

Bangladesh German Chamber of Commerce & Industry

Your Trusted Bilateral Business Chamber



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Welcome Messages



Dear Ladies and Gentlemen,

The Bangladesh German Chamber of Commerce & Industry is promoting bilateral business between Bangladesh, Germany and Europe. Today BGCCI has become the biggest bilateral business chamber in Bangladesh. The bilateral trade between Germany and Bangladesh has increased in the last four years over 4 billion US Dollar; the GDP has been stable at around 6% for last couple of years. Germany is the 2nd biggest export destination, Europe by far the most important.

We are working as a catalyst between Governments and the private business sector. BGCCI is deeply engaged in the fields of Corporate Social Responsibility and we do focus on compliance and vocational training. It is time to change the mindset in order to become a sourcing hub which produces higher quality goods. We are looking forward to support you and do good business in Bangladesh as well as in Germany.

Best regards

Sakhawat Abu Khair President of BGCCI



Dear Ladies and Gentlemen,

Bangladesh has become an EMERGING MARKET! Increased interest in doing business in Bangladesh is reflected throughout our philosophy and our members. BGCCI is a pure business chamber, which is politically and financially independent offering our members professional services.

BGCCI has become a trusted brand, which is known for setting trends e.g. in terms of Corporate Social Responsibility, connecting trade and aid sector and vocational training. Furthermore we brand Bangladesh in realistic way to foster business.

The core asset of BGCCI is the trust of our members. BGCCI engages all stakeholders in its work. We have access to factory owners, brands respectively buyers, local and international business associations, governments, international agencies, multilateral institutions, organizations from the development sector, NGOs, CSOs, trade unions and media.

We represent business from Bangladesh, Germany and from all other European countries. Our members are very diverse. Around 28% of our members come from the Ready-Made Garment (RMG) sector, though upcoming industries like leather, pharmaceuticals, ICT, ship-building, logistics are also widely represented. We listen to the needs of our members and strive to provide them with highest level of quality in our work.

I am very pleased to inform you that BGCCI throughout 6 years was able to increase its capacity 10 times! In 2009 the chamber noted 60 members and today we represent more than 600 members. I would like to take this opportunity and extend my sincere appreciation and thanks to all of our partners and members.

In partnership,

Daniel Seidl Executive Director of BGCCI





About BGCCI

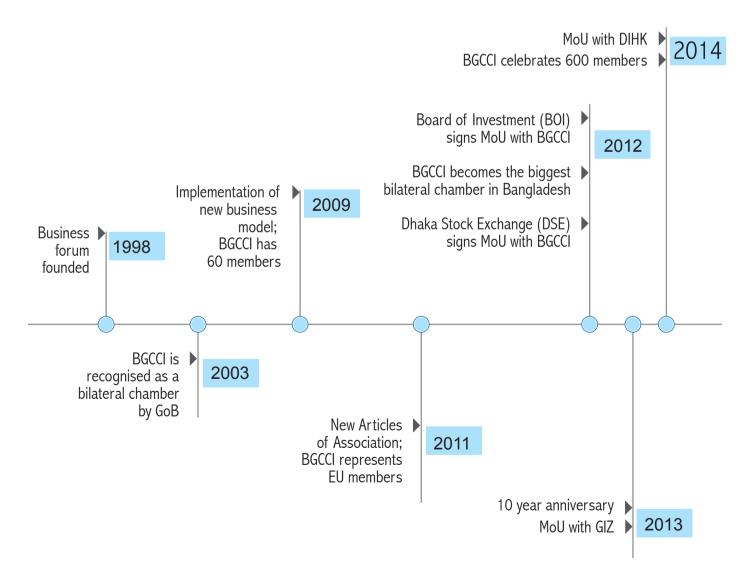
Further BGCCI accompanies you in finding business partners for you and offer mediation support. The Bangladesh German Chamber of Commerce & Industry (BGCCI) promotes bilateral trade between Bangladesh, Germany and Europe. The chamber is non-political and acts as independent business association.

BGCCI represents more than 600 member companies that are interested in facilitating business between Bangladesh, Germany and Europe.

Further BGCCI accompanies you in finding business partners for you and offer mediation support. In our work we inform you about potential opportunities and risks of doing business. We provide special support to small and medium enterprises (SMEs) to establish their presence in a foreign country.

BGCCI is located in the German House in Gulshan, Dhaka, Bangladesh.

Timeline of BGCCI's key achievements since its inception:







TRULY BANGLADESH

Bangladesh is the nexus of inter-regional trade, right in the middle of the Indo-Pacific economic corridor.



20,000 Sq. Km

Bangladesh won the rights to 20,000 sq. km of natural gas-rich waters. Bangladesh's natural gas reserves are now estimated at 200 trillion cubic feet, the largest supply in the Asia-Pacific.



10,855 troops

Bangladesh contributed the highest number of troops to the United Nations. Bangladesh became a member of the United Nations Human Rights Council (UNHRC) for the period of 2015-17



147,570 sq. Km

Bangladesh is the largest delta of the world. The huge fertile delta is the basis of the nation's economy. The Bangladesh Delta Plan (BDP) and Framework 2100 will ensure sustainable water management and prevent flooding in Bangladesh's future.



33 Million

people use the internet regularly. Bangladesh was awarded with the prestigious 'Global ICT Excellence Award' for outstanding contribution in social development of the nation using IT.



Dnd Largest Producer

Bangladesh is the second largest producer of goat milk. Bangladesh is ranked fourth worldwide in total amount of goat production.





TRULY BANGLADESH cont....



bomes that are powered by solar power

50,000-60,000

solar panels added every month. Bangladesh is to become world's 1st nation 100% powered by solar in the year 2021.



120.351 million phone users.

Bangladesh is ranked 10th Worldwide in mobile phone use.



\$2.42 billion & 3.86 % month-on-month

In January 2015, despite political turmoil, garment exports fetched \$2.42 billion, up about 8 percent year-on-year and 3.86 percent month-on-month.



181.5 m

In 2014, a record hectare of biotech crops were grown globally. Bangladesh along with India and China lead the global surge in biotech crops production.



125 km

of unbroken white sandy beaches. Bangladesh is home to world's longest beach Cox's Bazaar.



Upcoming Number 1

Large number of different types of water bodies both inland and marine makes Bangladesh one of the most suitable countries of the world for freshwater aquaculture. FAO predicts Bangladesh will be the first of the four countries to achieve massive success in fish production by the year 2022.

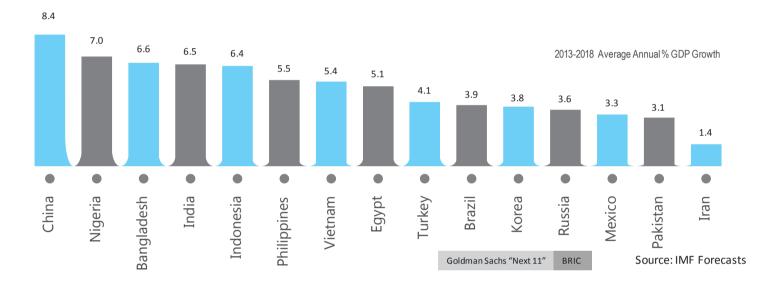




For Investors' Interest

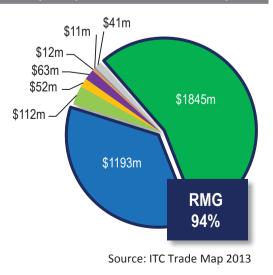
When investors recognize realistic potential of Bangladesh, new opportunities arise for Bangladesh and European companies

Bangladesh is performing in-line with the world's major emerging markets



RMG is Bangladesh's key export to Germany

- Articles of apparel, accessories, knit or crochet
- Articles of apparel, accessories, not knit or crochet
- Other made textile articles, sets, worn clothing etc
- Fish, crustaceans, molluscs, aquatic invertebrates nes
- Footwear, gaiters and the like, parts thereof
- Vehicles other than railway, tramway
- Articles of leather, animal gut, harness, travel goods
- All Other







For Investors' Interest Continues



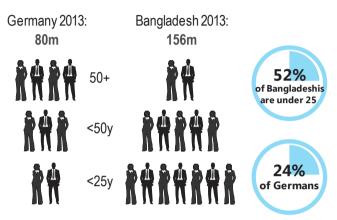
GDP per Capita, Current USD \$1,432



Source: IMI

...by 2025, Bangladesh will be a middle income country with 175m people

Bangladesh has the world's 8th largest population, with a young profile



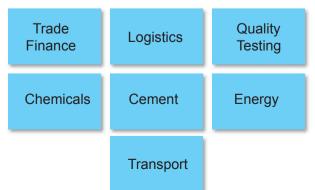
...this profile will drive growth, and competitiveness as a regional export hub



FDI% GDP 1.1% Bangladesh Developing Markets Developing Markets Developing Markets Source: UNCTAD

A wave of FDI could enter Bangladesh, starting with infrastructure investment

German expertise can contribute in other sectors as Bangladesh develops



Bangladesh is the world's **2**nd largest exporter of Ready Made Garments (RMG)



...RMG exports will continue to grow and move up the value chain

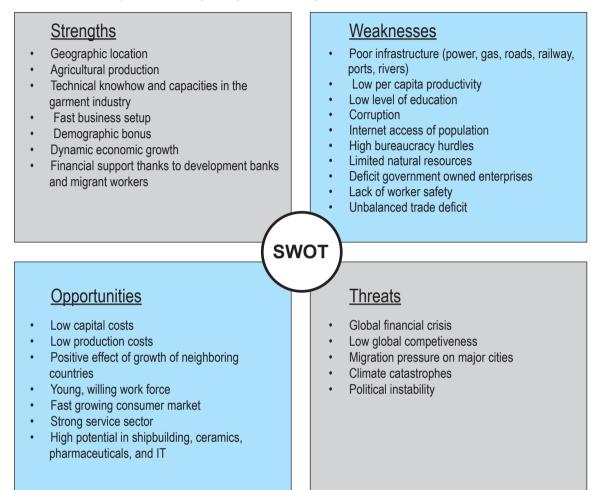
Sources: Export Promotion Bureau, McKinsey & Company projection





Doing Business in Bangladesh

PricewaterhouseCoopers (PwC), internationally acclaimed professional service providing company recently published a SWOT analysis about investing in Bangladesh, which is given below.



Feedback From Foreign Investors In Bangladesh

Appreciation for the entrepreneurial spirit and high level of enthusiasm and commitment they witness in the people of Bangladesh

Despite occasions of political turmoil, suppliers never fail to deliver

Compared to other countries, working in Bangladesh is considered easier Bangladesh is a land of untapped potential with a huge market size of its own and accompying enormous workforce



Bangladesh German Chamber of Commerce & Industry



Germany - Top Global Market

2nd World Exporter Germany ranks 2nd in the world as an manufacturing exporter. Germany is also Europe's largest economy and 4th largest in the world by GDP.

3rd World Importer

Germany's ranks 3rd as the world importer. As the economic hub of the European Union(EU), it is a gateway to the European market, and offers tariff-free access for many Bangladeshi goods.

3% Growth in Export

52%

SME

German exporters attained a 3% growth in 2013 despite the Global Economic challenges.

German small and medium-sized enterprises (SMEs) account for est. 52% of Germany's entire economic output. Germany and Bangladesh share an entrepreneurial spirit.

3.5 Billion USD

German imports (Knit, RMG and other textile articles) from Bangladesh were estimated for 3.5 billion USD in 2012-'13.

645 Million USD

Value of German exports to Bangladesh in 2012-'13.



Germany has high levels of employment – in 2013, almost three quarters of people aged 15-64 had a paid job (77% of men and 68% of women). Men are primarily in full-time work, while women, especially those with pre-school children, often work part-time.





Germany: The 2nd Largest Export Destination

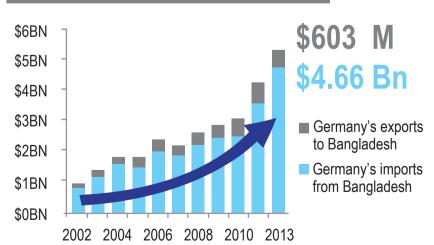
Bangladesh's export to Germany USD 4,665,738

Unit: USD Thousand	
Product label	Value in 2013
Articles of apparel, accessories, knit or crochet	2557390
Articles of apparel, accessories, not knit or crochet	1781723
Other made textile articles, sets, worn clothing etc	128174
Fish, crustaceans, molluscs, aquatic invertebrates nes	77240
Footwear, gaiters and the like, parts thereof	51105
Vehicles other than railway, tramway	12176
Articles of leather, animal gut, harness, travel goods	10634
Headgear and parts thereof	7425
Copper and articles thereof	6550
Vegetable textile fibres nes, paper yarn, woven fabric	5039
Source: ITC 2012	

Source: ITC 2013

Bangladesh's imports from Germany USD 6,03,908

Unit: USD Thousand	
Product label	Value in 2013
Machinery, nuclear reactors, boilers, etc	218738
Commodities not elsewhere specified	86180
Electrical, electronic equipment	67173
Optical, photo, technical, medical, etc apparatus	30051
Miscellaneous chemical products	28436
Aircraft, spacecraft, and parts thereof	28140
Ships, boats and other floating structures	16808
Soaps, lubricants, waxes, candles, modelling pastes	15246
Tanning, dyeing extracts, tannins, derivs, pigments etc	11826
Plastics and articles thereof	11568
Source: ITC 2013	



Bilateral trade is worth almost \$5.29 Billion

Source: ITC Trade Map





EU: The Largest Export Destination

Bangladesh's export to the European Union (EU 28) USD 17,387,227

Unit: USD Thousand	
Product label	Value in 2013
Articles of apparel, accessories, knit or crochet	9316894
Articles of apparel, accessories, not knit or crochet	6417656
Other made textile articles, sets, worn clothing etc	489424
Fish, crustaceans, molluscs, aquatic invertebrates nes	404655
Footwear, gaiters and the like, parts thereof	253519
Raw hides and skins (other than furskins) and leather	93553
Vehicles other than railway, tramway	76278
Articles of leather, animal gut, harness, travel goods	44431
Vegetable textile fibres nes, paper yarn, woven fabric	41323
Plastics and articles thereof	28349

Source: ITC 2013

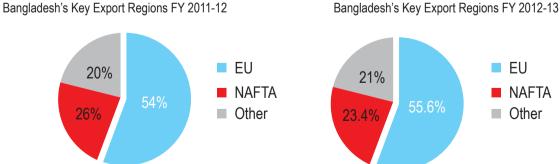
Bangladesh imports from European Union (EU 28) USD 2,172,230

Unit: USD Thousand	
Product lavel	Value in 2013
Machinery, nuclear reactors, boilers, etc	739118
Electrical, electronic equipment	287068
Iron and steel	133672
Commodities not elsewhere specified	100132
Optical, photo, technical, medical, etc apparatus	79056
Pharmaceutical products	66208
Miscellaneous chemical products	63968
Dairy products, eggs, honey, edible animal product nes	52973
Tanning, dyeing extracts, tannins, derivs, pigments etc	50380
Paper and paperboard, articles of pulp, paper and board	47435

Source: ITC 2013

Bangladesh's Key Export Regions

The EU is Bangladesh's core market, receiving over half of Bangladesh exports



Source: Bangladesh Bank





Quotes about BGCCI

The event 'Emerging Market' in Berlin has been one of the best foreign business seminars." H.E. Sheikh Hasina, Honrable Prime Minister of Bangladesh

"I would like to congratulate BGCCI, which became a real Power House in the last years. BGCCI is an important institution for us in Bangladesh." H.E. Christian Wulff, German President

"I am extremely happy that BGCCI represents also companies from the European Union, which is the biggest trading partner of Bangladesh." H.E. William Hanna, EU Ambassador

"I am very pleased that the German development cooperation sector is working together with the private sector. Further I like to congratulate Mr. Seidl personally, since he is a CIM expert and CIM falls under my supervision." H.E. Dirk Niebel, Minister of Economic Cooperation and Development

"BGCCI came a long way and I am really impressed about your hard and effective work!" H.E. Dr. Guido Westerwelle, German Minister for Foreign Affairs

"BGCCI has become a success story! The good bilateral business relations are reflected through the good work of the chamber." H.E. Holger Michael, German Ambassador

"I have recognized BGCCI not only as he biggest bilateral chamber, but also as the most effective. H.E. Faruk Khan, Commerce Minister





BGCCI Services

We offer consulting services and networking platform for our members from Bangladesh, Germany and Europe to assist their bilateral business ventures.

Our dynamic member network of over 600 companies include major investors and 30 DAX firms from Germany, some of Bangladesh's most successful joint ventures, and local champions. They connect at regular events, through our online portal, Newsletter, Membership Directory and in our Quarterly publications.

BGCCI is recognized in Bangladesh for delivering high-impact events, including The German Trade Show, Global Social Responsibility Conference and sponsoring the German National Day. We have hosted Presidents, Prime Ministers, Ministers and even Nobel Laureates, as well as local and international business leaders.

Network & Knowledge Sharing



Member Network & Business Events We offer consulting services and professional research to help companies & foundations to grow their business ventures.

We facilitate our members in finding business opportunities through our extensive network. We promote trade and knowledge sharing through business events with members and influential speakers.

Publications & Media Engagement

We highlight trends, opportunities and challenges in key market sectors, and share membership news.



BGCCI Business Consulting Services

Whether you are optimizing an established business, entering Europe or Bangladesh for the first time, or extending into sectors of products, BGCCI offers for members and non-members a range of customized services to address your business needs.

 Market Research We recognize that accurate market information and actionable recommendations drive good business decisions. We offer customized research throughout the business cycle, starting with: Market studies Feasibility studies Target group research 	 Virtual Office Services For those companies that do not want to invest immediately in office space and full-time recruitment, we act as your virtual representative. A BGCCI consultant will: Be your company's local representative Promote your services or products in the local market Report on local demand and progress helping you decide when to launch fully
 Visa Support Time is precious for those seeking to do business across borders. We help limit the time lost in business visa applications with: Appointments at the German Embassy in Dhaka help exclusively for BGCCI members Applications support to verify that your application is compatible and correct Advice on applications through the Bangladesh Embassy in Germany 	 Sourcing & Partner Search When up-scaling activities, many companies seek new partners, either for sourcing or sales. We can: Conduct basic address research, returning a list of potential matches for your business Conduct Intensive Partner Search over 6-7 weeks, identifying and investigating potential partners, culminating in a 3-day visit to meet and evaluate your potential matches.

START-UP

Scoping Missions

When you are convinced of the potential opportunities in Bangladesh or Europe and you are ready to take a closer look, we make sure you get the most from your trip:

- Arrange accommodations & transport
- Plan your schedule
- Arrange meetings with key individuals who have the knowledge you need
- Arrange company visits to match your needs

Legal Services

Operating in a new market brings many sorts of legal uncertainties. Our network of lawyers offer legal advice throughout the business cycle:

- Drafting business contracts
- Tax and incentive advice
- Auditing

Business Set up

When you decide to enter the market, we help establish your company, offering support in areas, such as:

- Legal establishment of the company
- Forming the legal entity that suits your entrance and that utilizes tax incentives
- Finding an appropriate office space
- Furnishing and equipping your office

Translation & Interpretation

Language can be a barrier in a new country, but clarity is crucial in ensuring mutual understanding with your business partners or consumers.

BGCCI arranges qualified translators or interpreters to limit the chances of misunderstanding.



Recruitment We understand that your venture will only be successful with capable, driven, and trusted employees. These can be difficult to find in an unfamiliar market. BGCCI uses its deep local knowledge and network to identify a strong list of candidates for your evaluation.	 Marketing Services There are more channels to reach your target consumers today than ever before. Understanding which to use and delivering an engaging message is key. We support: Local press engagement E-mail marketing Media Campaigns
 <i>Relocation Services</i> If you choose to employ expatriate workers then we help smooth the upheaval from this big lifestyle change, offering: Work permit guidance Finding transport Tax advice 	Mediation In business, disagreements inevitably arise. Resolving these through legal avenues can be costly and take time. BGCCI acts as an impartial mediator, helping parties reach a mutually acceptable agreement. We have a 90% success rate in reaching agreement without legal recourse.

SUCCESS

Business Delegations

When looking for new foreign customers, business delegations can give the weight you need to maximize the impact of your trip:

- We plan the delegation with a full schedule including company visits
- We set up confirmed meetings at B2B match-making events
- We engage with government officials when possible to
 advocate your business sector

Corporate Training

As your venture matures, ensuring that your employees continue to develop is crucial for retention rates and for driving your business forward. We offer workshops including:

- Understanding cultural differences
- Management skills
- Technical training
- Presentation skills

Event Management

Make use of BGCCI's experience in running high-level events to ensure that your own events are well-attended by the target audience and press coverage is maximized:

- Launch events
- Opening ceremonies
- Marketing Seminars
- Networking events

Diversification

When your venture is consolidated and you are ready to look for new avenues of growth, BGCCI will help you to diversify.

Returning to the start of the service cycle, we help identify potential market sectors, conduct feasibility studies, find partners and employees and help you build your new business.



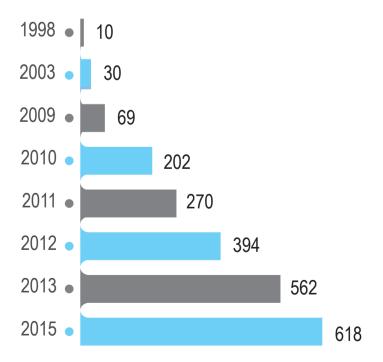
BGCCI Membership

Over the years, BGCCI has continuously increased its membership, service portfolio and office capacity. Today BGCCI ranks as the largest European chamber in Bangladesh, representing more than 600 Bangladeshi and German businesses. BGCCI is the first contact for European companies expanding to Bangladesh and Bangladeshi companies expanding to Europe, an experienced service provider and the well-respected voice of Bangladeshi-German businesses.

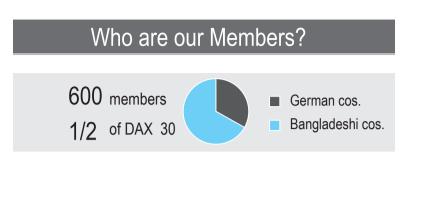
All Members benefit from access to our wide-reaching network, copies of BGCCI publications and access to Business Consulting services.

BGCCI facilitates a pre-visa application check. Further, BGCCI arranges appointments for business visa at the German Embassy. Since April 2012 till September 2014, BGCCI supported 513 visa applicants from its member companies.

BGCCI Members







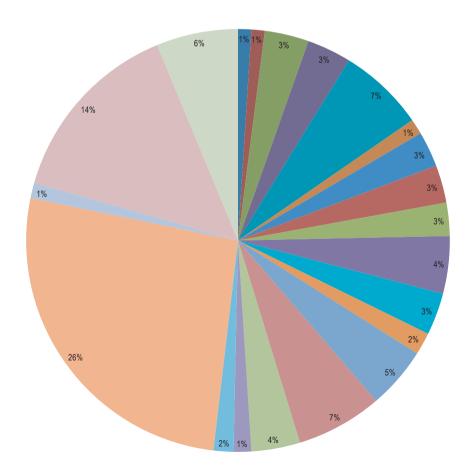
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200 th	Member	
300 th	Member	
400 th	Member	(
500 th	Member	
600 th	Member	(







BGCCI Members by Sectors



- Accomodation & Food services
- Advertising & Marketing
- Banking, Financial & Insurance Services
- Construction
- Consulting & Business services
- Education & Training
- Energy
- Engineering
- Food & consumer goods
- Indenting, Liaison Office & Buying Agents
- IT, Communication & Media
- Leather goods & shoes
- Metal products & Electrical equipment
- Other
- Petro, Chemicals, Pharmaceuticals
- Porcelain & Ceramic products
- Research & Testing
- RMG & Textiles
- Ship building, breaking & related
- Trading & Distribution
- Transportation & Logistics



BGCCI Membership Benefits

All Members benefit from access to our wide-reaching network, copies of BGCCI publications and access to Business Consulting services.

Members with Gold services receive complimentary Business Consulting services, wide marketing exposure and deeper access to our high-level network through exclusive Gold Member events and European business delegations.

Access to Online Members' Directory Invitations to BGCCI Business Events Invitations to BGCCI Business Events Invitations to BGCCI Business Events BGCCI Newsletter Invitations to BGCCI Business Events BGCCI Research Reports Invitations to BGCCI Business Consulting Services Discounted Rate for All BGCCI Business Consulting Services Invitations Schengen Visa Support at BGCCI Appointments with Embassy Invitational One Page Advert in Members' Directory Additional One Page Advert in Members' Directory Invitations Company Logo Featured in BGCCI Events Invitations Company Logo Featured on BGCCI Websites Invitations Company Logo on Outgoing BGCCI e-mails Invitations Half-day Market Research in Bangladesh or Germany Invitations	Benefits of BGCCI Membership	Member with Regular Services	Member with Gold Services
Invitations to BGCCI Business EventsImage: Constraint of the second	Access to Online Members' Directory	\checkmark	\checkmark
BGCCI Newsletter Image: Construction of the construction of	Receive Printed Members' Directory	\checkmark	✓
BGCCI Research Reports Image: Construction of the section of the sectin of the secccle of the section of the section of the s	Invitations to BGCCI Business Events	\checkmark	\checkmark
Discounted Rate for All BGCCI Business Consulting ServicesSchengen Visa Support at BGCCI Appointments with EmbassySeparate Gold Member Section in Members' DirectoryAdditional One Page Advert in Members' DirectoryCompany Logo Featured in BGCCI PublicationsCompany Logo Featured at all BGCCI EventsCompany Logo Featured on BGCCI WebsitesCompany Logo on Outgoing BGCCI e-mailsHalf-day Market Research in Bangladesh or Germany	BGCCI Newsletter	✓	✓
Schengen Visa Support at BGCCI Appointments with Embassy Image: Comparison of the section of th	BGCCI Research Reports	\checkmark	\checkmark
Separate Gold Member Section in Members' Directory Image: Company Logo Featured in BGCCI Publications Additional One Page Advert in Members' Directory Image: Company Logo Featured in BGCCI Publications Company Logo Featured at all BGCCI Events Image: Company Logo Featured on BGCCI Websites Company Logo on Outgoing BGCCI e-mails Image: Company Logo on Outgoing BGCCI e-mails Half-day Market Research in Bangladesh or Germany Image: Company Logo on Outgoing BGCCI e-mails	Discounted Rate for All BGCCI Business Consulting Services	~	✓
Additional One Page Advert in Members' Directory Image: Company Logo Featured in BGCCI Publications Company Logo Featured at all BGCCI Events Image: Company Logo Featured on BGCCI Websites Company Logo Featured on BGCCI Websites Image: Company Logo on Outgoing BGCCI e-mails Half-day Market Research in Bangladesh or Germany Image: Company Logo on Outgoing BGCCI e-mails	Schengen Visa Support at BGCCI Appointments with Embassy	\checkmark	\checkmark
Company Logo Featured in BGCCI Publications Image: Company Logo Featured at all BGCCI Events Company Logo Featured on BGCCI Websites Image: Company Logo on Outgoing BGCCI e-mails Company Logo on Outgoing BGCCI e-mails Image: Company Logo on Outgoing BGCCI e-mails Half-day Market Research in Bangladesh or Germany Image: Company Logo on Outgoing BGCCI e-mails	Separate Gold Member Section in Members' Directory		✓
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Company Logo Featured on BGCCI Websites Company Logo on Outgoing BGCCI e-mails Half-day Market Research in Bangladesh or Germany	Company Logo Featured in BGCCI Publications		✓
Company Logo on Outgoing BGCCI e-mails Half-day Market Research in Bangladesh or Germany	Company Logo Featured at all BGCCI Events		\checkmark
Half-day Market Research in Bangladesh or Germany	Company Logo Featured on BGCCI Websites		✓
	Company Logo on Outgoing BGCCI e-mails		\checkmark
Invitation from Cormon Embosory for National Day	Half-day Market Research in Bangladesh or Germany		\checkmark
	Invitation from German Embassy for National Day		\checkmark
Logo Insertion in Embassy Invitation Card	Logo Insertion in Embassy Invitation Card		✓
Seat at Gold Member & VIP Roundtable Discussions	Seat at Gold Member & VIP Roundtable Discussions		\checkmark
Special Services at BGCCI Business Delegations to Europe	Special Services at BGCCI Business Delegations to Europe		\checkmark

Visit: www.bgcci.com for more information

Together with BGCCI as a sponsor, we celebrate the German National Day. The event has become a benchmark among the National Days. Without BGCCI and its Gold Members, it would not have been possible to host such a grand event.





Connecting Diplomacy & Business

BGCCI organizes high-level events, connecting policymakers to the business sector

Honorable Prime Minister of Bangladesh H.E. Sheikh Hasina visited Berlin in October 2011 and met with 65 members of BGCCI's business delegation. During the Prime Minister's visit, BGCCI organized the first business forum: "Bangladesh-Emerging Market". H.E. Sheikh Hasina attended the event along with 250 guests.

In November 2011, the President of Germany – H.E. Christian Wulff visited Bangladesh (as the first German President to visit Bangladesh since cadency of Richard von Weizsacker 25 years earlier) and took part in BGCCI's Business Breakfast. The event was led by Dr. Karl-Ernst Brauner, Director of the Department of Foreign Trade Policy under the Federal Ministry of Economics and Technology in Germany. The Business Breakfast was attended by over 150 guests.



H.E. Christian Wulff, President of the Federal Republic of Germany speaks at BGCCI Business Breakfast in Dhaka



H.E. Sheikh Hasina, Prime Minister of Bangladesh speaks at "Bangladesh-Emerging Market" event in Berlin



H.E. Faruk Khan, Minister of Commerce, Bangladesh, recognizes BGCCI as the "Biggest Bilateral European Chamber in Bangladesh" in the presence of H.E. Dirk Niebel, Minister of Economic Cooperation & Development, Germany and H.E. Andris Piebalgs EU Commissioner for Developments



H.E. Dr. Guido Westerwelle, Minister for Foreign Affairs in Germany at the reception dinner hosted by BGCCI, GIZ and DEG





BGCCI RMG delegation in Stuttgart. From left: A. Rauf, Commercial Counsellor, Bangladesh Embassy in Germany; Dr. M. Brauch, Honorary Consul of Bangladesh in Baden Wuerttemberg; F. Siddique, Vice President, BGCCI; H. Al Mamoon, Senior Secretary, Ministry of Commerce Bangladesh; P. Friedrich, Minister for Bundesrat, Europe and International Affairs, Germany; A. Islam, President, BGMEA; D. Seidl, Executive Director, BGCCI



MoU signed between DIHK and BGCCI. From left: Gert Rabbow, Head of Delegations / Representations DIHK; Sakhawat Abu Khair, President BGCCI; Dr. Volker Treier, Deputy Chief Executive and Managing Director of International Economic Affairs DIHK and Daniel Seidl, Executive Director BGCCI





Daniel Seidl, Executive Director, BGCCI with Dr. Syed Abdus Samad, the BOI Executive Chairman



H.E. Tofail Ahmed, Commerce Minister at a Business Networking Luncheon organized by BGCCI in his honor. Right: Daniel Seidl, Executive Director of BGCCI; Left: Sakhawat Abu Khair, President, BGCCI; Md. Atiqul Islam, President, BGMEA; Dr. Ferdinand von Weyhe, Deputy Ambassador, German Embassy



H.E. Faruk Khan, with Dr. Achim Berg and Dr. Thomas Tochtermann of McKinsey & Company and representitives of BGCCI and the RMG sector in Berlin





Key figures behind BGCCI's phenomenal success. From top to bottom: Sakhawat Abu Khair, President, BGCCI; H.E. Holger Michael, Former German Ambassador; Md. Saiful Islam, Former BGCCI President; Daniel Seidl, Executive Director, BGCCI



BGCCI Executive Director Daniel Seidl with Parliamentary State Secretary, German Ministry of Economic Cooperation and Development Hans-Joachim Fuchtel at a dinner organized in the honor of the State Secretary.



BGCCI Executive Director Daniel Seidl with Foreign Minister Abul Hassan Mahmood Ali & Deputy Ambassador Dr. Ferdinand von Weyhe at the celebration of German National Day 2014 at Radisson Blu Water Garden. The Minister visited the booths of BGCCI Gold Members along with the Deputy Ambassador



Daniel Seidl, Executive Director of BGCCI with Dr. Ferdinand von Weyhe, Deputy Embassador of German Embassy at the SEE Award giving ceremony

w was held in October, he

CIR global social responsibility in Bangladesh

Aiming for high quality and fairness

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CIM expert (lanist Seld) Def() presents an award to Mishael Othy, Chairman of the Beard of Directory of the Othe Torus, they are the

Daniel Seidl welcomes Dr. Michael Otto, Chairman of the Board of Directors of the Otto Group as the 200^{th} member

the world has an fair production conditions. The Baugladeshi trade minimupromised that the government would consolute incontinent in future, companin operating in the country will have to put 10 % becomposed to if they allow

David Solil expressed his autification that saids which may add different atom routs the time to discuss corporation to the saids of David Solid Westministics of Communic for the last two years. By organising conditions to like solid Soli







Bringing Businesses Together

From taking business delegation to Germany to organizing local business networking events, BGCCI has been providing platforms for businesses to interact and thrive



Under the wing of the German Business Chamber Association (DIHK), the local Chamber Reutlingen (IHK), together with Chamber Reutlingen (IHK), together with BGCCI organized event called: "Opportunities and Challenges of the RMG Sector in Bangladesh and Myanmar". More than 25 delegates from Bangladesh, representing 250,000 RMG employees participated in the conference. Welcome Address was delivered by Dr. Epp. CEO of the Chamber Reutlingen



BGCCI celebrated the milestone of 300 members and becoming the largest bilateral chamber in Bangladesh. Ekushey Television Limited was the 300th member. Bangla Trac Ltd. (Bangla CAT) was given the 301st title



 $\mathsf{BGCCI's}$ Executive Team along with its Gold Member SS Solutions- the sole agent and gold partner of SAP in Bangladesh, organized a business networking lunch



Ajay Sahney, Managing Director of Robert Bosch (Bangladesh) Ltd. receives certificate of 400th Member from Dr. Ralf Reusch, Deputy Ambassador of German Embassy







Former BGCCI President Md. Saiful Islam at the 13th Asia Pacific Conference of German Business



MoU signing ceremony with Dhaka Stock Exchange



German Ambassador H.E. Holger Michael at the inaugration of BGCCI office at German House



BGCCI President Sakhawat Abu Khair signed an MoU with Country Director of GIZ Olaf Handloegten. Daniel Seidl from BGCCI and PSES Coordinator Magnus Schmid also present at the ceremony



H.E. Dirk Niebel, Minister of Economic Cooperation and Development recognizes work of CIM expert Daniel Seidl, Executive Director of BGCCI



Md. Nasser Shahrear Zahedee, Chairman of Radiant Pharmaceuticals Limited celebrating as 500th Member of BGCCI

BGCCI



Global Social Responsibility Conference

Conference that brings together industry experts, policymakers and media to engage in multi-stakeholder dialogue about Corporate Social Responsibility (CSR)



Center: H.E. Hasan Mahmud, Minister for Environment and Forest of Bangladesh. Right: Prof. Jan Pronk, Dutch Diplomat and Politician and former Minister of Environment and Development Cooperation of the Kingdom of the Netherlands; H.E. William Hana, Ambassador, The Head of Delegation of the European Union to Bangladesh; Shakhawat Abu Khair, President of Bangladesh German Chamber of Commerce and Industry (BGCCI); Left: Mrs. Uta Böllhoff, Director General for Europe, Middle East, and Asia Director General for Europe, Middle East and Asia-German Ministry of Economic Cooperation and Development; H.E. Dr. Albrecht Conze, Ambassador of Germany; H. E. Gerben de Jong, Ambassador of the Kingdom of the Netherlands; Daniel Seidl, Executive Director of BGCCI

<text>

Global Social Responsibility (GSR) Conference is first-of-its-kind forum in Bangladesh where both German and Bangladeshi companies come together to share ideas about best business practices and lessons learned, and to develop business strategies accordingly. In October 2010 the 1st Global Social Responsibility Conference was held, engaging more than 300 business leaders from Germany and Bangladesh. The interest from the media was enormous. The event was covered by 100 local and international media representatives.

In February 2013 Second Global Social Responsibility Conference was held focusing on the European perspective on water, energy, waste and compliance. The conference brought together over 250 participants from different sectors:

- Private sector
- Government
- NGOs
- Civil Society Organizations
- Trade Unions
- Media



Bangladesh German Chamber of Commerce & Industry

Global Social Responsibility Conference, cont....



Press Briefing event of the 2nd GSR Conference



Panel discussion about green economy in the 2nd GSR Conference



Distinguished audiences of the 2nd GSR Conference



Keynote speakers at the 1st GSR Conference, 2010



A Green Economy requires new business strategies and approaches in resource efficiency, investment in clean technologies, the development of alternative products, services and materials, and the ability to obtain value from unavoidable waste. As such, social innovation and appropriate technology are required to address environmental challenges in Bangladesh. Enhanced CSR in this context can help to create that green economy in Bangladesh.

H.E. William Hanna, EU Ambassador to Bangladesh



Bangladesh German Chamber of Commerce & Industry

Impressions from the 3rd GSR Conference 2014





RMG & Fire Safety Panel

Environmental Panel on Waste Water Management



Leather Industry Panel



Social Protection of Workers Panel



Technical Vocational Educational Training Panel



Distinguished participants of the conference





German National Day

Every year the German Embassy organizes the German National Day, which is sponsored by BGCCI. Diplomats, politicians, renowned business and social persons and representatives from the media attend the gala event





H.E. Dr. Conze greets the guests at the German National Day event in 2012. Mrs. Conze and Dr. Ralph Reusch, Deputy Ambassador accompany him



H.E. Dr. Albrecht Conze, German Ambassador gives a speech at the German National Day, 2012



H.E. Dr. Dipu Moni, Foreign Affairs Minister speaks at the German National Day celebration event in 2013



Car Display at the German National Day 2012





Social Events

In 2012 and 2013, BGCCI organized the German Oktoberfest for its members. This event is fulfilled with traditional German games and entertainment such as log cutting, finger wrestling and others for members



H.E. Dr. Conze, German Ambassador opens the Oktoberfest 2012



Oktoberfest 2012



N. Janakiram Raju from BASF and Robin Rajon Sakhawat from Robintex Group participated in a traditional game of Oktoberfest 2013



Professor Gowher Rizvi, International Advisor to Prime Minister of Bangladesh; H.E. Holger Michael German Ambassador and BGCCI Board Members attended an auction for HIV patients



Fashion show at the 400 Members Celebration event in 2013



Distinguished guests' signature felicitating BGCCI on the event of celebrating 500th Member and Oktoberfest 2013





German Trade Show

German Trade Show of 2011 brought 2 Nobel Laureates, 70 companies from Bangladesh and Germany and 16,500 guests



Dr. Cramer, Nobel Prize Winner speaking at one of the 25 side-events on climate change



Prof. Yunus, Nobel Prize Winner; Prof. Rehman Sobhan, Chairman of Centre for Policy Dialogue (CPD); Mr. Sadique, former Senior Vice President of BGCCI; Mr. Borgschulze, Managing Director for CSI at panel discussion at the German Trade Show 2011



In order to strengthen the trade relations between Bangladesh, Germany and Europe, BGCCI organizes German Trade Show. German Trade Show took place in 2011. It was participated by various of German and Bangladeshi companies. The show amassed a staggering number of 16,500 guests as visitors and showcased various products ranging from different industries. It has been one of the largest trade fairs in Bangladesh and ties in perfectly with the vibrant and successful relationship between both countries. The event is the embodiment of BGCCI's vision to build bridges. Its goal is to increase trade – not only in goods and services, but also in knowledge and ideas. The event also reflects the chamber's determination to contribute to sustainable development of Bangladesh.



Part of the German Trade Show stalls





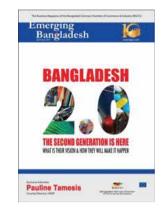
BGCCI Publications

Throughout monthly newsletter, quarterly magazine and annual member's directory, BGCCI showcases stories of its members



Special Report Bangladack 2.0





















BGCCI Research & Projects

BGCCI has extended into larger research projects in Bangladesh



BGCCI partnered with McKinsey & Company compiling the report that set out to review Bangladesh's RMG growth formula, building on the country's strong starting position and the increasing demand of international buyers. The report provides an overview of the rapid growth being seen in Bangladesh's RMG industry and describes the main hurdles that exist for buyers when it comes to sourcing in Bangladesh. BGCCI's cooperation and assistance in the overall process of collecting data and preparing the report was highly appreciated by McKinsey & Company.



Mckinsey wishes to thank all participants of this study, especially the Bangladesh German Chamber of Commerce & Industry (BGCCI) President Md. Saiful Islam and Executive Director Daniel Seidl, for their support in compiling this report.

Bangladesh's ready-made garments landscape: The challenge of growth



Vocational Training

Technical Vocational and Educational Training (TVET) for both female and male mid-level managers in RMG and Textile industry



With the BGCCI core team behind the formation of curricula, Prof. Md. Abul Kashem, Chairman, Bangladesh Technical Education Board (BTEB) and Dr. Engr. K.M. Alauddin, Curriculum Specialist, Bangladesh Technical Education Board

- BGCCI, headed by Adnan Nafis, prepared a report on "Training Needs of Mid-Level Managers of the RMG Industry of Bangladesh": March, 2014.
- 5 training curricula for mid-level managers were developed: April, 2014.
- Out of 5 curricula, BGCCI has drafted 2 training
 modules for mid-level managers: April, 2014 that is specific curricula for six-month diploma courses for mid-level management representatives of the RMG sector and textile industry in compliance with National Technical and Vocational Qualification Framework (NTVQF) with support from Bangladesh Technical Education Board (BTEB).

BGCCI conducted survey in RMG sector and found there was a severe dearth of skilled workers and existing skills do not match industry needs.

Adnan Nafis, Head of Trade Promotion, Social Responsibility & Consultancy of BGCCI





Branding Bangladesh

Engaging the European media to encourage balanced and realistic reporting about Bangladesh

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Berglodoù Gernan Chambu	
of Contrastes & Industry Dipl -Occ. Duniel Seidl	
Executive Director	
Growan Hisase Road # 90, House # 10/C, 1" Floor	
Gelsters-1, Dhaka-1212, Bangladesh.	
Dear Mr. Seidl,	
Goustings to you.	
It is my horser to infinite you that I are please	d that you are promoting the bilateral made
relations between Bangladesh and Germany positive image of Bangladesh in Germany and	
Duration I would like to support our efforts at	ad ammendate you an
"Brand Antheosador of Daugladoth"	
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Mahammad Farak Khan	
Homonauble Minister Ministry of Commerce.	

Letter from the Ministry of Commerce of Bangladesh recognizing Executive Director as "Brand Ambassador of Bangladesh"



BGCCI strives to improve image of Bangladesh in Germany and in Europe. Branding Bangladesh is BGCCI's campaign that portrays realistic image of Bangladesh abroad. When Bangladesh will be perceived as rapidly Emerging Market then new opportunities for Bangladeshi and German companies will follow. The campaign acts on following levels:

- Engages worldwide press to encourage a balanced and realistic reporting
- Communicates image of Bangladesh as a rapidly emerging market through business delegations, events and research publications
- Engages with influential leaders and entrepreneurs in Europe, promoting Bangladesh as a high-potential investment destination

We believe that when "Made in Bangladesh" is seen as a mark of quality and expertise, new opportunities will follow for Bangladeshi and European companies.

Over the last years, BGCCI saw great progress of the campaign. There were also signs of more balanced reporting in mainstream German media, including in some of the biggest newspapers. BGCCI also encourages the exchange of journalists, as there are few German correspondents in Bangladesh. The chamber supports visits of German journalists to see Bangladesh.

The Ministry of Commerce recognised the Executive Director Daniel Seidl as Brand Ambassador of Bangladesh for his efforts.

Mr. Seidl knows Bangladesh better than any European and Europe better than any Bangladeshi.

H.E. Faruk Khan, Commerce Minister

Mr. Seidl is a brand and marketing expert. He knows the Asian culture very well and proved that he can implement a business plan and lead a company successfully.

Michael Schuermann, Managing Director & CEO SIEMENS Bangladesh Ltd.



Celebrating 10 years of BGCCI

June 2014 marked the 10th Anniversary of BGCCI



Sayed Jamaluddin Haider, the Founding President of BGCCI delivers his speech



BGCCI President Sakhawat Abu Khair delivers his speech



Former BGCCI President Md. Saiful Islam delivers his speech



BGCCI Executive Director Daniel Seidl at the 10 years celebration event



BGCCI Executive Committee 2012-2013 and BGCCI team with distinguished guests at the event



"

We started the chamber with a view to bolstering the trade relationship between Bangladesh and Germany. Among many obstacles the chamber has reached this height. I believe the present leadership at the chamber will take it to further heights of success.

Sayed Jamaluddin Haider, the Founding President of BGCCI





Message from the Ambassador

Dear Ladies and Gentlemen,

Bangladesh is a dynamic market with excellent perspectives for future economic development. The volume of bilateral trade between Bangladesh and Germany has reached almost 4.5 billion Euro in 2014 and is expected to grow. The geographical location of Bangladesh between the booming markets in China, India and Southeast Asia gives the country a unique possibility. We will see the relocation of labor-intensive industries from neighboring countries to Bangladesh and the increasing diversification of the countries exports. Local demand is rising as well due to the demands of a growing middle class. This dynamic offers chances for new foreign direct investments.

BGCCI offers its services to help investors find their way to this market.

BGCCI is an important facilitator for German – and other European – exporting companies. By pursuing market researches, bringing business to business or helping to overcome obstacles the BGCCI is helping newcomers to this interesting market.

Over the last years the BGCCI has had a tremendous success and is today the biggest bilateral business chamber in town. This clearly demonstrates that companies – Bangladeshis and Germans alike – are happy with the performance and the services the chamber provides.

As the German Ambassador to Bangladesh I am delighted to have the BGCCI on our side to foster our bilateral business contacts, which is an important pillar in our bilateral relations. From our side we are happy to continue our close cooperation. I wish the BGCCI and its member companies the best success for the future.

H.E. Dr. Thomas Prinz

Ambassador of the Federal Republic of Germany in Bangladesh

Cooperation Partners/Office in Office services













Deutscher Industrie- und Handelskammertag



Centre for International Migration and Development a joint operation of GTZ and the German Federal Employment Agency







Industrie- und Handelskammer Reutlingen

Reutlingen | Tübingen | Zollernalb











BGCCI Executive Committee 2014-'15



President

Sakhawat Abu Khair MD, Robintex Bangladesh Ltd.



M. Maksud MD, Corona International

Indranil Lahiri MD & CEO Siemens Bangladesh Ltd.





N. Janakiram Raju Chairman & MD BASF (Bangladesh) Ltd.



Vice-Presidents

Farooq Siddiqui MD, Karben Solar Energy Ltd.



Treasurer

Magnus Schmid PSES Coordinator, GIZ Office, Dhaka







BGCCI Executive Committee 2014-'15

Executive Committee Members



Rafiq Hassan Director, Northern Tosrifa Group



Mohammad Ali Khokon, MD, Maksons Spinning Mills Ltd.



Yesmin Ipphat CEO, Kryolan Bangladesh Ltd.



Jonathan Reinhard CEO, Digital Factory International Ltd



M. Nooruddin Chowdhury Country Director DHL Global Forwarding (Bangladesh) Ltd



Syed Golam Mowla MD, Multi Freight Ltd.



Nessar Maksud Khan MD, Maks Renewable Energy Company Ltd.



Mahbubul Alam Proprietor, Sarah International



Syed Raushan Zaman Proprietor, S R Zaman Communication



Daniel Seidl Executive Director, BGCCI







BGCCI Team

BGCCI became the Biggest Bilateral Business Chamber with the commitment of the following Heads



Daniel Seidl

Executive Director

Daniel Seidl (42, MBA) is an expert of Emerging Markets and knows Bangldesh for almost 20 years. He is the first foreigner who has been awarded by the Government of Bangladesh as "Brand Ambassador of Bangladesh". By dint of his dynamic leadership, he has restructured the Bangladesh German Chamber of Commerce & Industry, which is the biggest bilateral business chamber representing 600 member companies from Bangladesh, Germany and Europe. This chamber is known for promoting bilateral trade and connecting aid to the private sector. Mr. Seidl is the founder of the "Global Social Responsibility Conference" and has briefed the German President, Prime Minister of Bangladesh and Ministers, Ambassadors and Business Leaders. Mr. Seidl is well connected to the business sector, governments, trade unions, local and international business organizations, international agencies, multilateral institutions, and organizations from the development sector, NGO's, CSO's and media. The chamber works closely with the world's renowned Foundation. It has published the world wide quoted report on the RMG Industry together with McKinsey & Company. In his previous positions, he worked in the field of marketing, branding, media/CNN-anchorman, moderator, investment banking and strategy consulting.



Adnan Nafis

Head of Trade Promotion, Social Responsibility & Consultancy of BGCCI

He has been serving as Head of Trade of Trade Promotion, Social Responsibility and Consultancy of Bangladesh German Chamber of Commerce & Industry since 2012. He has been involved in Trade Promotion, trade diversification & branding in different organizations in Bangladesh, Thailand, China and Germany. He has led and conducted different research projects for more than 4 years and has more than eight (08) publications about Bangladesh Apparel Industry, trade promotion and diversification. He also has publications in heath care and leather sector. He is working as Lead Consultant for Different International organizations in the field of Garment workers Digital Payment system, Vocational education (TVET), RMG & Leather sector. He and his team has successfully conducted Garments sector need assessment for skill development and developed five curriculums and two modules in accordance with Bangladesh Technical Education Board. He specializes in the sectors of Textile/Ready Made Garments, Leather, Skill development and social responsibility, FDI and business set up. He has development close relationship with the concerned people in all the sectors, government establishments, trade associations, industrial players and trade unions.





BGCCI Team Continues



Tanzer Siddique

Head of Membership

He has wide experience of conducting and managing field research in Bangladesh about Technical, Vocational Education, and Training for Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) which includes the projects: Survey on Apprenticeship Training Needs in Enterprises in Bangladesh; Inclusive RMG Skills Training for Women. He is an expert in the fields of HR Recruitment Services, Visa Appointment for both German and Bangladeshis, Business delegation, e.g. Prime Minister's delegation to Germany, RMG delegation. He has worked as consultant for renowned organization and foundation. Before joining BGCCI, He served as the Research assistant for the University of Cologne, Department of Human Geography. His other field research experiences in Bangladesh include the projects Risk Management of Societal Claims in Transnational Networks (Dr. Christian Ditsche); Poverty reduction through social business (Dr. Kerstin Maria Humberg) and Dhaka Hazard Project: Social adaptation to climate change: Coping with floods in Dhaka's informal settlements (Dr. Tibor Assheuer).



Tawhidur Rashid

Head of Events, Media & Publication of BGCCI

He is a passionate communicator and wordsmith. He has been working with BGCCI since 2012. During his stint, he successfully set up an active Media & Publication wing of the chamber. He is the Managing Editor of the quarterly magazine: Emerging Bangladesh. Besides, his job responsibilities include managing the PR and communication of the chamber. He has designed the communication strategy of the 2nd and 3rd GSR Conference. His interest lies in emerging sectors like IT and health sector.



lan Green

Head of research Project

As Head of Projects and Research at BGCCI, Ian has conducted research into many areas of Bangladesh's economy. He was a key member of the TVET Pilot Institute Feasibility Study for GIZ. He produced the BGCCI guide: Investing in Bangladesh: an Opportunity for New Investors. He ensures the chamber's communications are rooted in up-to-date macro data, and produces strategic presentations for BGCCI. He conducts client research on the opportunities in Bangladesh, including projects on E-Waste and Construction.

Prior to joining BGCCI, he worked in the UK for Nielsen, the global market research company. He managed client accounts worth over \$1 million a year. He led an integrated onshore and offshore team to deliver client satisfaction levels consistently over 80% in quarterly KPI reviews. He excelled as an analyst and in delivering actionable recommendations based on wide consumer and sales data, and received several internal awards in recognition for client feedback on his analysis. He is the founder of a consultancy company BGTIC GmbH.



Bangladesh German Chamber of Commerce & Industry



BGCCI Team



Amena Khanom Manager Finance & Accounts



Tanzeena Khan Assistant Manager Trade Promotion & Messe Düsseldorf Representative in Bangladesh



Andreana de Jong Asst. Manager Marketing & PR



Rafael Stemplewski Asst. Manager Business Development



Rezwanul Hoque Khan Senior Executive Membership



Mohammad Imran Office Support





BGCCI extends its sincere gratitude to its founder and all its former and current Presidents and Executive Directors

Founder	Sayed Jamaluddin Haider	1998
Presidents	Sayed Jamaluddin Haider Dr. Peter E. Albrich Ruhul Amin Nasir A. Choudhury Md. Saiful Islam Sakhawat Abu Khair	1998 2001 - 2004 2004 - 2006 2006 - 2007 2007 - 2011 2011
Executive Directors	Irmgard Hettich Sherchan Syed Feroze Ahmed Mir Muniruzzaman Dipl. Oec. Daniel Seidl	2007 2008 2009 2010 - 2015

Gold Members of BGCCI

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Chief Editor Daniel Seidl

Editor Tawhidur Rashid

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Bangladesh German Chamber of Commerce & Industry

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