident as the raw materials used in this industry is very much fire-prone. But setting up fire equipment requires a huge amount

government has withdrawn the 61% tax on prefabricated materials for the RMG industry only. Also in the budget the import of fire door, sprinkler system and emergency exit lights has been made tax free. Withdrawal of tax on these items was a strong demand of private sector entrepreneurs. BGMEA in different forums demanded the same. The budgetary support, especially withdrawal of tax from the prefabricated materials and fire safety equipment, will add momentum to the journey of Bangladesh's apparel industry towards sustainability.

The above examples were mentioned to show that the BGMEA management expressed their concern through the various issues of *The Apparel Story* and what pleased us more is the fact that our concern, which successfully reached the proper authorities, was taken into consideration and was acted upon on a short span of time. This was never meant to be just a show-case magazine, the people behind it actually wanted to do something positive via paper and pen. The examples above show the

amount of success *The Apparel Story* could reach within just one year. The actions after expressing our concerns encourage us more to go on writing about our issues on a public forum, so that everyone along with us understand the importance and severity of that issue. That was exactly what our motivation was when we first started this magazine.

Though it would be wrong to say that we have achieved everything to which we have pointed fingers. Along with issues that were raised and later solved, there are also issues that still need to be addressed. On November 2013, we talked about the need of the hour: Institute for Labor Studies and Productivity - a necessity that cannot be ignored anymore. Among all the industries currently functioning in Bangladesh, the apparel industry is the most flourishing. In the coming decades our apparel exports could be triple. This industry is in dire need of an institute that will help build the industry. We also urged for revamping educational structure i.e. introducing course curriculum as per the need of the industry, as it is important to make education more applicable in the real business world.

We have expressed our concern over high bank interest rate: A deterrent to new investment. With high rates of interest, entrepreneurs find it difficult to approach the banks for a loan. This makes venturing into new projects and expansion almost not feasible. Owners get frustrated when they see that their competitive countries have much lower interest rates on borrowing. We have also emphasized on 'Infrastructure development which is a prerequisite for steady growth of RMG industry'. The problem of infrastructure is a major obstacle to the growth of the RMG industry. The issues will become even more important in the future because buyers want to source more products in shorter lead time.

The above-mentioned issues are still persistent and are closely entangled with the success and growth of the sector. We have written and we will continue writing regarding these major problems that needs to be addressed as soon as possible, with the hope that one day we will even

overcome these obstacles as we have overcome others. The previous examples will serve as our motivation to keep on trying as long as these goals are not achieved. We can only hope that *The Apparel Story* will play its due role in making these dreams into reality.

The Apparel Story and its journey of one year have enlightened many. Even if you are not someone from this industry, then at least as a Bangladeshi you should know more closely about the sector that is the highest foreign currency earner of the country. This is also the sector that employs around 4.4 million people and has brought about women empowerment in our country. If this is not the industry that you should be interested in then what is. We have special features for students who may want to work and explore this sector and help us take it further. If you are a



budding entrepreneur, then what's better than reading the interviews of our successful entrepreneurs who started from scratch.

The magazine does not only highlight the good things, but also bring up the sector's failures. At times it gives us reality check via all the pressing matters and how so many peoples' lives are all entangled to a single string. At times we get sad with the reminder of the worst man-made accidents and other times we smile seeing the faces who survived and have bravely gone back to their daily lives. Have you ever tried to know more about the clothes you wear, the origin of the brands that you carry? If not, you can always do so through Behind the Brands, a regular feature in *The Apparel Story*, to make you know more about the clothes you are wearing and beyond. In recent years the issue of environmental sustainability has emerged as an important issue in the global business landscape. So the team went out in search of most compliant green factories which adorned a few pages of every issue of *The Apparel Story*. Through this, the team wants to applaud the initiatives and also wants to encourage others by showing that this is not impossible. Again do you want to know what people think of this sector, tune in to the columns and opinion sections and you will get a variety of opinions, both positive and negative.

As Vice President of BGMEA and also a member of the Editorial Board of *The Apparel Story* Md. Shahidullah Azim says, "Whatever it is, good or bad, we want the people to know it directly from us. We do not want third parties to spread any false news, as any information gets distorted when it passes hands or in this case mouth. I also encourage people to go through every issue as we try to make people aware of various small but significant factors like the posters that are attached with every issue, that give you free advice on how to reduce cost or save resources." Till now *The Apparel Story* has served almost everyone related to the sector and beyond, with time *The Apparel Story* team dreams to achieve things that are bigger and better. As long as this magazine remains as a platform to

gain knowledge and information for everyone, our objective will be fulfilled. This anniversary special cover story must end with the wise words from the President of BGMEA, Md. Atiqul Islam, which is quoted right from one of the previous issues of this magazine. "The RMG industry has come a long way and positioned Bangladesh as the second largest apparel exporting country in the world. As path to success is not always rosy, our RMG industry has confronted many challenges and difficulties. Bangladesh has witnessed a few unfortunate incidents but we have learnt our lessons and are making our sincere efforts to avoid further mishaps. We are committed to ensuring dignity, well-being and safety of our 4.4 million garment workers."

The Apparel Story will be right there to capture all those glorious moments that are yet to come.



INFRASTRUCTURE DEVELOPMENT PREREQUISITE FOR STEADY GROWTH OF RMG INDUSTRY

By Musharrat Tarannum Baishakhi

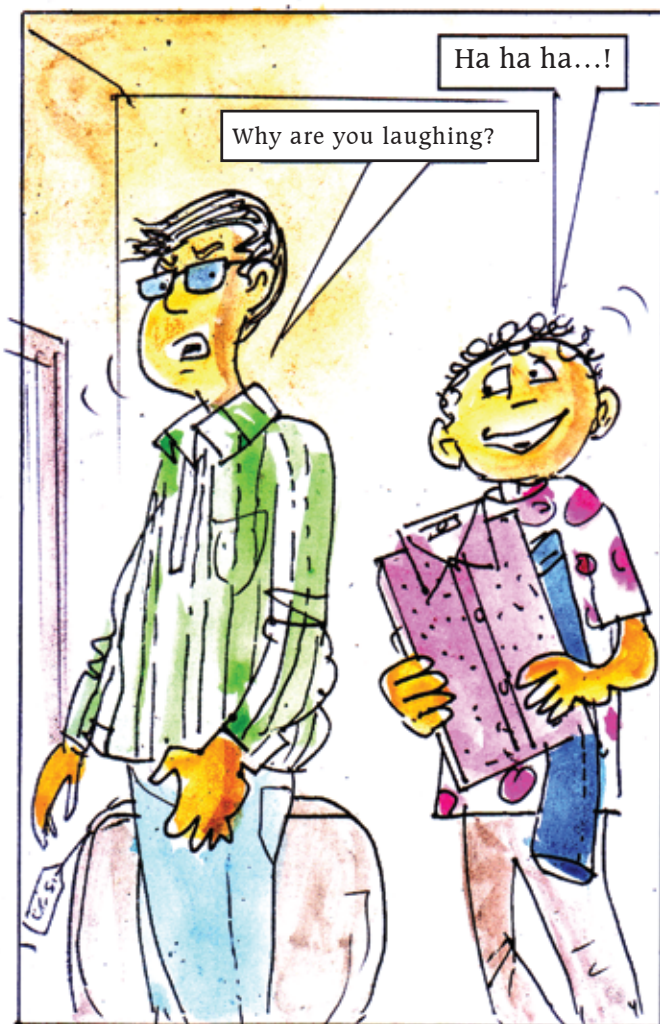
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The prospect of Bangladesh ready-made garment (RMG) industry is very promising. As per a McKinsey report, Bangladesh's apparel exports will nearly triple by 2020 if the country can address five challenges – infrastructure, compliance, suppliers' performance and the skilled workforce, raw materials, and

times for garments and delay deliveries to customers. This issue will become even more important in the future because buyers want to source more fashionable products with shorter lead times. But the infrastructure of the country – port, roads and highway, railways and waterways – is not developing in

Best of the Best

By Ahsan Habib





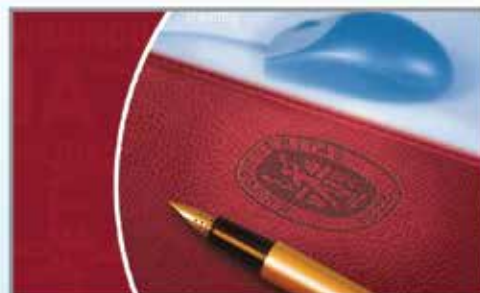
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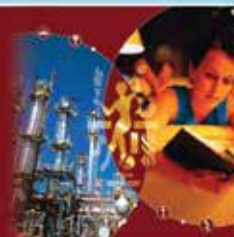


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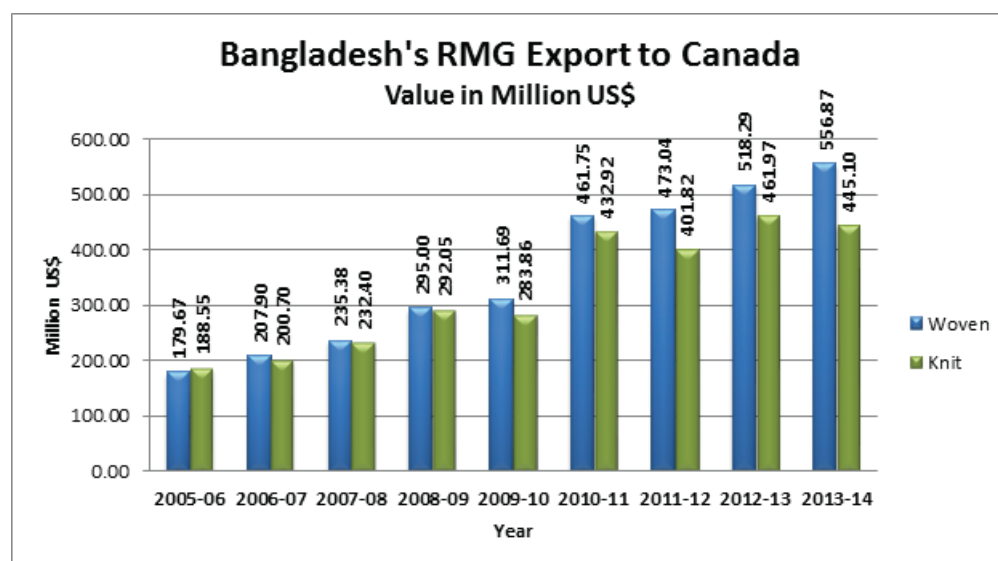
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Bangladesh's RMG export to Canada crosses 1 bn

By Anika Mohiuddin



The value of Bangladesh's readymade garment (RMG) export to Canada has crossed one billion in the 2013-14 fiscal. About ninety-one percent of goods exported to Canada from Bangladesh are apparel items. Bangladesh exported goods worth US\$ 1099.63 million to Canada in the last fiscal and US\$ 1001.97 million of them were garment products. Among the garments about 55% were woven products and the rest were knit items.

Bangladesh's garment exports to Canada were worth US\$ 595.55 million in fiscal 2009-10, which rose to US\$ 1001.97 million in 2013-14, according to the data of the Export Promotion Bureau of Bangladesh. So, the garment exports to Canada surged by 68.24 percent in the last five years mainly due to price competitiveness of Bangladeshi products and duty-benefit in

the North American country. Bangladesh has been enjoying a duty-free market access to Canada since 2003.

"This historic landmark of one billion worth garment export to Canada signifies that with the spirit the Canadian government and the people of Canada granted the LDCs the duty-free access to their market has meaningfully contributed to the development of the latter, particularly Bangladesh," said Md. Atiqul Islam, president of Bangladesh Garment Manufacturers and Exporters Association (BGMEA).

"The robust growth in the export value of garments to Canada has been helping the country's economy to grow and thus ultimately the fate of the poor people of the country is being changed," the BGMEA President added.

Made in Bangladesh with Pride



Bibi Russell has great respect for Bangladesh garment industry

Bibi Russell, famous Bangladeshi fashion designer and former international model, has great respect for the garment industry of Bangladesh as it empowered huge number of women. She thinks though Bangladesh is the 2nd largest apparel exporting country of the world, we have ample scope to make our local fashion popular to the world. However, till today little has been done in this regards. As the largest trade body of the apparel manufacturers of Bangladesh she thinks it is high time BGMEA came forward and worked in this area. "Now we export only garments, but we can export fashion as well our profits will highly be gone up and more money will stay in the country. "I don't wear foreign products. I always wear Bangladeshi product. I sell Bangladeshi product," Bibi Russell flaunts. Bibi believes that by born the Bengalese are fashion conscious. They have hidden artistic talent. "In 13th century we made a single piece of cloth "Muslin" that made the word surprised." Bibi Russell expects that the garment entrepreneurs will take initiative to make and groom up quality fashion designers in the country.



Afzal could sense patriotism by 'Made in Bangladesh' tag

Actor Afzal Hossain is really proud of the fact that Bangladesh is the 2nd largest apparel exporting country in the world. He shared a personal experience of him with The Apparel Story. "It was like 18 years ago, while I was about to travel to the US. I bought denim pants from Dhaka at that time. Later on, when I reached New York, I found the same piece of jeans hanging at a big clothing shop with 'Made in Bangladesh' tag." He still remembers that moment. "I am unable to express the feeling of that particular moment", he added. He thinks this may be called the patriotism.

He observes that there are people who try to make difference between owners and workers. It not only exists in the garment sector, but also all the sectors face this difference. Afzal believes that it's the responsibility of all the stakeholders of RMG sector to narrow down the difference. "We should not let anything happen that will create wrong perception about the sector among general people." Besides, Afzal feels the necessity of spreading the good stories of our apparel industry as many factories of our country have commendable good practices.



BATEXPO-1988 was a turning point in the career of Mou

The career of the actress and model Sadia Islam Mou started by the yearly exposition of BGMEA namely BATEXPO in 1988. "I was a student of class eight then. My brother-in-law who is also a former Vice President of BGMEA Faruque Hassan encouraged me to perform in a fashion show in the BATEXPO. That was the turning point in my career as got a wide media coverage at that time," Mou told The Apparel Story. "It's really a matter of great pride that our made garments are being sold across the globe. I had a pleasant experience which I would like to share. Once Jahid chose denim paints of GAP at a foreign shop. After choosing we looked at the tag of the pants and saw 'Made in Bangladesh' is written on it." Mou thinks that the workers are the strength of our garment industry. "The sector is greatly contributing to women empowerment as about 80 percent of the workers are women." "Hard work of our entrepreneurs also played the key role in developing the industry. I closely saw my brother-in-law how punctual and industrious he is! The RMG entrepreneurs dedicated their whole life to make the sector successful," Mou added.



Maheen Khan takes pride in the apparel Bangladesh produces

Maheen Khan, Chairman of Fashion Design Council of Bangladesh and Managing Director of the fashion house Mayasir, is very happy that RMG sector of Bangladesh has developed a lot over the last 35 years. She thinks it is the dedication and perseverance of our entrepreneurs that helped the industry come to today's position. She said, "We have achieved this excellence overcoming all barriers. So naturally we are proud." "The RMG industry has not only made our export basket bigger but also created employment opportunities for millions of people and empowered our women to a great extent", she added.

Maheen Khan takes pride in the apparel Bangladesh produces. "I feel very proud when I see Made in Bangladesh abroad in different shops. I proudly buy those products as the materials are international standard." She thinks there would be a time when Bangladesh will be able to export its local crafts widely too. But for that, she says, the country has lack in technology, logistics. "Hopefully we will overcome those and export more in future," she believes.

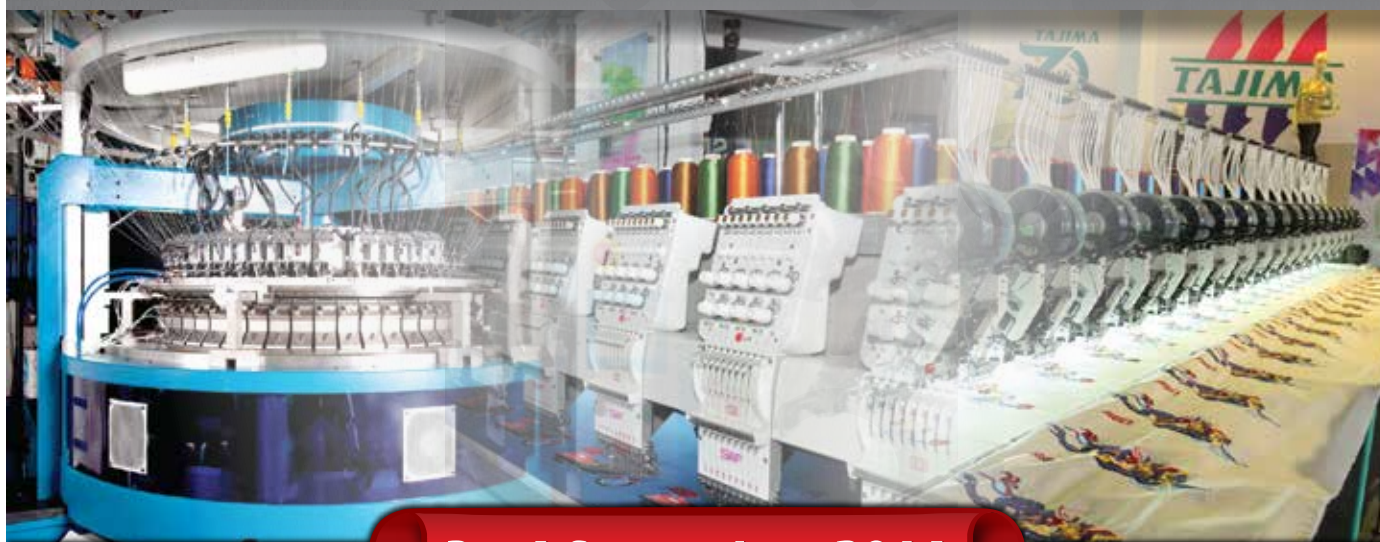


Through garments Bangladesh is positioning in the world strongly, says Emdad Hoque

"It's an amazing issue when we see Made in Bangladesh. I have worked as a Fabric Supplier for many years in Grameen Check, BRAC Textile. When I visited America 10 years ago, I saw the box of Grameen Check along with the title Made in Bangladesh in Wal-Mart in Washington. So, through garments Bangladesh is positioning in the world strongly." This is what Emdad Hoque, Vice Chairman of Fashion Design Council of Bangladesh and owner of the fashion house Studio Emdad, told The Apparel Story to express his feelings about 'Made in Bangladesh' apparel.

Emdad Hoque thinks it is possible to export our fashion to different countries though we are yet to become ready for that. He opines, "We need to develop capacity building to understand foreign taste, their storyboard, and their ways." According to Emdad, "We have different schools but they have also some shortcomings. Yes, we can overcome that, but understanding a large market is really difficult for now. We can do it on trial basis but not for a large market. For that, we need to have that mental strength, backward linkage. We may go for a niche market on a trial basis."

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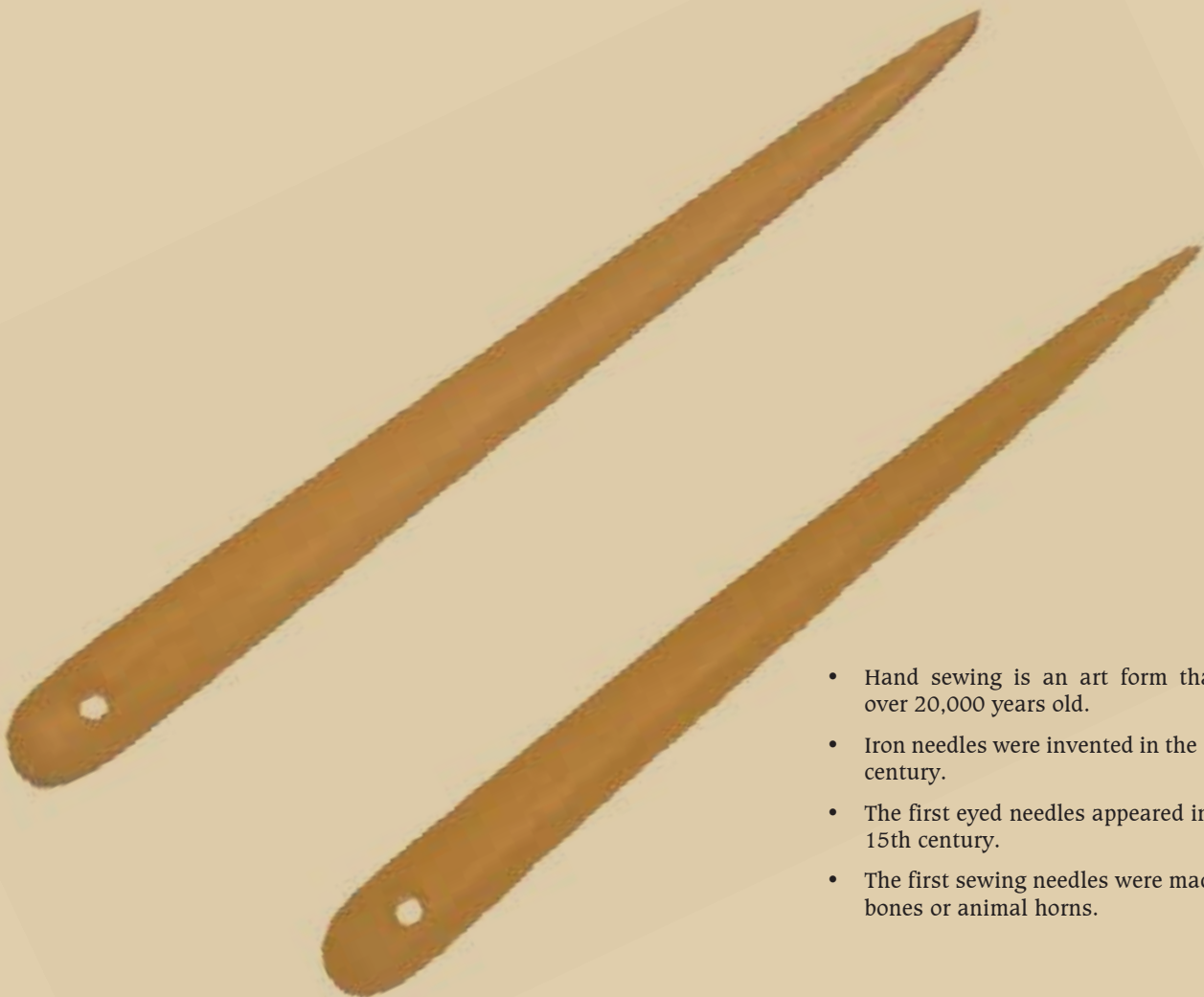


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Apparel Facts!

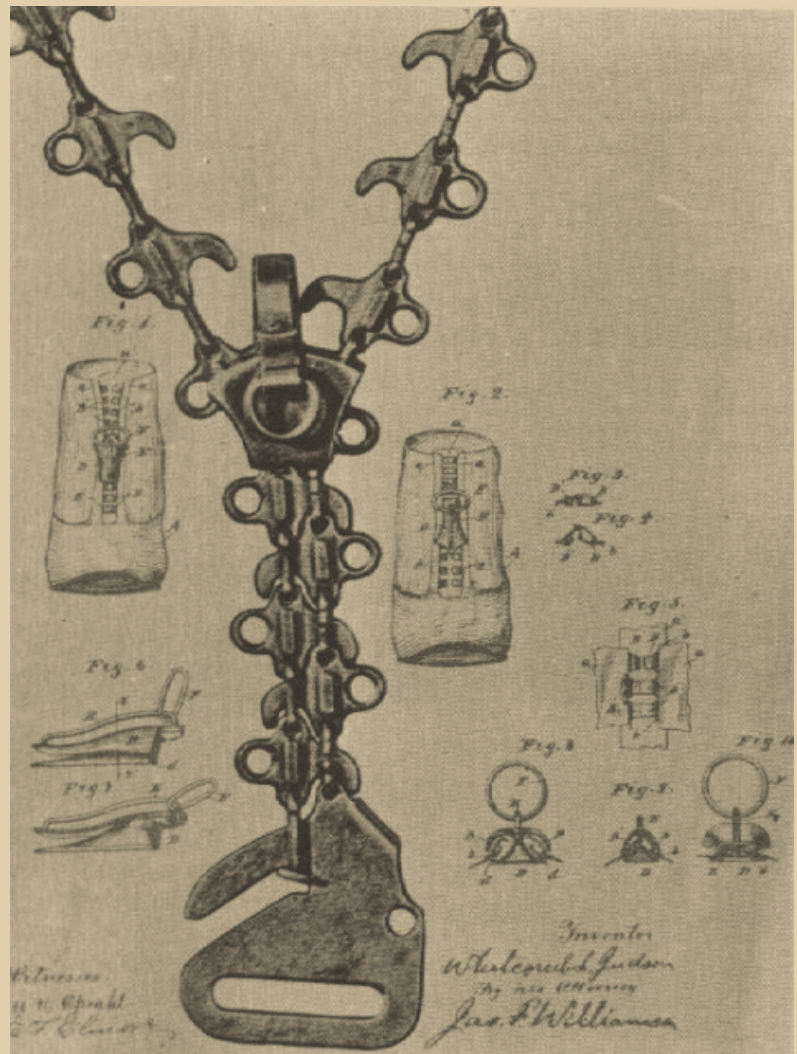
Compiled By **Musharrat Tarannum**

The item without which we cannot think even of a single moment is none other than garments we wear every day. The wearing of clothing is exclusively a human characteristic. It is not known when humans began wearing clothes but anthropologists believe that animal skins and vegetation were adapted into coverings as protection from cold, heat and rain in the palaeolithic era. What was only a basic need in the past has become an indispensable part of fashion today. Now there is a wide variety of garments across the globe. But how many of us do know the evolution of clothing and its history? Here go some interesting facts about clothing:



- Hand sewing is an art form that is over 20,000 years old.
- Iron needles were invented in the 14th century.
- The first eyed needles appeared in the 15th century.
- The first sewing needles were made of bones or animal horns.

- 17500 B.C – The first needles with eyes emerge.
- 1200 A.D – The needle is advertised for the first time in China.
- 1755 – First ever patent is awarded for a needle with an eye.
- 1845 – Elias Howe & Singer invent the sewing machine.
- The first thread was made of animal sinew.
- Jeans was invented by Jacob Davis and Levi Strauss in 1873
- In 1851, inventor Elias Howe (who also invented the sewing machine), received a patent for a device called an “Automatic Continuous Clothing Closure.” This would be the first version of what we commonly refer to as a zipper today.
- Buttons came into this world in the Bronze Age. The history of buttons is quite fascinating. Primitive man used bone stick pins, thorns and sinew to hold clothing together. The buttons of those times in Greek and Rome were fashioned from bones, wood, metal, horns and even seashells. Actually the Bronze Age man didn’t fasten anything to it but simply wore it for decoration. They were just sewed on the clothing and used as brooches.
- Early sewing threads were made out of animal hides by cutting them into thin

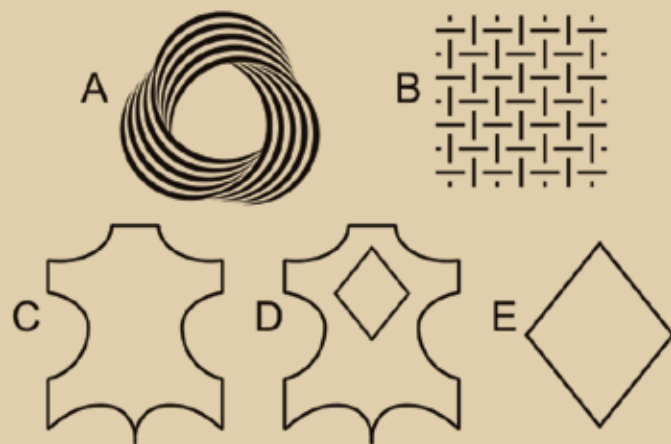


strips. These were then used to stitch fur and hide together. Many tribes even knew which local plant and tree gave the best thread.

- At that time threads were handspun using spindles. These spindles were highly strenuous to use and for producing 20 gms of thread, the spindle had to be rotated more than 500 times.
- Artificial silk came into this world in 1884 when Earl Hilaire de Chardonnet succeeded in producing it from solute cellulose for the first time. The first industrial artificial silk was produced in 1891. The term “Artificial Silk” was renamed as “Rayon” in 1924.
- It was during the same time that cotton was also started to be used. It is claimed that Cleopatra wore the finest cotton grown in the Egyptian Nile valley. Scientists in Mexico have found cotton pieces that were at least 7000 years old.
- In 350 BC the Chinese devised the technique of making silk threads from silk worm cocoons. The queen of Emperor Hoang Ti was successful in spinning noble shiny silk threads out of the silk cocoon. She kept the secret with her for a very long time but in the 5th Century AD two monks were able to take the secret outside China to Rome. From there it spread across the world.



Clothing in history, showing (from top) Egyptians, Ancient Greeks, Romans, Byzantines, Franks, and 13th- through 15th-century Europeans.



- Symbols of different types of materials for clothing:

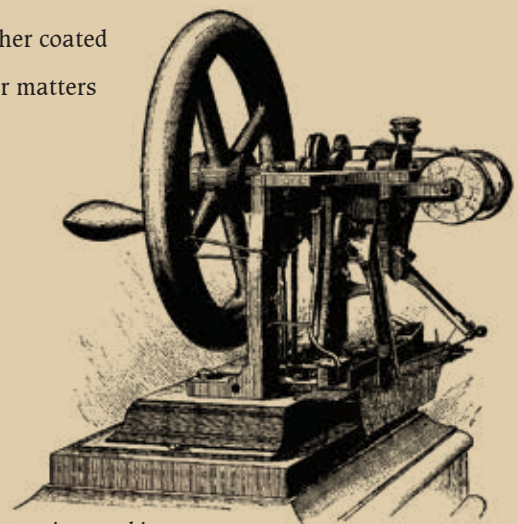
A) Woolmark

B) Natural textile materials and synthetic or non-textile

C) Leather

D) Leather coated

E) Other matters



Ancient sewing machine

- Embroidery was invented around 1600 BC to 1100 BC by the Babylonians and the Assyrians. Later on this spread across Egypt and Persia where the Pharaohs robes became an exemplary example of embroidery.
- Yarns and fabric from viscose art silk came in 1894. In 1913 German Chemists manufactured textile fibres from Vinyl Chloride.

An Autobiography Of a



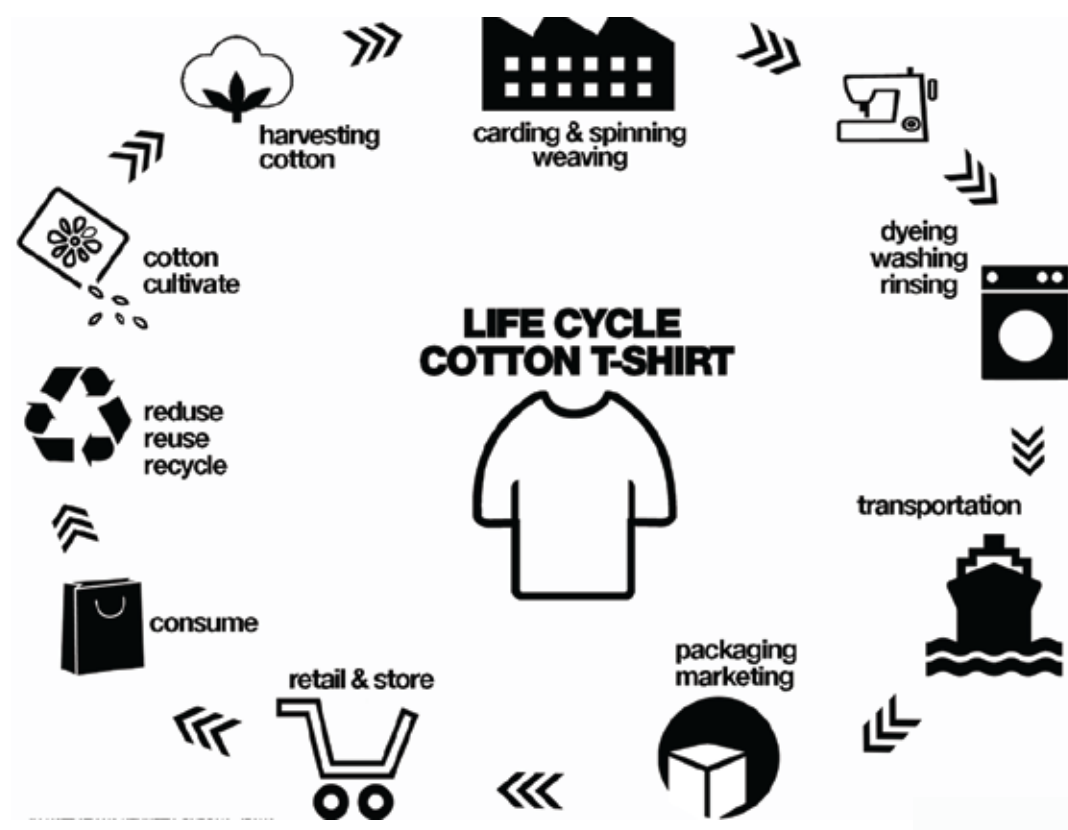
By Tamanna Mahin

I am a T-shirt. I live in the corners of your wardrobe or closet, rolled away in drawers and ready to wear anytime. I would be flabbergasted if you can find one person who has not heard of me. You have most probably worn me at different occasions, places or sometimes on a regular basis at least once in your life time. I come in different colors, sizes, shapes and styles.

There are five major stages in my lifecycle: material, production, shipping, use and disposal. Let's me show you my lifecycle, one step at a time.

The material, production and transport phases of one t-shirt, weighing approximately 6 ounces, uses: 700 gallons of water, .22 pounds of fertilizers, .01 pounds of pesticides and 1.2 pounds of fossil fuels! Just one T-shirt! From the pictorial illustration you will easily know the procedure I had gone through to be born as a T-shirt.

The material phase of the lifecycle involves farming, irrigating, fertilizing, harvesting and ginning. While cotton is a natural fiber and ultimately not as harmful to the environment as manmade fibers like



polyester, it still takes a toll in the material and production phases.

China, India and the US are the three largest producers of cotton in the world, and the US is the world's largest exporter of cotton. Commercial cotton farming uses an immense amount of water, and the use of pesticides is rampant across the globe, especially when it comes to cotton farming. Studies have shown that farmers spend an average of \$4.1 billion on pesticides annually.

Once the cotton is grown and harvested, so begins the production phase: spinning, knitting, wet process, bleaching, dyeing, confection, cutting and sewing. Commercial dyes and bleaches are harmful pollutants and can ultimately contaminate groundwater.

After the T-shirt is produced, it enters the transportation phase where it is shipped to distribution warehouses and retail outlets all over the world which this involves overseas shipping.

Take a look in your closet. Chances are that the vast majority of your cotton garments were made somewhere in the East, including Bangladesh. Garments can be shipped via plane, ship or truck. A

T-shirt makes miles long journey to reach your hands.

Once I reach the retail market, I enter the use phase. This phase may seem like the least environmentally detrimental portion of my lifecycle. This is the stage where I fulfill my purpose of life. I am worn and loved by an owner who wears them and shows them off to the world.

The final stage of life, which is disposal, involves incineration. This is another process that releases harmful emissions, or involves a landfill where cotton takes years to break down. Current U.S. records show that an estimated 15% of clothes and shoes are recycled, which means that consumers send a shocking 85% of these materials to landfills.

We all need new clothes every once in a while, but let's all try to keep in mind what goes into the production of clothing... it has a real impact on the planet.

There are a lot of things you can do to help reduce your impact. Reuse and recycle clothes. If they're too worn out to wear, cut them up and use them as cleaning rags. Donate them to charity or another organization that recycles textiles.



A job for Tahera

By Hasnat Abdul Hye

Evening came as shadows gathered around trees and bushes. Bamboo clumps behind houses looked dense green. The sky was a shade of grey. Birds flew back to their nests chattering overhead. The sound of moo from cattle was heard from time to time. Cricket and insects creaked continuously slicing the stillness of evening. Human voices rose from far and near calling attention to their owners.

Jabbar was tired from the day's work in the field. His body dripped with sweat. Sitting on the *daoa* (earthen verandah of hut) of his thatched house he wiped his face and brow with the threadbare gamcha (thin towel). His wife brought him a glass of water and

muri (puffed rice) in an earthen bowl. He drank the water in a gulp and exhaled a deep breath. Scooping up *muri* from the bowl he asked his wife, did Aziz Miah come.

No. Replied his wife impassively.

He will come. He told me in the morning. Jabbar sounded confident.

Will he bring news about Mazeda! His wife's voice was tense and anxious.

Let us hope so. Jabbar sounded wary.

Aziz Miah came when it was pitch dark. Until he came inside the hut his figure was almost invisible. He appeared like an apparition in the shadow as he drew near the open door. Flickering flame from the *kupi* (oil lamp) sketched his wizened face in light and shadow. His eyes pierced the dark like arrows. He sat quietly in a *pira* (low wooden seat) and looked around cautiously to see whatever was visible. The weather-beaten bamboo wall was tilted on one side, propped by a piece of bamboo. The thatched roof almost caved in, with holes in places where darkness gathered in knots. The creaking of insects could be heard from outside. It intensified the solitude of the evening. Aziz Miah was about to open his mouth to say something when howling of fox nearby rent the air. It was nothing new but Aziz Miah became startled. He gave a testy look at the sudden disturbance and frowned.

Jabbar opened the discussion. 'Any news of Mazeda?' He sounded impatient and anxious.

'Not yet. But you will hear about her soon. There will be good news'. Aziz Miah said in a reassuring voice.

'But it has been quite a while that she left for the foreign country,' Jabbar's impatience was palpable.

Aziz Miah smiled sweetly and said, 'it is usual. The destination in the foreign country is far. It takes time to reach there.' He took a pause and said, 'reaching the destination is only the first stage. Then a suitable job has to be found for her. Only then she will have an address from where she can send letters. And money.' He put emphasis on the last two words.

'How much money will she send?' Jabbar asked eagerly.

'Much more than you can think of. She will work in the house of a very rich man. The rich there pay a work maid handsomely. Not like here'.

Jabbar kept quiet for sometime and then murmured under his breath. Aziz Miah brought his face closer and said, 'have you decided about Tahera? She will be grown up soon. It is time to think about her future'

Jabbar said, I have n't thought about her yet. May be I will give her in marriage to a suitable groom. That way I will be relieved of her burden'

Aziz Miah shook his a head and said, 'don't make the mistake. The groom will demand a lot of dowry. You will have to borrow and be deeper in debt. Then there is the possibility of her being divorced. She will continue to be a burden on you.

'What should I do then? I cannot keep her at home and go on feeding. I am only a day labourer.' Jabbar's frustration became apparent.

Aziz Miah said soothingly, 'You don't have to feed her any more. Send her abroad like Mazeda. She will get a job and start sending money to you in no time. Why, you will become a financially solvent man. This thatched house will be replaced by a *pucca dalan* (brick house). You will not have to work as day labourer any more. With two daughters working abroad you can lead a comfortable life.'

Jabbar was lost in thought. He suddenly felt dizzy. His throat became dry. After a while he gained control of himself and said, 'how will Tahera go abroad?'

Aziz Miah feigned surprise hearing this. He slapped the back of Jabbar's shoulder affectionately and said with gushing enthusiasm, 'why, through me! I will arrange to send her to the foreign country the same way as I did for your elder daughter. May be the two sisters will be in the same place, seeing each other frequently. And think of the money the two will send to you! *Pucca dalan* (brick house) in one year! No idle dream, I tell you. It is waiting there to happen. Just say 'yes'. She will be on her way to the foreign country in jiffy.'

Jabbar kept quiet and was again lost

in thought. It looked as though his mind was elsewhere.

Aziz miah brought a bundle of five hundred taka notes. Handing it over to Jabbar he said, five thousand taka, the advance for Tahera's income that she will be sending after going to foreign country. You may adjust the advance later after you start receiving money from Tahera.

Jabbar looked at the bundle of notes stretched out to him by the hairy hand of Aziz Miah. He had received a similar bundle when Mazeda left for the foreign country. Aziz Miah has not asked for its adjustment so far.

Whatever doubt, hesitation or objection Jabbar had about sending away Tahera abroad began to melt away after he received the bundle of five hundred taka notes. As a day labourer such a big amount of money was beyond his dream. The only time it materialized was when Mazeda left home for her job abroad. The taka notes in his hand gave a warm feeling and sent his adrenaline racing. He became stupefied and did not know what to say. Aziz Miah placed his hand on his shoulder and said with a smile, 'this is the beginning of your income on account of Tahera. Just wait for the two sisters to start sending money together. You will be in heaven.'

After Aziz Miah left Jabbar showed the bundle of taka notes to his wife and said, 'Aziz Miah is a good man. He keeps his word. We have nothing to worry about Mazeda. If she is better off so will be Tahera.

Tahera! His wife could not understand what he implied.

'Yes, Tahera will also go to foreign country like her sister. She will also live in the house of a rich man. We will become rich soon'. Jabbar was ecstatic.

'But we have not heard from Mazeda yet. Why not wait till we hear from her.' His wife implored.

'No need for that. Aziz Miah has assured everything is going to be alright. If there was any uncertainty why would he give money in advance? He is no fool. We can rely on him'.

Jabbar's wife still grumbled. He suddenly lost his temper and asked

her to shut up. Rising from the *daoa* he muttered under his breath saying, 'You don't know what curse is to have a daughter. We have two!'

Tahera told Jalil that her father was going to send her away to a foreign country where she will work. Jalil was standing on the bank of the *beel* (wetland) munching the succulent stem of *shaluk* (water lily). He was stunned to hear the news and became speechless. Gaining control of his self he asked incredulously, 'like your elder sister Mazeda? Again through that crook Aziz Miah?

'Yes, like my sister'. Tahera sounded defiant and made no comment about Aziz Miah.

'Then what will happen to us?' Jalil sounded almost childish.

His naivete irritated Tahera. She said in an imperious tone, 'do something quickly, if you love me.'

'But my father, my father.....' Jalil stuttered and could not finish the sentence.

What about your father? If you love me you will marry me without bothering about your father. If you have courage you will not hesitate to do that.'

'I am still too young. My father may not.....' Jalil was cut short by Tahera who said haughtily, 'of course he will not agree. His objection will not the because you are too young. He will not hear of our marriage because I am a poor man's daughter.'

'It is not that.' Jalil mumbled. Then he sheepishly said, 'I did not say that. I am only thinking about my age.'

'You did not think about your age while falling in love with me. Now why mention it. The truth is you have no courage to stand against your father. Why pretend that you love me. Love makes one blind. It has not made you so'.

'But I do love you. Have no doubt about it'. Jalil was desperate.

'I know you love me. But I also know you don't have the courage to marry.'

Tahera was bitter. She placed the shapla stems that she had plucked from the beel in a pile on her shoulder and was about to leave for

home. Jalil stood on her way and said in a hasty voice, 'alright, I will tell my father.'

'And he will readily agree? Huh! Haven't you known your father after all these years? Don't you know he will throw you out of his house even at the mere suggestion of marrying me? Don't live in a fool's paradise'.

'Then what should I do?' Jalil looked at Tahera helplessly.'

'Elope with me. Take me somewhere where we can live peacefully without any fear of your father.' Tahera said agitatedly.

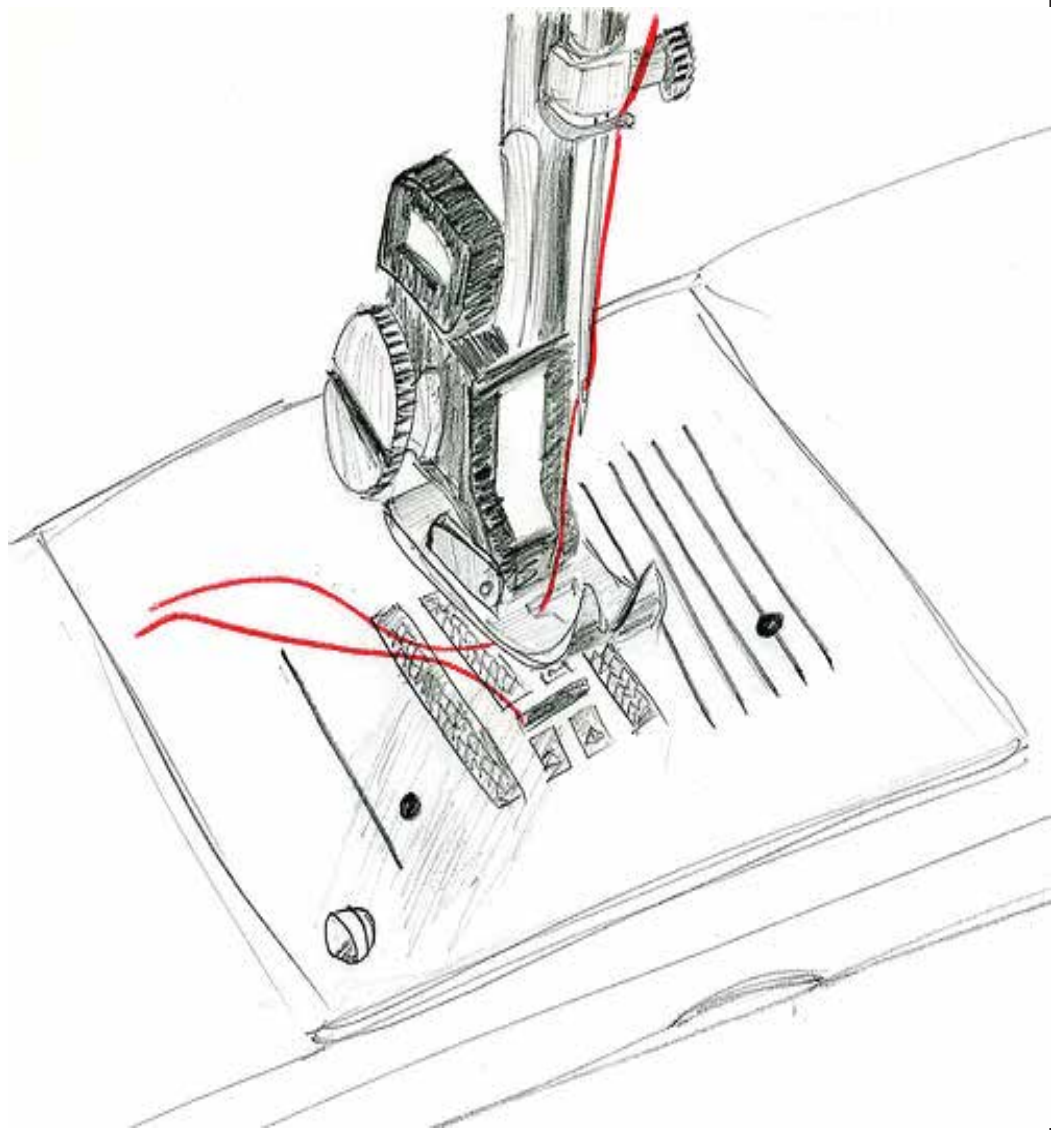
'Elope with you.....somewhere', Jalil mumbled the words as he followed Tahera towards the village.

The police raided a house in Uttara, Dhaka getting the tip off from an informer. Fifteen teenage girls were found staying in the house in a congested condition. They were from villages of different districts. Scenting the raid their male guard and guide fled. The hapless girls rescued from the den of the trafficker were taken to the police station where they were interrogated for information. Most of them started weeping as they answered questions. Soon a bevy of journalists came to write report on yet another case of women trafficking. The girls in tattered saris and ragged shalwar-kameez sobbed as they talked nervously. Soon a female staff from a NGO came to thana and started discussing about the future of the girls. It was decided that the NGO would arrange to send the girls to their respective village or offer them jobs giving bond to the police authorities. The girls were asked if they were interested in getting jobs through the NGO. About half of them raised their hands in favour. Tahera was one of them.

When the postman delivered the money and letter to Jabbar he was taken aback. Being illiterate he asked the primary school teacher of the village to explain. The school teacher told him that his daughter Tahera had sent him money.

'Money from where? asked puzzled Jabbar.

'She is working in a garment factory in Gazipur near Dhaka. The money is from her salary. She would be



sending similar amount every month', the school teacher informed Jabbar.

'Is work in garment factory better than working in a rich man's house in a foreign country?' asked Jabbar.

'It is better.' The school teacher replied.

'Why better?' Jabbar wanted to know.

'Better because she is working in her own country and can come to see you on holidays. She is nearer home,' said the teacher.

Jabbar looked at the taka notes in his hand. He felt a warmth coursing through his vein. His eyes became moist.

Hasnat Abdul Hye is a novelist and art critic.



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Traditional dresses of Bangladesh

By Tamanna Mahin

Bangladesh is famous all over the world for its readymade garment (RMG) industry. Being the second largest RMG manufacturers of the world the country has created a platform where any mention of Bangladesh is linked with RMG and vice versa. Every Bangladeshi is proud of the achievement. However, the achievements till date are no less than a miracle and hard work of thousands of people.

Bangladesh is popular across the globe for its readymade garments, but does the world know what its people wear? What are the dresses that have conquered the hearts of millions of Bangladeshis? The culture in Bangladesh has been the greatest influence in the clothing which has an interesting history.



Lungi: Lungi, also known as a sarong, is a traditional garment worn by men around the waist in Bangladesh. It is particularly popular in Bangladesh where the heat and humidity create an unpleasant climate for trousers. The standard adult Lungi is 115 cm in height and 200 cm in length, when open. They are normally woven from cotton and come in a variety of designs and colors. Silk Lungis are available for ceremonial purposes such as weddings. The most common styles are either solid-colored or plaid, reflecting the relative ease and cost-effectiveness of producing these patterns on a power loom. The Lungi is the most commonly seen dress of Bangladeshi men, although it is not normally worn for formal occasions. In Bangladesh, lungis are worn by men, almost universally indoors and commonly outdoors as well. Elaborately designed tartan cotton, batik, or silk lungis are also often presented as wedding gifts to the groom in a Bangladeshi wedding. The typical Bangladeshi lungi is a seamless tubular shape, as opposed to the single sheet worn in other parts of South and Southeast Asia. In Bangladesh, the lungi industry is concentrated in Sirajganj, Kustia, and Khulna. Bangladeshi women do not traditionally wear lungis, although non-Bengali tribal women do wear similar garments in some parts of Southeastern Bangladesh.

Sari: There is a wide range of styles and types of Saris that Bangladesh women wear. Sari is the national wear of Bangladeshi women. Usually women who are married wear sari as their regular dress while young-unmarried girls wear Sari as an occasional dress. Sari is the most popular dress for women in Bangladesh, both for casual and formal occasion. Although Dhakai Jamdani is known worldwide and most famous to all women who wear sari but there are also many varieties of Sari in Bangladesh. There are many regional variations of them in both silk and cotton. e.g.- Tanta/Tant cotton sari, Dhakai Benaroshi sari, Rajshahi silk sari, Tangail Tanter sari, Tassar silk Sari, Monipuri Sari and Katan Sari are the most popular in Bangladesh. The kinds of saris that are currently in style are Muslin, Jamdani, Benaroshi, Katan, Silk and Tant.

Muslin: Muslin was a brand name of pre-colonial Bengal textile, especially of Dhaka origins. Muslin was manufactured in the city of Dhaka and in some surrounding stations, by local skill with locally produced cotton and attained worldwide fame as the Dhaka Muslin. However, the traditional Muslin is not available anymore. The most important cause of decline and the ultimate extinction of the Muslin industry was the industrial revolution in England, which introduced modern inventions in manufacture. The costly Dhaka cotton goods, particularly the Muslin, lost in competition with the cheap industrial products



of England. Nevertheless, after years of break, Bangladesh is again producing synthetic Muslin. It is not hand woven rather machine produce.

Jamdani: Jamdani is another hand woven cotton clothes made in Bangladesh. Jamdani is believed to be a fusion of the ancient clothes-making techniques of Bengal (perhaps 2,000 years old) with the Muslins produced by Bengali Muslims since the 14th century. Jamdani is the most expensive product of Dhaka looms since it requires the most lengthy and dedicated labor of the highest quality. Jamdani, one of the oldest forms of cottage industry in Bangladesh, was once was a dying trade. It was successfully revived due to the pioneering work of some entrepreneurs. Different sari stores in Dhaka strive to support the thousands of weavers of Bangladesh who have struggled to keep this age-old tradition and fashion alive.

Garad: (also known as Garod) silk is one of the popular styles of sari that has its origin in West Bengal. Also known as Gorod, the word Garad means 'White'. Garad silk saris are distinguished by its red border and small paisley motifs. Silk fabric used to weave Garad saris is not dyed which keeps the purity factor of the fabric intact and therefore these saris have a sacred importance to the women in Bengal.

Salwar Kameez: Although salwar kameez was not originated in Bangladesh, it has become a part of Bangladeshi women. It is worn by women all over the country. A salwar kameez set usually comprises of three parts; the pants or the salwar, the tunic top or the kameez, and a dupatta.

Punjabi: Bangladeshi men love Punjabis. Not the race, rather the top that most men wear during special occasions and sometimes on a daily basis. Punjabis have been a style statement in this country for years. Men wear it during Eids, Puja and at weddings. They can be made from different fabrics starting from cotton to silk.

Clothing of the tribal people: The tribal communities of Bangladesh usually make their own clothes for their dresses. Almost every family has a loom to make dresses. Usually the clothing they wear are very colorful. Traditionally, tribal people use cotton produced by them on the hill slopes and they themselves make the yarn for weaving and use natural colors for dyeing.

- Chakma women cover the lower part of their body with a piece of loincloth pinon like lungi with unstitched end. One end of the pinon has designs and is called chabuki.
- The main dress of Marma women is called thami, which is like a lungi with an unstitched end. The thami is full of colourful traditional designs. Marma men wear a full-sleeve or half-sleeve blouse or angi.
- Tripura women these days wear renai, which is like an open lungi measuring 4.5 cubits 2.5 cubits. Renai has broad black borders with red field.
- Garo women wear the gena, which is their ancient dress. It is an unstitched piece of cloth like lungi that covers the body from the waist to the knee. It has colorful striped designs.

However, this is not all that Bangladeshi's wear. They are also influenced by the Western culture. Bangladeshis wear jeans, shirts, t-shirts, polo shirts, skirts, dresses and so on.

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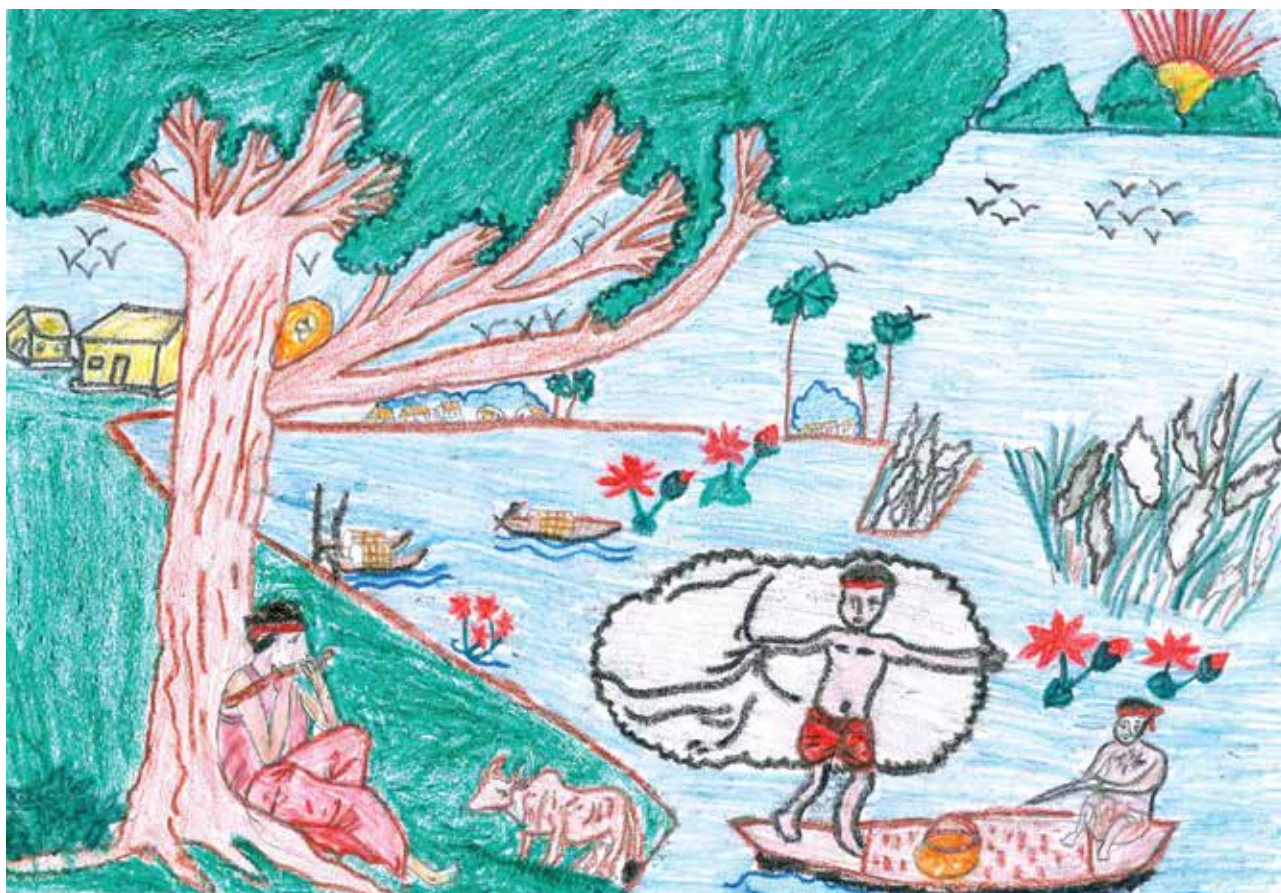
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Blooming latent talents

With the immense urge to do something for those children who lost their parents in the Rana Plaza collapse, Bangladesh Garment Manufacturers and Exporters Association (BGMEA) extended its helping hand to the orphans. BGMEA handed over 15 orphan boys to ORCA Homes, Chittagong and 14 orphan girls to Anjuman Azizul Islam Balika Home in Savar. They are being brought up and continuing their studies at the orphanages under the BGMEA's supervision and financial assistance. Now they have the opportunity to have delicious meals thrice a day, study under the guidance of qualified teachers and play with friends in leisure. They are also very good at extracurricular activities and following creative works of five girls of Anjuman Azizul Islam Balika Home is testimony to their latent talent.



গ্রামের দৃশ্য

আঁট: দাঈয়া আজার
৪র্থ শ্রেণী, বোল নং-৩৫

আঞ্জুমান আজিজুল ইসলাম
(বালিকা হাউস)

কৌতুক শিক্ষক ও ছাত্র

মোহাম্মদ মোজাফ্ফার
কর্থ প্রেমী, ফোন নং-৩৬
আব্দুল্লাহ আল-জিব্রিল ইমাম (বাংলাদেশ)

১। ক্লাসে শিক্ষক বসছেন -

শিক্ষক: এই বেলে ছুন্নি সদা বল।

ছাত্র: পালা তুলে চোখি মায়

শিক্ষক: হাত দাও তোমাকে মায় খেতে হবে

ছাত্র: তাহলে মায় তোমাকে একটু বাথরুম খেতে হবে।

শিক্ষক: বাথরুম কেন?

ছাত্র: হাত বুঁতে, মা বলে দিচ্ছেন, কোন কিছু খাওয়ার আগে
অবশ্যই মেন হাত বুঁতে হবে।

২। শিক্ষক: টেলিভিশন দেখার কখন সময়কে কিছু বলতে পার?

ছাত্র: টিভি দেখার ফলে তোমাদের সমাজে মারিয়ারি মারিয়ারি মায়

শিক্ষক: বাঃ! মর মর বলছো, কিছু কিভাবে?

ছাত্র: মারিয়ারি মায় টিভি দেখতে মায়, তেজবাজি বাবা
তোমাকে মারতে আসেন।

৩। শিক্ষক ক্লাসে ঢুকলেন তার জিন্স-তে বসলেন আচ্ছা
তার জিন্স, বলো তো মানুষ কি কখনো ডিবিম্যুজের কথা
বলতে পারে?

ছাত্র তার জিন্স: হ্যাঁ মায় তোমার মা-ই তো পারেন।

শিক্ষক: বলো কি, মেরে কি কল মায়?

তার জিন্স: তোমার পরিষ্কার ফলসব দেখলেই তো মায়
মা বসতে পারবে বাবা বাথরুম এলে তোমার কি হবে!



মোনার বাংলাদেশ

মিনু আজহার

কর্থ প্রেমী, ফোন নং-২০

আব্দুল্লাহ আল-জিব্রিল ইমাম (বাংলাদেশ)

স্বাধীন বাংলা, মোনার বাংলা,

স্বাধীন বাংলাদেশ।

এই দেশের সত্যের আশা,

প্রাণ তুলে দেয় মায় তোমার,

নব মোদের এই দেশে,

জন্ম নিলো তার।

এখন মোনার দেশটি মেন

আর ক্রোধও নাই।

মায়ের মন এই দেশে

কত মন সুখ,

বঙ্গ কল্যাণে সুখে মায়

প্রধান জুয়াখুরি।



ଅନ୍ତର୍ ଭାଗ

শ্রী ৬৬, - ৬৬৬ ৭৭ = ২৬

আজ্ঞাপন আজিওর ইমামাৎ (বিশাল হুজা)

প্রাণের নাম ব্যক্তিগত, সেই প্রাণ বস কংকণ দুই ওই।
আমের মা-বাবা নেই। মা-বাবা মাঝে মাঝে আসে
দুই ওই এর জন্য কিছু প্রয়োজনীয় জিনিস এবং কিছুটা চাকর
জন্ম জন্মে তখন গিয়েছিল। বড় ওই ছিল চানাক আর
ছোট ওই ছিল বেকা। ছোট ওই দিন রাত হাতে জুলা
পুড় আর খেতে জন্মে চাও কংকণ আর বড় ওই
সুই বস বসে খেত। অকস্মিক বড় ওই ছোট ওই-কে
বললো : ওই মা-বাবা মাঝে মাঝে আসে যে সব
জিনিস আমাদের জন্য রেখে গেছেন যেগুলো আমায় এনে
করবে। বড় ওই চুপসী করে ছোট ওই-কে বাদ দিয়ে
সব কিছু নিয়েই গেল নিল। ছোট ওই কিছুই দেখল
যে অনেক কষ্ট দিনমজুর খেতে দিন ভা মালম করত লাগল।
অতঃপর কিছুদিন কেটে যায়। বড় ওই অকস্মিক পাখাড়ে
হেঁচকে গিয়ে পা দিয়েছে একটি সাহুর ডাল আরচে যায়
এবং চিৎকার করে থাকে - বাঁচাও, বাঁচাও। সেদিক ছোট
ওই পাখাড়ে কান করত দেখে দেখে তার বড় ওই পাখাড়ে
সাহুর ডাল ঢেলে দেয়। অনেক কষ্ট ছোট ওই, বড়
ওই-কে উদ্ধার করে। বড় ওই ছোট ওই-কে উদ্ধার করে বড়
আমি তোকে উদ্ধার করছি। দিগের কষ্ট নিজেই। সেজন্যই ওই
কান্না পেল। আচ্ছা আমি দুই ওই অবস্থায় অমানুষ
ওগে করে নেই। ওই থেকে দুই ওই সুখ-আনন্দ দিন কাটতে
লাগলো। সুখ-আনন্দ বুকুরা কানে কানে দিয়ে রাখলো সুখ-
আনন্দ মাঝে মাঝে। এমনি এমনি আমাদের অবস্থায়
অমানুষ ওগে করে নিজে জীবন যাপন করি।

হানিধা আওর

কর্ম-ক্রম, প্রাণ নং ৩২

આપ્રમાણ આજિજીવી રૂપભાસ (વાનિકા રૂપ)

ଅମ୍ଭି ଯଦି, ସାଧ୍ୟ ହୋଇ,
 ତାହା ହୋଇ ଉଠେ ଯେତେ ।
 ନିଜ ଅବକାଶର ସ୍ବାଧୀନ ଦିଅ
 ସାଥେ ସାହାଯ୍ୟ ମାର ହୋଇ
 ସ୍ବାଧୀନ ହୋଇ ଯିବି ଦିଅ
 ଉଠେ ଅମ୍ଭି ଦଳ ହେବି ।
 ଉପକାଶ ଦିଅ, ଉପକାଶ ଦିଅ
 କାନ୍ତିବିର ନାହିଁ ହୋଇ
 ଉଠେ ଉଠେ ଉଠେ ଉଠେ ।

New Market: China

By Apparel Story Desk



China is one of the new emerging markets for Bangladesh. It is one of the major players in the world clothing industry and the largest apparel supplier in the world. It has a share of more than 37% in the world apparel export market. China is the second largest economy in the world with an ever growing middle class group. Because of this group, their daily necessity is growing high as a nation resulting in a growth of import every year. It is estimated that China has an apparel market of US\$ 300+ billion out of which they import around US\$ 4 billion apparel from the rest part of the world. (ITC)

Bangladesh's share in the Chinese apparel import is 4.81% in 2013. Apparel export growth from Bangladesh to China was 51.09% in 2013 compared to 2012. In 2009, Apparel export to China was US\$ 19.79 million which was US\$ 231.20 million in FY 2013. China is one of the five emerging (BRICS) economies in the world. Bangladesh enjoys preferential rate of duty in China as an LDC. China granted duty free market access for 98% products from LDC through global initiative, and this covers a significant part of our exports to China. Analysis shows that three major areas make China one of the most potential markets for us:

Firstly – China itself is a huge market for Bangladesh, with 1.3 billion population. With the increases in per capita income and standard of living, the need for clothing is also growing. With the rapid growth in apparel imports, the retail sector in China has also seen tremendous boosts and a large number of popular brands have already been developed in their domestic market.

Secondly – As China is moving rapidly toward more high-tech industry, there is possibility that due to increased labor cost and less competitiveness in the RMG manufacturing, their RMG manufacturers may move out from RMG manufacturing and would find Bangladesh as a potential place to do the business.

Thirdly – Since China is on the verge of gradually moving out from RMG manufacturing to high tech industry, losing competitiveness in the industry may result in a huge shifting of global RMG buyers' sourcing pattern. Buyers may diversify their sourcing from China to other sourcing countries where Bangladesh will top the list of their preference with its better quality and competitive price.

Demographic and Economic Overview

Territory : 9,596,960 sq km
 Population : 1,355,692,576 (July 2014 est.)
 Population growth (annual %) : 0.44% (2014 est.)

Currency exchange rate :

1 Yuan = US Dollar 0.16 =
 Euro 0.12 (August 21,
 2014)

Major Ports : Dalian, Ningbo, Qingdao,
 Qinhuangdao, Shanghai,
 Shenzhen

Source: CIA, World Fact Book,

Bangladesh's export to China in 2012 – 13
 : US \$ 458.12
 Bangladesh's import from China in 2012 – 13
 : US\$ 6324.00
 Bangladesh's trade deficit with
 China in 2012 – 13
 : US\$ 5865.88

Source: Export Promotion Bureau of
 Bangladesh

Though we cannot equalize these figures as China is the source of most of our industrial raw materials, but through the enhanced export of RMG we can push our exports to a significant level. If we can keep our RMG export momentum going and properly use the market access opportunities, our RMG export to China will of course cross a billion dollar in a few years.

Major Economic Indicators:

1. GDP : 9240.27 billion (2013)
2. GDP growth (Annual) : 7.7%
3. GDP per capita (current US\$) : 6,807
4. Inflation (Annual %) : 7.5

Source: World Bank

5. Bilateral trade between Bangladesh and China:

Per Capita Income:

From the following figure, it can be seen that per capita annual income of the middle income and upper middle income household in China is 9468.63 Yuan and 13,171.03 Yuan respectively, which can be a good target customer for Bangladesh RMG for the day to day clothing.

Basic Conditions of Income Quintile

Table 1:

Item	20% Low Income Households	20% Lower Middle Income Households	20% Middle Income Households	20% Upper Middle Income Households	20% High Income Households
Per Capita Annual Income (yuan)	4878.32	6823.00	9468.63	13171.03	25037.18

Source: China Statistical Institute (2012)

Household expenditure: There is a significant gap between the amount of urban and rural household expenditures. The average expenditure of the urban households is 53,485 Yuan whereas the average rural household spends 27,295 Yuan. From that portion, the clothing expenditure accounts for 3,365 Yuan and 1,348 Yuan respectively. This suggests that household expenditure is more unequal in rural areas than in the urban.

Table 2:

Type of Households Expenditure (Unit: Yuan)	Urban Average	Rural Average
Total Expenditure	53,485	27,295
Cloth Expenditure	3,365	1,348

Source: China Household Finance Survey (2012)

Chinese Clothing Market Scenario

China's Clothing Import from the world:

Table 3:

China's clothing import from world						
Product Code	Product label	Value in US\$ million				
		2009	2010	2011	2012	2013
61	Knit	633.17	818.22	1187.15	1344.87	1666.28
62	Woven	1018.58	1420.02	2385.18	2662.96	3140.62
Total (61+62)		1651.75	2238.24	3572.33	4007.82	4806.90
Growth%			35.51%	59.60%	12.19%	19.94%

Source: ITC

China's Clothing Market: at a Glance

- China is the second largest economy in the world, one of the BRICS countries
- 130 billion population creates a huge captive market for clothing
- Per capita income in China has increased from \$920 in 2000 to \$6560 now
- Per capita clothing consumption has increased from \$80 in 2001 to around \$240 now.
- Store-based apparel retailing in China is increasing by 16.7% every year
- As per the statistics of 2012, there are more than 500 thousand apparel specialized stores in China with annual retail sales value around \$77 billion (except other multi-product stores and supermarkets)
- Other factors causing robust growth of Chinese retail market is - fast growing online shopping and urbanization of less developed cities
- European and US's big retailers are opening new stores in China everyday.
- China also have a good number of local brands retailing fashionable garment
- Besides, China will further increase apparel imports because their local workers are getting more expensive
- Bangladesh as an LDC gets duty free market access for 60% items in China since July 2010. It is expected that this product coverage will be increased to 98% soon which will further boost our exports to China.
- Bangladesh is 5th the largest apparel exporting country to China but having a share of only 4.8%, so Bangladesh has a clear prospect to grow in the Chinese market
- In 2013, China imported \$4.8 billion worth of apparel from the world, which was only \$1.65 billion in 2009, which means 191% import growth in 5 years
- Bangladesh is already exporting large volume of garment to retailers like Walmart, Tesco, Carrefour, Zara
- Price is a key factor for China market. Bangladesh has the capacity to offer top quality garment at cheaper price than any other regional competitors
- Bangladesh exported \$241 million worth of RMG to China in FY2013-14, which was \$105 in FY2011-12, which means 130% growth in last 2 years.
- BGMEA arranged several incoming and outgoing trade missions with China in recent years with a view to expanding Bangladesh's apparel export to China
- BGMEA signed a number of MoUs with China National Garment Association (CNGA), China National Textile & Apparel Council (CNTAC), and the Ningbo Yinzhou Textile Chamber of Commerce on different occasions.

Table 4:

China's clothing import from Bangladesh						
Product Code	Product label	Value in US\$ million				
		2009	2010	2011	2012	2013
61	Knit	8.32	17.95	48.15	63.37	88.88
62	Woven	11.47	24.45	55.59	89.66	142.32
Total (61+62)		19.79	42.40	103.74	153.02	231.20
Growth %			114.30%	144.66%	47.51%	51.09%
% of China's total apparel Import		1.20	1.89	2.90	3.82	4.81

Source: ITC

China's Clothing Import from Bangladesh:

From the table, it can be seen that import of apparel products from Bangladesh by China radically increased from 2005. It was USD 3.00 million in 2005 and it reached USD 231.20 million in 2013. In 2010 and 2011, the import increased by 114.30% and 144.66% respectively. In 2013, the import grew by 51.09% and it was 4.81% of China's total apparel import from the world.

2013 scenario:

Table 5:

China's clothing import in 2012 Q4 & 2013 Q4 from the world				
Product Code	Product label	Value in US\$ million		
		2012-Q4	2013-Q4	2013-Q4 Change %
61	Knit	327.76	442.83	35.11
62	Woven	680.20	835.57	22.84
Total (61+62)		1007.96	1278.40	26.83

Source: ITC

In 2013, Chinese import from Bangladeshi apparel showed significant increase. In quarter three (Q3) and quarter four (Q4), 2013 knit import from Bangladesh grew by 47.98% and 48.47% respectively. For woven, it grew by 55.10% and 73.96% respectively. The overall import from Bangladesh grew by 52.07% and 63.44% in 2013 Q3 and Q4.

Table 6:

China's clothing import in 2012 Q4 & 2013 Q4 from Bangladesh				
Product Code	Product label	Value in US\$ million		
		2012-Q4	2013-Q4	2013-Q4 Change %
61	Knit	15.99	23.74	48.47
62	Woven	22.76	39.59	73.96
Total (61+62)		38.75	63.33	63.44

Source: ITC

Apparel Sourcing Trend

Top 10 Knitwear and Woven Garment Exporting Countries to China in 2013:

From the following table, it is seen that in knitwear, Bangladesh is the 4th largest exporting country to China. In 2013, Bangladesh exported US\$ 88.88 million worth of knitwear and the market share is 5.33%. Italy is the top supplier followed by Vietnam and Turkey with market share of 16.05%, 10.12% and 7.56% respectively.

Bangladesh is the 4th largest exporting country to China for woven product with a market share of 4.53%. Italy is the market leader with 18.37% market share. We need to increase our share for these items by our increased presence in the market.

Table 7:

Knitwear (61)				Woven (62)			
Imported value in US\$ million			Market Share %	Imported value in US\$ million			Market Share %
Rank	Exporters	2013	2013	Rank	Exporters	2013	
	World	1666.28			World	3140.62	
1	Italy	267.42	16.05	1	Italy	576.78	18.37
2	Viet Nam	168.63	10.12	2	North Korea	499.28	15.90
3	Turkey	126.02	7.56	3	Viet Nam	235.73	7.51
4	Bangladesh	88.88	5.33	4	Bangladesh	142.32	4.53
5	North Korea	87.80	5.27	5	Romania	123.87	3.94
6	Cambodia	86.44	5.19	6	Turkey	114.04	3.63
7	Indonesia	70.08	4.21	7	France	109.62	3.49
8	Portugal	62.84	3.77	8	South Korea	92.76	2.95
9	South Korea	61.90	3.71	9	Indonesia	89.74	2.86
10	Thailand	51.68	3.10	10	Hong Kong	78.42	2.50

Source: ITC

Product Analysis

Knitwear:

From the table, it can be seen that among the top 10, Bangladeshi knitwear items like T-shirts, singlets and other vests are the main items to China as total value is US\$ 30.65 million in 2013.

Table 8: Bangladesh's top 10 knitwear exports to China

Product Code	Product Label	China's imports from Bangladesh		
		Value in US\$ million		
		2011	2012	2013
610910	T-shirts, singlets and other vests, of cotton, knitted	19.16	26.38	30.65
611020	Pullovers, cardigans and similar articles of cotton, knitted	7.71	10.04	12.10
611030	Pullovers, cardigans and similar articles of man-made fibres, knitted	6.70	6.10	9.65
610990	T-shirts, singlets and other vests, of other textile materials, knitted	2.58	1.19	9.22
611120	Babies garments and clothing accessories of cotton, knitted	1.66	3.28	5.30
610462	Womens/girls trousers and shorts, of cotton, knitted	1.44	2.33	4.51
611011	Jerseys, pullovers, cardigans, waistcoats and similar articles, of woo	1.06	2.58	2.88
610510	Mens/boys shirts, of cotton, knitted	1.93	1.87	2.15
610442	Womens/girls dresses, of cotton, knitted	1.23	2.17	2.02
610342	Mens/boys trousers and shorts, of cotton, knitted	0.28	1.11	1.74

Source: ITC

Table 9: China's top 10 knitwear imports from the world

Product Code	Product Label	China's imports from World		
		Value in US\$ million		
		2011	2012	2013
610910	T-shirts, singlets and other vests, of cotton, knitted	165.50	180.07	239.57
611020	Pullovers, cardigans and similar articles of cotton, knitted	120.65	133.45	163.64
611030	Pullovers, cardigans and similar articles of man-made fibres, knitted	96.74	117.09	140.42
610990	T-shirts, singlets and other vests, of other textile materials, knitted	71.84	75.30	117.94
611011	Jerseys, pullovers, cardigans, waistcoats and similar articles, of woo	84.01	95.57	114.32
610510	Mens/boys shirts, of cotton, knitted	89.53	93.90	101.57
611120	Babies garments and clothing accessories of cotton, knitted	26.99	40.22	61.74
610462	Womens/girls trousers and shorts, of cotton, knitted	17.76	24.12	41.94
611595	Full-length or knee-length stockings, socks and other hosiery, incl. f	25.59	34.89	39.29
610444	Womens/girls dresses, of artificial fibres, knitted	18.08	22.50	26.10

Source: ITC

Woven:

From table 10, it can be seen that the export of men's/boys trousers and shorts, of cotton, not knitted was US\$ 45.96 million in 2013. The second top item was men's/boys anoraks and similar articles, of man-made fibers, not knitted worth US\$ 21.86 million.

Table 10: Bangladesh's Top 10 woven items to China

Product Code	Product Label	China's imports from Bangladesh		
		Value in US\$ million		
		2011	2012	2013
620342	Mens /boys trousers and shorts, of cotton, not knitted	14.97	29.59	45.96
620193	Mens/boys anoraks and similar articles, of man-made fibers, not knitted	12.57	10.59	21.86
620462	Women's/girls trousers and shorts, of cotton, not knitted	6.68	15.43	21.65
620520	Men's/boys shirts, of cotton, not knitted	3.71	7.94	13.73
620293	Womens/girls anoraks & similar article of man-made fibres,not knitted	3.39	3.10	6.55
621040	Mens/boys garments nes,made up of impreg,ctd,cov,etc,textile woven fab	2.62	3.48	5.18
620920	Babies garments and clothing accessories of cotton, not knitted	0.92	3.19	5.16
620630	Womens/girls blouses and shirts, of cotton, not knitted	1.29	2.86	2.74
621050	Womens/girls garments nes,of impregnatd,ctd,cov,etc,textile woven fab	0.81	1.52	1.93
620343	Mens/boys trousers and shorts, of synthetic fibres, not knitted	1.27	1.21	1.67

Source: ITC

Table 11: China's top 10 woven imports from the world

Product Code	Product Label	China's imports from World		
		Value in US\$ million		
		2011	2012	2013
620342	Mens/boys trousers and shorts, of cotton, not knitted	214.68	256.96	305.29
620193	Mens/boys anoraks and similar articles, of man-made fibres, not knitted	174.82	184.05	256.38
620520	Mens/boys shirts, of cotton, not knitted	169.43	191.64	220.90
620462	Womens/girls trousers and shorts, of cotton, not knitted	125.68	147.55	188.17
620293	Womens/girls anoraks & similar article of man-made fibres, not knitted	105.17	123.59	168.43
620333	Mens/boys jackets and blazers, of synthetic fibres, not knitted	110.15	94.01	99.66
620331	Mens/boys jackets and blazers, of wool or fine animal hair, not knitted	73.25	81.66	84.56
620213	Womens/girls overcoats & similar articles of man-made fibres, not knitted	61.01	55.12	82.43
620343	Mens/boys trousers and shorts, of synthetic fibres, not knitted	63.04	62.82	78.36
620433	Womens/girls jackets, of synthetic fibres, not knitted	65.57	68.70	76.12

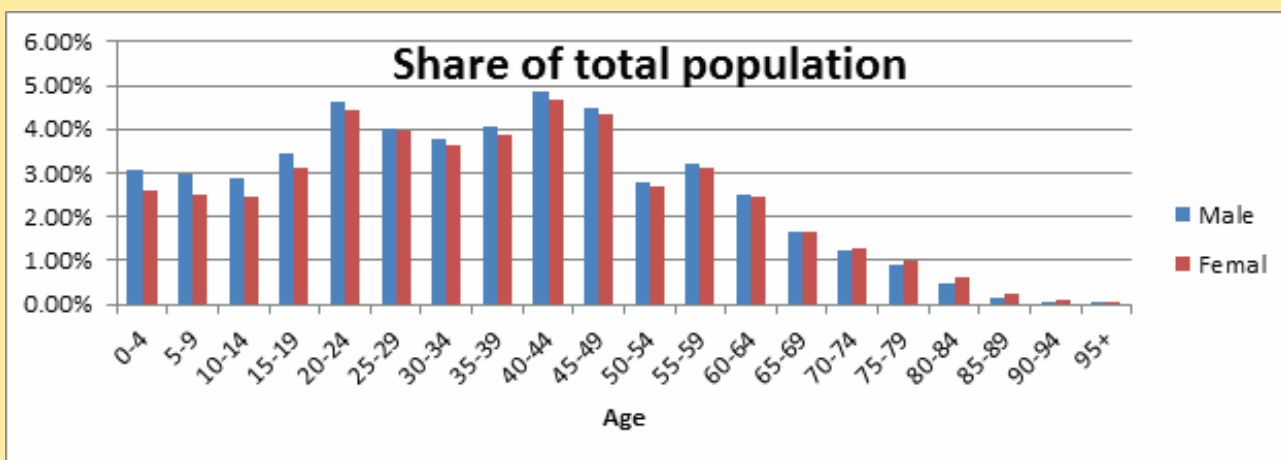
Source: ITC

Market Segmentation:

By age: From the following table, it can be seen that people aging from 20 to 50 are the highest numbers in China. Persons at the age group of 20-50 which are within the working ages, constitute more that 50% of the total population and can be a good target customer for Bangladesh RMG for the day to day clothing.

Table 12:

Population by Age and Sex (2012)					
Age	Male	Female	share of total population		Total
			Male	Female	
0-4	34694	29287	3.08%	2.60%	63981
5-9	33252	28057	2.96%	2.49%	61309
10-14	32370	27475	2.88%	2.44%	59845
15-19	38909	35005	3.46%	3.11%	73914
20-24	52033	49709	4.63%	4.42%	101742
25-29	45257	44679	4.02%	3.97%	89936
30-34	42539	41047	3.78%	3.65%	83586
35-39	45524	43530	4.05%	3.87%	89054
40-44	54913	52620	4.88%	4.68%	107533
45-49	50563	48748	4.50%	4.33%	99311
50-54	31554	30362	2.81%	2.70%	61916
55-59	36136	35267	3.21%	3.14%	71403
60-64	27928	27499	2.48%	2.45%	55427
65-69	18728	18851	1.67%	1.68%	37579
70-74	13991	14234	1.24%	1.27%	28225
75-79	10125	11126	0.90%	0.99%	21251
80+	5428	6719	0.48%	0.60%	12147
Source: China statistical institute			Total		1124661



Market Access Requirements:

China has been providing zero tariff treatment to 4762 products originated from Bangladesh and other 32 Least Developed Countries since 1 July 2010.

Since 2001, China has been gradually rendering zero tariff treatment to certain amount of products from 41 Least Developed Countries (LDCs). Up to now, China has been providing zero tariff treatment to about 1000 products from LDCs, which cover almost all the products those countries exported to China. In 2008, the LDCs export to China accounted for 23% of their total export volume; making China the largest export market for LDCs. China will continue to enlarge the range of products from LDCs that enjoy zero tariff treatment with the aim to increase the ratio to 95%.

From all the rules, Rule no. 5 is narrated here because of its more relevance to the RMG exporters.

Rule 5:

The criterion for “substantial transformation” shall be “ad valorem percentage” (the ad valorem percentage shall be no less than 40%), or “Change in Tariff Classification” (four-digit tariff heading changes under the “Harmonized System”). Whereas the goods listed in the “Product Specific Rules” (PSR) are not subject to the said criterion.

The Product Specific Rules are to be otherwise promulgated by the General Administration of Customs of China.

The “ad valorem percentage” shall be calculated on the basis of the following formula:

$$\text{ad valorem percentage} = \frac{\text{FOB - Value of the Non-originating Materials}}{\text{FOB}} \times 100\%$$

Where FOB means the value of the good free on board, independent of the types of means of transportation, at the port or site of final shipment abroad;

The “value of the non-originating materials” shall be the cost of importation, the freight and insurance for transportation to the destination port or place of the non-originating materials of the beneficiary country (CIF). The value of materials of undetermined origin shall be taken into account as that of the non-originating materials, according to the earliest ascertainable price paid or payable for the non-originating materials in the territory of the beneficiary country. When the producer of a good acquires materials of undetermined origin within the territory of the beneficiary country, the value of such materials shall not include freight, insurance, packing costs and any other costs incurred in transporting the materials from the supplier's warehouse to the producer's location.

The values referred to above shall be determined pursuant to the Customs Valuation Agreement.

The list of RMG products which are duty free now from Bangladesh to Chinese market can be found in the following link: http://www.bgmea.com.bd/home/business/Duty_Free_Quota_Free_DFQF_export_items_to_China

Leading Apparel Brands in China

Products	Leading brands	
	Overseas brands	Domestic brands
Menswear	Ermenegildo Zegna, Dunhill, Hugo Boss, Armani, Valentino, Ralph Lauren, Cerruti 1881, Gieves & Hawkes	Youngor, Firs, Lilang, Septwolves, KingBoxing, Romon, SevenBrand, Conch, Rouse
Womenswear	Dior, Chanel, Prada, Gucci, Only, Celine, Etam, New Yorker, Esprit, MaxMara, Versace, Trussardi, Burberry, Only, G2000, Giordano Lady	White Collar, Kaiser, Lily, Girdear, JNBY, Peacebird, Sierli, Gloria,
Children's wear	Mickey's, Les Enphants, BobDog, Bossini Kids, Esprit Kids	Balabala, Paclantic, Goodbaby Wahahakids, Boshiwa, Yaduo, Yeeshow, Shuihaier, M-linge
Casual wear	Levi's, Lee, Wrangler, Jack & Jones, Tony Wear, Uniqlo, Baleno, Jeanswest, U2, Zara, Tommy, Giordano, Bossini, H&M, C&A	Metersbonwe, Tonlion, Boboo, Fairwhale, Yishion, Semir Exception
Sportswear	Nike, Adidas, Puma, Umbro, Reebok, Converse, Mizuno, Fila, New Balance, Kappa	Li-Ning, Anta, Peak, 361°, Xtep, Adivon, Wandanu
Underwear	Triumph, Wacoal, Embry Form, CK, Pierre Cardin, Chilier, Audrey, Aubade, Ordifen, Esprit Underwear,	Aimer, Sunflora, Gujin, Maniform, Three Gun, Gracewell, Yiselle, AB

Important Contact Addresses:

Chinese Embassy in Dhaka

Plot 2&4, Embassy Road, Block-1,
Baridhara, Dhaka
Fax: (0088-02)9896878
Email: chinaemb_bd@mfa.gov.cn
Office Hours: 9:00 to 12:30 & 15:00
to 17:00
Sunday - Thursday except on
holidays

Bangladesh China Chamber of Commerce and Industry

C/o. Abode Bangladesh Ltd.
23/D/1, Free School Street (1st floor)
Box Culvert Road, Panthapath,
Dhaka
Tel: 7160159, 01712-136882
E-mail: bccci7@yahoo.com

China National Textile & Apparel Council (CNTAC)

Room 442, 12 East Chang An Street
100742, Beijing, P.R. of China
Tel: 86-10-85229442, 65228003
Fax: 86-10-65121732, 85229480
<http://www.ccpittex.com>

China National Garment Association (CNGA)

Room 425, 12 East Chang An Ave.
Beijing, China, 100742
Tel: 86-10-85229461
Fax: 86-10-85229461
Website: www.cnga.org.cn

China Chamber of Commerce for Import & Export of Textiles (CCCT)

7th Floor, No.12, Panjiayuan Nanli,
Chaoyang District, Beijing 100021
Tel: 86-10-67739320,
67788866-6709
Fax: 86-10-67739204
[http:// www.ccct.org.cn](http://www.ccct.org.cn)



Fair Calendar:

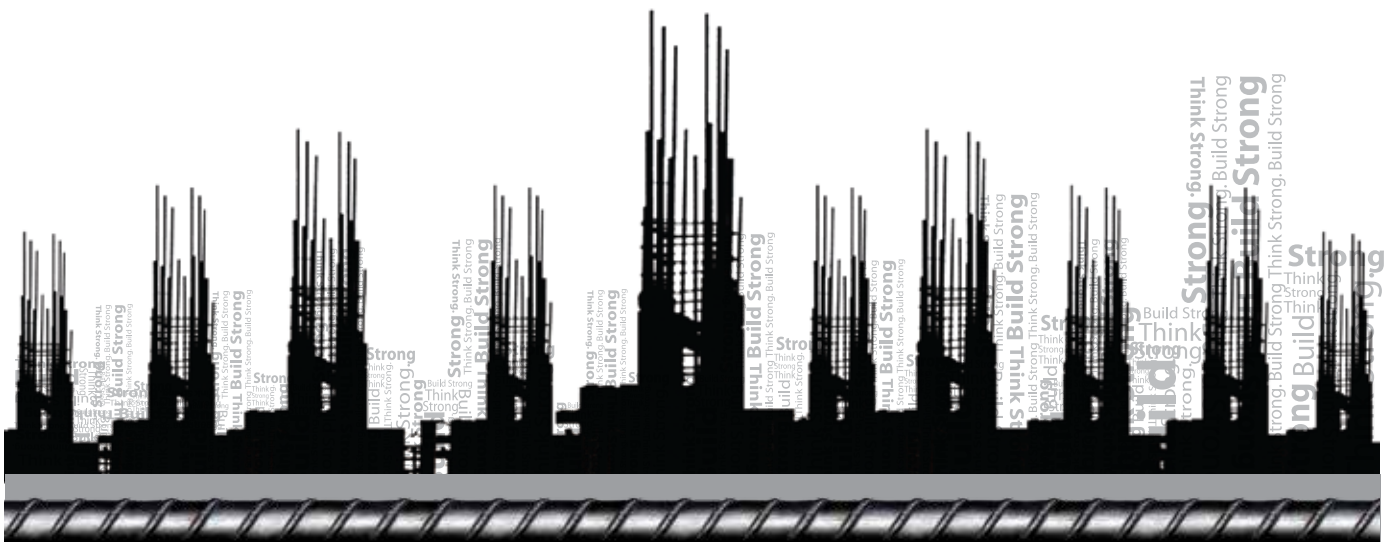
SL	Fair Name	Venue & Address	Date	Contact Details
1	China International Trade Fair for Home Textile and Accessories	Shanghai New International Expo Center Halls W1-W5, E1-E7 & N5 (13 halls) 2345 Long Yang Road, Pudong Shanghai 201204, China	27/8/2014 – 29/8/2014	Tel: +86 21 5445 3125 / 5445 3126
2	China International Trade Fair for Technical Textile and Nonwoven	Shanghai New International Expo Centre, 2345 Long Yang Road Pudong Area Shanghai 201204, China	24/09/2014 – 26/09/2014	Tel: +86 21 2890 6666 Fax: +86 21 6856 6777 Email: infoatsniec.net
3	Intertextile Shanghai Apparel Fabrics 2014 - The 21st China International Trade Fair for Apparel Fabrics and Accessories	Shanghai New International Expo Centre (SNIEC), 2345 Long Yang Road, Pudong Area, Shanghai, 201204, China	20/10/2014- 23/10/2014	Tel: +852-2238 9962 E-Mail: katie.chan@hongkong.messefrankfurt.com
4	China International Trade Fair for Fibres and Yarns	Shanghai New International Expo Centre 2345 Long Yang Road Pudong Area Shanghai 201204 China	20/10/2014- 22/10/2014	Tel: +86 21 2890 6666

It goes without saying that the present state of market concentration in EU and USA is good but not supportive enough to the sustained growth of apparel industry in the long run. Therefore, with the support of the government, BGMEA has been making extensive marketing campaign all over the world. As a part of this continuous effort, we have undertaken number of similar promotional efforts for the Chinese market. We have already exchanged opinions through several trade delegations between China and Bangladesh. An 18-member trade delegation visited Dhaka during the mid February of 2012 followed by a BGMEA delegation's official visit to Ningbo, China and signing of MOU with Ningbo Textile Chamber of Commerce in June 2012. We have also received delegates from China National Garment Association (CNGA) led by honorable Vice President Mr. Feng Dehu in September 2012. Besides, a team of CNTAC led by Mr. Lin Yunfeng, Deputy Director of CNTAC also visited Dhaka on 6th December 2012 and a MOU with CNTAC was signed on that very day. Thus BGMEA has always been trying heart and soul to develop Bangladesh's market share in China. This market brief is a part of that effort to let our exporters know some useful information so that they can be benefitted by utilizing them.

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