Apple September 2016 Trade Intelligence Special Feature **Global Apparel Apparel Story** Steps into Four **Export Market** Trend IN BANGLADESH GARMENTS



BANGLADESH GARMENT MANUFACTURERS & EXPORTERS ASSOCIATION



LEADING INTERNATIONAL

POWER GENERATION, SOLAR, SAFETY AND SECURITY CONSTRUCTION MATERIALS, EQUIPEMENTS AND REAL ESTATE EXPO OF BANGLADESH











INTERNATIONAL **BANGLADESH EXPO 2016**

10~12 NOVEMBER 2016

11:00 am - 8:00 pm

INTERNATIONAL CONVENTION CITY BASHUNDHARA (ICCB)

Kuril, Dhaka, Bangladesh



Follow us on f in 💟 🔠 CEMS Global www.cemsonline.com

Registration for Visiting this Exhibition www.e-registrations.com

HOTLINE +880 1817044807























Host Country Partner



On the Occasion of third anniversary of The Apparel Story we extend our heartfelt thanks to all our valued readers, advertisers and well-wishers.

Apparel Story



THE INTERNATIONAL DENIM EXHIBITION

RTH & 9TH NOVEMBER 2016

INTERNATIONAL CONVENTION CITY BASHUNDHARA DHAKA - BANGLADESH

W W W . B A N G L A D E S H D E N I M E X P O . C O M

FOLLOW US ON F & in



MESSAGE FROM BGMEA PRESIDENT

Dear Valued Members,

It is a matter of pleasure and pride for all of us that despite numerous hurdles our RMG industry is moving forward and has reached 28 billion dollar in export earnings in the 2015-16 fiscal year. However, there is no room for complacency for us since we firmly believe that we have a long way to go to achieve the target of USD 50 billion RMG exports by 2021. A roadmap has been jointly prepared by BGMEA and RMIT University, Melbourne to achieve the RMG Vision 2021. We in association with the university organized a program in Melbourne to unveil the book "Bangladesh RMG Roadmap: Targeting US\$ 50 Billion Export by 2021" where different stakeholders in the industry were present, who shared their views and knowledge on how to pursue our target sustainably.

Skilled workforce is one of the keys to tap the potential of our apparel industry. And you will be happy to know that BGMEA has been working closely with national and international organizations to enhance skills and productivity of our workers. Establishment of the RMG and Textile Industry Skills Council (RTISC) is another important step to reduce gap between demand and supply of skilled workforce. The council aims to facilitate skills development activities in the RMG and textile industry. Nine trade associations, including BGMEA, are Members of the newly formed RTISC. What is more encouraging is that the Vice President (Finance) of BGMEA has been elected as the Chairperson of the RTISC, which will pave the way to make the council more functional and effective through utilizing the expertise and experience of BGMEA in skills development. Besides, a memorandum of understanding (MoU) was signed among Bangladesh Garment Manufacturers and Exporters Association – Skills for Employment Investment Program (BGMEA-SEIP), Access to Information (a2i) Program and Raniganj Computer cum Technical Training Institute with an aim to develop skills of small plain land ethnic groups in woven/knit machine operation and ensure their employment.

Apart from our promotional and development activities for the industry, we have been putting our all-out efforts to address various challenges proactively. The strike called by the Prime Mover Trailers at the Chittagong port caused serious problems to the RMG industry. We held meetings with the ministries concerned, and the owners and workers of Prime Mover Trailers to reach a consensus on breaking deadlock at the port.

To conclude, I on behalf of BGMEA Board of Directors would like to extend our sincere thanks to you for your wholehearted support and cooperation to us in taking our RMG industry forward.

Md. Siddiqur Rahman President, BGMEA

Make superior knitted cotton without adding extra steps to your process

Biopolishing is a widely accepted method to obtain high quality. The patented CombiPolish® solution from Novozymes is the fastest, gentlest and most sustainable way to do biopolishing and bleach clean-up directly in the dye bath without any extra water or time consumption.

Novozymes' pH neutral enzymes are specifically developed for use in the dye bath and work better than any other cellulases in the market in terms of reproducible results and even dveing.

Our solution combines 3 process steps in 1, and reduces weight and strength loss considerably, compared to conventional acid biopolishing.

The CombiPolish® process has won 2 of the most prestigious textile innovation awards.

Call Novozymes' Indian branch office at +91 80 30593500 or visit www.novozymes.com/ textile to be directed to our partner in your area.

Rethink Tomorrow

novozymes

EDITORIAL

Unbeatable adaptability is a unique strength of our RMG industry which has enabled the sector to climb up the ladder of success over the last three decades. The sector leaves no stone unturned to keep pace with demand of time: taking lead in green industrialization is such a step which will usher in a new era of sustainability for the industry. Bangladesh has now 36 green factories certified by the United States Green Building Council (USGBC), of which 12 are Platinum. Moreover, around 195 more factories are in the process of achieving LEED certification from the USGBC and many more are preparing for being green. These factories are highly equipped to water conservation, energy and resource efficient, maintain comfortable indoor environment, emit minimal CO2 and greenhouse gases, maintain sophisticated waste management system, daylight saving technologies, rain water harvesting and so on. The cover story focuses on this green revolution being taken place in the apparel industry of Bangladesh. Besides, this issue contains features on Bangladesh's opportunity in outerwear exports and prospects of becoming a hub of cotton consumption. The story on world clothing export market will be of great interest to our readers. The exclusive interview of Honorable Ambassador of France covers different important issues, including ways to enhance mutual trade, particularly the RMG industry of Bangladesh.

With the passage of time the Apparel Story steps into four years of its publication. On the occasion of the 3rd anniversary we extend our heartfelt thanks to all our valued readers, advertisers and of course those who inspired us to launch the magazine on an industry which has been immensely contributing to the development of Bangladesh. We owe a debt of gratitude to the many people who supported us along the way.

Editorial Board The Apparel Story



Our own innovation to minimizing investment

- Economy Single System
- Economy Multi System



Feature

- Design Performance equal as double system
- Reduced the wastage from our super salling system
- Minimum Needle Broken
- Easy Operating System
- Minimum Trouble Shouting

Our Regular Product

- Economy Single System
- Advance Single System
- Advance Double System
- Economy Multi System
- Double Multi System
- Electronic Auto Winding (Soft Winding)
- 4 Head Automatic Placket Machine
- 2nd Generation Hi Speed Linking Machine



GUOSHENG (BD) LTD.

WE KNIT YOUR DREAM

Marketing Company:

e -D. H. Euro Hi-Tech Co. Ltd.







Disclaimer:

The Apparel Story is published for private circulation by Bangladesh Gament Manufacturers & Exporters Association (BGMEA). BGMEA assumes no responsibility for the correctness of items quoted in the magazine although every effort is made to give information from sources believed to be reliable.



Apparel Story

Editorial Board:
Faruque Hassan
Mohammed Nasir
Mahmud Hasan Khan (Babu)
Miran Ali
Syed Mohammed Tanvir

Editorial Staff: Nur Mohammad Amin Rasel Omar Gias Nasim Uddin

Magazine Team:

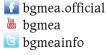
Mohammad Monower Hossain Nabila Jamal Rusha Sameya Karim Md. Shahriar Rahman Tamanna Mahin

Photographer: Md. Obaidul Arif (Rana)

Designer: Sk. Yeahhia

BGMEA Head Office: BGMEA Complex, 23/1, Panthapath Link Road Karwan Bazar, Dhaka-1215 Tel: +88-02-55027910-21 Fax: +88-02-55027922-3

Email: info@bgmea.com
Website: www.bgmea.com.bd





CONTENT

- 03 Message from BGMEA President
- 05 Editorial
- 07 Content
- 09 **Cover Story**Green Revolution in Bangladesh Garments
- 12 **Special Feature**Apparel Story Steps into Four
- 16 Exporter's Story SQ: The True Incarnation of Superior Quality
- 20 Feature in Focus Remediation Financing for Safer RMG Industry
- 22 Interview of the Month
 H.E. Sophie Aubert, Ambassador of France to Bangladesh
- 26 New Horizon
 Outerwear Opportunities Abound
- 30 **Beautiful Bangladesh**Testimony of Architectural Beauty
- 32 Focus of the Month
 BGMEA Unveils Roadmap RMG Vision 2021
- 34 Trade Intelligence
 Global Apparel Export Market Trend: Rising Share of Asia
- BGMEA, Lions Club Provide Eye Care to RMG Workers
- 40 **Emerging Market**Bangladesh: Hotspot of Cotton Consumption
- 42 **Special Event** 33rd and 34th Annual General Meeting of BGMEA
- 44 News in Pictures
- 54 Bulletin
- 59 Statistics

ERFORMANCE





BERGER Trusted Worldwide



BENEFITS & FEATURES

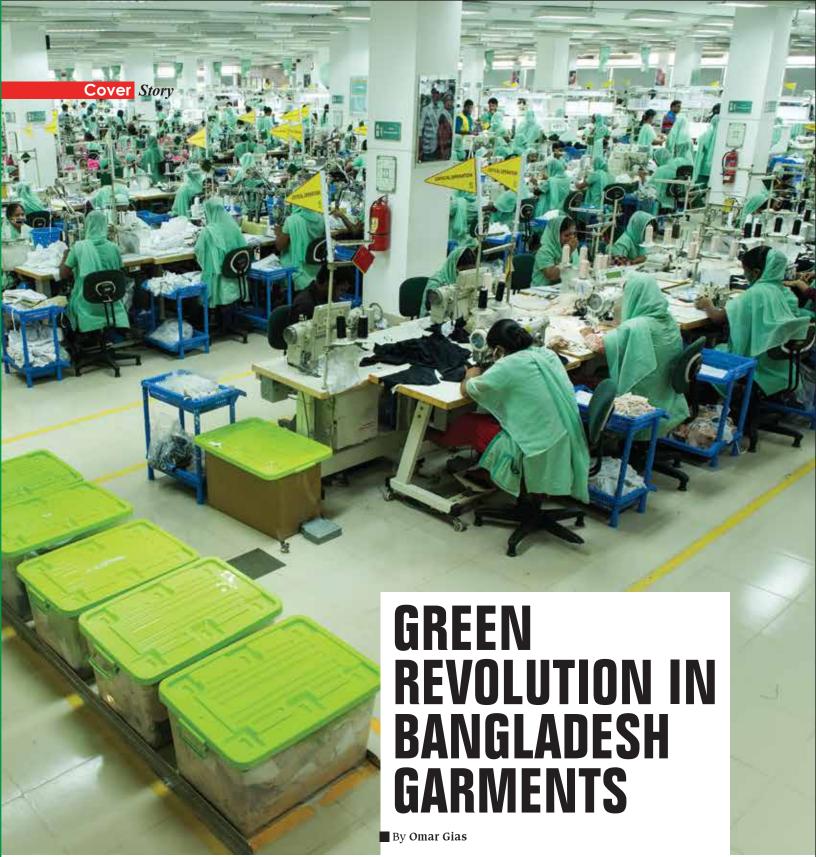
- Excellent resistance to sugar and most acids (organic or inorganic)
- Anti-bacterial and fungal growth resistance
- Skid resistance
- Easy to wash & hygienic coating
- Low porosity & strong bondage
 - High abrasion resistance
- Resistant to cracking and crazing





Chittagong: 01977294223 Dhaka: 01971404729

Email: coatingsolution@bergerbd.com



T

he history of Industrial Revolution dates back to as early as the eighteenth century. But Bangladesh, a young country which achieved its independence just in 1971, observed the growth of industrial and manufacturing sectors within itself from not too long ago. Its garment industry has witnessed phenomenal growth over a short period of time. Bangladesh is now not only the second largest readymade garments producing

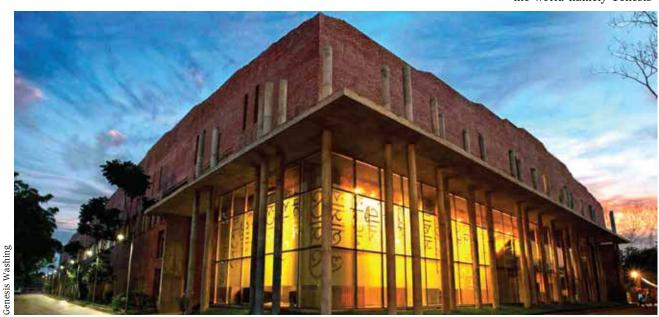
country in the world but also it is taking lead in green garment business. Garment factories of Bangladesh are going green in phasing with eco-friendly technologies to meet the growing global demand for green products.

Till date a total of 36 garment factories in Bangladesh have achieved

LEED certifications from the United States Green Building Council (USGBC) of which 12 are Platinum rated, 16 are Gold and 5 are Silver rated. Moreover, as many as around 195 more garment factories have already been registered in the USGBC -- all of which are expected to start their operations by the end of 2017.



Among the top 10 highest rated apparel factories in the world at least four are originated from Bangladesh. Remi Holdings Ltd, a sister concern of the Bitopi group has recently achieved LEED Platinum certification under the category LEED: BD+C: New Construction, with a score of 97 points, making it the highest rated green RMG factory in the world. The highest rated LEED Platinum washing plant in the world namely Genesis



GLOBALLY TOP 10 LEED CERTIFIED FACTORIES (Industry Category)

No	Points Awarded	Project Name	Country Name	Certification Level
01	97	Remi Holdings Ltd	Bangladesh	Platinum
02	92	Plummy Fashions Ltd	Bangladesh	Platinum
03	90	Confidential	Ireland	Platinum
04	90	Vintage Denim Studio Ltd	Bangladesh	Platinum
05	86	Bottega Veneta Atelier	Italy	Platinum
06	86	Method Products PBC	United States	Platinum
07	85	SQ Celsius 2	Bangladesh	Platinum
08	84	FGL-Tan Phu Expansion	Viet Nam	Platinum
09	83	Princetel	United States	Platinum
10	81	Genesis Fashions Ltd.	Bangladesh	Platinum

Source: USGBC

To see a video on today's Garment Industry of Bangladesh go to the link: https://youtu.be/iB-uEKe-5to or scan the QR code.



Washing, world's highest rated knit factory Plummy Fashions and the highest rated denim fabric mill Envoy Textiles are also located in Bangladesh. Moreover, Tarasima Apparels Ltd -the highest rated LEED Platinum RMG factory and washing plant under the category LEED O+M: Existing Buildings, and Vintage Denim Studio -- the highest rated jeans manufacturing unit in the world - are too situated in Bangladesh.

Bangladesh Garment Manufacturers Exporters Association (BGMEA) as the apex trade of garment manufacturers has also been making efforts to promote environment friendly green concepts among entrepreneurs and motivate its Members to adopt energy-efficient technologies and resource-efficient production machineries. In order to institutionalize the process, BGMEA set up an Environment Cell within its complex.

BGMEA is cooperating with IFC in implementing the PaCT project (Partnership for Cleaner Textile) aims to enhance the long-term competitiveness and environmental sustainability of the textile wet processing sector in Bangladesh, by supporting factories in specific



Water Savings

90,76,000 L/Y



Energy Savings





6008526 BDT/Y



Bangladesh is one of the lowest emitter of CO2 in the world but at the same time one of the worst victims of global climate change. Here in Bangladesh every day top-tier garment factories are setting new examples of environmentfriendly business operation. The industry associations and the government are also supporting encouraging this going green. But with Bangladesh playing such a small role in global emissions, impact of its efforts of green industrialization may be limited unless the developed countries follow its example.

ceremony to recognize

designed another project with the PSES, GIZ, aiming at the tier-2 factories which have never been intervened

partners or buyers. This particular project named "Cluster Based approach to

performance in the factories" is trying to create

a culture of sharing knowledge between the advanced and challenged ones through working group discussion. Already 17 factories have been intervened under

project and achievements

practices.

proactively

development

environmental

this

outstanding

any

BGMEA

by

are:

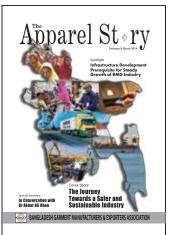
enhance

geographic clusters reduce their water footprint through (a) enhancement of water resource management, (b) adoption of low-cost/no-cost Cleaner Production practices, and investments in (C) technologies that significantly reduce water consumption and effluent. So far 162 wet processing factories have engaged in the project. To encourage its members to adopt good environmental practices, **BGMEA** collaboration with the GIZ also started award



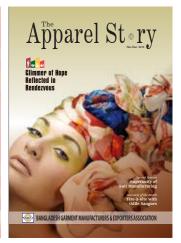
Envoy Textiles



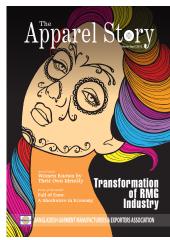


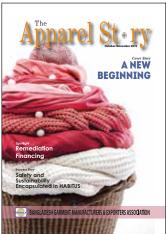












APPAREL STORY STEPS INTO FOUR

By The Apparel Story Desk



hree years is not enough time to judge how successful a magazine is. But the accolades the Apparel Story earned in the short span from July 2013 to July 2016 bears the testimony to its popularity and attachment to people.

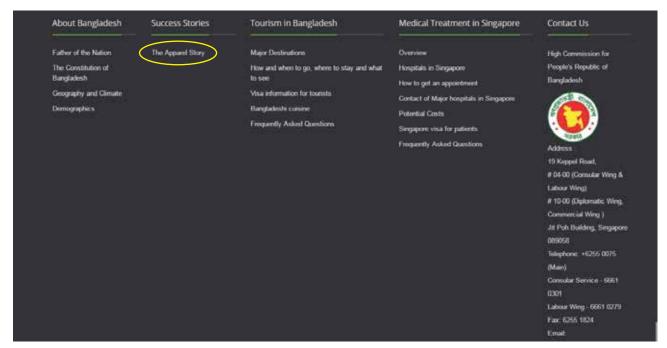
While the magazine has appraised its readers about the latest happenings in the readymade garment industry, it always maintained authenticity in information and articles, and remained true to its commitment of telling the truth. Considering the importance and appeal of the magazine, the present Board of BGMEA also extended the Editorial Board of the book which now comprised of the Senior Vice President, Vice President (Finance), Vice President and two Directors of BGMEA. The present Editorial Board of the magazine continues their efforts to make the magazine more enriched and informative.

The readymade garment industry of Bangladesh is the second largest in the world and highest export earner for the country. But till 2013 there was no niche publication on the industry available in the market. As a result, many of the positive stories of the sector were continued to be overshadowed by the tendency of the traditional media that 'negative story is news and positive story is not news at all". The necessity of such an industry publication felt

utterly especially after the tragic incidents in 2013. Since its commencement in July 2013 the compendium has been bringing into light the workplace improvements happened in the sector in the period of last three and half years. It has also raised different problems the sector faced in the middle of its journey to transformation and consequently the authorities concerned paid heed to them. Bangladesh Garment

Manufacturers and

Exporters Association (BGMEA) has received numerous appreciation letters from the international stakeholders, buyers and its members for this bi-monthly publication of the trade body. Researchers and academicians also found the magazine expedient for them as it accommodates latest information and data in every issue. Our Foreign Missions abroad has also been using the magazine as a tool for their economic diplomacy.



 $\label{thm:paper:paper:model} \textit{Apparel Story appears in the homepage of the website of Bangladesh Embassy in the Singapore.}$

As the magazine goes to every member factories of BGMEA, the Apparel Story also availed the opportunity of creating awareness among employees, workers and managements by regularly publishing different posters and articles in the magazine.

Moreover, while the magazine has appraised its readers about the latest happenings in the readymade garment industry, it always maintained authenticity in information and articles, and remained true to its commitment of telling the truth. Considering the importance and appeal of the magazine, the present Board of BGMEA also extended the Editorial Board of the book which now comprised of the Senior Vice President. Vice President (Finance), Vice President and two Directors of BGMEA. The present Editorial Board of the magazine continues their efforts to make the magazine more enriched and informative. As the industry has fixed the goal of achieving US\$ 50 billion RMG export in 2021 when Bangladesh will celebrate her 50th anniversary of Independence, the Apparel Story aspires to play an important role in attaining the target and guide the industry to achieve it in a sustainable



BGMEA President Md. Siddiqur Rahman is presenting a copy of Apparel Story to Unicef Representative Edouard Biegbeder and Unicef officials.



From: Dan Mozena

Date: 2 February 2015 4:34:46 am GMT+6

Subject: Re: Monthly Newsletter of BGMEA

Azim, thanks for the newsletter, which I have read with great interest. Please keep me on your mailing list.

Also, pass on my warm greetings to all my friends at BGMEA.

Thanks, Dan

Appreciation letter for Appare Story sent from the then US Ambassador to Bangladesh Dan Mozena.



manner.

Embassy of the People's Republic of Bangladesh Wassenaurseweg 39, 2596 CC The Hogue, Netherlands Tet - 51-70-326-3722 - Fes - 51-70-326-352 - eneth recision neglections give bd www.bangladeshembassy.nl

Subject: Apparel Story

On behalf of the Embassy of Bangladesh in The Hague, Netherlands, I would like to thank you for your exclusive publication - Apparel Story. We found it very impressive and useful.

- O2. You may be aware that Netherlands is one of the largest apparel importing countries from Bangladesh. Moreover, the port of Rotterdam is the gateway of Bangladesh apparel to the European market. Dutch Minister for Foreign Trade and Development Cooperation H.E. Likanne Ploumen herself takes immense interest in apparel sector in Bangladesh. Moreover, few more organizations take local interest in the apparel business with Bangladesh.
- 03. The Embassy believes that sharing copies of your publication with the stakeholders in Netherlands including the Minister would be greatly appreciated. The Embassy is pleased to enclose hereby a list of possible recipients of the magazine. At the same time we would request you to provide us fire copies, if possible, for suitable use at our end. While you may be sending copies of your publication to your stakeholders, nonetheless, we attached a suggested list of potential recipients for your consideration.
- 04. Assuring you the best of our cooperation



Letter of Appreciation from the Bangladesh Embassy in the Hague.



An awareness poster of Apparel Story is seen sticking on a factory wall.





Our Product's

Woven Label Printed Label Screen Print Offset Print Rubber Batch Seal Cord / Lope Thermal Print Leather Patch Heat Transfer Print





















Dag No : 3809, Vill+ Mouza, Nalvugh, Nishatnagar, Turagh, Dhaka. E-mail : info@adzitrims.com, Phone : + 8801911 069 504

UK Office:

Unit 6 Churchfield Industrial Park, Churchfield Road Nottingham, NG6 0GP.UK, E-mail: info@adzigroup.co.uk





THE TRUE INCARNATION OF SUPERIOR QUALITY

By Omar Gias

A blend of natural beauty with modern architectural excellence is the first thing one would experience as soon as s/he enters the gate of SQ Station. Green trees in the sideways of the entry stand tall in such an organized way as if they are greeting guests to this state-of-the-art facility. Moving ahead the sunlight reflecting from the placid water of a pond will suddenly glitter in your face as if camera flashes to capture the moment. Long line of stone steps set on the green path will welcome you to the SQ premise.





7

Green Building Council (three Platinum and one Gold). Three among them are situated in the SO Station located about 60 km north of Dhaka. The remaining one is located in Maona, Gazipur. The Head Office, known as SO Central, located in Gulshan, Dhaka is also in the process of obtaining the same prestigious recognition very soon. SQ Birichina started its commercial operation in 2008. This lingerie manufacturing facility offers its clients highly distinguished intimate wear applying a wide-range of manufacturing technologies. Over the last two years a series of significant

he environment and atmosphere of

the Group will surely surprise any

maiden visitor to this compound. Four

of the existing manufacturing units of

SQ Group -- SQ Birichina, SQ Celsius,

SQ Celsius Unit-2 and SQ ColBlanc --

are already of international standards

and are LEED certified from the US

renovation work was done to improve

many sustainable features of SO

Birichina. As recognition of that effort

and its commitments to environment friendly operations, SQ Birichina was awarded the prestigious LEED Platinum Certification from USGBC in May 2016. SQ ColBlanc came into commercial operations in 2014. Considering sustainable features, as well as intelligent ways of using energy and other resources, this unit achieved the LEED Platinum Certification in May 2016. The cardinal knitwear factory of SQ Celsius Ltd. was set up in 2002. To comply with the USGBC requirements, a massive renovation was conducted at Celsius plant at Maona. In December 2015, this facility achieved LEED Gold Certification. The state-of-the-art knitwear producing unit SQ Celsius Unit 2 came under operations in 2014. Green was predominant aspect in design and construction of this facility. In April 2016, the unit was awarded LEED Platinum Certification by USGBC.

Answering to the question why this craving for Green, the Chairman of SQ Group Muhammad Ghulam Faruq explained: "Setting up long lasting and sustainable production facilities has





The Board of SQ, steered by the Founder Muhammad Ghulam Faruq, is comprised of his wife Salima Bensaid - the Vice Chairman, and three daughters Boutaina Faruq, Soukaina Faruq, and Amira Faruq – the Directors.

A glaring example of its operational sustainability is that the SQ Station has a well-developed infrastructure with staff housing, utility services and security system. On the people side, the Group gas gone beyond the traditional value of treating well, paying fair wages and working in an acceptable condition.

always been our goal. But it is not simple to become sustainable. It demands on commitment from the management to change the way of doing business in its entirety. Reducing the carbon footprints, in general, is our commitment on the environmental side."

SO's tagline "Stand tall or naught" defines its attitude that it believes in being the best at what they do but only if it means doing it in the right way. The concept of professional management applied in the SQ Group is unique in the apparel sector of Bangladesh and has probably made them different from the others. The motivation here has been the possibility of enjoying a quality life while remaining active, securing an early retirement with guaranteed rewards and formulating a platform smoother transition impending succession. Mr. Faruq said: "We always believed that apparel in Bangladesh will be a technology and management based sophisticated business. Integrating talents from non-apparel industries like Telco and other leading multinational companies in supply chain management, process control innovations or in the sphere of exciting creative solutions made our business much more smarter, corporate and predictable."

A glaring example of its operational sustainability is that the SO Station has a well-developed infrastructure

with staff housing, utility services and security system. On the people side, the Group gas gone beyond the traditional value of treating well, paying fair wages and working in an acceptable condition. Its "Better Life" program, which is a unique employee developmental initiative of the Group, aimed at addressing some of the key personal developmental areas of its workforce. Moreover, its on-the-job supervisory and skill improvement training programs and "Kutumbita" -a home grown mobile technology designed to boost workplace communications to empower the non-desk workforce, are a few initiatives to cite. As a result, the engaged and motivated workers of SQ are now less likely to leave and are more productive.

To the Chairman of SQ, Bangladesh has done very well so far and he is upbeat that the industry could fetch US\$ 50 billion export target in 2021. However, he does not expect it to be easy. "The challenges we faced until now may only intensify. Understanding and mitigating such challenges will become ever more important. While there are many, I feel we should immediately focus on two broad areas. The product and the productivity", he added. It will not be an exaggeration to say that the SQ itself has made the example of ensuring superior quality in product and productivity to be followed by others.

Digital Sublimation inkjet printer

TS300P-1800



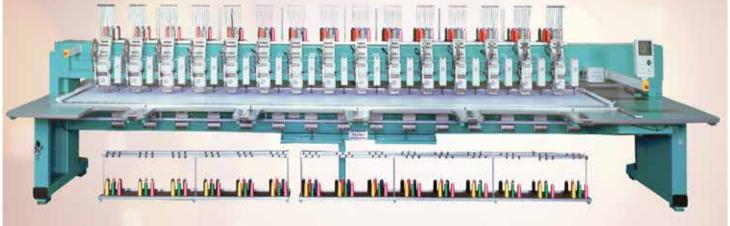
A new generation high-speed dye sublimation textile printer...



Ts300p-1800 delivers....

- . Maximum Print Speed of 115m7 h
- New Sb410 high performance, affordable sublimation transfer ink
- . Mimaki MBIS3 Bulk Ink System for long-nun continuous printing
- Latest Mimaki MAPS4 Advanced Pass System
- Nozzle Check Unit (NCU) ensures reliable continuous print operation.
- · Cocking reduction transfer mechanism for higher quality print







TCMX Mixed-Type Series

- · High-speed operation at 750 rpm has been brought to reailty.
- Automatic change of 6 colors enables versatile multicolor arrangement.
- Automatic lift-up mechanism.
- Automatic needle height adjusting mechanism.
- · Tie-off function to prevent the thread from fraying.



STITCH & COLOR TECHNOLOGY

Heard Office: City Heart (3rd Floor), 67, Nayapaltan, Dhaka-1000, Bangladesh.

+880-2-9349934, 9334039, Fax: 880-2-8319716, cell: +8801926 694929

nafgroup@dhaka.net, web: www.nafgroup.org : Plot 45, Road 11, Sector 14, Uttara, Dhaka-1230

Tajima Industries Ltd

19-22, Shirakabe 3-chome, Higashi-ku Nagoya 461-0011JAPAN TEL: 81-52-932-3444, 3445 FAX:81-52-932-2457, 3449

MIMAKI ENGINEERING CO.,LTD.

2182-3 Shigeno-otsu, Tomi-city, Nagano 389-0512, japan Tel: +81-268-79-2288, Trading@mimaki.p, www.mimaki.co.jp



By Md. Shahriar Rahman

The ready-made garment (RMG) factories in Bangladesh have moved from inspection to remediation, which is seen as a big step towards a safe and sustainable RMG industry. But access to affordable finance poses a major challenge for many factories, especially for small- and medium-sized entrepreneurs (SMEs), to carry out the process of remediation. These factories are in a difficult situation because on one hand they are under pressure to complete remediation and on the other hand affordable funds are not available.

Why remediation funds necessary

Two initiatives representing international brands and retailers: the Bangladesh Accord on Fire and Building Safety (Accord) and the Alliance for Bangladesh Worker Safety (Alliance) have carried out inspections of the factories which their member companies source from. The government of Bangladesh with support of the ILO carried inspections of the factories not covered by Accord or Alliance. The three platforms recommended Corrective Action Plans (CAPs) to those factories where they found faults during inspection for structural, fire and electrical safety.

It is estimated that a factory on average needs around USD 500,000 to implement the CAPs while relocation of relatively smaller factory with all compliance requires around USD 1.25 million. As per a study published by ILO, the cost of remediation can range from \$20,000 to \$900,000 per factory while the entire remediation task by all export oriented factories is estimated at USD 929 million.



As a result of BGMEA's persuasion the government has reduced the interest rate from 9%-10% to 6%.

It is very difficult for many factories to manage the huge cost from own or other local sources. Access to financing is lengthy and expensive in Bangladesh as most loans are difficult to secure and offered at relatively high interest rates with requirement of short-term repayment. So they, especially SMEs need external affordable financing to make the costly safety fixes and upgrade.

Affordable funds so far

The governments of Bangladesh and Japan signed an agreement to use the Japan International Cooperation Agency's (JICA) fund amounting to Tk 2761.5 million to carry out safety remediation in the RMG industry. The government has set the interest rate for loans from the JICA fund at 6 percent. Earlier the interest rate for such funds was around 10 percent. The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) repeatedly demanded cut in the interest rate and service charges for the fund. The BGMEA leaders requested the government to lower the interest rate arguing that the loan disbursement issue should not be considered from petty commercial point of view for the RMG industry because this sector has enormous contribution to the national economy as the main source of export earnings and employment generation. Following the repeated requests from the sector leaders the interest rate for JICA loans has been lowered to 6 percent.

From JICA fund, a RMG factory can borrow Tk. 350 million and above through banks and financial institutions for fire safety, retrofitting, rebuilding and relocation of garments buildings, according a circular



Loan size: Size of the sub-loan shall be within 350 million BDT. (With the approval of PMC-1 more than 350 million BDT may be approved as sub-loan).

Maturity:

1) Retrofitting:

- Grace Period: Maximum 2 years.
- Repayment period: Maximum 10 years including the grace period.

2) Rebuilding:

- Grace Period: Maximum 3 vears.
- Repayment Period:
 Maximum 15 years
 including grace period.

3) Relocation:

- Grace Period: Maximum 3 vears
- Repayment Period:
 Maximum 15 year
 including grace period.

4) Fire Safety Only:

- Grace Period: Maximum 2 vears.
- Repayment Period: Maximum 10 years including the grace period.

issued by the Bangladesh Bank. The factories will get 2 year grace period including 10 years repayment tenure to retrofit and take fire safety measures for their industries. They will get 3-year grace period including 15-year repayment tenure to relocate and rebuild their industries, the circular said.

However, the BB asked banks and financial institutions to apply for funds by October 19 and said that the deadline for applications will not be extended. In that case there is possibility that the factories will not be able to benefit from the JICA fund if banks and financial institutions do not apply before the deadline. The industry leaders call for considering this issue to ensure that the fund can be utilized.

Besides JICA fund, the International Finance Corporation (IFC) is providing \$50 million and the USAID is giving a guarantee fund of \$22 million. France development agency AFD will also be providing funds of €50 million. The AFD fund will be available at a rate of 7

Real and significant progress is being made in the remediation of safety hazards in the factories. About 70 percent of the remediation works in the Accord-affiliated garment factories have been completed while progress rate is so far 63 percent in the factories under the Alliance. But cost is the largest impediment to remediation in the factories which are not covered by the Accord and the Alliance. The industry leaders said that the government of Bangladesh, international financial institutions, development agencies and buyers need to come forward ensure affordable funds to provide affordable funds for completion of remediation works in the RMG industry.





You have been in Bangladesh for almost two years. What do you like most about Bangladesh?

Sophie Aubert: I came to Bangladesh in November, 2014, and since I arrived I've been impressed by the dynamism of the country. Bangladesh is pursuing its goal to become a modern country and I think that the Vision 2021 settled by the Honorable Prime Minister is globally shared by each and every one. A lot of challenges still remain to be addressed, but this national and largely shared determination to move forward is the real force of the country.

In 2015, trade between France and Bangladesh totaled €2.423 billion, up by over 30 % compared to 2014, while imports of your country from us increased by 25.1 % to reach €2.1 billion. How do you think trade between the two countries can be enhanced further?

Sophie Aubert: We have observed last year, compared to 2014, that not only the trade from Bangladesh to France increased by over 30%, but the trade from France to Bangladesh increased by 91%. Bangladesh is our 4th market in South Asia, after India, Pakistan and Sri Lanka. Our exports to Bangladesh are driven by electric and electronic goods, hardware, but also chemicals, perfumes and cosmetics, as well as pharmaceuticals and agro-food products.

In my view, our trade relations can be enhanced further for many reasons. First, Bangladesh is developing. Bangladesh will more and more become a diversified economy, which means that Bangladesh will also need a large range of equipment to sustain its diversification. This will widen the range of opportunities for business relations between France and Bangladesh.

Another reason is that we France have a strong added-value through our high technology and that our people are very creative. We can bring very useful technology in Bangladesh in win-win relationships. On the other side, as

Bangladesh is diversifying its industry, there will be also possibilities for Bangladesh to diversify its exports to France. One more reason why Bangladesh and France will develop their relations is the willingness of both countries to work together. Since I arrived, my team and I have worked a lot in order to promote Bangladesh in France as a market of opportunities. We have brought French companies here, to meet with Bangladeshi partners and explore how to do business together. Of course it takes time, and there may be some ups and downs, but I am optimistic.

France is the second largest importer of RMG in the Eurozone and our apparel exports to France registered around 6% growth in the last fiscal year. What are the prospects of our RMG in the French market and what are your suggestions for grabbing increase our share? Sophie Aubert: In fact we are the 5th client of Bangladesh, and the 4th European client of Bangladesh. The quality of your RMG industry is globally recognized. If Bangladesh is willing to increase its share in France, I think that diversification is a key world, as said before. I am conscious that the tensions in the field of security may lead some French clients to consider their business relationships with Bangladesh. But the way Bangladesh hast been coping with the threat in

the last two months should encourage the French business people to feel more comfortable here. The measures taken to secure the business delegations are also very comforting. We all know that the risk is not only in Bangladesh, everywhere we must consider the risk and we must cope with it.

In the last three and a half years the ready-made garment industry of Bangladesh witnessed huge transformation in terms of workers' rights and workplace safety. Despite resources and fund constraints, Bangladeshi manufacturers invested millions of dollars to upgrade their safety standards. Do you think our RMG industry can be a role model in safety standards replicated by the industries in other counties? Sophie Aubert: My experience is that in a very short time, Bangladesh has transformed a large range of factories into verv sustainable factories, respectful for environment and safety. I know that it is not the case for all of them, but logically, the factories which have not been able to follow the trend will disappear and this industry will globally perform more and more. In order to avoid dramatic accidents and we saw in Tongi (let me express my condolences to the families of the victims of this accident). that it still may happen, the effort must be

continuous. Many of your factories have already become a model in terms of sustainability. To become a global model as a global industry is a big challenge. Besides, we are considering the export industry, but the factories working for the domestic market have also to be taken into consideration. I am confident that Bangladesh will address all these challenges in the coming years.

Do you think our safety standards would brand Bangladesh in a positive way and encourage both retailers and customers to buy 'Made in Bangladesh' apparel? Sophie Aubert: I have myself bought many "Made in Bangladesh" brands, bags, carpets or clothes. Bangladesh can be very proud of its brands. I suppose the image of a country plays an important role. Perhaps Bangladesh should think about a strategy in order to improve its image, selecting some markets or some professional sectors as a target, and launch campaigns to promote the country as a brand.

Are French buyers and customers aware of the tremendous changes in our RMG industry? If not, how can this awareness be created in France? Sophie Aubert: I am sure that for many of them, the French buyers are aware of the tremendous changes in the Bangladeshi RMG industry. As for the customers, I am not sure. Because branding a country is a long-term work. Awareness should come with an effort to

promote Bangladesh and its industry as a brand.

Do you think eco-friendly production will encourage French buyers and customers source more from Bangladesh? Sophie Aubert: In my view, whatever you do, it is important to make it know. RMG Industry in Bangladesh is very competitive, the price is always important in business. But yes, promoting eco-friendly production is certainly a very good argument to communicate and attract the attention, in order to encourage the French business to source more in Bangladesh.

France has been working with world community to address climate change issue. Bangladesh's garment sector is going green. Many factories are adopting environment-friendly practices and technologies in the production. 33 factories have already been LEED certified by **US Green Building** Council (USGBC), 11 got LEED Platinum and high rated green factory in Bangladesh. Is there any plan of the French Government and developing agencies to provide soft loans to facilitate the green initiatives? Sophie Aubert: My Government is very proud to have succeeded in having the Paris agreement approved by the whole international community and we are also very confident that the targets for the

ratification of this agreement will be achieved soon.

As for our developing agency AFD, it have mobilized 50 M € and EU and Germany have also brought a total amount of more than 10 M€ to our project, in order to propose a soft loan to the RMG industry. This soft loan will support the security enhancement of the factories as well the initiatives targeting a better management of the natural resources, water and energy, and a better control of the risks. This is a very attractive soft loan and I know that this project is ready to be finalized with the Bangladeshi authorities. We have also mobilized a budget of half million euros in order to carry out feasibility studies, including one aiming at identifying the needs of the textile industry related to green investments. Its objective is to develop a capacity building framework for green industry in RMG Bangladesh. We are working on it with the Ministry of Commerce and BKMEA.

Anything else you would like to add? Sophie Aubert: My mission in Bangladesh is to strengthen our bilateral relations in all the fields. Bangladesh is an important country for France, but we must do more. I am proud to say that Bangladesh will be the first country where France and Germany will have a new collocated Embassy built by France, where we will soon move to. This Embassy represents the willingness of France and Germany to work together and the interests that our country is showing for Bangladesh as a full partner. I thank

Our trade relations can be enhanced further for many reasons. First, **Bangladesh** is developing. Bangladesh will more and more become a diversified economy, which means that **Bangladesh will** also need a large range of equipment to sustain its diversification.





Follow us on:





International Sourcing & Buying offices, Exporters & Importers, Apparel Brands, Fashion Labels, Suppliers & Distributors and more to the only International Sourcing Show of South Asia Region

Meet more than 150 companies from

India | Pakistan | Sri Lanka | Bangladesh | China | Korea | Taiwan | Hong Kong | Malaysia | Indonesia and more...

November

10:00 am to 6:00 pm (Last day open till 5.00 pm) **Sri Lanka Exhibition & Convention Centre**

Pre-register today!

www.intexfair.com

Receive your E-invitation (Only for Professional Trade Buyers)



Special Zone: DenimWorld

DenimWorld @ Intex South Asia is the perfect opportunity to showcase new innovations and latest developments in fabrics, blends, denim processes and washes

Exclusive Buyer Benefits



Exclusive 20% Discount* for Intex South Asia participants offered on bookings with Sri Lankan Airlines (*T&C Apply)



Enjoy Special Discounted Room Rates (including Buffet Breakfast, Wi-Fi and Taxes) at leading 3-Star, 4-Star and 5-Star hotels in Colombo.

Contact: Zahir Merchant + 91 22 4037 6700 | E-mail: buyers@intexfair.com

AN INDUSTRY EVENT SUPPORTED BY MAJOR LEADING TRADE BODIES





























Organiser























OUTERWEAR OPPORTUNITIES **ABOUND**

By Nasim Uddin



From the mountains, to the parks, to the streets, and in the rain, in the forests, in the waters – presence of outerwear is ubiquitous and its

demand is enormous. Outerwear includes any type of clothing that is designed to be worn outside other garments and its varieties are umpteen worn by people around the globe. Jacket, raincoat, swimsuit, jogging suits, sport coat, hoodie etc. are some of the popular types of outerwear. If you consider the number of countries dominated by the bone-chilling winter season, it is easily assumable how big the market size of only jacket, let alone other types of outerwear.

Bangladesh, the world's second largest apparel exporter, is carving out niche in the global outerwear market. A good number of apparel companies in the country have in the world market. Outlook for outerwear export for Bangladesh started getting brighter after China's gradual to labor shortages and

higher wages. Moreover, China has become interested in manufacturing products that require greater skills, better technology and more investment in advanced equipment. This shift has created room for Bangladeshi apparel manufacturers.

On other hand, Bangladesh has started exploring new avenues of increasing its export through both market and product diversifica-



Bangladesh has appeared a preferred destination for global outwear buyers since the country with its manufacturing experience of more than three decades is a trusted name in the world apparel market.

tions. A number of far-sighted Bangladeshi entrepreneurs pinned their attention to outwear export mainly for two reasons – the ample opportunity to seize the work orders of buyers who are diverting their attention from China to other countries; and secondly, export of higher segment product like outwear promises better business gain. Bangladesh has appeared

a preferred destination for global outwear buyers since the country with its manufacturing experience of more than three decades is a trusted name in the world apparel market. Besides, the country has huge workforce and enjoys favorable trade benefits, including duty-free market access to European Union, Canada, Australia, and other countries and offers products at competitive prices.



Haroon Ar Rashid

Managing Director of TRZ Garments, is one of the pioneers who initiated outwear business in Bangladesh. He believes that Bangladesh has promising prospects in outwear export. "After 2010 China became expensive for outwear production due to minimum wage hike, resulting in reduction of bulk outerwear production. China now stops around 90 percent of its outerwear production. This has created great opportunities for counties like Bangladesh and for the last 5-6 years outerwear business is growing in our country," he said. "A buyer wants to source different types of products from one place. Hence Bangladesh has appeared as a preferred sourcing spot for the buyers since we have been manufacturing knit, bottom, and woven products for many years and now are producing outerwear," he added. Haroon Ar Rashid, also former Vice President of Bangladesh Garment Manufacturers and Exporters Association (BGMEA), thinks that buyers come to Bangladesh mainly for two reasons – integrity of the manufacturers and availability of huge workforce. "Our entrepreneurs are very committed and for this reason have earned the confidence of

the buyers. Besides, they are very

energetic and innovative."



SM Khaled

Managing Director of Snowtex Outerwear Ltd., is one of those who have made their struggles worthwhile becoming a successful entrepreneur in the outerwear industry. He sees outerwear as a thriving and long-lasting industry in Bangladesh. "I have been in the outerwear business for the last 15 years and my company registered on an average 50-70 percent growth annually."

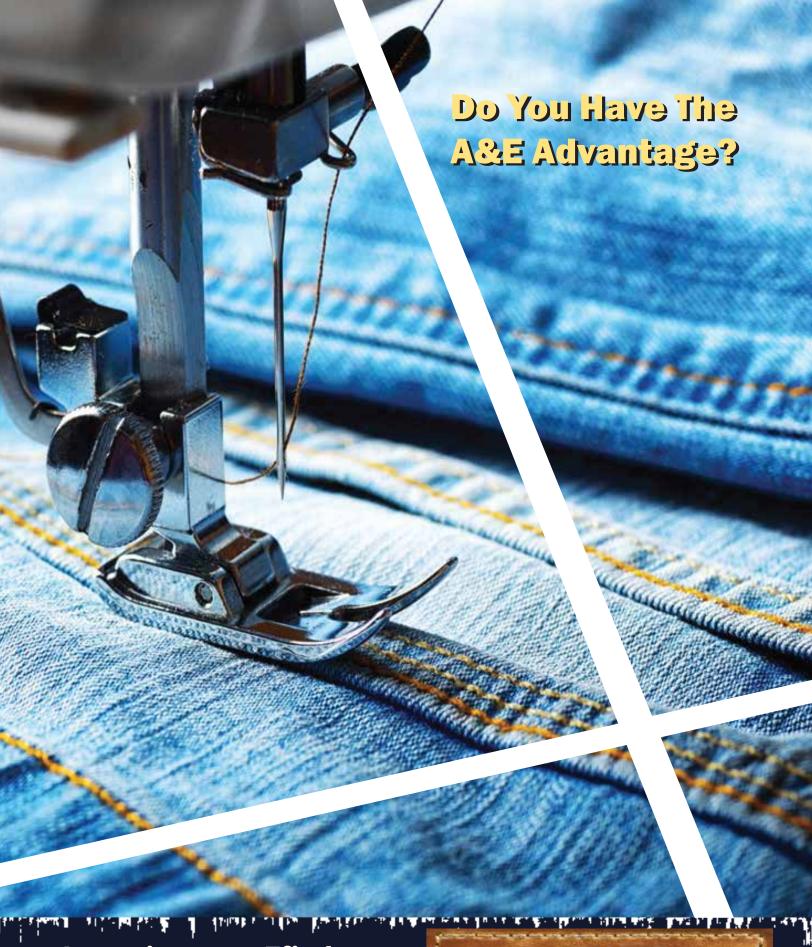
Passion and patience are the two things that SM Khaled considers very important to shine in outerwear business. "It takes at least 1-2 years to build up relationship with an outerwear buyer," he said. "Since production procedure of a piece of outerwear is very complex, a buyer generally places a small quantity of orders in a new factory to test capability of the manufacturer and quality of the product. If you are able to manufacture the quality product and ensure timely delivery, the buyer will increase the volume of work order," he explains. But the fruit of patience is really sweet in this business. "While in case of basic apparel items buyers tend to switch from one manufacturer to another on price

issue, an outerwear buyer maintains long-term business relations with a manufacturer because he has to invest a quality amount of time to build the relationship. Rather the buyer will increase his work orders once you can prove your capabilities to manufacture the products as per the requirements," the Managing Director of Snowtex Outerwear Ltd. said.

Though outerwear production process is complex and requires time to master it, prospects are very bright in this business if one is dedicated and can keep his patience, believes SM Khaled who envisions to expand his outerwear business both vertically and horizontally. Bangladesh needs more skilled workforce, especially at mid-and top-level, to grab the opportunity in outerwear industry. "Currently factories are providing skills development training at individual level, but we need holistic initiatives and efforts for skill development at national level to meet the demand of skilled workforce," said Haroon Ar Rashid. "We also need government support, including gas and electricity connections on priority basis, and single-digit bank interest rate," he added. Industry insiders see a glowing future of the outerwear industry in Bangladesh. Work orders are now pouring into Bangladesh since buyers are looking for alternative sourcing places like Bangladesh. They think tapping the potentials of outerwear market will be instrumental in achieving Bangladesh's target of US\$50 billion in RMG exports in 2021.







والمنافية والمنافية

American & Efird (Bangladesh) Ltd.

www.amefird.com



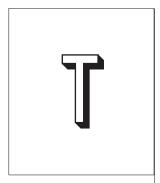




BGMEA UNVEILS ROADMAP TO RMG VISION 2021



By Sameya Karim



he ready-made garment (RMG) industry of Bangladesh is now at crossroads: on the one side enormous prospects for growth and on the other side challenges on the way to seize the opportunities. Bangladesh has already set a target of achieving USD 50 billion in RMG exports by 2021. A roadmap was jointly prepared by the Bangladesh Garment Manufacturers and Exporters Association (BGMEA) and RMIT University, Melbourne to outline avenues and plans to achieve the RMG Vision 2021.

BGMEA along with RMIT University, Melbourne launched the book titled "Bangladesh RMG Roadmap: Targeting US\$ 50 Billion Export by 2021" on the university campus in Australia. The Roadmap explains the potentials of Bangladesh's apparel industry and indicates priority areas to be addressed for sustainable growth of the industry.

BGMEA President Md. Siddiqur Rahman, Chairman of Parliamentary Standing Committee on the Home Affairs Ministry and former President of BGMEA Tipu Munshi, MP, First Vice President of FBCCI and former President of BGMEA Md. Shafiul Islam. BGMEA Senior Vice President Faruque Hassan, Vice President SM Mannan (Kochi), Vice President (Finance) Mohammed Nasir and Chairman of Board of Trustees of BGMEA University of Fashion and Technology (BUFT) Mozaffar U Siddique attended the book launching ceremony. Bangladesh High Commissioner to Australia Kazi Imtiaz Hossain, Deputy Pro-Vice Chancellor, College of Business, RMIT University Professor Geoff

Stokes, and Professor at RMIT University and also International Adviser of BGMEA Dr. Sharif As-Saber were also present on the occasion.

At the event BGMEA President Md. Siddigur Rahman said Bangladesh has been able to achieve 28 billion dollar apparel exports at the end of the fiscal year 2015-16, while the Roadmap-2021 has set the target for the same year at 28.5 billion dollar. Despite all hurdles, this is a tremendous milestone achieved through the continuous support of entrepreneurs and the workers.

The BGMEA President said that the 50 billion-dollar target by 2021 is not over

ambitious and so far we are on right track. Regardless of challenges, Bangladesh is still flourishing in the RMG sector with support of its stakeholders, including the government, brands, buyers and development partners. Siddigur Rahman said that the roadmap would serve as a useful guideline to attain the RMG Vision 2021. Expressing his firm optimism he also said that with more than three decades of experience in RMG industry, entrepreneurial skills, huge workforce, and supports from the government policy and other stakeholders Bangladesh will be able to achieve the RMG export target of US\$ 50 billion.

Over the past 35 years, the RMG industry can be considered to be a much matured industry at the moment. It has turned its focus to using more advanced techniques and equipment to produce its goods. Decent quality, state-of-the-art machinery and pollution-free factories ensure that Bangladesh is indeed the safest place for apparel sourcing. BGMEA hopes that through the help of RMIT's research, BGMEA will be able to break new barriers and set even higher goals.





Valued Quality. Delivered.

Training Schedule 2016 Dhaka, Bangladesh



October 2016	Dates
DETOX / ZDHC Awareness	4 October
Supplier Qualification Program (SQP) Auditor Course	5-7 October
Social Compliance: What We Look for?	17 October
Certified Quality Engineer – Garments Inspection (CQE)	18-20 October
CPI Certified Trained CSR Auditor	25-28 October
November 2016	
Certification Training on Fire and Electrical Safety	3-4 November
Bangladesh Labour Rules 2015 Reforms	8 November
OHSAS 18001:2007 IRCA Lead Auditor Course	13-17 November
Awareness on GSV / C-TPAT	23 November
Chemical Management Training (RSL)	28 November
December 2016	
ISO 9001:2015 Internal Auditor Training	5-6 December
ISO 14001:2015 Environmental Management System IRCA Lead Auditor Course	19-23 December
Upcoming Training	
Training on Efficiency Improvement: Lean Management	TO BE ANNOUNCED!
Training on Efficiency Improvement: Lean Management (Chittagong)	TO BE ANNOUNCED!
Neuroscience of Leadership by Ayesha Bibha	TO BE ANNOUNCED!
Leadership and People Management	TO BE ANNOUNCED!
Fiber Regulation Labeling & Care Label	TO BE ANNOUNCED!
Problem Solving Methodologies	TO BE ANNOUNCED!

For Business Queries:
 Dr. Karthik N.D
Country Managing Director
Intertek Bangladesh
Email: karthik.nd@intertek.com
iacademy.bgd@intertek.com

For more information on these public courses, or for in-house quotation please contact: iacademy.bgd@intertek.com or +88 017 1414 3489

Intertek House Bangladesh : Phoenix Tower, 2nd & 3rd Floor 407, Tejgaon I/A, Dhaka, Hunting +880966776669

Techniques for Production Management and Control



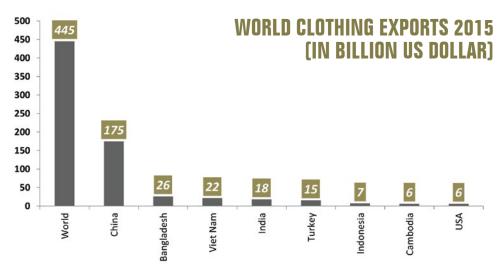
TO BE ANNOUNCED!



RISIN SHARE OF By Nasim Uddin ASIA

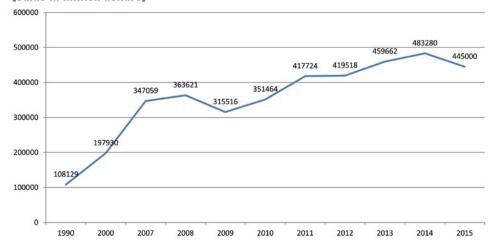
> Global Apparel Export Market Trend

he dynamics of the global apparel industry are changing while the market size is growing continuously. Key players in the world market are from Asia where China still holds the top position among the apparel exporting countries whereas Bangladesh, Vietnam and India are moving up the ladder. Asia has been increasingly becoming the hub of global clothing production, as textile and apparel industry is apparently shifting to the region.



As per the latest statistics of WTO, the size of the global trading export market is around 445 billion dollar in 2015. Though the forecast of the global clothing export market by 2020 is more than 600 billion dollar, 2015 was a challenging year for the industry. The world apparel exports was around 8% down from a year earlier. This is the first time since the 2009 financial crisis that the value of world apparel exports grew negatively.

Chart-1 World Clothing Exports, 1990-2015 (Value in Million dollars)



At a Glance

Size of the global clothing export market is around 445 billion dollar in 2015, around 8% down from a year earlier.

China has seen a 6.37% fall in its exports to world market in 2015 followed by Turkey and Indonesia.

In the same year, Bangladesh Vietnam, India, Cambodia, India and Pakistan were able to maintain positive growth.

Asia's share in global clothing export market has grown from 40.92% in 2000 to 62% in 2015.

The chart-1 shows that the industry's growth since 1990 has seen upward trend except in 2009 and 2015. After the economic recession in 2008, the global clothing exports declined by 13.23% to \$315.51 billion in 2009, which was \$363.62 billion a year ago. But after that the market started taking upward turn until 2015 when global apparel exports witnessed fall in the wake of gloomy economic situation.

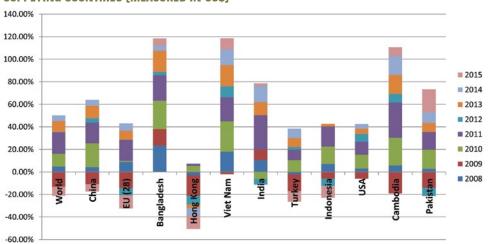
Economic ups and downs in the developed countries as well as in emerging economies are attributed to customers' cut in their spending on clothing. Appreciated dollar exchange rate in supplier countries is thought to be another reason behind the

slowdown in global garment consumption. However, increasing population and disposable income growth are expected to boost the industry in near future. The chart-2 shows that despite decline in the world clothing industry both in 2009 and 2015 when almost all the major players' exports moved downward, Bangladesh registered positive growth. China, the largest exporter with 39.26% global market share, has seen a 6.37% fall in its exports to world market in 2015 followed by Turkey and Indonesia. In the same year, Vietnam, India, Cambodia, India and Pakistan were able to maintain positive growth. It is evident from the chart-3 that Asia's share in the global clothing export market is increasing. Asia's share has grown from 40.92% in 2000 to 62% in 2015. Among the Asian countries Bangladesh, Vietnam, India, Cambodia and Pakistan have been demonstrating good performance in terms of annual growth in the last five years while China's growth has taken a downward trend since 2013.

Opportunity for Bangladesh

Analysts say China's apparel export is falling because buyers are looking for alternatives in the face of increasing costs in the largest apparel manufacturing country. At the same time China is shifting its business to high-tech industries. The negative growth of the second biggest economy of the world presents a great opportunity for Bangladesh. This is also reflected in a survey conducted by McKinsey in 2014 where buyers stated

Chart-2: Y-0-Y EXPORT GROWTH% OF MAJOR CLOTHING SUPPLYING COUNTRIES (MEASURED IN US\$)

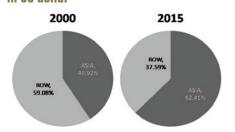




that they saw Bangladesh as the next likely sourcing destination. They cited prices and capacity as Bangladesh's key advantages.

Bangladesh is taking strategies to ensure long-term growth through penetrating higher market segments, fashion and innovation. The country is gearing up to cater to the need of high-end and branded fashion segments. The majority (around 80%) of Bangladesh's export items are concentrated in five basic products – trouser, t-shirt, sweater, shirts, and jackets mostly made of cotton. In recent years export is being expanded to other items like - suits/blazers, lingerie,

Chart-3:
Share of Asia and rest of the world (ROW) in global clothing exports, measured in US dollar



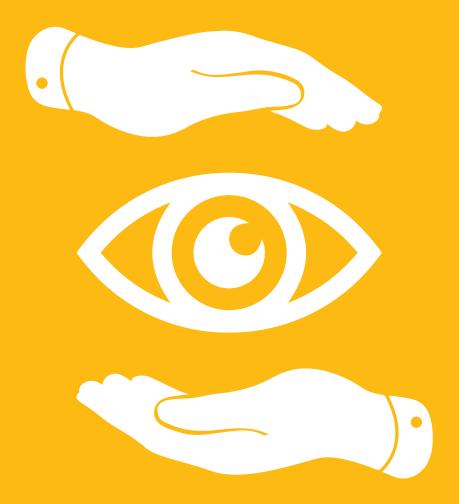
active-wear and outerwear, and non-cotton items. The country is also exporting Denim of basic, mid and high-end segments in all major markets. Market diversification is also an area of opportunity for Bangladesh whose exports are mostly concentrated in North America and European market, around 84.63% share of its RMG exports to world. Over last few vears the export market of Bangladeshi apparel has being diversified and the country's apparel exports to non-traditional markets during 2008-09 fiscal year was only 6.4%, which reached 15.37% in 2015-16 fiscal year amounting an export turnover of 4.32 billion dollar.

up-gradation, modernization of factories and productivity improvement are taking place in the RMG industry of Bangladesh. Factories are increasingly moving from semi-automatic to more automatic industry using sophisticated machines, technologies and software to facilitate the fast and vast growth of RMG and textile industry. Low liquor dyeing machine, Ozone washing machines, auto trimming, Zaquard machine, SAP, ERP like technologies have already become popular. Most of our new generation factories are equipped with sophisticated technologies, able to handle top quality products of diverse styles, making the product price competitive as well. Besides, the second biggest apparel exporting country is in a new era of industrialization having probably the safest apparel industry inspected jointly by the Government, ILO and buyers led platforms Accord and Alliance, Simultaneous to its safety and decent working condition endeavor, the RMG industry of Bangladesh is also addressing environmental sustainability issues. The industry has now 35 green factories certified by the United States Green Building Council (USGBC), of which 11 are platinum. Among them 3 are world's highest ranked factories. According to economists and industry insiders, these positive changes will help Bangladesh to attract more attention from global buyers. They recommended the government provide necessary policy support, especially uninterrupted gas and electricity supply to tap the potential.

Moreover, technology



Unzip your eyes for Coats opti



BGMEA, LIONS CLUB PROVIDE EYE CARE TO RMG WORKERS

By Apparel Story Desk

mportance of eyes to human beings is beyond description and good eyesight is indispensable for performing daily activities like communicating, working, reading, moving outside etc. However, there are many people who are affected by vision defects. The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has taken an initiative to provide treatment to ready-made garment workers of Chittagong who are suffering from eye diseases. The non-profit trade organization joined hand with the Lions Club International District 315 B4, Bangladesh to treat eye illness of the workers at affordable rates so that they can avoid the hassle of public hospitals and exorbitant charges of private hospitals.

So far 12666 workers from 55 factories have taken treatment under the "Vision for Precision" program, which is a part of BGMEA's continuous efforts to contribute to RMG workers' welfare.

The two organizations signed a Memorandum of Understanding (MoU) to render eye treatment, including medicine and surgery, to the 50 thousand garment workers at affordable rates under the project "Vision for Precision". BGMEA First Vice President Moinuddin Ahmed (Mintu) and Governor of Lions Club

International District 315 B4, Bangladesh Lions Md. Mustak Ahmed inked the agreement on behalf of their respective organizations. BGMEA Vice President Md. Ferdous. Directors A.M. Mahbub Chowdhury, Salim Rahman, Amzad Hossain Chowdhury, A.N.M. Saifuddin, Md. Shaif Ullah, and K. Mahabub Uddin (Jewel) and former First Vice President of BGMEA Nasir Uddin Chowdhury were also present on the occasion.

Activities of the project have already started in the garment factories of Chittagong. So far 12666 workers from 55 factories have taken treatment under the "Vision for Precision" program, which is a part of BGMEA's continuous efforts to contribute to RMG workers' welfare. To facilitate access to healthcare and health

related services, BGMEA has been operating 12 health centers/mini-clinics at different parts of Dhaka and Chittagong with a view to providing basic healthcare facilities to garment workers and their families. A hospital run by BGMEA is also being operational in Chittagong. Taking into consideration the huge number of RMG workers living and doing jobs in Dhaka and its outskirts and addressing their healthcare need, BGMEA has taken the project of constructing a 100-bed non-profit general hospital in Mirpur, Dhaka. Once completed, the hospital is expected to provide all kinds of outdoor and indoor healthcare facilities including surgery, diagnostic centre etc. to the workers.

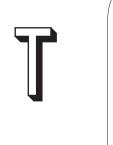






Bangladesh: Hotspot of Cotton Consumption

By Nabila Jamal Rusha



he global cotton suppliers found their exporting hub in Bangladesh as cotton utilization is high in Bangladesh due to the stellar performance of the RMG sector. Bangladesh is one of the largest cotton importers in the world because the country produces only one percent of the total consumption of cotton required for making yarns and fabrics for clothes. Cotton plays an important role as the backward linkage industry for the export-oriented RMG sector. The major producers of cotton are China, India, USA, Pakistan, Uzbekistan, Argentina, Australia, Greece, Brazil, Mexico and Turkey.

The global demand of cotton is so high that the increase in cotton price is quite likely. But recently due to fall in supplies by two major cotton producing and exporting countries like China and India, the

price rose to 77 cents per pound in the international markets. Bangladesh imports 50 percent of its total required cotton from India. India banned exports of cotton in the beginning of March this year. The Government claimed that the yield has been quite low due to diseases that damaged crops. Also the export of cotton has been unusually higher than expected due to huge demand pull by China. Hence to protect textile manufacturers who were concerned regarding shortages of cotton and the hike in price, the Government banned all cotton exports with immediate effect.

This was seen as a very strategic move by India as Bangladesh is highly dependent on Indian cotton and it is also a big competitor of India in terms of RMG export. Moreover, the ban gave a great boost to the Indian textile producers and exporters. However, the ban on cotton by India was lifted by the Government in a month after harsh criticisms from trading countries. Nevertheless, experts opined that the dependency on a particular country for a raw material on which Bangladesh's

most significant export depends is not a very smart move. Hence it is important to look for alternative sources for import of cotton and to maintain a good connection with other exporting countries for sustainable RMG sector. As already mentioned, only one percent of cotton required is produced in Bangladesh. This is because Bangladesh Government made a policy to not cultivate cotton on land where other crops are grown as per priority. Lands are highly competitive and cotton is a long duration crop as it requires 6 months to grow. Within this time, farmers can grow two crops from the same land and earn more money comparatively.

Bangladesh for a small period became the largest cotton importer worldwide last year in December. This was because China stopped cotton imports due to its previous stockpiling. Moreover Bangladesh aims to hit \$50 billion in garment exports by 2021, hence this factor is an important indicator for higher cotton consumption for this country. The global demand for textile is expected to increase between 5-6 percent year-on-year and the cotton demand to 1 or 2 percent globally every year.

If Bangladesh's garment exports increase at the targeted rate of 12

At a Glance

- Bangladesh for a small period became the largest cotton importer worldwide last year in December.
- According to Australian
 Trade and Investment
 Commission, Bangladesh
 will overtake China as the
 world's largest importer of
 cotton within next four
 years.
- USA is looking towards doubling its export of cotton to Bangladesh over the next five years.





percent, the country's cotton consumption will increase by 10 percent. Hence USA is looking towards doubling its export of cotton to Bangladesh over the next five years. "We want to double the export of cotton to Bangladesh in next five years and it is possible as Bangladesh is the number one importer of cotton now," said Keith T Lucas Lucas, President, Cotton Council International (CCI). "Bangladesh has a stable government and has been maintaining higher GDP ratio and I think the labour is available and people are investing in the spinning mills and garment industry," said Bruce A Atherley, Executive Director of CCI, who came to Dhaka to attend a seminar on cotton.

Australia feels the same as they see Bangladesh as a substantial market and a delegation from Bangladesh visited Australia to learn about their cotton capabilities and to identify new suppliers. Although Bangladesh spinners feel that Australian cotton is expensive, but it is believed that collaborations between textile companies in Bangladesh and big retail buyers in Australia are a manifestation of a lucrative and growing channel for Australian cotton growers.

Cotton consumption in Bangladesh has been increasing because many globally renowned apparel retailers like H&M, Walmart, Zara etc. continues to purchase garment items from Bangladesh in bulk. With an increase in demand for apparel items from international brands, the backward linkage industries like spinning dyeing, finishing, weaving and printing industries have developed significantly in

Bangladesh. The reason Bangladesh is a potential target for all the cotton supplying countries is that the cotton consumption of Bangladesh has been increasing every year, whereas in other countries it is decreasing due to increasing use of polyester fibre. According to Australian Trade and Investment Commission, Bangladesh will overtake China as the world's largest importer of cotton within next four years. What does this mean? As cotton is the passage way to ready-made apparels, increase in cotton import implies that rise in the growth of RMG sector of Bangladesh is inevitable. Bangladesh requires to establish a continuous and undisrupted supply chain of cotton to maintain efficiency for RMG sector. It has been suggested that Bangladesh should be a member of the international cotton association (ICA) as Bangladesh requires to be sensitized with all the latest information of cotton across the globe which ICA can provide. ICA also has a vital role in the world's cotton supply chain by providing protection to the producers, traders and consumers.

The status of the second largest cotton importer and the first for a brief period of time signifies more for Bangladesh than just some import figures. It portrays the backward linkage of our country which has a positive impact on the end results, in here, the RMG sector of Bangladesh, the largest export industry, the highest foreign currency earner and the most significant contributor to our country's GDP. Equipped with such forecasts and information, the policy makers can plan to speed up the whole economic growth of the country by the RMG export.



33rd and 34th **Annual General Meeting of BGMEA**





An Annual General Meeting (AGM) is a mandatory gathering that is held every year by BGMEA for its valuable members, who duly acknowledges and passes the resolutions/agendas mentioned in the notice of the AGM meeting or in the annual report that are usually sent at least few days before the actual meeting. This year BGMEA held its 33rd and 34th Annual General Meeting on 3rd September 2016 at 3:00 pm and 3:45 pm respectively in the Noorul Quader Auditorium, BGMEA Complex, Dhaka. This is the first time in BGMEA's history that it held two AGMs on the same day, one after another. This was done to include the new rule of presenting

annual report based on financial year rather than on calendar year.

The AGM was moderated by the Secretary General with Md. Siddiqur Rahman, President, BGMEA as the chair of the meeting. Along with the President, there were Vice Presidents and Directors present from both Dhaka and Chittagong regional offices of BGMEA. The Office Bearers present on the dais were: Moinuddin Ahmed, First Vice President, Faruque Hassan, Sr. Vice-President, S.M. Mannan (Kochi), Vice President, Mohammed Nasir, Vice President (Finance), Mahmud Hassan Khan (Babu), Vice President, Md. Ferdous, Vice President, BGMEA. As the objective of the meeting was to share BGMEA's and the Board's yearly performance and strategies with its members, the BGMEA President Md. Siddiqur Rahman in his speech informed the members his Board's strategic actions to take this sector ahead. He mentioned how the Board has ensured transparency and accountability though various activities like placing the monthly accounts statement in every Board Meeting. He also informed



Some achievements under the present BGMEA Board of Directors:

- BGMEA started issuing Certificate of Origin (COO) from 1st March 2016 by developing a new Software, by which the Service charge has been reduced to Tk. 85 from Tk. 125.
- BGMEA was awarded "Certificate of Merit" by NBR on the occasion of International Customs Day.
- EDF fund for exporter-borrower of RMG member has been enhanced from USD 15 million to USD 20 million.
- At the request of BGMEA, offices of Bangladesh Biman and Dhaka Customs remain open up to 7:00pm on every working day and also on weekly holiday (Saturday).
- BGMEA at its own cost constructed a warehouse of 8,000 square feet adjacent to the import complex at the Hazrat Shahjalal International Airport.
- BGMEA-BUFT Fellowship-2015 was announced for Bangladeshi journalists.
- BGMEA organized picnic for its Members and a football tournament for the people working in the middle and upper managerial positions in the Member factories.
- Executive Committee of the Apparel Club Ltd was formed to make the club more functional and provide better services.

that the UD files are now signed by the Directors of BGMEA themselves which makes the process more transparent and ensures better service for the member factories. The President also informed the members that BGMEA started issuing Certificate of Origin (COO) from early this year by developing a new software which reduced the service charge by almost 40 percent. He also mentioned that in January this year BGMEA was awarded "Certificate of Merit" by NBR on the occasion of International Customs Day. BGMEA was selected considering the integrity and compliance in demonstration to Digital Customs theme. The President also mentioned various progresses in the services of BGMEA. He talked about the revolutionary project of the Garment Employees' Database to identify all workers and staff information of the readymade garment sector,

which already has 1900 garment units enrolled in it with 800 factories being operational in the process. He also informed members about the newly developed online UD Module which is running BGMEA's own high Database Server on the BGMEA premises, with which BGMEA can maintain all records of issued UDs in very small area. The President also mentioned about the launch of the Roadmap Book in Australia which will help all the relevant stakeholders to work together to achieve the target of US\$ 50 Billion Export by 2021. With a lot of appreciation and enthusiasm from the present members, the President brought an end to his speech so that the remaining procedure of the Annual General Meeting could be continued further. After the speech of the President and confirmation of all agendas, the meeting was concluded by thanking all the members present for their patience and support.



Civil Aviation and Tourism Minister Rashed Khan Menon, MP, and BGMEA President and Director of Biman Bangladesh Airlines Ltd. Md. Siddiqur Rahman are seen inaugurating the extension of the warehouse shade which was built with support of BGMEA at Hazrat Shahjalal International Airport for imported goods. BGMEA Senior Vice President Faruque Hassan, Vice President (Finance) Mohammed Nasir, Chairman of BGMEA Standing Committee on Port and Shipping Hasan Abdullah, and Director of the Airport Group Captain M K Zakir Hassan, among others, were present at the inaugural ceremony.

A MoU was signed between Bangladesh Economic Zone Authority (BEZA) and China Harbor Engineering Company Ltd (CHEC) for developing Chinese Economic and Industrial Zone. Principal Secretary of Prime Minister's Office Abul Kalam Azad attended the MoU signing ceremony as the Chief Guest while BGMEA President Md. Siddiqur Rahman was present as Special Guest.





Vice President (Finance) of BGMEA Mohammed Nasir is seen addressing the National Access to Justice Conference on Implementation of Public Interest Litigation: Challenges and Opportunities as a Special Guest. Bangladesh National Women Lawyers' Association (BNWLA) organized the conference at CIRDAP Auditorium.



BGMEA presented a pick-up vehicle and 4 motor cycles to Chittagong Metropolitan Police (CMP) to facilitate the law enforcing agency's mobility for ensuring law and order. BGMEA President Md. Siddiqur Rahman handed over the keys of the vehicles to CMP Commissioner Md. Iqbal Bahar, ppm, a ceremony held at BGMEA office in Chittagong. BGMEA First Vice President Moinuddin Ahmed (Mintu), Vice President (Finance) Mohammed Nasir, Vice President Md. Ferdous and BGMEA Directors were present on the occasion.

BGMEA President Md. Siddiqur Rahman, Vice President (Finance) Mohammed Nasir and Vice President Mahmud Hasan Khan (Babu) are seen greeting Publisher of the Daily Samakal A.K. Azad with a bouquet on the founding anniversary of the popular Bangla newspaper.





Resident Representative of Friedrich-Ebert-Stiftung (FES), Bangladesh Ms. Franziska Korn paid a courtesy call on BGMEA President Md. Siddiqur Rahman at his office. BGMEA Director Miran Ali was also present on the occasion.



BGMEA President Md. Siddiqur Rahman welcomed an 84-member delegation from National Defence College (NDC) who visited BGMEA to gather knowledge about the RMG industry and development activities of BGMEA for the sector. The team led by Major General Hamidur Rahman Chowdhury, rcds, psc, included faculty members, NDC Course-2016 members, and other staff officers. BGMEA Senior Vice President Faruque Hassan, Vice President (Finance) Mohammed Nasir and Directors were also present on the occasion.

BGMEA President Md. Siddiqur Rahman and Vice President SM Mannan (Kochi) are seen at a meeting with the leaders of the covered van owners association at BGMEA conference room.





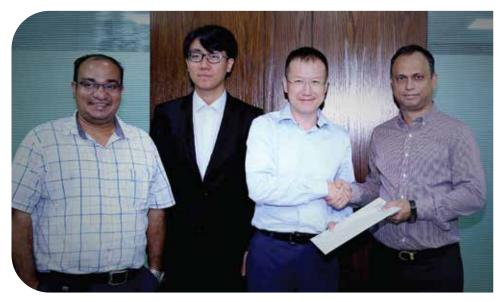
BGMEA Senior Vice President Faruque Hassan is seen attending a roundtable on budget for 2016-17 FY held at the Daily Star office.



BGMEA President Md. Siddiqur Rahman is seen attending a meeting at EPB which was presided over by Honorable Commerce Minister Tofail Ahmed, MP.

US Ambassador to Bangladesh Marcia Stephens Bloom Bernicat held a meeting with the leaders of BGMEA, including its President Md. Siddiqur Rahman. BGMEA Senior Vice President Faruque Hassan, Vice President (Finance) Mohammed Nasir, Vice President Mahmud Hasan Khan (Babu)and Directors are also seen.





A delegation of the Sub-Council of Textile Industry, CCPIT held a meeting with BGMEA Vice President Mahmud Hasan Khan (Babu) at BGMEA office. The delegation included Zhang Tao, Secretary General, and Wang Ji'Ou, Project Manager (Exhibition Department) of the Sun-Council of Textile Industry.



A team of the Accord and BGMEA leaders headed by BGMEA President Md. Siddiqur Rahman held a meeting with Honorable Home Minister Asaduzzaman Khan Kamal at the latter's office. At the meeting, the Home Minister apprised the Accord and BGMEA leaders of the measures recently taken by the government to beef up security in the country. Chairman of the Standing Committee on Ministry of Home Affairs and former BGMEA President Tipu Munshi, MP, First Vice President of FBCCI and former President of BGMEA Md. Shafiul Islam, Executive Director of the Accord Rob Wayss, representatives of H&M and Tema were present at the meeting.

Ambassador of Sweden to Bangladesh H.E. Johan Frisell paid a courtesy call on the leaders of BGMEA, including its President Md. Siddiqur Rahman at BGMEA office on 10 August. The BGMEA leaders discussed with the Ambassador different issues related to the RMG industry of Bangladesh. BGMEA Senior Vice President Faruque Hassan and Vice President (Finance) Mohammed Nasir were present at the meeting.





BGMEA Senior Vice President Faruque Hassan addressing a roundtable discussion on "Increased industrial investment: Prime growth driver of Bangladesh economy" organized by Institute of Management Consultants Bangladesh.



The 17th Textech Bangladesh 2016 International Expo was held at International Convention City Bashundhara (ICCB) in Dhaka. Honorable Industries Minister Amir Hossain Amu, MP, attended the inaugural ceremony as Chief Guest while Honorable State Minister for Textile and Jute Mirza Azam, MP, BGMEA President Md. Siddiqur Rahman, and First Vice President of FBCCI Md. Shafiul Islam, Indian Deputy High Commissioner to Bangladesh Adarsh Swaika and First Vice President of BKMEA A.H Aslam Sunny were present as Special Guests.

BGMEA President Md. Siddiqur Rahman, Senior Vice President Faruque Hassan and Vice President Mahmud Hasan Khan (Babu) are seen paying tributes to all the precious lives who were lost in the brutal Gulshan attack.





BGMEA Vice President (Finance) Mohammed Nasir held a meeting with BMZ delegated consultant Dr. Beate Scherrer at BGMEA office where they had a discussion on the systematic mainstreaming of the inclusion of persons with disabilities in the development policy. BGMEA Director Miran Ali was also present at the meeting.



A MoU was signed among Bangladesh Garment Manufacturers and Exporters Association - Skills for Employment Investment Program (BGMEA-SEIP), Access to Information (a2i) Program and Raingani Computer cum Technical Training Institute to develop skills of small plain land ethnic groups in woven/knit machine operation and ensure their employment. Mohammed Nasir, Vice President (Finance), BGMEA & Convener, BGMEA-SEIP; Kabir Bin Anwar, Director General (Admin), Prime Minister's Office & Project Director, a2i Program, PMO; and Muhammad Kamrul Hasan, Additional Deputy Commissioner (General), Sirajganj & Principal (in-charge), Rainganj Computer cum Technical Training Institute, inked the agreement on behalf of their respective organizations.

BGMEA Vice President Mahmud Hasan Khan (Babu) is seen speaking at a meeting of different stakeholders involved in the safety issues of the garment industry.





A meeting was held between BGMEA and Promotion of Social and Environmental Standards (PSES II) of GIZ, Project Progress Evaluation Team at BGMEA office to discuss activities, achievements, learning, and challenges of the projects being implemented by BGMEA in collaboration with PSES GIZ. BGMEA Senior Vice President Faruque Hassan and Director Miran Ali represented BGMEA at the meeting while the GIZ delegation included Dr. Bernd Gutterer, Business Development Consultant; Rudlof Czikl, Policy Advisor Health and Social Protection; Sebastian Berwanger, Advisor, Economic Policy and Private Sector Development; Dr. Jochen Weikert, Programme Coordinator; and Sarwat Ahmad, Senior Advisor, GIZ.



A seminar on 'Sustainable CEBAI and **Enhancing Efficiency** through Enterprise Based Training (EBT) Model' was held at BGMEA. First Vice President of FBCCI and former President of BGMEA Md. Shafiul Islam, former President of BGMEA Md. Atiqul Islam, Senior Vice President of BGMEA Faruque Hassan and Vice President (Finance) of BGMEA Mohammed Nasir, among others, attended the seminar.





An Indian business delegation led by President of Southern Gujarat Chamber of Commerce and Industry (SGCCI) Agrawal Bhavaniprasad Shambhudayal held a meeting with BGMEA leaders on at BGMEA office. BGMEA President Md. Siddiqur Rahman and Vice President (Finance) Mohammed Nasir represented BGMEA in the meeting.





We are on Green Banking Save Green Live Green

YOU DO RIGHT BY SAVING. WE DO RIGHT BY NOT CHARGING* YOU FOR IT.

higher profit rate (provisional) on Daily balance

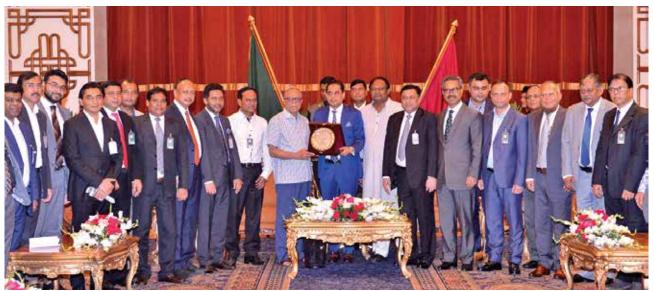
- Profit Payment Monthly
- 1st Cheque Book Free
- Debit Card Free
- Fees and Charges Free*
- SMS Banking Free
- Online Service Charge Free*

Mudarabah Money Spinning account will give you higher profit rate (provisional) than any other savings account. The relevent charges are free*. The account is fully Shariah compliant that has been designed to cater the needs of valued customers.



Committed to Cordial Service

* conditions apply



BGMEA leaders pay call on Hon'ble President of Bangladesh

A delegation of BGMEA headed by BGMEA President Md. Siddiqur Rahman paid a courtesy call on Honorable President of Bangladesh Md. Abdul Hamid at Bangabhaban on 9 August.

The delegation included Chairman of the Parliamentary Standing Committee on Home Ministry and former **BGMEA** President Tipu Munshi, MP, BGMEA First Vice President Moinuddin Ahmed, Senior Vice President Faruque Hassan, Vice President SM Mannan (Kochi), Vice President (Finance) Mohammed Nasir and Vice President Mahmud Hasan Khan (Babu) and BGMEA Directors. The BGMEA leaders apprised President Abdul Hamid of the overall situation of the country's RMG industry.

VP (Finance) of BGMEA elected Chairperson of RTISC

BGMEA Vice President (Finance) Mohammed Nasir has been elected as the Chairperson of the RMG and Textile Industry Skills Council (RTISC).

The election was held at the meeting of the RTISC's Governing Body at NSDC conference room on 29 August.

BKMEA Vice President (Finance) G. M. Faruque, Director of BTTLLMEA M. Shahadat Hossain and Director of BTMA Shahid Alam were elected as Senior Vice Chairperson, Vice Chairperson and Vice Chairperson (Finance) of RTISC respectively. BGMEA Directors Md. Ashikur Rahman (Tuhin) and Mizanur Rahman Chowdhury were also elected Directors of RTISC.

The RMG and Textile Industry Skills Council has been established to promote and facilitate skills development activities in the RMG and Textile industry to meet the demand of skilled workforce in the sectors.

Nine trade associations are members of RTISC, and they are – Bangladesh Garment Manufacturers and Exporters Association (BGMEA), Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA), Bangladesh Textile Mills Association (BTMA), Bangladesh Terry Towel and Linen Manufacturers and Exporters Association (BTTLMEA), Bangladesh Garments Accessories and Packaging Manufacturers and Exporters Association (BGAPMEA), Bangladesh Embroidery Manufacturers and Exporters Association (BMEA), Bangladesh Export Oriented Garments Washing Industries Owners Association (BEOGWIOA), Bangladesh Textile Dying Printing Industries Association (BTDPIA), and Mukto Garments Sramik Federation (representative of BNCCWE).





RMG industry's role integral to Bangladesh's economy: ADB Readymade garments (RMG) industry in Bangladesh has

Readymade garments (RMG) industry in Bangladesh has played an important role in accelerating the economic growth. This growth can be increased by diversifying its economy, improving the infrastructure, enhancing its structural transformation and creating meaningful jobs. In order to reduce surplus labour, the economy should grow at over 8 percent per year.

Improvement in the quality of education, increasing workers' vocational skills and providing access to finance can lead to the growth of multiple other sectors such as tourism, IT services and pharmaceuticals in the country, says a study released by the Asian Development Bank (ADB) and the International Labour Organisation (ILO). Some other factors like upgrading technology and effective learning in the workplace can also accelerate productivity and competitiveness.

"The readymade garments sector and overseas remittances have fuelled strong growth of over 6 percent in the past decade, allowing the economy to recently graduate to middle income status," said Edimon Ginting, Director in ADB's Economic Research and Regional Cooperation Department. The study also reveals that a rise in the number of migrant workers can prove to be beneficial. Bangladesh can tap into existing destinations like Bahrain, Qatar, Oman, Singapore as well as some new ones such as Lebanon, Jordan and the Republic of Korea for opportunities.

Accelerating the growth of decent work, a process which is underway under the framework of Bangladesh's7th Five Year Plan (FY2016-FY2020), is also recommended by the study.

China, Japan provide new hope for garment makers

Garment exports to China and Japan, two new markets, soared in fiscal 2015-16 -- the strongest sign yet of the growing stature of Bangladesh's apparel sector in global trade. Last fiscal year, garment exports to Japan stood at \$774.47 million, up 18.68 percent year-on-year, according to data from the Export Promotion Bureau.

Some \$341.22 million of garment items were shipped to China in fiscal 2015-16, an increase of 11.9 percent from a year earlier. The reason for the uptick is the recent relaxation of the rules of origin (RoO) by the governments of the two countries.

The RoOs are the criteria used to determine the national source of a product, and they vary from country to country. Their importance is derived from the fact that duties and restrictions in several cases depend on the source of import.

For instance, Bangladesh has duty-free access for its garment products, even for items made from imported fabrics, to the Japanese market.

The country has been enjoying duty benefits on its woven garment exports to Japan for many years now, and from April last year, its knitwear shipments were given the same privilege.

Japan's apparel market is worth about \$40 billion a year, and traditionally nearly 80 percent of it is catered by Chinese imports. In 2008, the Japanese government adopted the 'China plus One' policy to reduce the overdependence on China, following which its traders started sourcing garment items from other countries such as Bangladesh, Vietnam and Cambodia.

On the other hand, Bangladesh's garment exports to China also increased last fiscal year as the Chinese government awarded duty-free facility to 4,721 items. China, despite being the largest apparel manufacturer in the world, is emerging as a major export destination for Bangladesh owing to its fast-expanding middle-class population. At present, the majority of the Chinese garment makers produce high-end products for Western retailers, as they do not deem the \$150 billion local market to be lucrative enough.

The development has opened doors for Bangladeshi garment manufacturers to grab a larger share of the Chinese market.



Trousers becoming top export earner

Trousers become top apparel exports item accounting for more than 22 percent of the country's total readymade garment shipment of \$28.09 billion in the last fiscal, industry insiders said.

The country fetched \$6.31 billion from trousers, \$6.11 billion from t-shirts followed by \$3.77 billion from jackets, \$3.18 billion from sweaters and \$2.31 billion from shirts export in the just concluded fiscal year. T-shirts accounted for 21.77 per cent, jackets 13.43 per cent, sweaters 11.32 per cent and shirts by 8.24 per cent respectively. The top five items fetched \$21.71 billion, more than 77 per cent, out of the total \$28.09 billion garment exports in the last fiscal, the data showed. Industry insiders claimed that manufacturers are now switching over to more value added products especially in the segment of trousers while the revised rules of origin by the European Union boosted the penetration. Trousers and t-shirts that became the top apparel export items indicated that Bangladesh has now been gradually producing medium and high-end products. In denim making, the country successfully drew the attention of global buyers due to bringing variation in design and colour by using the latest technology in

Dutch envoy expresses satisfaction over security steps

The Dutch Ambassador to Bangladesh expressed satisfaction over the government's security measures in response to the recent militant attacks in Dhaka and Kishoreganj. "We are confident that the government is making progress in securing the country," Ambassador Leoni Cuelenaere said after a meeting with Commerce Minister Tofail Ahmed at his secretariat in Dhaka.

"We have to talk about security, the whole world has to talk about it," said the envoy.

"One thing I particularly appreciate is that the government is raising awareness among the public, because you cannot fight this battle alone," she said.

Cuelenaere also praised the progress made in worker safety in the garment sector after the Rana Plaza building collapse in April 2013. "My country is happy with the progress that Bangladesh made in the RMG sector. That is also a reason why my minister is coming to Bangladesh again. I think this is the third or fourth time she is coming here," Cuelenaere said.

The Dutch government is going to organise a conference on sustainable sourcing in the Netherlands next month to discuss more responsible business behaviour in sourcing of garments by the stakeholders.

"You have made tremendous progress. We think that it is important to keep that progress going," she said. The Netherlands is a major export destination for Bangladesh, particularly for garment items. In fiscal 2015-16, Bangladesh exported goods worth \$845.92 million, of which \$659.55 million was garment items, according to data from the Export Promotion Bureau. In fiscal 2014-15, Bangladesh's export to the Netherlands was \$840.34 million, the data said. Bangladesh imports goods worth nearly \$141 million from the Netherlands in



Moriarty praises progress in factory upgrades

More than 54 percent of remediation works have been completed in the garment factories that the Alliance members, including Walmart and Gap, source from. "Remediation is an important part of the safety initiative. I am amazed with the transformation of the factories in Bangladesh," said James Moriarty, Country Director of Alliance, speaking to a group of journalists at his office in Dhaka.

Alliance is a factory inspection and remediation agency of 29 North American retailers and brands. Engineers of Alliance have been monitoring the progress in remediation on fire, electrical and structural elements after the completion of the preliminary inspection in September 2014. Alliance member factories have already imparted training to 1.2 million workers on fire and building safety and set up hotlines so that workers can complain to government officials if any dispute arises.

"Bangladesh has become a positive example for safety progress in the garment factories," he said. "We are thinking about replicating the process in other countries."

Alliance members reaffirmed that they will continue to source garment items from Bangladesh, despite the recent militant attacks. Out of 29 retailers and brands under the Alliance umbrella, 14 have their own offices in Bangladesh. "I still did not hear of any Alliance member cancelling their work orders in Bangladesh."



RMG factories to get funds for workers' dorms

A total of 13 apparel manufacturers have recently got approval from Bangladesh Bank for low-cost funds to construct dormitories for their workers in order to provide them with better living facilities. According to an agreement signed between the Bangladesh Bank and Bangladesh Garment Manufacturers and Exporters Association, the central bank will provide loans at 1.5% interest. The loan will be repaid in 15 years.

Of the construction cost, BB will provide 60%, which would be calculated on the basis of land price and construction cost. If the land prices amount to 40% of the total cost, the factory owners would not have to pay any amount while Bangladesh Bank will pay the full construction cost.

The dormitories have to be built on the land owned by the factory owners.

Guideline for workers' welfare fund on cards

The government is preparing a guideline on disbursing the money deposited in the recently formed workers' welfare fund.

The government floated the fund for garment workers in September last year, and started deducting 0.03 percent of export receipts directly from the bank accounts of exporters from July this year.

"We are preparing the guideline in consultation with union leaders and other stakeholders," Shipar said. The government, factory owners, international retailers and International Labour Organisation have to look for funds from various sources to provide compensation to victims, he said.

The government incorporated the option of deducting 0.03 percent of the export receipts of all garment makers in the rules of the amended labour law.

Govt sets \$37b export target for FY17

The government set the export earnings target at \$37 billion for the financial year 2016-17, envisaging 8.06 per cent growth in the period.

The target for this financial year has been set based on a commendable performance by the readymade garment sector in the just concluded financial year 2015-16 when the sector contributed \$28.09 billion to the country's total export earnings of \$34.24 billion.

Commerce Minister Tofail Ahmed announced the export earnings target at a press conference at the ministry conference room in Dhaka.

The RMG export target has been set at \$30.37 billion for FY17 which is \$2.28 billion higher than the earnings the sector posted in FY16.

The Ministry set \$14.16 billion export earnings from knitwear while \$16.20 billion from woven garments with 6.09 per cent and 9.96 per cent growth respectively.

Earnings from leather and leather products have been set at \$1.22 billion with 5.09 percent growth while earnings from home textile at \$775 million and jute and jute goods at \$964 million for FY17.

Tofail Ahmed said the export target for the next financial year has been set considering some national and international factors including trend of export growth during the last five years, slow recovery in global economy, low commodity prices on the global market.

He said that the country's export earnings could increase to \$40 billion if the euro was not devalued against the US dollar.





Fastening the world with care

"A Global Brand Now"











NEO Zipper Co., Ltd.

Global Corporate Head Quarter Dhaka (Bangladesh):

7/A, Squibb Road, Kathaldia, Borodewra, Tongi, Gazipur - 1711, Bangladesh Tel.: +88 02 9814952-4 info@neozipper.com

Bangladesh Regional Office Chittagong:

Nasirabad View, 4th Floor Holding # 1298/1459, 2 no. gate, Mosque Lane Jaman Road, East Nasirabad, Chittagong-4000 Bandladesh

Tel.: +88 031 2552778, E-mail: info@neozipper.com

NEO Hongkong Inc., Ltd.

14/F., Kam Fung Commercial Building Nos. 2-4 Tin Lok Lane, Wanchai, Hongkong. Tel: +852 2815 1238 neohk@neoziphk.com

Canada Representative Office:

northamerica@neozipper.com

Europe Representative Office (Netherlands):

europe@neozipper.com

Korea Representative Office:

Tel.: +822 20270121, E-mail: korea@neozipper.com

www.neozipper.com

BANGLADESH'S RMG EXPORTS TO WORLD, FY 2015-16 & 2016-17

Value in Million US\$

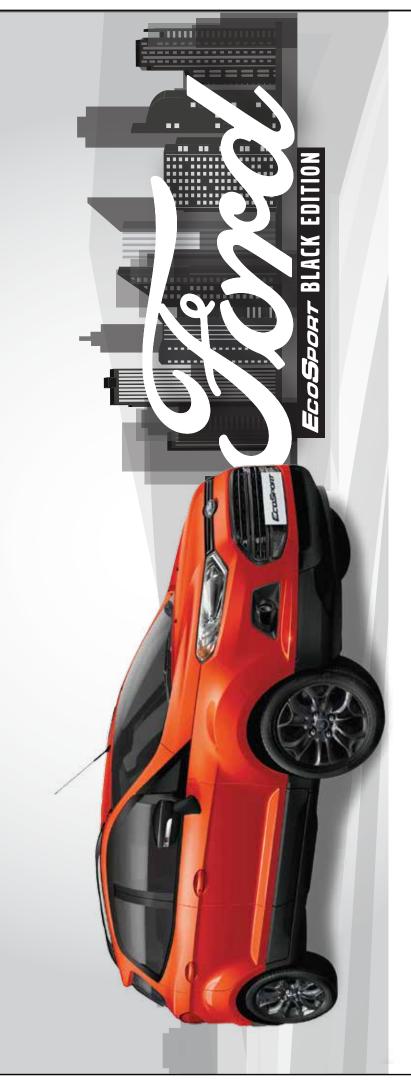
Month	ALL COUNTRIES										
	Woven Year		Growth Rate	Knit Year		Growth Rate	Total (Woven+Knit)		Growth Rate		
										2015/16	2016/17
	July	1087.79	1040.35	-4.36	1127.37	1077.23	-4.45	2215.16	2117.58	-4.41	
August	1138.68	1330.68	16.86	1131.19	1395.61	23.38	2269.87	2726.29	20.11		
September	962.65	894.08	-7.12	991.55	927.95	-6.41	1954.20	1822.03	-6.76		
October											
November											
December											
January											
February											
March											
April											
May											
June		_	_	_		_					
Total:	3189.12	3265.11	2.38	3250.11	3400.79	4.64	6439.23	6665.90	3.52		

BANGLADESH'S RMG EXPORTS TO WORLD, FY 2014-15 & 2015-16

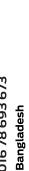
Month	ALL COUNTRIES									
	Woven		Growth Rate	Knit		Growth Rate	Total (Woven+Knit)		Growth Rate	
	Year			Year						
	2014/15	2015/16	reaco	2014/15	2015/16	rtato	2014/15	2015/16	rtato	
July	1210.08	1087.79	-10.11	1307.90	1127.37	-13.80	2517.98	2215.16	-12.03	
August	815.34	1138.68	39.66	898.44	1131.19	25.91	1713.78	2269.87	32.45	
September	937.29	962.65	2.71	1064.12	991.55	-6.82	2001.41	1954.20	-2.36	
October	731.53	878.82	20.13	787.96	920.31	16.80	1519.49	1799.13	18.40	
November	999.23	1158.09	15.90	939.36	1066.31	13.51	1938.59	2224.40	14.74	
December	1269.23	1477.50	16.41	1063.8	1195.32	12.36	2333.03	2672.82	14.56	
January	1303.77	1456.00	11.68	1116.10	1169.70	4.80	2419.87	2625.71	8.51	
February	1146.72	1324.69	15.52	960.62	1041.66	8.44	2107.34	2366.35	12.29	
March	1144.21	1281.54	12.00	930.58	1030.91	10.78	2074.79	2312.45	11.45	
April	1000.54	1133.62	13.30	938.94	1063.14	13.23	1939.48	2196.76	13.27	
May	1199.27	1264.04	5.40	1159.71	1182.74	1.99	2358.98	2446.78	3.72	
June	1307.40	1575.32	20.49	1259.26	1435.22	13.97	2566.66	3010.54	17.29	
Total:	13064.61	14738.74	12.81	12426.79	13355.42	7.47	25491.40	28094.17	10.21	

Source: EPB & compiled by RDTI Cell, BGMEA

BLACK IS THE NEW BOLD



HOTLINE: +88 016 78 693 673 f Ford Bangladesh





AG AUTOMOBILES Tejgaon I Uttara





Solution Partner

Building Technologies SIEMENS

"We can't impose our will on a system. We can listen to what the system tells us, and discover how its properties and our values can work together to bring forth something much better than could ever be produced by our will alone."

(+880) 1755501399

be produced by our will alone." Donella H. Meadows, Thinking in Systems: A Primer Nuisance Alarm Free Detection System Building Alar **ARMSTRONG SIEMENS** Mostro Control System ACE CONTROLS LIMITED Creating Buildings With Intellect House-83, Road-23, Suit-C2 Gulshan-1, Dhaka - 1212, Bangladesh :+880 (2) 8818042-43 : +880 (2) 8818064 Fax Contact Md. Quamruzzaman

Systems validate for FDA Approval and Leed Building Certification



NOVOAIR EBL Co-Branded Prepaid MasterCard

