

The Apparel Story

May-June 2015

Feature of the Month
**Trans-Pacific
Partnership**

Special Interview
**Tête-à-tête with
Prof. Arnold Zack**

**Bangladesh
moving forward in
functional fabrics**



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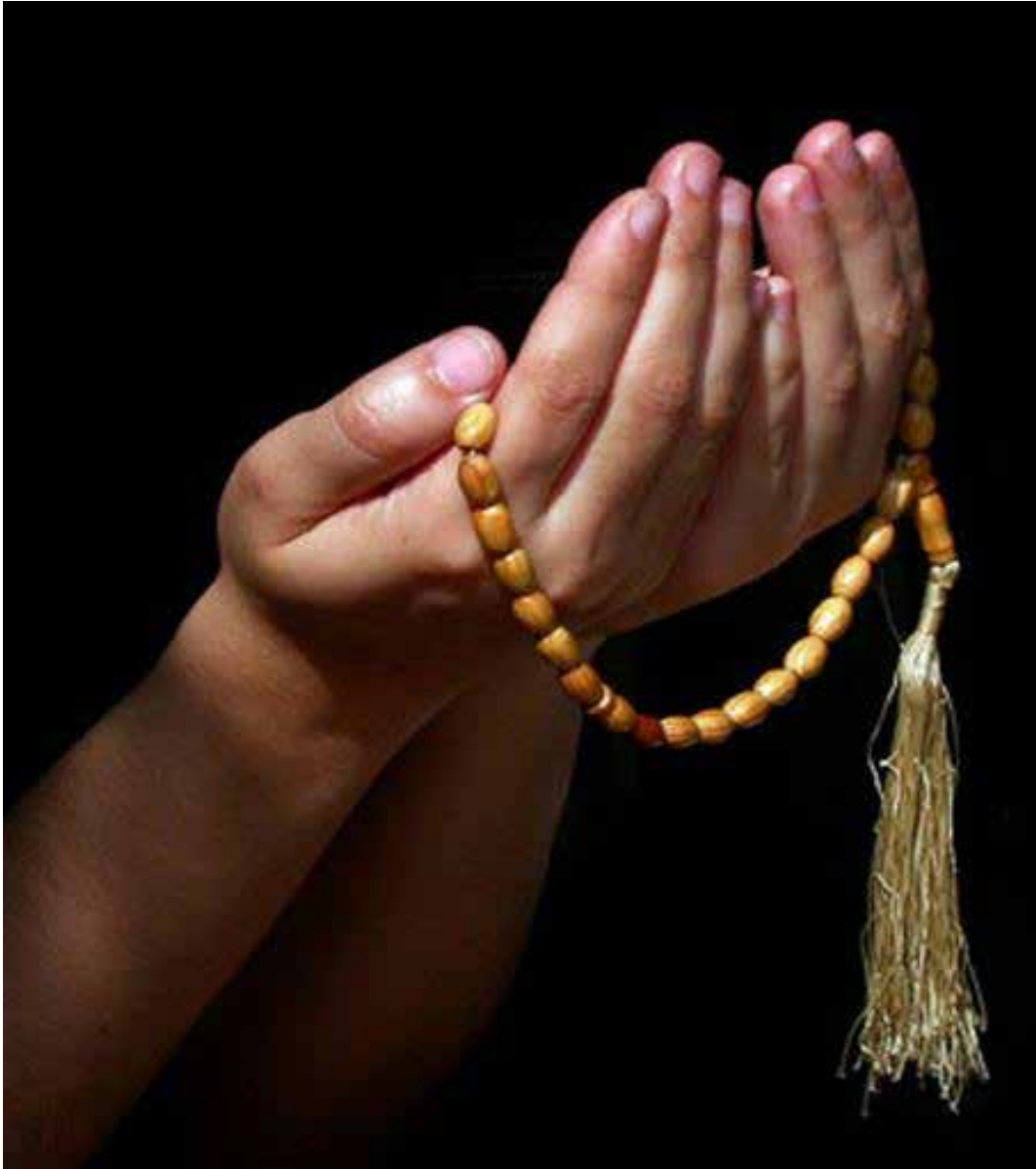
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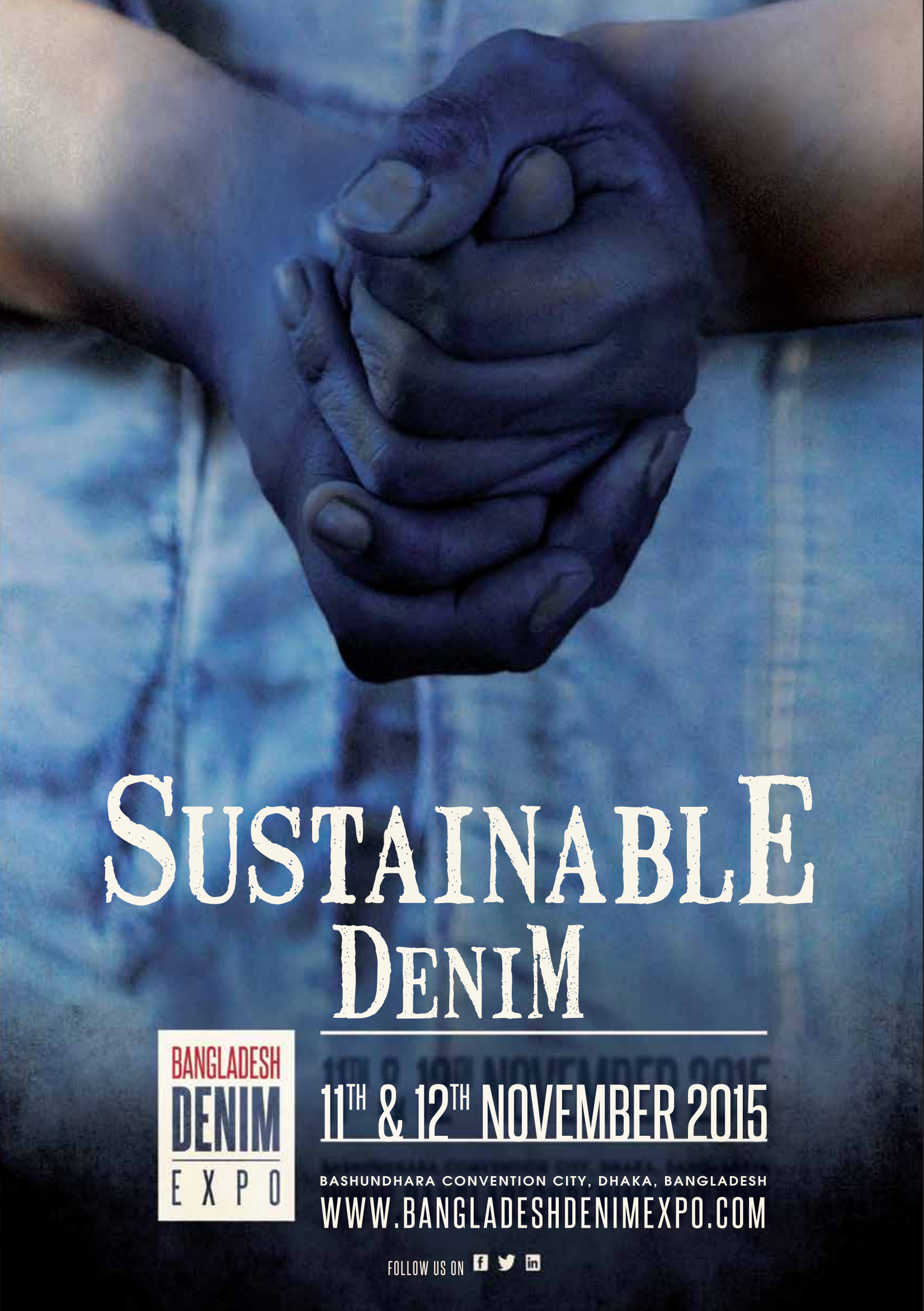
The Apparel Story



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*G*iven Bangladesh's strong foothold in the global apparel realm and favorable world market scenario, we have set a vision to achieve \$50 billion of RMG exports by 2021. Many may consider this to be over-optimism; but it is our contention that for Bangladesh's RMG industry this is an achievable goal. Stepping into the world of high-end apparel and producing special fabrics for world-famous brands and buyers by our entrepreneurs is a clear indication of our steady march towards the vision. It is encouraging the number of such high-end product manufacturing factories is on the rise, which is a good omen for our industry. The cover story brings out the stories of some of those factories which produce special and functional fabrics for renowned brands like Puma, Nike etc. This issue contains a special feature on Trans Pacific Partnership (TPP) which discovers possible effects of the agreement on our export and ways to cope with them. This story will be food for thought for our policy-makers and entrepreneurs.

There is no denying that RMG industry has been making immense contribution to our economy. Besides the apparel industry other sectors like ICT, leather goods and footwear, pharmaceuticals are growing at a steady pace, which is a healthy sign for our country. If the government extend adequate support to these emerging industries, they will make substantial contribution to our economy. This issue focuses on the problems and prospects of the leather sector. Another story on Japan and Chile market will apprise our readers, especially exporters who look for new market, of trade privileges recently offered by the two country.

This compendium also contains a feature on denim expo, interview of Prof. Arnold Zack, articles on environment and career, fashion and style, behind the brand etc.

Hope all the articles and features will apprise our valued readers of what is happening in the apparel industry.

Md. Shahidullah AZim
Vice President, BGMEA

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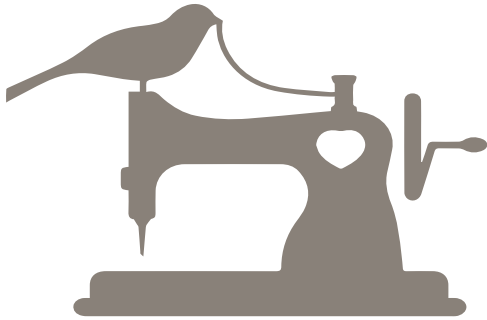
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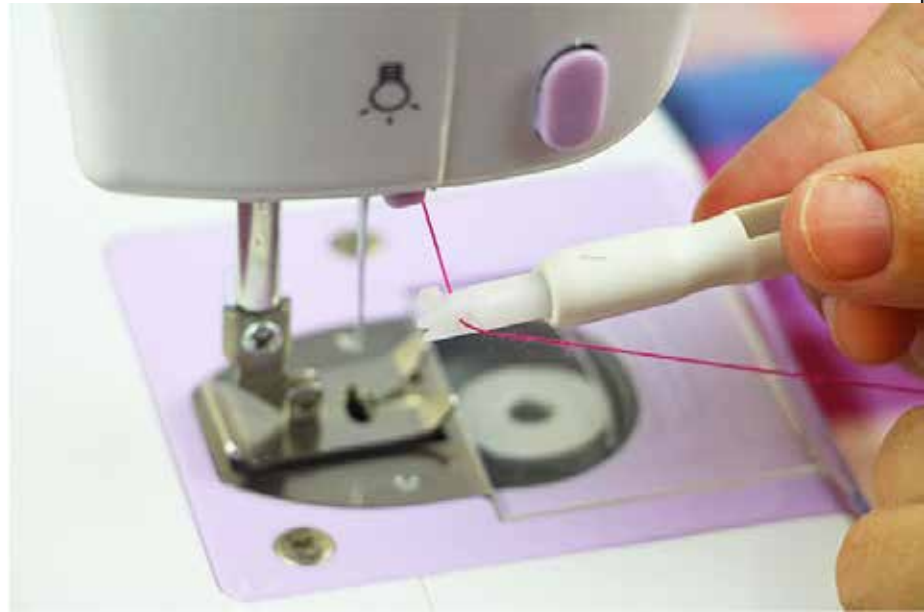
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Bangladesh moving forward in functional fabrics

By Shahriar Rahman

T

Top international brands are turning to Bangladesh to source fabrics for sportswear. In recent times, more than 90 per cent sportswear products are being made from local fabrics as the country is going to attain self-sufficiency in knitwear fabrics. What is heartening that a good number of brands are coming up with new orders of functional fabrics, bypassing the competitors like China, India and Turkey.

Md. Ashraful Hassan, Managing Director of Grameen Knitwear Ltd told *The Apparel Story* that once there was a time that we were only focused on cotton fabrics. But now many factories of Bangladesh are producing sportswear and the fabrics for the wear also being produced by the factories. The Managing Director of Grameen Knitwear which is a proud manufacturer of the jersey for the England Test



Md. Ashraful Hassan
Managing Director, Grameen Knitwear Ltd



Dipak Bhowmik
Chairman, Landmark Group



M.S. Zaman
Managing Director, Micro Fibre Group



Cricket team and which manufactured jersey for Bangladesh cricket team in 2010, however said that the technicality in manufacturing the sportswear is not so easy. “We have yet to go a long way to establish Bangladesh as a strong supplier of sportswear and functional fabrics,” he opined. The Grameen is producing various types of functional fabrics that all are used by their own factory to prepare garments for globally reputable sportswear brands.

Grameen is not alone in the list of producing functional fabrics, other companies of Bangladesh like Landmark Fabrics, Divine Fabrics Ltd, Fakhruddin Textile Mills Ltd, Micro Fibre Ltd etc are also now popular names in the world for producing quality sportswear fabrics. Micro Fibre Ltd has the capacity of producing 36 ton of fabrics per day and

the main customers of the company are C&A and H&M. The Managing Director of Micro Fibre M.S. Zaman said that though the majority of fabrics produced in Bangladesh is still made of cotton, a significant number of our fabrics factories are now making fabrics made of polyester and synthetic for sportswear. “The advantages in producing these type of fabrics are it requires much less water than cotton fabrics, pollutes less water and of course, the price of the fabrics are higher than the cotton fabrics.” China was the main supplier of these type fabrics in the world and as China is now shifting its production from garments to hi-tech products, Bangladesh should avail of this opportunity,” he added. The Managing Director of Micro Fiber thinks that the main challenge in manufacturing functional fabrics is technical know-how. However, as the

number of functional fabrics factories is increasing in the country, the shortage of technical human resource required in the field is not as acute as it was in the future.

According to Dipak Bhowmik, Chairman of Landmark Group, functional fabrics mean active fabrics. He thinks that for the growth of more factories of functional fabrics in Bangladesh access to finance at low cost interest is very important. “Yes, the profit of manufacturing functional fabrics is higher but the investment it requires is also huge.” So, if the entrepreneurs get loan at low interest rate it will be easier for them to go for this factories, said Dipak Bhowmik.



Opportunities for BD's RMG arise in Japan & Chile

BY Nasim Uddin



Encouraging news for those RMG entrepreneurs who seek to expand their business with export to new markets besides traditional ones. New trade benefits recently offered by Japan and Chile have opened up vista for Bangladeshi exporters, especially RMG.

Bangladesh's RMG exports to Japan is set to witness a big leap as Tokyo has further relaxed the rules of origin of its GSP scheme for importing knitwear products from the country.

The other good news is that Chile has decided to provide duty-free access of Bangladeshi products, including RMG, to its markets from January 1, 2015. Bangladesh's exports to Chile is expected to increase multifold as the country has entered the unexplored market with the duty-free privileges.

“

I hope we will be able to keep this growth momentum in the non-traditional markets and maintain the growth sustainability to achieve our vision of \$50-billion export by 2021.”

Faruque Hassan
Former Vice President, BGMEA

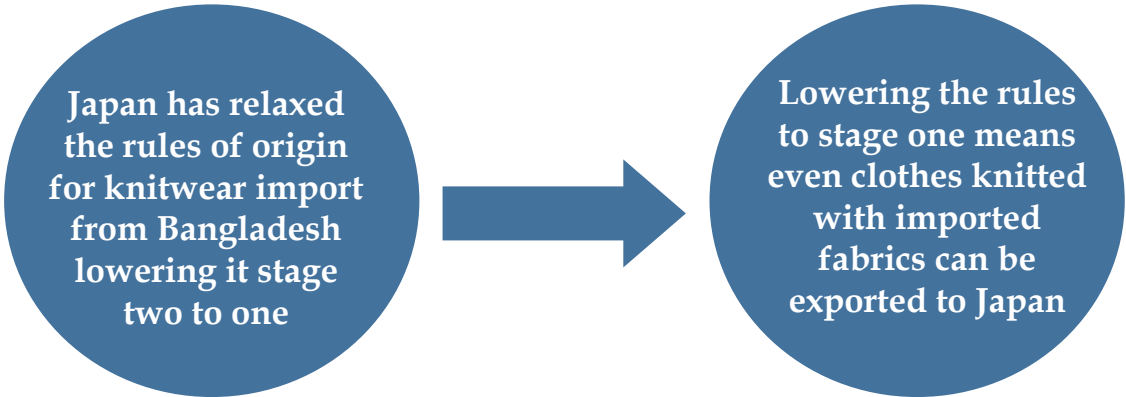
Why New Market So Important?

High dependence on a few traditional markets creates a sort of vulnerability in terms of sustainability. If share in a traditional market is reduced for any reason, there is hardly any option to cope with that situation. Another important reason for exploring non-traditional markets is that from the existing markets the manufacturers get sufficient orders for eight months in a year, but remain idle during rest of the four months.

if they can explore new markets in Latin America and South Africa, the flow of orders will remain the same throughout the year, as when it is winter in the US, it is summer in the southern hemisphere and Latin America. Faruque Hassan, former Vice President of BGMEA, said the variation in the seasonal cycle in Latin America largely due to its location in the Southern Hemisphere created a unique advantage for Bangladesh’s apparel exporters to boost export even during the lean periods. “I hope we will be able to keep this growth momentum in the non-traditional markets and maintain the growth sustainability to achieve our vision of \$50-billion export by 2021,” the former BGMEA Vice President said.

Japan Market

Japan relaxed the rules of origin of its GSP scheme for knitwear products in 2011 when it lowered the stage to two from three. Relaxing it further means this will come to stage one. Stage three required Bangladesh to have its own thread for making the product, which was tough for the country to comply with. The provision was lifted when the rules of origin was relaxed to stage two level. Lowering the rules to stage one means even clothes knitted with imported fabrics can be exported to Japan.



Bangladesh’s Apparel Export to Japan

Value in Million USD

Product label	2010	2011	2012	2013	2014
Knit	69.70	154.99	208.10	240.92	284.23
Woven	127.17	194.55	278.09	324.03	356.17
Total	196.87	349.54	486.19	564.95	640.40
Growth	63.31%	77.55%	39.10%	16.20%	13.35%

Source: Export Promotion Bureau (EPB)

Chile Market

Chile is a potential market for the RMG of Bangladesh. Duty-free access provided by Chile from this year has opened up great opportunities to increase Bangladesh’s exports to Latin American country. Bangladesh has seen a significant rise in apparel export to Chile in the last five years. RMG exports to the North American country has reached \$36.50 million in 2014 which was only \$8.37 in 2010. As per the previous laws of Chile, imports from Bangladesh were subject to 17% duty. Apparel exporters hope the duty-free access to Chile market would result in significant increase in garment exports to the country.

Value in Million USD

Product label	Chile's imports from Bangladesh				
	2010	2011	2012	2013	2014
Knit	4.92	10.07	14.16	24.13	24.68
Woven	3.45	5.61	6.69	9.58	11.83
Total	8.37	15.68	20.85	33.71	36.50
Growth	9.89%	87.37%	32.93%	61.68%	8.30%

Source: Export Promotion Bureau (EPB)

Dr. Mostafa Abid Khan, former Director, Bangladesh Foreign Trade Institute (BFTI), said that it is good that Bangladesh’s apparel exports to non-traditional markets are increasing. Stressing the importance of exploring new export market he said, “Apart from Japan and Chile, a number of countries have emerged as promising non-traditional markets like Russia, Brazil, Korea, Indonesia etc.” The government and BGMEA should pursue these countries for getting trade privileges. Here our embassies can play a crucial role, Dr. Abid added.



Budget for 2015-16 FY: RMG Perspective

By Nasim Uddin

Eyes of people from all walks of life were glued to the television set on June 4 to listen to Finance Minister AMA Muhith who announced the national budget for 2015-16 financial year. He proposed a budget of Tk. 2,95,100 crore for next 2015-16 FY with GDP growth at 7 percent and inflation rate at 6.2 percent. The estimated size of the annual expenditure of the government through the budget will be around 17.2% of the country's gross domestic product (GDP).

The revenue receipts for FY2015-16 have been estimated at Tk. 2,08,443 crore which is 12.1 percent of GDP, of which NBR tax revenue is estimated at Tk. 1,76,370 crore. Tax revenue from non-NBR sources has been estimated at Tk. 5,874 crore. Besides, Tk. 26,199 crore is expected to be collected from non-tax sources. The allocation for non-development expenditure including other expenses has been estimated at Tk. 1,98,100 crore. In addition, Tk. 97,000 crore has been

For FY 15-16

Tk. 2,95,100 cr

Non-development Budget
Tk. 1,98,100 cr

7%

6.2%

Tk. 2,08,443 cr

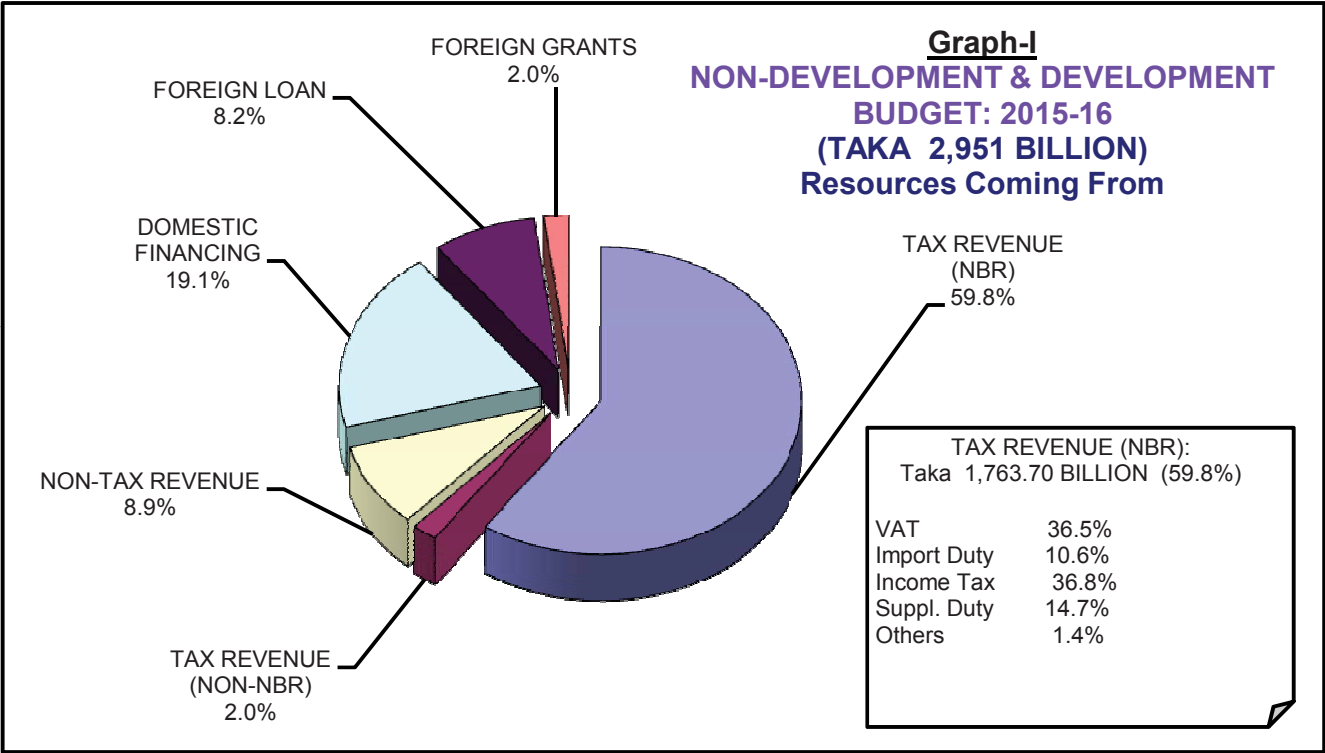
NRB earnings
Tk. 1,76,370 cr

Non-NRB earnings
Tk. 32,073 cr

The apparel sector has undergone a major transformation in term of workplace safety. Almost all the factories have been inspected by NAP, Accord and Alliance and provided with corrective action plans. Now factories are on process of

While the budget for 2015-16 FY contains a number of

- **Exemption of custom duty VAT on the imports of fire extinguishing equipment, energy efficient electrical items and infrastructural equipment**
- **Exemption of existing Advance Trade Vat (ATV) on a raw material of polyester yarn**
- **Initiatives to establish 30 public and private economic zones in different part of the country and provide long-term stimulus packages for investors in the zones**
- **Establishment of National Human Resource Development Fund (NHRDF) with allocation of Tk. 100 crore to ensure continuous funding for skill development activities**
- **Incentives for RMG sector to diversify export products**



Proposals unconducive to growth of RMG Industry

- **Increase in source tax to 1 percent from 0.3 percent**
- **5 percent import duty on fire extinguishing equipment, energy efficient electrical items have been imposed**
- **1 percent duty on the import of capital machinery**
- **Time of reduced corporate income tax rate at 10 percent for RMG industries is not extended**
- **No allocation for providing loan at low rate to RMG factories to make them compliant as per international standards**
- **No proposal for duty-free import of items needed for setting up green/compliant factories**
- **The rules-91 of Custom Act-1969 has not been amended. The rules allow Custom Valuation and Internal Audit Commissionerate for double audit of RMG bond license activities though there is a Bond Commissionerate dedicatedly serving this purpose**
- **Arears of VAT imposed on RMG factories out of supplies of goods and services from local market has not been exempted**

business-friendly steps, some proposals have raised concern in the RMG sector. Among them the proposal for increasing source tax to 1 percent from 0.3 percent will hit hard the RMG sector. Apparel exporters and experts said the worst victim of the proposal for raising tax at source is the textile sector that has been facing a lot of challenges including safety inspections of buyers groups and image crisis caused by the political turmoil that occurred in first three months of the current year. Moreover, on an average Tk. 5 crore is required for each factory to make the unit compliant as per the corrective action plan provided by the brands and buyers groups. Besides, the cost of production increased by 10 percent in 2015 from 2013 as expenditure in workers' wages increased by 15 percent in the period. Under the circumstances, the proposed tax raise at source would impact on the competitiveness of the sector. Apparel exporters demand continuation of the existing source tax at 0.30 percent. One percent duty has been proposed on the import of RMG capital machinery which will

hamper the growth of the apparel sector. Besides, the budged did not mention the extension of reduced corporate income tax rate at 10 percent for RMG industries. There is no allocation in the budget for providing loan at low rate to RMG factories to make them compliant as per international standards. There is no proposal for duty-free import of items needed for setting up green/compliant factories. Policy support from the government played a crucial role in making Bangladesh second largest apparel exporting country in the world. It is true that since its inception the RMG sector has got various support from the government, at the same time the industry has given a lot to the country – it brings billions of dollars, has created direct employment for 4.4 million people, empowered women etc. Since apparel industry is highly price-sensitive, it is very difficult to remain competitive in the market without support from the government.

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Beautiful Bangladesh

Summer Shines in Bangladesh

Text: Omar Gias
Photos: Internet





B

Bangladesh is a land of six seasons where every season has its special beauties and bounties. Summer, the hottest period of the Bangla year with scorching sunshine, has ample sweet cards up in its sleeve to appease and please people. Luscious mangoes, jackfruits, black-berries, litchis, melons and many other juicy-fruits grow in this season which cool off the hearts in hot and humid weather. Various kinds of flowers also blossom in this time that attract colorful butterflies and nature-loving people alike to rejoice and feel rejuvenated. This season makes soil soft for easy cultivation that brings smile to farmers' faces.

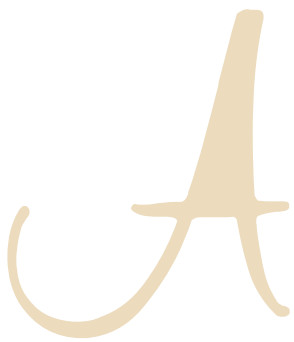


Special *Interview*

A close-up portrait of an elderly man with light skin, blue eyes, and thinning hair. He is wearing a dark suit jacket, a white shirt, and a patterned bow tie. The background is dark and out of focus.

Tête-à-tête with
Prof. Arnold Zack

Professor Arnold M. Zack is a private mediator and arbitrator. He has helped develop labor dispute resolution systems in Australia, Bermuda, Cambodia, Ethiopia, Italy, Greece, Swaziland, South Africa, and in China, and has taught dispute resolution courses at Cornell, Yale, and Harvard Universities. Prof. Zack in an exclusive interview with *The Apparel Story* shared his thoughts and observations on different issues of the RMG industry in Bangladesh.



Apparel Story (AS): Bangladesh wants to achieve the 50 billion target by 2021. What factors do you think we should focus on for achieving this mission sustainably?

Arnold Zack: In general we have been talking about how everybody wants to achieve that goal. The workers, unions, NGOs and brands -- all want to achieve the vision 2021. The only way Bangladesh is going to get there is if they cooperate and coordinate. There have been many self-made obstacles which only impede the achievement of this goal. What needs to be done is to get more transparency and put in more effort to eliminate the differences. For example, if you have a code of conduct and everybody will agree on what the code of conduct should be. A unified code of conduct. It only makes the running more efficient and everybody knows what they are dealing with rather than fighting over with yours or mines.

AS: To achieve this vision the confidence of the buyers on the RMG industry of Bangladesh is very important. How can the Bangladeshi garment manufacturers build the buyers' confidence?

Arnold Zack: All buyers have different standards, programs and benefits. The manufacturers should respect these and that would help build confidence. If the brands have a code of conduct, they should be confident that it is being followed and that can only be achieved through transparency. Try and get coordination and co-operation.

AS: We often hear from the manufacturers' side that the buyers are not paying higher prices. They are continuously telling factories to make remedies and take corrective action plans and increase minimum wages but there is no increase in the prices. What roles do the buyers have to play to make the industry sustainable?

Arnold Zack: You are competing against the workers from a lot of different countries and if Bangladesh wants to get this work, there has to be coordination. You need to understand that you are competing against every other country in Southeast Asia and unless you work as a team you are not going to make it. Other countries are doing so.

AS: Is not there an ethical perspective to all this?

Arnold Zack: Ethical perspective? It is a marketplace; a free market place. And as long as you are not cheating and as long as somebody is not being dishonest, this is exactly how a market works and this is exactly how it works. Someone is going to make money now and someone is going to make money later. You do not want collision and you definitely do not want buyers to take their business out of Bangladesh and give it to somebody else. And I accept competition, I accept the market. So what you try to do is be honest and be transparent and have common goals.

AS: You have visited a factory in Bangladesh. What are your impressions about the factory and what according to you are the strengths of a Bangladeshi factory?

Arnold Zack: My only impression of Babylon Garments, which I visited, is that the issue where the manager said that it is going to cost them a lot of money to meet the safety issues and on top of that another 23% increase in money to cover them. What went through my mind is that is the law. You have workers who work for you and the law gives them protection. And also the companies that you are competing with need the law. You need to reconsider and see what your priorities are. First make sure that your workers are safe and after that think about competition.

noir

A Blooming Brand

By Tamanna Mahin



For decades now our garment industry has been catering to the world. We have become one of the most significant garment exporters of the world. However with a population of approximately 170 million the demand within the country is voluptuous. It is a massive thirst that is dying to be quenched. The answer comes to us in the form of small retailers emerging from all the corners of the country to satisfy the demand that exists.

Noir is the answer to the demand of hundreds of consumers. A brain child of not one but three amazing minds, Shabnam Shehnaz Chowdhury, Managing Director of Noir, Shah Adeeb Chowdhury and Shah Rayeed Chowdhury, the Directors of Noir, the brand

aims at catering to the people of the country who are continuously deprived of the international fashion and trends. On an interview with The Apparel Story, Shah Adeeb Chowdhury, told us how Noir was not a fluke. It was something that was meant to be. He told us how his father started from the scratch and built this entire business on his own. Noir had all the support from the garment industry through backward linkage because of what his father had earlier established and they grew from that. They had the advantage of an already established textile plant, denim mill and garment factories.

The next step for this business is an expansion which is eventually going to happen. There will be an extension of

what they are doing right now. However, the younger generation, the brother duo, Shah Adeeb and Shah Rayeed, thinks that they need to take a step forward vertically rather than horizontally. The answer was retail. Shah Adeeb said, "You can only have a retail company after you have established a successful manufacturing company. Retail is a showcase of what the manufacturing company has achieved."

However, for them it was always about the creative journey. They wanted to show what they had achieved through the manufacturing sector. Everything aspired to bring Noir into existence. Noir believes that they have found the right balance between the east and the west. Their clothes cater to both



fashion disciplines and at a glance you can easily understand that they are successful at it.

Noir has tops, bottoms and accessories for both sexes: Shirts, Punjabis, Kurtis, Denims, Chinos, Belts, Bracelets, Shoes, Bags and so on. Capitalizing on the fashion fads is one of their secrets. They inspire from the western fashion trends and try to 'easternize' them for the Bangladeshi clientele. Even though Mr. Shah Adeeb Chowdhury has a degree in fashion designing, he focuses his attention on all aspects of the business along with his brother and mother, Shabnam Shehnaz Chowdhury. Noir takes pride in being a Bangladeshi brand. All Noir clothes are manufactured locally in their own factories. They do it themselves so that they can keep a keen eye on every product they offer their consumers. Their



Shah Adeeb Chowdhury, Director of Noir

Noir at a Glance:

- Noir started its journey on July 17, 2014
- Two outlets in Dhaka: Banani Road 11 and Dhanmondi Satmasjid Road.
- What they have to offer: Tops, bottoms and accessories for both sexes: Shirts, Punjabis, Kurtis, Denims, Chinos, Belts, Bracelets, Shoes, Bags and so on.
- Brains behind the brand: Shabnam Shehnaz Chowdhury, Managing Director of Noir, Shah Adeeb Chowdhury and Shah Rayeed Chowdhury, the Directors of Noir.
- Future: Representing Bangladesh on an international platform.

merchandizing process and production follow up are just like any other garment factories. Even though Noir is a part of Evince Group, it is a separate entity. It has no link in operation or finance with Evince group.

Retail, according to them, was the best way to show the world someone's hard work and achievements. Therefore to them,

Noir is not just a brand, it is a story: A story of their struggles and achievements over the years. It is a compilation of the lives of their family.

Ultimate goal with Noir is to go international. Their target is to represent Bangladesh on an international platform. It is difficult and very tricky but they believe that if you truly want something the universe conspires and it has to give it to you. Mr. Shah Adeeb Chowdhury further said that they have met a lot of dead ends before Noir happened and he is sure that they will again meet a lot of dead ends before they can go international but the trick is to not give up and be patient.

Noir's short term goal is to open 5 outlets here in Dhaka by the end of 2015. They have

already opened two: one in Banani and one in Dhanmondi, three more to go. They want to expand geographically: First Dhaka, then the major cities of Bangladesh, followed by South-East Asia, Asia and eventually the world. The trick is just to be consistent and believe. We at The Apparel Story wish them the very best and kudos on the job well done!

Trans-Pacific Partnership

Apparel Story Desk

T

The Trans-Pacific Partnership (TPP) plans to create a regional free trade agreement involving 12 Asia Pacific countries. The negotiating countries are Australia, Brunei, Darussalam, Chile, Japan, Malaysia, Peru, Singapore, the United States, Vietnam, Mexico, Canada and New Zealand. The agreement would accentuate economic ties between its diverse members by opening up trade in goods and services, accelerating investment flows, and promoting closer links across a range of economic policy and regulatory issues.

TPP is potentially a platform for wider, regional economic integration. The negotiation will give countries an opportunity to shape future trade liberalization in the Asia-Pacific region in line with the high quality benchmarks set by the original Trans-Pacific Strategic Economic Partnership (P4) Agreement.

One of the reasons of the P4 Agreement between Brunei, Chile, Singapore, and New Zealand was to establish a model that would potentially attract new Asia Pacific members. When the P4 negotiations took place in 2005, its parties agreed to begin negotiation on financial services and investment, as it was not covered in the original agreement. When these negotiations took place in March 2008 the US joined the group pending a decision on whether to participate in a comprehensive negotiation for an expanded TPP agreement. In September 2008, the US announced it would participate fully in the negotiations, and Australia, Peru, and Vietnam followed US's footsteps.

The Asia-Pacific region is a key driver of global economic growth. Roughly half of international trade flows through the region. The 12 economies negotiating TPP are all doing so because they see benefits in a regional free trade agreement as collectively the 12 TPP economies represent more than US\$ 27 trillion in GDP.

Although it seems to be a very beneficial free trade agreement for the ones involved, but with every positive aspect



comes negative insinuations and same is the case for TPP. According to some, TPP is a secretive, multinational trade agreement that threatens to extend restrictive intellectual property (IP) laws across the globe and rewrite international rules on its enforcement. The main problems are in two ways:

- Intellectual Property Chapter: Leaked draft texts of the agreement show that the IP chapter would have extensive negative ramifications for users' freedom of speech, right to privacy and due process, and hinder peoples' abilities to innovate.

- Lack of Transparency: The entire process has shut out multi-stakeholder participation and is shrouded in secrecy. When trade agreements are signed between countries, it is a blessing on trade for those countries, but can be disadvantageous for other countries not getting the benefits of the agreements but is competing with those same countries. For example, experts in Bangladesh fear that Vietnam may overtake Bangladesh in the global apparel market share in next 10 years once the Trans Pacific Partnership (TPP) takes place. According to a research report by Standard Chartered Bank released in January, the TPP agreement will likely boost Vietnam's apparel industry, while hurting South Asian competitors like Bangladesh. It was stated in the report that Vietnam could overtake Bangladesh in global apparel export market share



by 2024, raising its share to 11% from 4% currently, whereas Bangladesh's market would increase only marginally in this scenario to 7% from current 5%. On this basis, Vietnam would beat Bangladesh to become the second-biggest apparel supplier after China when its apparel exports swells to US\$ 115 billion, according to the report.

Even if TPP deal does not come through, Vietnam and Bangladesh are likely to stand neck-and-neck by 2024, each with an 8% apparel export market share. According to a Standard Chartered researcher, no matter what, the TPP trade pact to be signed in 2015, will have wide-ranging consequences for the global apparel industry.

“TPP in Vietnam will not hurt Bangladesh”

Dr. Mostafa Abid Khan

Former Director, Bangladesh Foreign Trade Institute (BFTI)

USA is the only major country in TPP to which both Bangladesh and Vietnam exports RMG.

The export volume of woven by Bangladesh to USA is way higher than Vietnam and Vietnam will not be able to reach that only through TPP.

Another important factor is the Rules of Origin. Only if Vietnam gets 1 stage rather than 2-stage, what they get in EU, then only they can benefit from TPP. But that is still uncertain.

Also TPP covers more than trading goods, like market access, intellectual property, investments, labor issues etc. So Vietnam has to address and comply with all the above factors and only then negotiation will be concluded.

Also TPP itself is very controversial so unless the negotiations are concluded, everything is still very uncertain.



Longing a Leap in Lingerie

By Omar Gias

T

To reach \$50 billion of RMG export, Bangladesh needs to shift its RMG production from bulk to high-end garments like sportswear, suit, swimwear, jacket, lingerie etc. The global lingerie market is booming which is likely to reach 82.1 billion U.S. dollars in 2016.

The largest market for lingerie is North America and the United States, while in Europe the highest growth in lingerie import occurred in Germany and Italy in recent years. Asian countries like India and China are also potential lingerie markets attracting international brands. The market of this intimate piece of garment is driven by brands that come up



with innovative products with new fabrics, embellishments, creative patterns etc. Big brands such as Calvin Klein, Lejaby, Rosy, Lise Carmel, and Victoria's Secrets dominate the international lingerie market. Currently men's lingerie has captured significant market share as well. However, men are far more experimental with their choices, and are likely to pick up exotic shades. Calvin Klein dominates the menswear market followed by Selfridges.

A single piece of lingerie is sold at international market as high as \$1400. Though Bangladesh has more than three decades of experience in manufacturing garments, lingerie production has started in the country not too long ago and very few factories are producing this garment inside Bangladesh. Knit Concern is one among these few factories which are exporting lingerie to the world. Though Knit Concern, a composite knit group, started its export in 1991, it commenced its lingerie production only three years ago. While talking with the Apparel Story, Joynal Abedin Mollah, the President of Knit Concern Group, said : "The price of a piece of lingerie is at least double than a T-shirt. But establishing a lingerie unit is not easy. First of all, it requires huge investment to start a lingerie factory as all the machines required for a composite lingerie unit are very much

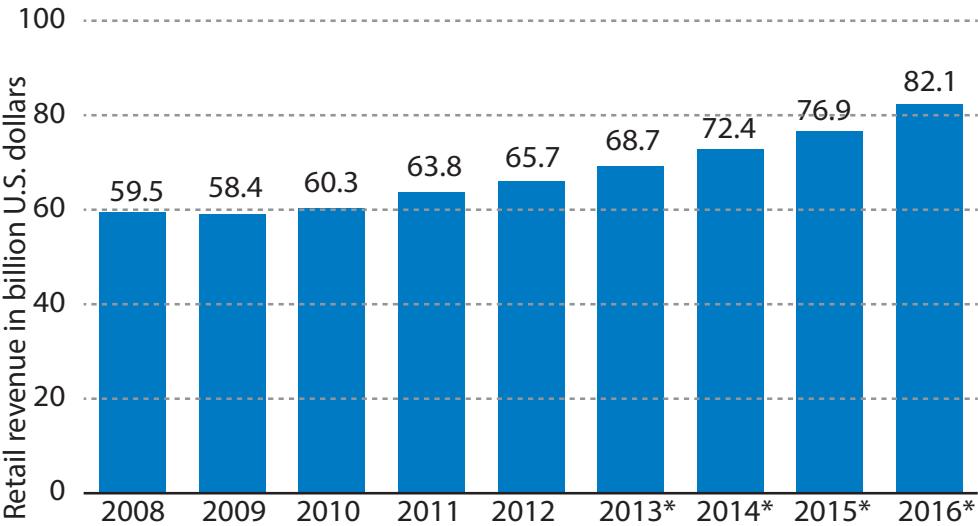


Joynal Abedin Mollah, President of Knit Concern Group

expensive." Moreover, the work of lingerie is very sensitive and the skill of workers needed in the production of this attire is totally different than the skills needed for other garments, he added. "Now we are working for lower-middle class and middle class buyers of lingerie like H & M. It will take time and efforts if we want to catch the higher-end buyers. Because we still have to depend on China for accessories for even developing lingerie samples." Women buy lingerie with high price because they prefer the style, or

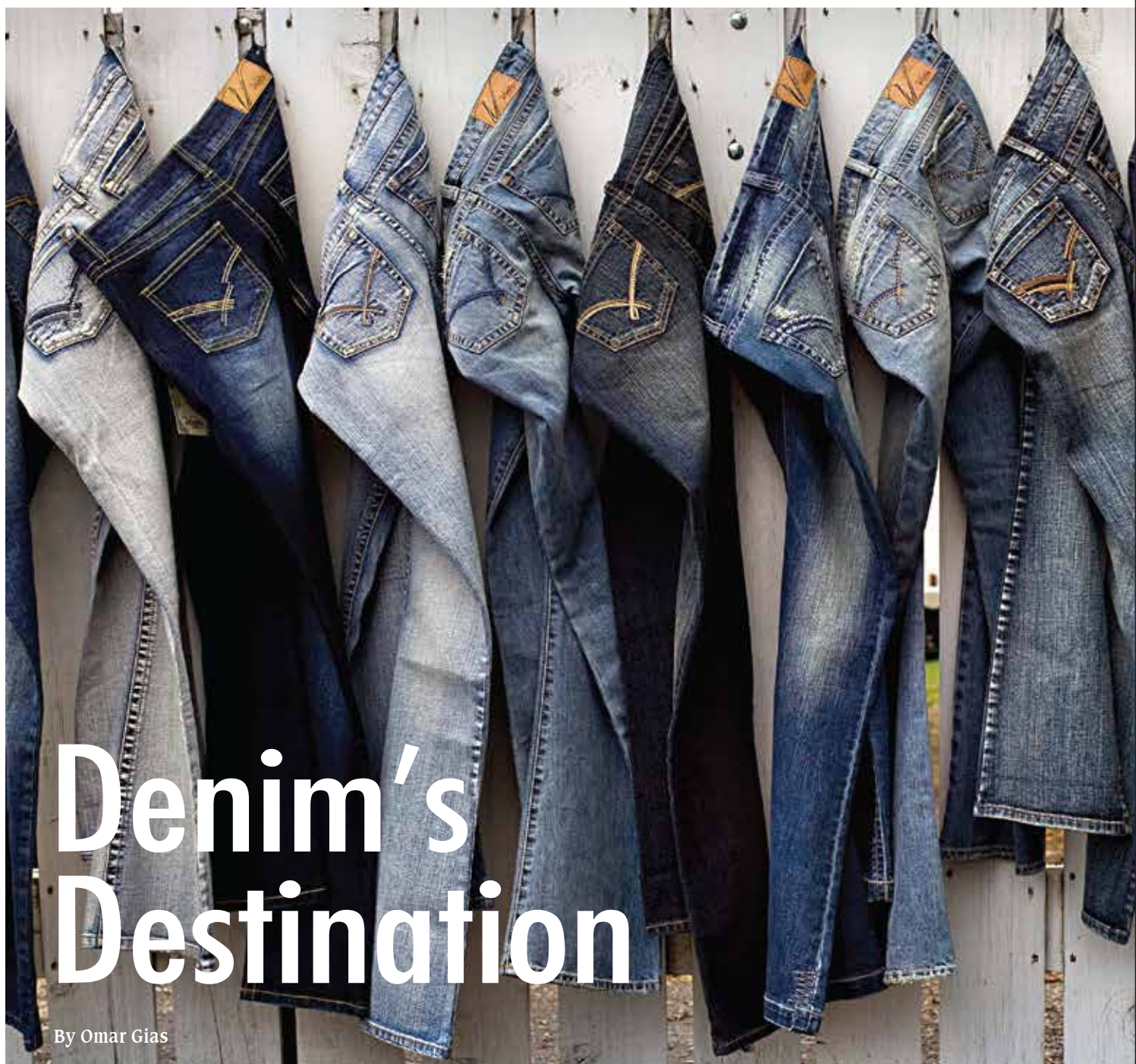
because they fit with certain style of clothes. More importantly the design of lingerie of higher brands is visually attractive and titillating. So, concentration on research and innovation is the key to draw the big-name buyers leading the world lingerie market. Knit Concern has already put emphasis on product development and research to take its lingerie unit to the next level. The President of Knit Concern Group is very much optimistic about the future of lingerie manufacturing in Bangladesh. "If you think about 1990s, we were not comfortable in producing cotton garments at that time; but now

lingerie market will reach 82.1 billion U.S. dollars in 2016.



Source: Statista 2015

we are master on it. So, I hope after 4/5 years we will also able to overcome the technical difficulties we are now facing in producing lingerie," he said. "Currently in the country Knit Concern and Apex are producing lingerie from fabrics to finished goods. Rest of the factories which are producing lingerie in Bangladesh import the fabrics. For ensuring the growth in lingerie we should build more composite units. If anybody seeks advice from me in this regard, I am ready to help them," Joynal Abedin Mollah told the Apparel Story.



Denim's Destination

By Omar Gias

It will not be an exaggeration if denim is termed the most favorite dress in the world loved by all the fashion-conscious people -- male and female alike. It's a staple of everybody's wardrobe and a key element in fashion across the globe. Denim and jeans are worn and adorned by people in every season and everywhere in the world. Naturally the global denim market is bigger than that of the any other fashion kits. The size of global denim market by sales in 2014 was \$56.20 billion, while the total number of denim jeans sold worldwide in the year was 2.10 billion pieces.

Though Bangladesh is the second largest denim exporter to the European markets and the third largest exporter to the US, the country's share in the global denim market is still insignificant. Bangladesh exported denim and denim related products to the world worth \$ 3.5 billion in the last year. So, the country has ample scope to earn more from the export of denim apparel. Against this backdrop, the second edition of Bangladesh Denim Expo was held in Dhaka on May 11-12 to showcase the country's capacity in denim production and explore potentials. Twenty-five denim and jeans manufacturers from



Denim Facts & Figures

- Size of global denim market by sales in 2014 was \$56.20 billion.
- Total number of denim jeans sold worldwide in 2014 was 2.10 billion pcs.
- Bangladesh exported denim and denim related products worth \$ 3.5 billion in 2014.
- Bangladesh's Denim share in EU and USA in 2014 was 22.88% and 11.35% respectively.
- Average growth of Bangladesh's Denim export during 2009-2014 is 11.16%
- Global denim market to reach \$64.10 billion by 2020.
- Bangladesh's denim apparel export forecasted to reach \$ 7 billion by 2021.



the USA, Spain, Japan, India, Pakistan, Thailand, Turkey, China, San Marino and host country Bangladesh displayed their products and services at the exposition, which set a target of achieving \$ 7 billion of export for Bangladeshi denim makers – by 2021 when the country's total apparel exports are expected to reach \$ 50 billion.

Commerce Minister Tofail Ahmed, MP, inaugurated the expo; while State Minister for Foreign Affairs Shahriar Alam, MP,



(Clockwise) Commerce Minister Tofail Ahmed, MP, cutting ribbon of Bangladesh Denim Expo; Speakers posed after seminar of the expo; State Minister for Foreign Affairs Shahriar Alam, MP, addressing the closing ceremony.

was present at the closing session. The Commerce Minister in his inaugural speech said that the apparel industry of Bangladesh started its journey in 1978 exporting only \$ 12000 but last year the country exported garments worth 24.49 billion dollar. “Like every sector Bangladesh has been doing well in denim and the country has a bright future,” he added. The State Minister for Foreign Affairs congratulating the organizers for arranging the successful denim expo commented that more such shows should be held in the country to exhibit its potentials to the global apparel buyers.

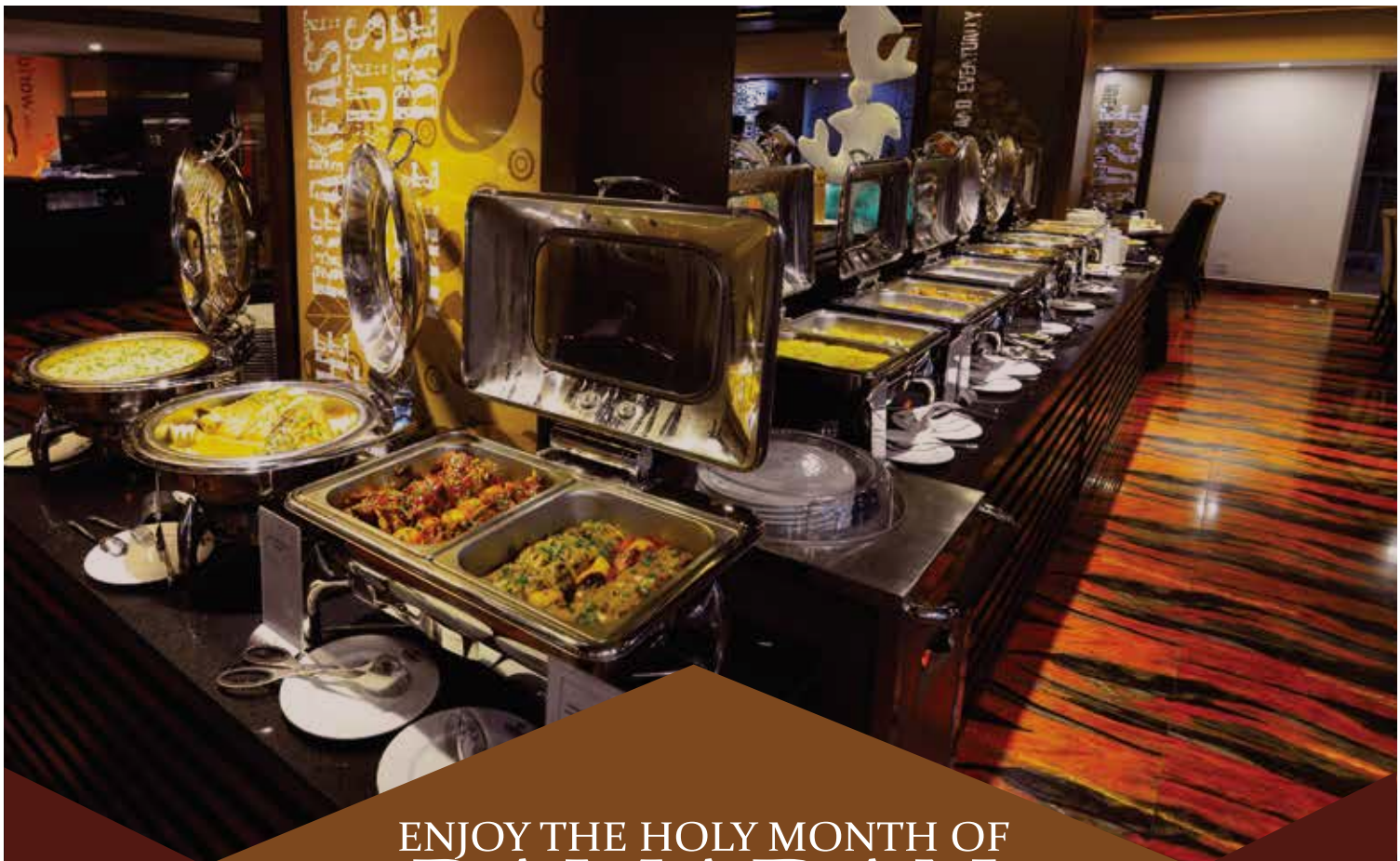
In the two-day exposition, four seminars were held about Bangladesh denim industry. The seminar titled ‘Made in Bangladesh – a New Reality: –Vision 2021’ was jointly organized by BGMEA and Bangladesh Denim Expo. It covered present business and investment trends, global sourcing dynamics and Bangladesh’s potential as well as challenges like infrastructure, ports, special economic zones, power, gas, human resources development, compliance



issues, prudent commercial diplomacy and political stability. It also discussed supportive policies and coordination between different government agencies, product and market diversification, a holistic/national approach towards branding for Bangladesh and its denim industry. The discussion also focused on devising a strategic action plan to overcome the existing challenges and to realize the country’s potential.

A good number of entrepreneurs, businessmen, fashion professionals and stakeholders from Europe, USA and UK attended the expo. “The primary purpose of the exposition is to create a platform for denim stakeholders and to build Bangladesh as a one-stop sourcing platform for denim industry. The third edition of the expo will be held in Dhaka on November 11-12 this year,” said Mostafiz Uddin, the CEO of Bangladesh Denim Expo.

The two-day expo ended with a fascinating fashion show staged by ramp models wearing various designs of denim dresses.



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HOTEL BUSINESS



Opportunities for Fresh Graduates in RMG

By Musharrat Tarannum Baishakhi

“After completing my MBA from IBA, I have done my internship from a garment company. My internship supervisor was not happy as I did not go for any MNC's being an IBA student. Later on, I did not get good marks in internship. However, today, I am a successful businessman in the Apparel Industry.”

This is the story of Md. Shahriar Alam, MP, who came to apparel industry at a time when it was generally believed that this sector is not a suitable place for graduates from renowned universities like Dhaka University, BUET, Jahangirnagar University etc. But he proved this wrong and showed his mettle in the RMG sector and became a successful entrepreneur. Later Shahriar Alam turned out to be a successful political figure in the country. Now he is the State Minister for Foreign Affairs.

With the growth of RMG industry things have changed a lot. The sector is no longer a field only for poor people with little or no education. Graduates from renowned public and private universities of the country are pursuing their career in the apparel industry. Many have already made a promising career in the sector.

“

Theoretically we know about many environmental issues. The RMG is giving opportunity to apply those knowledge from the practical arena.”

Meherun Nessa Biny
Sr. Executive, CSR
Epyllion Group

I have completed my M.Sc from Jahangirnagar University, in Environmental Science. I started my career with an NGO. Within six months, I got a call from a garment company which was dealing with environmental issues in their factories. I become interested since the job is related to my education and I have knowledge to work in that field. The RMG sector is giving me the opportunity to apply those knowledge practically. The environmental issue in the RMG sector is getting more prominent day by day. The demand for graduates in this subject is also on the rise. Epyllion Group provides me with the same facilities and opportunities like those offered by other renowned companies. I am satisfied with working conditions and facilities in my workplace. I would encourage graduates in environmental science to pursue their career in the RMG sector which is growing bigger day by day, so there is an increasing demand for meritorious graduates.



“

We are in the second position in the global apparel realm in terms of export volumes. Day by day our sector is expanding, so is the demand for textile engineering. Career in the industry is very promising.”

Debashish Chakraborty

Assistant Manager

Dying Section, Hamza Textile Ltd, DBL Group

When I was at H.S.C level, I had some knowledge about textile engineering, which I have gathered from my seniors. Thus, I set an aim to pursue my career in the textile sector as a textile engineer. When I started my study in this subject, there were a very few institutes for textile engineering. Nevertheless, as I was determined to make my career in this field, I prepared myself in that way.

After completing my graduation in B.Sc in Textile Engineering, I started my career in DBL Group as Assistant Production Officer. Only within five years I have become Assistant Manager in dying section with four promotions. So, if you have talent, appropriate skills, mentality of hard working, definitely you have a very good opportunity to build a glittering career in textile engineering. We are in the second position in the global apparel realm in terms export volumes. Day by day our sector is expanding, so is the demand for textile engineering. Career in the industry is very promising. I will encourage students to study textile engineering as there is a huge demand for textile engineers in the apparel sector.



“

I got a good job offer from a bank. But I did not switch to the banking sector; rather I have remained in the RMG sector since Epyllion Group, the company I work for, provides me with many working opportunities with better facilities.”

Kazi Sufia Islam Rumky

Executive, HR

Epyllion Group

After completion of my BBA and MBA from the University of Dhaka, I made up my mind to work in HR and joined a garment manufacturing company. We know that RMG industry is labor intensive, so there is a huge scope to work in HR which deals with management of people in a company or organization.

I got a good job offer from a bank. But I did not switch to the banking sector; rather I have remained in the RMG sector since Epyllion Group, the company I work for, provides me many working opportunities here with better facilities like decent working conditions, transport and lunch facilities, fair evaluation of my performance etc.

To graduates, I would like to say that career prospects in RMG sector is very good. As I want to be a professional in HR field and will continue my work in RMG. I will encourage freshers from both public and private universities to exploring this sector for their career.



“

To the fresh graduates out there, if you want your talent to be noticed and worked upon from the very beginning of your job, this sector is for you.”

Nabila Jamal Rusha
Deputy Secretary
BGMEA

It was by chance that I got to work in the RMG sector. After completing graduation from IBA, I started as an intern and was just planning to get some work experience out of it. But as I started working in BGMEA, which is the facilitator of the industry, I understood the magnitude of the work that there is in this field. I always wanted to work where I can make a direct contribution to the economy and society, and doing routine/mundane work was not in my career plan. So I decided to stick to this sector and continued working in this dynamic and versatile field of fashion.

A sector, which consists of 80% of female workers, and factories that undergo social audit pretty much in every month should undoubtedly have high quality working environment compared to any other sector. RMG is nothing but clothes and will people ever stop wearing clothes? It is fashion and tell me who, girl or guy, is not interested in fashion. We have learned in basic economics that as long as there is demand, there will be supply. RMG is one such sector and a sector that has so much demand, the career prospect in it is undoubtedly high. In addition, as we are trying to level up our game by trying to move up to higher-end products, we need talent, creativity and dedication and for anyone with these qualities, sky is the limit in this sector.

To the fresh graduates out there, if you want your talent to be noticed and worked upon from the very beginning of your job, this sector is for you. If you are looking for a challenging but fun job and a way to prove your worth, this is the time to take advantage of an untapped industry that has been less exposed to the fresh graduates, which means more opportunities waiting for you right now.



“

I would say young graduates should give a try in this sector and it will be a worthy try.”

Md. Obydull Akbar
Executive, Supply Chain Management
Epyllion Group

When I was studying Industrial and Production Engineering (IPE) at Bangladesh University of Engineering and Technology (BUET), I was determined that I would work for RMG sector. I wanted to contribute to the RMG industry which accounts for 80% of our total export earnings.

Currently I am working in the supply chain management (SCM) in Epyllion Group. One of the prominent issues of business is to minimize cost and maximize profit. SCM gives this opportunity for applying my knowledge in value chain system and minimizing cost. Our working environment is excellent. The facilities we are getting like free transportation facilities, mobile bill, work life balance schedule, lunch etc. There is huge opportunities to build career in the RMG sector. Within next five years, I want to see myself in the higher position in SCM. I would say young graduates should give a try in this sector and it will be a worthy try.





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Emerging Sector

Footwear & Leather: An Industry with Promising Future

By Musharrat Tarannum Baishakhi

Syed Nasim Manzur is President of Metropolitan Chamber of Commerce and Industries (MCCI). He is also former President of Leathergoods & Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB). Mr. Manzur talked with *The Apparel Story* about different issues of leather industry.



The economy of Bangladesh mainly depends on RMG industry and remittance. Around 80 percent of the total export earnings come from the apparel sector. But dependence on one or two sectors is not a healthy sign for the economy of a country; more pillars will set the economy in more strong and sustainable positions.

It is not the case that Bangladesh does not have industries other than apparel sector. A good number of industries are emerging and making contribution to the economic development of the country. Footwear and leather industry is booming and has a promising future. The contribution of leather sector to GDP is 2.19% and it ranked 4th in terms of export earnings in the country

There are three different components in the leather export sector. One is export of finished leather, export of leather goods, and export of leather footwear. Bangladesh has a great advantage in terms of raw materials.

Syed Nasim Manzur, former President of Leathergoods & Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB), said, "We get around 220 million square feet of raw hides and skins ever year. Therefore, it is a complete god gifted advantage."

Previously the industry exports raw or semi-finished leather. However, from the last 10 to 12 years there is a change in the leather export industry. Eight years ago less than 20% of export was from the finished products, and 80% was from leather. That has become 50/50. Therefore, 50% and a little more is coming from product and less than 50% is coming from leather. So it can be easily presumable that the industry started with the raw, then finished leather, and now in the products.

Nasim Manzur, who is also the President of Metropolitan Chamber of Commerce and Industry (MCCI) said, "I would like to thank RMG as another advantage of footwear product as shoes comes as accessories of RMG product and bought by the same buyers." From this point of view leather industry is in a strong position. He also added that last year that industry crossed 1.29 billion dollar of exports for the first time.

When talking about the opportunities, Mr. Manzur said that at least 51 foreign companies had already expressed their interest in establishing joint-venture footwear units in Bangladesh. "China, the world's largest footwear manufacturer, is now withdrawing from the global market

Leather Industry: At a Glance

Composition:

- Bangladesh accounts for 10% global leather market
- Almost 95% of Bangladesh's annual output is exported
- Earnings from leather goods and footwear increased exponentially, which is now accounts for 61% of total sectoral growth.
- Steady shift to finished value added product: In 2008, 62% of total export earnings from the sector came from finish leather. By 2014, this proportion has reduced to 39%.
- The growth of the footwear has increased from 20% to 52%, from 2003 to 2014.

Contribution to the GDP:

- GDP in 2014 was 129.86 billion USD with a growth rate of 6.71%
- Leather sector contribution to the GDP is 2.19%
- Bangladesh leather sector ranked 4th in terms of export earnings.

Export volume & destination:

- Export destination: European Union is the biggest destination with 60% share. Followed by, China and Japan with 30%, and rest of the world 10%.
- Bangladesh currently exporting leather goods and leather footwear to 53 countries.

Industry on the move:

- Shifting of Hazaribagh to Tannery Estate Dhaka (TED) underway with CETP and SRP having 205 industrial unit.
- Government has identified leather as thrust sector for export.
- Duty free import of all types of raw materials.
- 90% loans against letters of credit and funds for export promotion, ECGS.
- Concessional duty on import of specified machinery



and our country is ready with huge potentials to attract foreign investments in the sector," he added.

According to a report on www.researchandmarkets.com, China's annual leather footwear production had dropped by 5.29 percent in 2012 and 7.45 percent in 2013. Thus, Bangladeshi manufacturers are setting up to fill the room of improvement in the international footwear market being left by China.

He said China, Vietnam and Brazil, three big manufacturers of leather footwear, were cutting down on this sector. "That's why I think the leather industry is the most prospective sector after readymade garment for attracting foreign investments."

According to the Leathergoods & Footwear Manufacturers and Exporters Association of Bangladesh, there is currently 110 export-oriented factories manufacture footwear in the country. Among them, Apex, FB, Picard Bangladesh, Jenny's, Akij, RMM Bengal and Bay have their own tanneries and leather processing units in different parts of the country and there also 207 leather processing units in the country.

Regarding value addition issue in leather industry, Nasim Manzur, also Managing Director of Apex Footwear Limited, said, "Value addition in shoes as high as 80%. Import content is very minimum and the job intensity is very high. Still, if we compare to the potential, it is almost nothing because if we consider Vietnam, they do not have any raw materials. Still, they



hand export worth almost \$11 billion. Therefore, for us there is a room to improve."

The leather industry is facing challenges in terms of sustainability of tannery along with cost of doing business in Bangladesh. Bank interest, transportation, logistics etc.

Nasim Manzur thinks the government should give the same treatment as it gives to other sectors like RMG. Apart from that, he urged that government to track what is happening in competing countries. Vietnam is one of the biggest competitor of Bangladesh's RMG and leather.

Currently, the leather industry has a target to grow double every four years. The size of the industry is \$1.29 billion right now, so within four years it wants to reach 2.5 billion.

To those who are interested in stepping into the leather industry, Nasim Manzur said, "It is great

business -- do your homework, find a strategic partner and be prepared to work very hard. As long as you have mentality to work hard, the industry will bring success to you."



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THE MET GALA 2015

By Tamanna Mahin

The Met Gala, formally called the Costume Institute Gala and also known as the Met Ball, is an annual fundraising gala for the benefit of the Metropolitan Museum of Art's Costume Institute in New York City. It marks the grand opening of the Costume Institute's annual fashion exhibit. This year's exhibit was named "China: Through The Looking Glass". It was a compelling, timely, and worthy topic for a museum exhibit. This year the Hollywood stars went all out with the Eastern theme. The event was co-chaired by Jennifer Lawrence, Gong Li, Marissa Mayer, Wendi Murdoch, and Anna Wintour, which costs \$25,000 a ticket to attend. Designers including Tory Burch, Marc Jacobs, Donna Karan, Michael Kors, Karl Lagerfeld, and many more are dressing their favorite celebrities on the red carpet.



Kristen Wiig



Rihanna



J Lo



Keri Russell



Selena Gomez



*Emily
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*Sarah Jessica
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*Emily
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Miley Cyrus

Towards a Toxic-Free Future

by Mohammad Monower Hossain

We live in a world packed with thousands of chemicals, of which some are hazardous for human health and environment. These hazardous chemicals give a free rein into our environment, our lives and lives of our offspring creating severe contamination. In Bangladesh chemical toxicity is not that much rigorous yet but with growing industrialization this can be a monster for our future wellbeing if not dealt with care.

Keeping this in mind Lidl, a German brand, has committed to the DETOX movement of GREENPEACE and comes up with a plan to eliminate all the hazardous chemicals from its supply chain by 1 January 2020. Partnering with the Green Project W.S.T Ltd. Lidl is implementing its Detox program in 78 leading export oriented factories of Bangladesh. Being one of the biggest suppliers to Lidl these factories have already achieved substantial development and are demonstrating for other countries.



Johannes Schmid
Chief Executive Officer, Lidl

“Lidl is aware of its responsibility for people and the environment. So, in line with Lidl’s long-term sustainability program Lidl recognizes the urgent need for eliminating industrial releases of all hazardous chemicals. According to its approach based on prevention and the Precautionary Principle, Lidl is committed to zero discharges of all hazardous chemicals from the whole lifecycle and all production procedures that are associated with the making and using of all apparel and footwear products Lidl produces and sells by no later than 01 January 2020.

We are involved in the WST program in Bangladesh from our commitment of sustainable supply chains. Lidl also commits to fully and publicly support systemic (i.e. wider societal and policy) change to achieve zero discharge of hazardous chemicals associated with supply chains and the lifecycles of products within one generation or less.”



- Ensure water flow meter installation both inlet & outlet of ETP.
- Ensure water flow meter installation in dyeing machine for LiDL order.
- Lot to lot USTER® report collection & documentation.
- Sustainable process development training from lab to bulk.



- Eliminate Enzyme wash through good quality yarn.
- Implement 30 % new generation reactive dyestuffs.
- Implement 10 ~ 15 % Less salt & salt free dyestuffs for light to medium color.
- Continuous training, educating & mentoring on Environmental management system.



- Implement 40 % new generation reactive dyestuffs.
- Implement 20 ~ 25 % Less salt & salt free dyestuffs for light to medium color.
- Implement 80 % Detox conformed dyes & chemicals for LiDL order.
- Implement Zero Liquid Discharger & recycle 20%.



- Implement 50 % new generation reactive dyestuffs.
- Implement 30 ~ 45 % Less salt & salt free dyestuffs for light to medium color.
- Implement 100 % Detox conformed dyes & chemicals for LiDL order.
- Implement Zero Liquid Discharger & recycle 30%.



- Implement 70 % new generation reactive dyestuffs.
- Implement 90 % Detox conformed all input materials through entire supply chain.
- Implement Zero Liquid Discharger & recycle 40 ~ 50 %.



- Implement 100 % Detox conformed all input materials through entire supply chain.
- Implement Zero Liquid Discharger & recycle 60 ~ 70 %.
- 100% cotton, ensure below 5 Liter/T-Shirt instead of 75 Liter/T-Shirt.
- 100% LiDL pool Factory in Bangladesh must be under Green Cretria.



Standing Behind Neighbors

By Apparel Story Desk

The devastating earthquakes that caused thousands of deaths in Nepal and greatly damaged the infrastructure of the Himalayan country has shocked the entire world. Immediately after the tremor, the President of Bangladesh Garment Manufacturers and Exporters Association (BGMEA) Md. Atiqul Islam and Vice President Md. Shahidullah Azim rushed to Kathmandu, the Capital of Nepal, with ten thousand pieces of clothes to stand behind the Nepalese earthquake victims who had been seriously suffering from lack of food, cloth and shelter after the destructive jolts. Later, more forty thousand pieces of clothes were collected by the trade body for the earthquake victims which were handed over to the Nepalese Ambassador to Bangladesh His Excellency Mr. Hari Kumar Shrestha by BGMEA Vice President Md. Shahidullah Azim on May 17. People highly praised these prompt actions from BGMEA for the humanitarian cause in the official Facebook page of the organization. We are mentioning here some of the comments.





-  Zahid Rashed Greatgood morning my beloved Bangladesh ...
Like · Reply · May 18 at 6:17pm
-  Engr Sheikh Imran Hossain Congratulations & salute for this step.
Like · Reply · May 20 at 6:20pm
-  নমিউস বঙ্গবন্ধু Thank U BGMEA
Like · Reply · May 18 at 10:26pm
-  Msa Shazzad Shazzad I have given many cloths to Nepal Embassy 8days before @ please help Nepal which ever way you can
Unlike · Reply · 1 · May 1 at 8:19pm
-  Asif Iqbal I Am So Proud Of You Atque Chacha and BGMEA.. Awwsm Job.. Thanks ALLAH...ALHUMDULILAH
Unlike · Reply · 1 · May 1 at 5:42pm
-  Sebuz Pothan Sebuz Thanks BGMEA.....
Unlike · Reply · 1 · May 2 at 4:58am
-  Saad Imtiaz Keep up the good work! 😊
Unlike · Reply · 1 · May 1 at 11:15pm
-  Jibanananda Das Great
Unlike · Reply · 1 · May 1 at 8:13pm
-  Imran Hossain Thanksfull to BGMEA
Unlike · Reply · 1 · May 1 at 2:51pm
-  Tufazzal Hossain ❤️ BGMEA
Like · Reply · May 1 at 9:56pm
-  Shadeed Mostofa Great contribution
Like · Reply · May 2 at 4:16pm
-  Dse Bahar Khan Thank,s
Like · Reply · May 1 at 9:26pm
-  Mowazzem Hussain Shibli thanks for their gd initiative
Like · Reply · May 1 at 4:15pm · Edited
-  HJ Sazal Fell proud and thanks to bgmea
Like · Reply · May 1 at 3:35pm
-  Hossin Akbar Good work, Thanks BGMEA.
Like · Reply · May 2 at 3:51pm

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www.facebook.com/bgmea.official

Bangladesh's RMG Export to World
(July-May, FY 13-14 & FY 14-15)

Million US\$	Woven			Knit			Total		
	Jul-May	Jul-May	Growth	Jul-May	Jul-May	Growth	Jul-May	Jul-May	Growth
Major EU Countries	2013-14	2014-15	%	2013-14	2014-15	%	2013-14	2014-15	%
Austria	22.73	19.11	-15.91	28.63	26.37	-7.89	51.36	45.49	-11.44
Belgium	301.03	315.05	4.66	404.21	394.95	-2.29	705.23	710.00	0.68
Bulgaria	0.07	0.08	12.14	0.77	0.67	-12.74	0.84	0.75	-10.53
Denmark	128.71	174.13	35.29	403.87	398.72	-1.28	532.58	572.85	7.56
Finland	9.40	6.49	-31.00	23.18	22.19	-4.30	32.59	28.67	-12.00
France	527.51	565.43	7.19	869.46	889.47	2.30	1396.96	1454.90	4.15
Germany	1644.57	1638.80	-0.35	2352.81	2268.79	-3.57	3997.38	3907.59	-2.25
Greece	4.87	5.49	12.90	12.80	16.35	27.74	17.66	21.84	23.65
Italy	397.63	431.35	8.48	650.33	675.01	3.79	1047.96	1106.36	5.57
Ireland	61.42	80.56	31.16	137.92	128.43	-6.88	199.34	208.99	4.84
Netherlands	263.30	250.24	-4.96	350.40	317.01	-9.53	613.70	567.26	-7.57
Portugal	8.81	9.06	2.73	29.67	27.10	-8.64	38.48	36.16	-6.03
Romania	3.17	3.86	21.65	5.84	6.02	3.15	9.01	9.88	9.67
Spain	587.56	658.91	12.14	774.72	805.81	4.01	1362.28	1464.72	7.52
Sweden	108.71	117.88	8.43	220.06	247.89	12.65	328.77	365.76	11.25
U.K.	1144.15	1294.75	13.16	1213.40	1319.10	8.71	2357.55	2613.85	10.87
Cyprus	0.14	0.49	260.78	2.23	1.54	-30.80	2.36	2.03	-13.96
Czech Republic	59.80	70.14	17.29	39.28	43.52	10.79	99.09	113.67	14.71
Estonia	0.24	0.47	94.93	1.25	0.43	-65.80	1.49	0.90	-39.62
Hungary	0.50	0.43	-13.52	8.40	5.09	-39.43	8.90	5.52	-37.97
Latvia	0.15	1.43	831.35	1.91	2.90	52.00	2.06	4.34	110.16
Lithuania	0.00	0.12	0.00	0.62	0.59	-5.64	0.62	0.71	13.46
Malta	0.79	2.40	201.91	1.68	1.68	-0.09	2.48	4.08	64.64
Poland	180.69	194.21	7.48	272.15	291.51	7.11	452.83	485.72	7.26
Slovakia	27.50	25.11	-8.70	40.23	36.20	-10.04	67.73	61.30	-9.49
Slovenia	5.47	8.91	63.08	16.31	19.22	17.86	21.77	28.14	29.21
Croatia	4.35	4.97	14.35	8.60	9.19	6.91	12.95	14.16	9.41
Sub-Total (EU)	5493.28	5879.89	7.04	7870.71	7955.75	1.08	13363.99	13835.63	3.53
EU % of World	48.79	50.01		72.08	71.24		60.26	60.35	
USA	3590.30	3572.74	-0.49	1081.87	1170.61	8.20	4672.17	4743.36	1.52
% of USA	31.89	30.39		9.91	10.48		21.07	20.69	
Canada	491.55	476.87	-2.99	399.07	337.21	-15.50	890.62	814.09	-8.59
% of Canada	4.37	4.06		3.65	3.02		4.02	3.55	
Non-Traditional Markets									
Australia	127.60	165.81	29.94	264.57	315.77	19.35	392.17	481.58	22.80
Brazil	64.97	75.73	16.57	91.12	98.23	7.81	156.09	173.97	11.46
Chile	9.27	11.70	26.19	21.18	19.08	-9.88	30.45	30.78	1.10
China	121.71	136.30	11.99	88.47	129.41	46.29	210.18	265.71	26.42
India	68.19	74.51	9.25	16.29	19.95	22.46	84.48	94.45	11.80
Japan	285.08	337.95	18.55	234.03	256.87	9.76	519.11	594.82	14.58
Korea Rep.	71.19	86.15	21.02	53.35	56.02	5.00	124.54	142.17	14.16
Mexico	46.55	46.56	0.01	64.18	64.62	0.68	110.74	111.18	0.40
Russia	66.14	78.30	18.39	121.32	119.39	-1.59	187.46	197.69	5.46
South Africa	24.02	34.00	41.51	21.43	26.77	24.89	45.46	60.76	33.68
Turkey	412.17	327.15	-20.63	164.18	111.55	-32.06	576.35	438.70	-23.88
Other Countries	386.90	453.54	17.22	427.31	486.30	13.81	814.21	939.84	15.43
Sub-Total (Non-Trad.)	1683.80	1827.70	8.55	1567.42	1703.96	8.71	2437.01	2591.82	6.35
% of Non-Traditional	14.96%	15.55%		14.35%	15.26%		10.99%	11.31%	
GRAND TOTAL	11258.93	11757.21	4.43	10919.07	11167.53	2.28	22178.00	22924.74	3.37

Source: EPB, Compiled by RDTI Cell, BGMEA.

Bangladesh till first choice for apparel sourcing after China



Bangladesh is still the first choice for apparel sourcing after China, but other countries are fast catching up, McKinsey & Company, a global management consulting firm, said in its latest report

The report styled 'Sourcing in a volatile world -- the East Africa opportunity' singled out Ethiopia, billing it as the one to watch out for -- for the first time.

Released last week, the report interviewed the chief purchasing officers (CPOs) of retailers from Europe and the US, whose combined sourcing stands at \$70 billion. Asked to rank their most important future sourcing destinations, the respondents identified Bangladesh, Vietnam, Myanmar, and Ethiopia.

Around 74 percent of the CPOs said they are planning to decrease their sourcing value share from China, where the costs of production have spiralled in recent years for shortage of workers.

Some 40 percent of the buyers indicated that sub-Saharan Africa will become more important to the apparel industry in the next five years, in contrast to 24 percent in the last edition of the survey, which came out in 2013.

Currently, Bangladesh is the second largest apparel exporter after China. It has a 5 percent share in the more than \$450 billion global apparel market. In fiscal 2013-14, the country raked in \$24.50 billion from garment exports, according to Export Promotion Bureau.

"China continues to dominate the sourcing market. Bangladesh, Vietnam, and Myanmar generate less than one-third of China's export value," said Achim Berg, a partner of McKinsey & Company, in the report.

BD establishes new rules to provide welfare fund for garment workers

Following negotiations and discussions with Bangladesh's garment workers and officials of the Bangladesh Garment Manufacturers and Exporters Association, the country's government has finalized rules to establish a new labor welfare fund.

"Garment factory owners will give 0.03 per cent of their total export earnings, which would be approximately \$8 million per year, to the Bangladesh Labor Welfare Foundation," Shahidullah Azim, Vice President of the Bangladesh Garment Manufacturers and Exporters Association, said. "The money will be used for the workers, as well as money that will be available for compensation in the case of injury or death."

The details of the new rules will be published as a gazette very shortly, Azim told WWD.

Bangladesh — which is the second largest exporter of garments in the world, after China — exported \$18.63 billion worth of garments from July 2014 to March 2015. According to WWD, the industry has been targeting exports of \$27 billion by the end of the financial year in July.

Largest RMG park to be set up at Gazaria



The largest RMG industrial park in Bangladesh will be set up at Gazaria in Munshiganj at a cost of US\$2.3bn within the next three years.

Commerce Minister Tofail Ahmed came up with the disclosure after a meeting with the representatives of Bangladesh Garment Manufacturers and Exporters Association (BGMEA) led by its President Md. Atiqul Islam and Orient International Holding Company's President Tang Xiaojie held at his secretariat office in the city on June 2.

After a five-month study, the Orient International Holding Company, a Chinese firm has placed its feasibility study report on the proposed industrial park.

"A Memorandum of Understanding (MoU) will be signed soon between Bangladesh Garment Manufacturers and Exporters Association (BGMEA) and China's Orient International to implement the project," said Tofail Ahmed.

"The Industrial Park will be able to employ over 2.5 lakh workers while the country will be able to export \$4bn products," he added.

Among others, Senior Commerce Secretary Hedayetullah Al Mamoon and other RMG manufacturers attended the meeting.

MoU signed to improve safety at garment industry



The International Labour Organization (ILO) and the Bangladesh Employers' Federation (BEF) signed an agreement on May 27 to cooperate in the implementation of the project "Improving Working Conditions in the Ready-made Garment Sector in Bangladesh". Under the project, some 7500 to 8000 mid-level managers and thousands of workers will be provided with practical skills on how to reduce workplace accidents.

ILO Bangladesh Country Director Srinivas B. Reddy, BGMEA President Md. Atiqul Islam and Vice President (Finance) Reaz Bin Mahmood, among others, were present at the agreement signing ceremony. BEF President Tapan Chowdhury was also present on the occasion.

BGMEA will facilitate implementation of the project.

Garment factories now safer after inspections

Safety in the garment sector has improved over the last two years as factory owners started implementing the corrective actions plans recommended by the engineers of two foreign inspection agencies -- Accord and Alliance.

"Factories in Bangladesh producing garments for Accord signatory companies have become safer," said Rob Wayss, Accord's executive director for Bangladesh operations.

"Safety hazards identified through our inspections are being remediated and will ultimately be completed. There is a lot of work remaining to do to complete the remediation work but progress has been made and this has made factories safer."

On providing funds to factory owners for remediation, Wayss said, in order to induce factories to comply with upgrade and remediation requirements of the Accord program, participating brands and retailers will negotiate commercial terms with their suppliers.

He said each signatory company may, at its option, use alternative means to ensure factories have the financial capacity to comply with remediation requirements.

Bilateral discussions take place between factory owners and Accord brands to finalise a financial plan for the remediation, he said.

"In most cases, factory owners are confirming they will fund the remediation costs. In some cases, factory owners are requesting commercial terms and support from Accord brands."

Accord brands have negotiated such support in some cases. These include: commitment to order volumes and long term sourcing; prepayment or accelerated payment of orders, or direct financial support.

Apparel industry back on track

Overseas work orders for the country's apparel industry have started to rise, as an apparently calm political situation in the country has restored confidence of global clothing retailers.

According to Bangladesh Garment Manufacturers and Exporters Association (BGMEA) data, the number of taking Utilisation Declaration (UDs) that reflects the trend of production to be performed has increased in April compared to previous months.

RMG product manufacturers have taken 2,704 UD's, which were 2,415 in March, BGMEA data showed.

From the very beginning of January, the country's export-oriented RMG and other sectors suffered severe trouble due to political unrest that took a heavy toll on the economy. As a result, the global retailers lowered placing their work orders as they were afraid of timely shipment. On the other hand, positive inspection report on safety standards also acted as a catalyst.

The present trend of placing work orders also proves that the buyers kept their promises of not leaving Bangladesh in sourcing RMG products. It is a good sign for Bangladesh and it has been proved that Bangladesh's RMG sector is safe which is again on track.





Leaders of business community in Bangladesh paid a courtesy call on visiting Indian Prime Minister Narendra Modi on June 7 in Dhaka. They discussed bilateral trade issues between Bangladesh and India.

Dr. Thomas Prinz, Ambassador of the Federal Republic of Germany to Bangladesh, paid a courtesy call to BGMEA leaders at BGMEA office on 4 May. BGMEA President Md. Atiqul Islam welcomed the German Ambassador with a bouquet while BGMEA Vice President Md. Shahidullah Azim and Ms. Roswitha Amels, Head of Development Co-operation, German Embassy, Dhaka were present.



France Ambassador to Bangladesh Mrs Sophie AUBERT paid a courtesy call on BGMEA leaders at BGMEA office in Dhaka. BGMEA President Md. Atiqul Islam, First Vice President Nasiruddin Ahmed Chowdhury, Vice President Md. Shahidullah Azim and Vice President (Finance) Reaz Bin Mahmood received him and briefed her about BGMEA activities on RMG sector.



BGMEA President Md. Atiqul Islam addressed a seminar on “Information Day: Water Saving Technology” as the chief guest, which was organized by LiDL and Green Project - W.S.T (Water Saving Technology Ltd.) at a city hotel on May 5.



BGMEA President Md. Atiqul Islam greeting Nobel Peace laureate Kailash Satyarthi, who recently visited Bangladesh, with a bouquet while Commerce Minister Tofail Ahmed was present.



A MoU was signed between BGMEA and Eminence Associates for Social Development regarding Mother-Friendly Urban Workplace Model to support working mothers in garment industry for appropriate infant and young child feeding. BGMEA Vice President (Finance) Reaz Bin Mahmood and Dr. Md. Shamim Hayder Talukder, Founder and CEO, Eminence, signed the agreement on behalf of their respective organizations.



New Leadership in FBCCI

Leaders of BGMEA, including its President Md. Atiqul Islam, accorded a reception to Md. Shafiul Islam who has been elected First Vice President of FBCCI. He is also former President of BGMEA.

BGMEA in Harvard

An international seminar on “Transformation Challenges and Opportunities for Bangladesh Garment Industry” organized by South Asia Institute of Harvard University was held at the university. BGMEA Vice President Md. Shahidullah Azim addressed a session of the seminar titled “Charting the Path to 2018 - the future of the RMG sector in Bangladesh”. BGMEA Vice President (Finance) Reaz Bin Mahmood addressed another session of the seminar titled “Labor Relations for sustainable Growth of Bangladesh Garment Industry”.



South Korea

By RDTI Cell of BGMEA

- South Korea is the fourth largest Asian economy after China, Japan and India.
- South Korea has a stock exchange that is the 15th largest in the world.
- South Korea is the only developed country included in the group of Next Eleven countries.
- Their daily necessity is growing high as a nation resulting in a growth of import every year. South Korea has an apparel market of \$8032.67 million. Bangladesh's share in the South Korean apparel import is 3.01% in 2014.
- Apparel export growth from Bangladesh to South Korea was 18.80% in 2014 compared to 2013. In 2010, apparel export to South Korea was \$ 44.52 million which is \$ 170.67 million in FY 2014. South Korea is becoming one of the new emerging markets for Bangladesh.

Demographic and Economic Overview: South Korea

Territory : 99,720 sq km
Population : 49,039,986 (July 2014 est.)
Population growth (annual %) : 0.16% (2014 est.)
Currency exchange rate : South Korean 1 Won = US Dollar 0.00099= Euro 0.00072
Major Ports : Incheon, Pohang, Busan, Ulsan, Yeosu

Source: CIA, World Fact Book

Major Economic Indicators:

GDP (current US\$) : 1304.55 billion (2013)
GDP growth (Annual) : 3%
GDP per capita (current US\$) : 25,977
Inflation (Annual %) : 1.3

Source: World Bank

Bilateral Trade Between Bangladesh and South Korea:

Bangladesh's export to South Korea in 2013 – 14 : US \$ 344.81 Million
Bangladesh's import from South Korea in 2013 – 14 : US \$ 1198.90 Million
Bangladesh's trade deficit with South Korea in 2013 – 14 : US \$ -854.09 Million

Source: EPB & Bangladesh Bank; Value in million US \$

Import Scenario of South Korea’s Clothing Industry

South Korea's Clothing Import from the World:

Table 1

South Korea's clothing import from world						
Product code	Product label	Value in US\$ million				
		2010	2011	2012	2013	2014
61	Knit	1320.82	1777.04	1897.17	2237.12	2460.51
62	Woven	2803.33	3944.97	4006.49	4898.17	5572.17
Total (61+62)		4124.15	5722.01	5903.67	7135.28	8032.67
Growth		30.44%	38.74%	3.17%	20.86%	12.58%

Source: ITC

Table 2						
Product code	Product label	South Korea's clothing import from Bangladesh				
		Value in US\$ million				
		2010	2011	2012	2013	2014
61	Knit	13.28	23.12	30.80	56.33	68.15
62	Woven	31.24	70.39	93.81	87.34	102.52
Total (61+62)		44.52	93.51	124.61	143.66	170.67
Growth		116.79	110.05	33.26	15.28	18.80
% of South Korea's total apparel Import		1.08	1.63	2.11	2.01	3.01

Source: ITC

South Korea’s Clothing Import from Bangladesh:

From the table-2, it can be seen that import of apparel products from Bangladesh by South Korea radically increased from 2010. It was USD 44.52 million in 2010 and it reached USD 170.67 million in 2014. In 2012 and 2013, the import increased by 33.26% and 15.28% respectively. In 2014, the import increased by 18.80% and it was 3.01% of South Korea’s total apparel import from the world. Bangladesh’s share of South Korea apparel import grew significantly as it was only 1.08% in 2010.

Import Scenario in 2014-15:

Table 3

South Korea's clothing imports in 2014 Q1 & 2015 Q1 from the world				
Product code	Product label	2014-Q1	2015-Q1	2015-Q1 Change %
61	Knit	558.57	634.74	13.64
62	Woven	1241.33	1290.90	3.99
Total (61+62)		1799.90	1925.64	6.99

Source: ITC

Table 4				
South Korea's clothing imports in 2014 Q1 & 2015 Q1 from the Bangladesh				
Product code	Product label	Value in US\$ million		
		2014-Q1	2015-Q1	2015-Q1 Change %
61	Knit	19.87	22.70	14.25
62	Woven	26.51	35.96	35.66
Total (61+62)		41.68	46.38	58.66

Source: ITC

It can be observed that in 2015, South Korea’s apparel import from Bangladeshi apparel has increased. In quarter four (Q1) of 2015 knit import from Bangladesh grew by 14.25% & woven 35.66%. The overall apparel import by South Korea from Bangladesh grew by 58.66% in Q1 of 2015.

Apparel Sourcing Trend

Top 10 Knitwear and Woven Garment Exporting Countries to South Korea in 2014:

From the following table, it is seen that in knitwear, Bangladesh is the 6th largest exporting country to South Korea. In 2014, Bangladesh exported \$ 68.15 mln worth of knitwear and the market share is 2.77%. China is the top supplier with market share of 47.94% followed by Vietnam (18.77%), Indonesia (7.29%) and Italy (4.77%). We need to increase our share for these items by our increased presence in the market.

Bangladesh is the 6st largest exporting country to South Korea for woven product with a market share of 1.84%. China is the second largest woven exporting country with 41.38% market share.

Table 5

Knitwear (61)				Woven (62)			
Imported value in US\$ million			Market Share %	Imported value in US\$ million			Market Share %
Rank	Exporters	2014	2014	Rank	Exporters	2014	2014
	World	2460.51			World	5572.17	
1	China	1179.54	47.94	1	China	2305.97	41.38
2	Viet Nam	461.90	18.77	2	Viet Nam	1684.13	30.22
3	Indonesia	179.27	7.29	3	Myanmar	407.17	7.31
4	Italy	111.61	4.54	4	Indonesia	301.47	5.41
5	Cambodia	74.64	3.03	5	Italy	246.32	4.42
6	Bangladesh	68.15	2.77	6	Bangladesh	102.52	1.84
7	Myanmar	55.11	2.24	7	USA	50.99	0.92
8	Thailand	43.74	1.78	8	Romania	46.60	0.84
9	Philippines	40.49	1.65	9	France	41.99	0.75
10	Turkey	27.29	1.11	10	India	34.92	0.63

Product analysis

Knitwear

From the table 6, it can be seen that among the top 10 Bangladeshi knitwear items exported to South Korea in 2014 were T-shirts, Singlets and other vests which is worth US\$ 35.30 million. Other top knitwear items exported to South Korea in 2014 were Jerseys, Pullovers, Cardigans which is worth US\$ 14.30 million.

Table 6: Bangladesh's Top 10 knitwear items exports to South Korea

Product Code	Product Label	South Korea imports from Bangladesh		
		Value in US\$ million		
		2012	2013	2014
'6109	T-shirts, singlets and other vests, knitted or crocheted	14.48	30.93	35.30
'6110	Jerseys, pullovers, cardigans, etc, knitted or crocheted	9.36	14.01	14.30
'6105	Men's shirts, knitted or crocheted	0.92	2.27	5.62
'6104	Women's suits,dresses,skirt etc&short, knit/croch	1.55	2.25	4.02
'6103	Men's suits,jackets,trousers etc&shorts, knit/croch	1.09	0.85	2.16
'6114	Garments, knitted or crocheted, nes	0.45	0.78	1.83
'6108	Women's slips,panties,pyjamas, bathrobes etc, knitted/crocheted	0.19	0.82	0.98
'6106	Women's blouses & shirts, knitted or crocheted	0.56	0.84	0.98
'6107	Men's underpants,pyjamas,bathrobes etc,knit/croch	0.10	0.86	0.94
'6111	Babies' garments, knitted or crocheted	0.50	0.71	0.93

Source: ITC

Table 7: South Korea's top 10 knitwear items import from the world

Product Code	Product Label	South Korea imports from World		
		Value in US\$ million		
		2012	2013	2014
'6109	T-shirts, singlets and other vests, knitted or crocheted	501.93	570.84	592.95
'6110	Jerseys, pullovers, cardigans, etc, knitted or crocheted	465.81	525.79	587.23
'6104	Women's suits, dresses, skirt etc & short, knit/croch	161.65	185.61	223.93
'6114	Garments, knitted or crocheted, nes	120.07	178.04	207.55
'6105	Men's shirts, knitted or crocheted	93.75	110.43	117.19
'6103	Men's suits, jackets, trousers etc & shorts, knit/croch	81.52	93.84	109.72
'6108	Women's slips, panties, pyjamas, bathrobes etc, knitted/crocheted	76.64	95.96	108.36
'6107	Men's underpants, pyjamas, bathrobes etc, knit/croch	69.01	91.70	100.86
'6116	Gloves, mittens and mitts, knitted or crocheted	81.55	92.45	91.04
'6115	Panty hose, tights, stockings & other hosiery, knitted or crocheted	61.65	85.55	90.11

Source: ITC

Woven:

From the table 8, it is seen that among the top 10 Bangladeshi woven wear items exported to South Korea in 2014 were men's suits, jackets, trousers etc which is worth of US\$ 27.94 million. The second top item was garment made up of fabric of heading of US\$ 21.25 million.

Table 8: Bangladesh's Top 10 woven items exports to South Korea

Product Code	Product Label	South Korea imports from Bangladesh		
		Value in US\$ million		
		2012	2013	2014
'6203	Men's suits, jackets, trousers etc & shorts	14.68	22.96	27.94
'6210	Garment made up of fabric of heading no 56.02,56.03,59.03,59.06/59.07	22.24	13.80	21.25
'6204	Women's suits, jackets, dresses skirts etc & shorts	6.68	10.24	16.91
'6201	Men's overcoats, capes, wind jackets etc	24.81	17.34	11.84
'6205	Men's shirts	5.36	8.92	10.35
'6202	Women's overcoats, capes, wind-jackets etc	14.27	9.11	6.67
'6211	Track suits, ski suits and swimwear; other garments	2.23	2.30	4.54
'6206	Women's blouses & shirts	2.37	1.36	1.49
'6209	Babies' garments and clothing accessories	0.97	0.61	0.73
'6207	Men's singlets, briefs, pyjamas, bathrobes etc	0.01	0.44	0.40

Source: ITC

Table 9: South Korea's top 10 woven imports from the world

Product Code	Product Label	South Korea imports from World		
		Value in US\$ million		
		2012	2013	2014
'6204	Women's suits, jackets,dresses skirts etc&shorts	799.13	927.27	1006.79
'6201	Men's overcoats, capes, windjackets etc o/t those of hd 62.03	577.82	783.95	939.72
'6203	Men's suits, jackets, trousers etc & shorts	719.98	850.95	938.27
'6202	Women's overcoats,capes,wind-jackets etc o/t those of hd 62.04	563.28	765.05	910.28
'6210	Garment made up of fabric of heading no 56.02,56.03,59.03,59.06/59.07	254.47	359.62	455.62
'6211	Track suits, ski suits and swimwear; other garments	361.84	373.16	427.53
'6206	Women's blouses & shirts	169.80	216.33	254.22
'6205	Men's shirts	196.25	213.95	236.83
'6212	Brassieres, girdles, corsets, braces, suspenders etc & parts	105.39	131.29	137.13
'6214	Shawls, scarves, mufflers, mantillas, etc	76.23	77.82	73.74

Source: ITC

Important Contact Address:

Embassy of the Republic of Korea in People's Republic of Bangladesh
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Fax: (+8802) 882-3871
E-mail: embdhaka@mofa.go.kr
consuldhaka@mofa.go.kr

Embassy of Bangladesh in Seoul, Korea (Republic)
17 Jangmun-ro 6-gil, 140-817 Yongsan-Gu
Seoul, 140-230, Korea (Republic)
Tel: (+82) 2 796-4056 / 7
Fax: (+82) 2 790-5313
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189 Cheongsa-ro, Seo-gu, Daejeon 302-701
Republic of Korea TEL +82-2-2012-9114

Ministry of Foreign Affairs Republic of Korea
60, Sajik-ro 8-gil, Jongno-gu, Seoul, Republic of Korea (110-787)
TEL: +82-2-2100-2114 FAX: +82-2-2100-7999

Market access requirements:

South Korea and Bangladesh have long shared common objectives for closer economic integration within the South Asia region through enhanced trade. South Korea has emerged as a promising market Bangladesh's apparel. As per Asia Pacific Trade Agreement (APTA), 285 garment items of Bangladesh get duty-free access to South Korea.

Table: South Korea’s Customs Tariff Rate for Apparel

Selected Products Codes	Product Description	Total Ad Valorem equivalent tariff (estimated)
61	Articles of apparel and clothing accessories, knitted or crocheted (Knitwear)	0%
62	Articles of apparel and clothing accessories, not knitted or crocheted (Woven-wear)	0.55%

Codes	Product Description (Knitwear)	Tariff
6101	Men s or boys overcoats, car-coats, capes, cloaks, anoraks (including ski-jackets), wind-cheaters, wind-jackets and similar articles, knitted or crocheted, other than those of heading No 6103	0%
6102	Women s or girls overcoats, car-coats, capes, cloaks, anoraks (including ski-jackets), wind-cheaters, wind-jackets and similar articles, knitted or crocheted, other than those of heading 6104	0%
6103	Men s or boys suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches and shorts (other than swimwear), knitted or crocheted	0%
6104	Women s or girls suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, bib and brace overalls, breeches and shorts (other than swimwear), knitted or crocheted	0%
6105	Men s or boys shirts, knitted or crocheted	0%
6106	Women s or girls blouses, shirts and shirt-blouses, knitted or crocheted	0%
6107	Men s or boys underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar articles, knitted or crocheted	0%
6108	Women s or girls slips, petticoats, briefs, panties, nightdresses, pyjamas, négligés, bathrobes, dressing gowns and similar articles, knitted or crocheted	0%
6109	T-shirts, singlets and other vests, knitted or crocheted	0%
6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted	0%
6111	Babies garments and clothing accessories, knitted or crocheted	0%
6112	Track suits, ski suits and swimwear, knitted or crocheted	0%
6113	Garments, made-up of knitted or crocheted fabrics of heading No 5903, 5906, or 5907	0%
6114	Other garments, knitted or crocheted	0%
6115	Panty hose, tights, stockings, socks and other hosiery, including stockings for varicose veins and footwear without applied soles, knitted or crocheted	0%
6116	Gloves, mittens and mitts, knitted or crocheted	0%
6117	Other made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments or of clothing accessories	0%

Codes	Product Description (Woven-wear)	Tariff
6201	Men s or boys overcoats, car-coats, capes, cloaks, anoraks (including ski-jackets), wind-cheaters, wind-jackets and similar articles, other than those of heading No 6203	4.14%
6202	Women s or girls overcoats, car-coats, capes, cloaks, anoraks (including ski-jackets), wind-cheaters, wind-jackets and similar articles, other than those of heading No 6204	2.70%
6203	Men s or boys suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches and shorts (other than swimwear)	0%
6204	Women s or girls suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, bib and brace overalls, breeches and shorts (other than swimwear)	0%
6205	Men s or boys shirts	0%
6206	Women s or girls blouses, shirts and shirt-blouses	0%
6207	Men s or boys singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar articles	0.46%
6208	Women s or girls singlets and other vests, slips, petticoats, briefs, panties, nightdresses, pyjamas, négligés, bathrobes, dressing gowns and similar articles	0%
6209	Babies garments and clothing accessories	0%
6210	Garments, made-up of fabrics of heading 5602, 5603, 5903, 5906 or 5907	0%
6211	Track suits, ski suits and swimwear; other garments	0%
6212	Brassières, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, whether or not knitted or crocheted	0%
6213	Handkerchiefs	0%
6214	Shawls, scarves, mufflers, mantillas, veils and the like	0%
6215	Ties, bow ties and cravats	0%
6216	Gloves, mittens and mitts	0%
6217	Other made-up clothing accessories; parts of garments or of clothing accessories, other than those of heading 6212	0%

Fair Calendar:

SL	Fair Name	Venue & Address	Date	Organizers Contact Details
3	Daegu Fashion Fair This event showcases Apparel & Clothing, Lifestyle & Fashion industries.	Daegu Exhibition & Convention Center 1676, Sangyeok 2(i)-dong, Buk-gu, Daegu, South Korea Daegu, South Korea	07.10.2015- 09.10.2015	DAEGU EXHIBITION CONVENTION CENTER 1676 Sangyeok-2dong South Korea
4	Komaf Goyang Machinery trade fair	Kintex Korea International Exhibition Center Daehwa-dong Ilsan-seogu 411-766 Goyang, Gyeonggi, South Korea	28.10.2015 - 03.11.2015	Korea Association of Machinery Industry Koami Bldg., #13-31, Yeouido-dong, Yeongdeungpo_gu 150729 Seoul, South Korea Tel: +82 (0)2 3697851 Fax: +82 (0)2 3697900 trade@koami.or.kr exhibit@koami.or.kr
5	Damex Daegu International automatic machinery and tools exhibition	Exco Daegu Exhibition and Convention Center 1676, Sangyeok-dong, Buk-gu 702-712 Daegu, North Gyeongsang, South Korea	25.11.2015 - 28.11.2015	Exco 1676 Sangyeok2-dong, Buk-gu 702845 Daegu, South Korea Tel: +82 (5)3 6015000 Fax: +82 (5)3 6015029 pv@excodaegu.co.kr damex@excodaegu.co.kr
6	Kortex Daegu International Textile Machinery Exhibition	Exco Daegu Exhibition and Convention Center 1676, Sangyeok-dong, Buk-gu 702-712 Daegu, North Gyeongsang, South Korea	09.03.2016 - 11.03.2016	Kofoti Korea Federation of Textile Industries Textile Center 16F Daechi 3dong 135731 Seoul, South Korea Tel: +82 (0)2 5284052 Fax: +82 (0)2 5284069 kofoti@kofoti.or.kr kortex@excodaegu.co.kr
7	Green Energy Expo Daegu International green energy exposition	Exco Daegu Exhibition and Convention Center 1676, Sangyeok-dong, Buk-gu 702-712 Daegu, North Gyeongsang, South Korea	06.04.2016 - 08.04.2016	Exco 1676 Sangyeok2-dong, Buk-gu 702845 Daegu, South Korea Tel: +82 (5)3 6015000 Fax: +82 (5)3 6015029 pv@excodaegu.co.kr energy@energyexpo.co.kr
8	Mode Seoul Seoul International Fashion Trade Show	aT Center 672, Gangnam-Daero, Seocho-gu Seoul, Seoul, South Korea	N/A	Fashion World Wide 4 Sajikro8gil, Jongro-gu Seoul, South Korea Tel: +82 (0)2 7202243 Fax: +86 (0)2 7254020 info@modeseoul.com
9	Offshore Korea This event showcases product from Apparel & Clothing, Lifestyle & Fashion industries.	BEXCO Busan Exhibition & Convention Center 55, APEC-ro, Haeundae-gu, Busan Busan, South Korea	19.06.2016- 25.06.2016	Pusan National University 30 Jangeon-Dong Geumjeong-Gu, Busan 609-735 Korea Busan, South Korea

Source:

www.tradefairdates.com

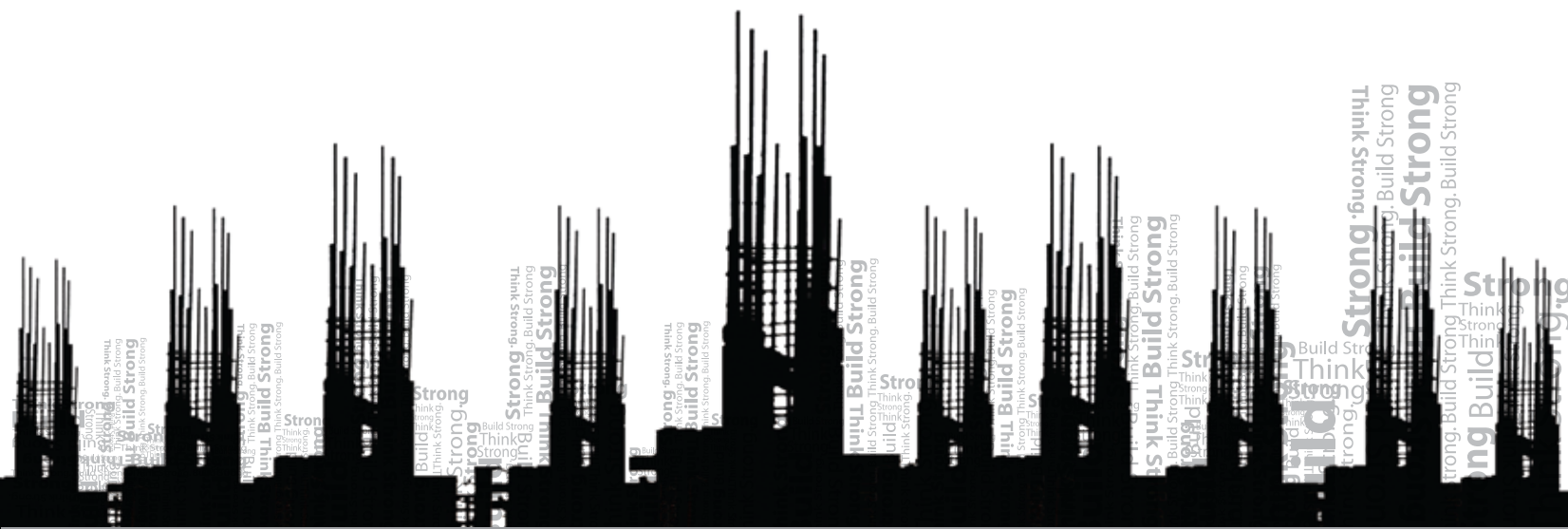
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During Earthquake

- Drop, cover and hold on. Move as little as possible.
- Stay indoors until the shaking stops and you are sure it is safe to exit.
- Use stairs rather than elevators.
- Gather at assembly point, stay there until the shaking stops and follow the instruction of designated personnel of your factory.

Preparedness for an Earthquake

- Pick safe places in each floor of your workplace. A safe place could be near a strong corner beam.
- Learn how to shut off the gas valves, electricity and other utilities in your premises and keep necessary tools for that purpose.
- Organize earthquake drill at least twice a year and raise awareness about tremor.



What to do after an Earthquake

- Clean up spilled chemicals, diesel or other flammable liquids immediately.
- Fire is the most common hazard after an earthquake, so look for and extinguish small fires.
- Each time you feel an aftershock, drop, cover and hold on. Aftershocks frequently occur minutes, days, weeks and even months following an earthquake.



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- আপনার কর্মস্থলের নিরাপদ স্থানসমূহ চিহ্নিত করুন; যেমন বিল্ডিংয়ের কোনায় অবস্থিত স্তম্ভ।
- জরুরী মূহুর্তে গ্যাস, বিদ্যুৎ ও অন্যান্য সংযোগসমূহ বন্ধ করার কৌশল আয়ত্ত করুন এবং প্রয়োজনীয় যন্ত্রপাতি যথাস্থানে রাখুন।
- বছরে অন্তত দুইবার ভূমিকম্প মহড়ার আয়োজন করুন ও ভূমিকম্প সম্পর্কে সচেতনতা বৃদ্ধি করুন।

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- কম্পন বন্ধ হওয়ার আগ পর্যন্ত ভেতরে অবস্থান করুন এবং বের হওয়ার আগে নিরাপত্তার বিষয়ে নিশ্চিত হয়ে নিন।
- নামার সময় সিঁড়ি ব্যবহার করুন, লিফট এড়িয়ে চলুন।
- সমাবেশস্থলে সমবেত হউন এবং আপনার কারখানার দায়িত্বপ্রাপ্ত কর্মকর্তার নির্দেশনা অনুসরণ করুন।



ভূমিকম্প পরবর্তি করণীয়

- ছড়িয়ে পড়া ঝুঁকিপূর্ণ রাসায়নিক দ্রব্য, ডিজেল এবং অন্যান্য দাহ্য বস্তুসমূহ দ্রুততম সময়ে পরিস্কার করুন।
- সাধারণত ভূমিকম্পের সময় অগ্নি দূর্ঘটনা ঘটার সম্ভাবনা থাকে। তাই খুঁজে দেখুন কোথাও আগুন লেগেছে কিনা; লাগলে সাথে সাথে তা নিভিয়ে ফেলুন।
- ভূমিকম্প পরবর্তি সময়ে আবারও পরপর ভূকম্পন (আফটার শক) হতে পারে। প্রতিবার কম্পন হলে ড্রপ, কাভার ও হোল্ড অন পদ্ধতি অনুসরণ করুন।



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