



SPECIAL REPORT | MARCH 26, 2015

Bangladesh



A world of
opportunities

Bangladesh - UAE relations are poised for new heights



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Saluting the courage...
Saluting the perseverance...

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on its Independence Day

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EDITORIAL

Executive Editor

Patrick Michael

Supplements Editor

Suchitra Steven Samuel

Sub-Editor

Sadiq Shaban

Reporting

Farhana Chowdhury

Suneeti Ahuja-Kohli

PRODUCTION

Designers

Mohammad Ejaz Khan

Sidharthan

Imaging

Venugopal Prabhu

ADVERTISING

Director Advertising

Haroon Qureshi

Senior Advertising Manager

(Supplements)

Philip Smith

DUBAI HEADOFFICE:

P.O. Box 11243 Tel: +971 4 3383535

Fax: +971 4 3383345/46

E-mail: supplements@khaleejtimes.com

ABU DHABI:

P.O. Box 3082 Tel: +971 2 6337666

Fax: +971 2 6351122, E-mail: ktimesad@eim.ae

BAHRAIN:

Universal Enterprises, P.O. Box 1062 Manama
Tel: +973-17290303 Fax: +973-17293818

OMAN-MUSCAT:

United Media Services SAOC

P.O. Box 3305 Ruwi Postal Code 112

Tel: +968 24700896

Fax: +968 24706512

E-mail: alpana@umsoman.com

INDIA:

Mediascope Publicitas, 51 Doli, Chamber
Colaba, Mumbai 400005

Tel: +91 22 613 77400, Fax: +91 22 22875718

E-mail: representations@publicitas.com

PAKISTAN:

Millennium Media, Karachi

Tel: +92-21-35480795

Fax: +92-21-35870242

Email: tauqeermuhajir@gmail.com

ENGLAND:

47, Great Cumberland Place, London W1H7 LH
Tel: +44 20 7723 5083 Fax: +44 20 7706 4157

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Concept and initiative by

Barood Media FZ LLC

Contact: Abdul Haque Chowdhury, Mobile: 050-7289212

Email: baroodmedia@gmail.com / info@baroodmedia.com

www.baroodmedia.com, <https://www.facebook.com/BaroodMedia>



His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, meets Md Abdul Hamid, President of Bangladesh (left), and Sheikh Hasina, Prime Minister of Bangladesh, in October 2014, in Dubai.

ROOTED IN TRUST

Bangladesh-UAE relations are growing from strength to strength

» Muhammad Imran

Bangladesh and the UAE achieved independence in the same year (1971) and started their independent statehood with the common aspiration for peace, progress and development. The foundation of the relationship between the two countries was laid by the Father of the Nation Bangabandhu Sheikh Mujibur Rahman during his historic visit to the UAE in 1974. He had very close relations with the founding father of the UAE, late Shaikh Zayed bin Sultan Al Nahyan. The 10-day visit of Shaikh Zayed to Bangladesh in 1984 also contributed to our bilateral relations leading to better understanding and engagement between our two brotherly countries. Bangladesh's first diplomatic mission in the Gulf region was opened in Abu Dhabi on March 23, 1974. Bangladesh Consulate in Dubai opened on July 5, 1980.

The relation between the two countries is based on shared faith, culture and traditions. Over the years, bilateral relations have grown in depth and dimensions. There have always been exchange of visits at high levels and also cooperation in areas like trade, investment, culture, tourism, security and manpower.

The year 2014 was an eventful period for Bangladesh-UAE relations as a num-



Muhammad Imran
Ambassador of Bangladesh to the UAE

ber of high level visits took place and several agreements have been signed between the two countries.

Bangladesh President Md Abdul Hamid attended the World Islamic Economic Forum (WIEF) held in Dubai from October 27 to 29, 2014. The President had bilateral meetings with His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai and they exchanged views on issues of global, regional and mutual interests.

Prime Minister Sheikh Hasina paid an official visit to the UAE from October 25 to 27, 2014. During her visit she had an official meeting with UAE Prime Minister and discussed various issues of common interests. The Bangladesh Prime Minister also had meetings and discussions with

His Highness Shaikh Saud bin Saqr Al Qasimi, Member of the Supreme Council and Ruler of Ras Al Khaimah, Lt. General Shaikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Interior Minister, Shaikh Abdullah bin Zayed Al Nahyan, Foreign Minister, Shaikh Nahyan bin Mubarak Al Nahyan, Minister for Culture, Youth and Community Development, Sultan Ahmed bin Sulayem, Chairman of DP World, and several other dignitaries. Bangladesh Minister of Expatriates' Welfare and Overseas Employment Engineer Khandker Mosharraf Hossain, Foreign Minister A H Mahmood Ali, State Minister for Labour Mujibul Haque and State Minister for Home Affairs Asaduzzaman Khan accompanied the Prime Minister.

During the visit, two bilateral agreements (a) on Transfer of Sentenced Persons and (b) on Security Cooperation between Bangladesh and the UAE were signed in presence of the two prime ministers. An MoU was also signed to handover a plot of land presented by Bangladesh at Diplomatic enclave in Dhaka to construct the UAE Embassy. Earlier, Bangladesh had extended unilateral 'Visa on Arrival (VOA)' facilities to the citizens of the UAE. This has enabled UAE passport holders to travel to Bangladesh without prior visa.

A joint statement was issued after the visit documenting the agreed decisions between the two leaders. The two countries agreed to explore opportunities and identify new areas of collaboration and strengthen existing cooperation in the areas of trade, investment, higher education, tourism, infrastructure development, culture and energy particularly



renewable energy, climate change and ocean-based Blue Economy.

The Commerce Minister and Minister of State for Foreign Affairs of Bangladesh also visited UAE in 2014. Shaikha Lubna Al Qasimi, UAE Minister of Development and International Cooperation, visited Bangladesh in 2013. All these visits have strengthened the trust and mutual understanding among the leaders.

The two countries are also working closely in different international and regional fora. As members of the UN, OIC and other international bodies, both Bangladesh and the UAE are committed to maintain international and regional peace, security and development, and they have supported each other's candidature in different world bodies.

Manpower in the UAE

People of Bangladesh started coming to this region before 1970s in connection with trade, business and tourism. The Bangladeshi community began to grow here after mid-seventies when the UAE's economy flourished. A group of engineers first came to this land with jobs in the oil and gas, electricity and water sectors in the mid-70s. Some started business in construction, trading and other sectors. Dubai became a household name all over Bangladesh in early 80s when a commoner's dream was to go to Dubai to explore new opportunities.

A reputed Bangladesh company (Bengal Development Corporation) was one of the first construction companies, which constructed 250 kilometres of highway starting from the Saudi-UAE border in the western region of Abu Dhabi and later also built 5,000 prefabricated low cost housing units in Abu Dhabi (Baniyas/ Al Wathba) and Al Ain areas in 1970s and 1980s. These projects were one of the earliest modern infrastructures of the emirate.

The Bangladeshi manpower in the UAE has now become the central aspect of Bangladesh-UAE bilateral relations. An MoU was signed between the two countries in 2007 in Dhaka to address issues of recruitment and welfare of workers.

A significant number of Bangladeshis (around 700,000) have been working in the UAE and contributing immensely to the economies of both the countries. Remittances from non-resident Bangladeshis contribute to the livelihoods of less privileged people in the rural areas.

Bangladeshi workforce is employed in a variety of areas, both skilled and semi-skilled viz electro-mechanical, hospitality, construction, driving and municipal services. Many are engaged in business. Major business categories are construction



Shaikh Abdullah bin Zayed Al Nahyan, Foreign Minister of the UAE, with Sheikh Hasina in Abu Dhabi.

companies and large perfumeries, grocery shops to supermarkets, automobile workshops, spare parts and building materials shops. Some doctors are running polyclinics and engineers are managing construction companies. Yet others are doing business in garments and textiles, restaurants, travel and tourism.

People-to-people contact

People-to-people contact between the two countries is on the rise. Visits by tourists and businessmen from both sides have increased significantly in recent years. A large number of the UAE nationals visit Bangladesh every year to attend the second largest Islamic religious congregation held in Tongi, Dhaka. Carriers from the UAE namely Emirates, Etihad, Air Arabia (and until recently RAK Airways) and Biman Bangladesh Airlines operate 40-50 direct weekly flights between the two countries.



A Bangladesh community school was established by the embassy and community members in Abu Dhabi in early 1980s and subsequently late Shaikh Zayed bin Sultan Al Nahyan donated a piece of land for the school. The President, His Highness Shaikh Khalifa bin Zayed Al Nahyan donated funds for the construction of the building. With the support from the Government of Bangladesh and members of the community, the Bangladesh School has now achieved the status of a well-established school in Abu Dhabi. The school is named Sheikh Khalifa Bin Zayed Bangladesh Islamia School. The school was awarded the prestigious Sheikh Zayed Future Energy Prize in 2013 for outstanding contribution to develop renewable energy.

Some dedicated members of the Bangladesh community in Ras Al Khaimah have also started a Bangladesh school and they have, with the support of His Highness Shaikh Saud bin Saqr Al Qasimi, Member of the Supreme Council and Ruler of Ras Al Khaimah and Shaikh Mohammed bin Saud bin Saqr Al Qasimi, Crown Prince of Ras Al Khaimah, already constructed a school campus.

Conclusion

Relations between Bangladesh and the UAE are deeply rooted in shared history, faith and traditions, and based on trust and confidence with each other. Along with continuous interaction between the governments and people in various fields, it is becoming multi-dimensional. There are ample opportunities to further expand and consolidate the relations. Both Bangladesh and the UAE are committed and look forward to work together to take the relations to a new height and trajectory.

The author is the Ambassador of Bangladesh to the UAE.



Big business beckons

Bangladesh-UAE economic relationship is serving the mutual interests of both nations

» Masudur Rahman

Bangladesh fared well enough to keep afloat a buoyant economic trend averaging a healthy six-plus growth since 2009. Following successful stints of macro-economic stability and solvent credit rating, the country is poised to achieve the mid-income status by the year 2021, keeping in view the targets enshrined in the Vision 2021 of the government.

According to the report of the Asian Development Banks (ADB) for 2014, Bangladesh's economy showed tremendous resilience against non-economic factors associated with the elections in Bangladesh during this period and the dynamic economic policies of the government enabled GDP growth to clock at 6.1 per cent, which is surprisingly higher than ADB's prediction.

The rising trajectory of Bangladesh's development is largely attributed to the strengthening of democratic institutions, expanding economic reforms, empowerment of women, steady export (\$36.21 billion) and remittance (\$14.75 billion) growth, solid foreign currency reserve (22.75 billion) and achievement in Millennium Development Goals (MDG) targets comprising major socio-economic indices.

The dire poverty level has gone down as low as 15 per cent with girl-child enrolment touching almost 98 per cent. Gender parity has been achieved in primary and secondary school enrolment. Alongside achieving remarkable progress in education, health, agriculture, socio-economic and gender equality, Bangladesh has literally experienced a growth take off with per capita income touching \$1,190, a three-fold rise from those of the early 2000, while advancing into the 36th largest GDP amounting to \$175.52 billion.

Bilateral trade

The bilateral trade between Bangladesh and the UAE increased tremendously



Masudur Rahman

Consul General of Bangladesh in Dubai

over the last few years. Bangladesh's export to the UAE is growing steadily annually with a target achieving \$248 million in the current FY 2014-15. The overall bilateral trade today stands at \$1.177 billion. The principal export items of Bangladesh to the UAE are readymade garments (woven and knitwear), vegetables, frozen fish, jute yarn and twine, home textiles and textile fabrics, fruit juice, tea in packets, terry towels, spices, stainless steel ware, PVC bags, melamine tableware, biscuits, electronics, cables and jute products.

The major import items of Bangladesh from the UAE include mineral fuels, mineral oil and products apart from products of their distillation, bitumen, fertilisers, vegetable products, plastics and articles, cotton (all types) and cotton yarn/thread/fabrics, iron and steel and its products, electrical machinery and equipment, and spare parts.

UAE invests in Bangladesh

The Ras Al Khaimah Investment Authority (RAKIA) has now had substantial in-



Bangladesh's export to the UAE is growing annually with a target of \$248 million in the current FY 2014-15.

vestment in ceramics, pharmaceuticals and real estate sectors in Bangladesh. Recently, the government of the UAE started investing in the power generation sector in Bangladesh from the MUBADALA fund. The most prominent investment from the UAE came from the Abu Dhabi Group in the telecommunication and banking sector. In its recent investment analysis, RAKIA identified Bangladesh as one of the most valuable investment destinations. Besides, there remains huge opportunity for the UAE to invest in thriving and prioritised sectors of Bangladesh, particularly in the area of sea port industries, aviation, poultry and live stocks, marine drive projects, power generation, and off and on-shore exploration of gas. The government of Bangladesh has adhered to extend an excellent investment portfolio and projects for foreign investors with incentives and business-friendly environment.

Untapped opportunities

With global oil prices remaining low for the foreseeable future amid a restraint inflationary trend, Bangladesh's economy could pick up at more than 7 per cent in the coming years from its present six-plus growth. In this backdrop, the Bangladesh government has undertaken several ambitious plans including building the Padma Bridge through self-financing and also high priority projects in coal, fossil fuel and nuclear-based power generation, communication infrastructure, deep sea port, metro rail project, IT and social media, ship breaking and making, communication network infrastructure and tourism by expanding and employing human resource diversification.

In this high economic set-up of a new era Bangladesh, foreign investors could find it a place to do business and tap the opportunities beyond the benefits provided even in industrial, developed and emerging economies. The competitively low-cost of business set-up, raw materials, basic inputs, trained workforce including highly professional engineers in Bangladesh, could be very critical in the mix of decisions that major businesses from the UAE would take with due cognisance when it comes to choosing Bangladesh — the place to do business.

The author is the Consul General of Bangladesh in Dubai.



Agreement signing between Shaikh Abdullah bin Zayed Al Nahyan, Foreign Minister of the UAE, and Abdul Hassan Mahmood Ali, Foreign Minister of Bangladesh, as His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and Prime Minister of Bangladesh Sheikh Hasina look on.

TIES THAT BIND

The nation strides across various sectors with a tremendous pace in socio-economic development

» Dr A K M Rafique Ahammed

Despite the global economic recession, Bangladesh has been maintaining a positive trend in economic growth for the last few years with a GDP growth rate above six per cent. The country has already achieved some of the major targets of Millennium Development Goals (MDGs) attracting widespread international appreciation as well as recognition.

Bangladesh attaches enormous importance to growth in export and investment while the country, at present, is going ahead with a tremendous pace in socio-economic development.

Bangladesh's export to the UAE is growing steadily annually and has huge potentials as Dubai being the re-export hub for other GCC and MENA countries. Bangladesh's export to the UAE in the FY 2012-13 grew by nearly 48 per cent over the previous year, but in the FY 2013-14 it declined to \$245.34 million

from \$251.25 million (-2.35 per cent) while peaking the volume of bilateral trade of \$1,177.48.

Absence of direct shipping connectivity, higher air freight charge, long-term cargo shipment and delivery and higher quality standards of the UAE government are considered as the major issues to be addressed to enhance the export of Bangladeshi goods to the UAE.

The export target of Bangladesh for the UAE in FY 14-15 is \$250.22 million of which more than 75 per cent has already been achieved over the last eight months. The export growth in February 2015 is 22 per cent higher than the same period of last year.

Remittances

Currently, foreign remittance plays a significant role in the economy of Ban-



gladesh contributing 11.49 per cent to its GDP. Bangladesh achieved tremendous success in receiving foreign remittance over the last five years with an average remittance flow of \$12 billion every year. The UAE is an important labour market, which is the second largest remitting country for Bangladesh. The Mission has been constantly monitoring and encouraging the Bangladeshi community and businessmen for making remittances through official channels. The Commercial Wing of the Bangladesh Consulate General in Dubai maintains close connection with the private exchange houses in the UAE by regular visits and official communication. Over the last few months, the Commercial Wing facilitated the operation of more than 10 private exchange houses between Bangladesh and the UAE.

The exports of Bangladesh to the UAE may not contribute significantly to the total export of the country, however, the present export trend of Bangladesh shows that the export market is growing fast both in terms of volume and product diversity. The World Expo 2020 is likely to boost up business and investment in the UAE and thereby expand the export market of Bangladesh.

The author is the Commercial Counsellor, Consulate General of Bangladesh, Dubai.



AL HARAMAIN PERFUMES GROUP

A blend of vision and success

'It has been and will always be about delivering the best quality no matter what ...'

Al Haramain Perfumes is a brand name that has become synonymous with quality perfumes across the GCC, the Middle East and beyond.

The entity has grown under the leadership of Mohammed Mahtabur Rahman (Nasir), Chairman and Managing Director of Al Haramain Group of Companies, and has been producing a wide range of products and creating outstanding blends to suit varying moods, needs, trends, occasions and personalities.

This success can be attributed to his vision to develop, explore and expand his family business from the Holy City of Makkah in Saudi Arabia to new destinations.

Rahman (Nasir) learned the techniques of the family business of fragrances from his father, Kazi Abdul Haque, and attained mastery in a short span of time.

As the fragrance business was booming, he opened their first showroom in Dubai under the name of Al Haramain Perfumes LLC in 1981. There was no looking back since then.

Now the entire network of the business operations is run from its ultra modern head office in Dubai, spread over an area of 11,000 square feet. The Al Haramain Perfumes Industry is one of the most modern factories of its kind in the UAE. The 174,477 square feet state-of-the-art manufacturing unit is located in Ajman.

Rahman (Nasir) says, "It has been and will always be about delivering the best quality no matter what size the order."



Head office



New factory



Processing unit



Mohammed Mahtabur Rahman



The Al Haramain Group of Companies, headed by Mohammed Mahtabur Rahman, is involved in a broad range of business and trade ventures around the world.

To tap the ever-growing fragrance needs of the Arab customers and visitors to the UAE from all over the GCC countries and the MENA region, gradually he set up branches all over the UAE, besides many other companies, all under Al Haramain Group, such as Al Haramain Trading LLC, Oudh Al Haramain and Noor Al Haramain Trading LLC in the UAE.

Al Halal Perfumes Industry LLC has been established in the UAE, for manufacturing Perfumery products, while Al Halal Perfumes LLC has been opened in the UAE, to cater to the fragrance needs of the mass markets.

Al Haramain Perfumes LLC as part of its expansion also established branches and associated companies in other GCC countries like Oman, Kuwait, Qatar and Bahrain.

It ventured into Singapore, from where it covers Indonesia and Brunei.

In Malaysia, Al Haramain Perfumes serves the perfumery needs of Malaysia and the rest of the Asian countries.

Rich & Ruitz, another perfume company, has been established in France with a manufacturing plant for production and distribution to capture the entire European and further afield, the American markets.

Al Haramain Perfumes Pvt Ltd was opened in Dhaka and caters to the perfumery needs of the Bangladesh market.

Inspiring personality

Rahman (Nasir) wears many hats. Besides being a seasoned businessman, he is involved in a broad range of business and trade ventures around the world. His keen interest and success in the fragrance business enabled him to think far beyond perfumes and led him to diversify his business interests to banking, healthcare, education, tea estates, hospitality and aviation sectors.

Rahman (Nasir) is also a social organiser and a community leader, besides heading the Bangladesh Business Council — Dubai.

From a very modest beginning, he has today emerged as one of the most successful overseas Bangladeshi entrepreneurs. His road to success is a source of inspiration to many non-resident Bangladeshis (NRBs), especially the younger generation engaged in business.

His impressive and remarkable achievements are attributed to his vision, hard work, carefully planned strategy, realistic targets and proper management at every stage.

Rahman (Nasir) has been ranked the top Commercially Important Person (CIP) for the two consecutive years — 2012 and 2013 — for the highest amount of remittances to Bangladesh. He also received the "Bangladesh Bank Remittance Award 2013" for sending the highest Foreign Exchange to Bangladesh.

CURRENTLY, RAHMAN IS ASSOCIATED WITH THE FOLLOWING ORGANISATIONS:

- > Bangladesh Business Council, Founding President: Established for Bangladeshi business communities in Dubai and the Northern Emirates
- > Sheikh Khalifa Bin Zayed Bangladesh Islamia (Pvt) School in Abu Dhabi, Sponsor
- > Al Haramain Tea Co Ltd, Chairman: Formed in Bangladesh to boost the production and export of Bangladeshi tea to countries all over the world
- > NRB BANK LTD, Vice Chairman: Offers total financial solutions to NRB customers around the globe
- > Al Arafah Islami Bank Ltd, Former Sponsor/Director
- > The University of Asia Pacific, Trustee
- > Beani Bazar Cancer Hospital, Trustee



عطورات الحرمين

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AL HARAMAIN

AL HARAMAIN PERFUMES

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HEAD OFFICE: P.O.Box: 13754 Murshid Bazar, Deira, Dubai - U.A.E. Tel.: +971 4 22 52 511, Fax: +971 4 22 65 738
INDUSTRY: P.O.Box:1885, Ajman - U.A.E. Tel.: +971 6 74 80 555 / 7431143, Fax: +971 6 74 80 500 / 74 31 040
E-mail : info@alharamainperfumes.com www.alharamainperfumes.com, TOLLFREE : 800 - 42726246 (HARAMAIN)
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Media reports have found prices of essential food products are, in fact, coming down and LuLu is the most competitive among all hypermarkets in the UAE.



TRULY A GLOBAL BRAND

Predominantly a hypermarket and supermarket operator, **LuLu** has 114 stores across the GCC and India

“Abu Dhabi is our base and will be always our primary area of expansion. As per our plans, in the capital alone, we will have six more hypermarkets,” says Yusuffali MA, Managing Director of LuLu Group International.

“I have been here for more than 40 years, I know the pulse of the region very well and work according to the local demands. We have invested in a state-of-the-art warehouse with an area of more than two million square feet in Abu Dhabi, where we can stock products for three months. I am also delighted to note that recent media reports have found prices of essential food products are, in fact, coming down and LuLu is the most competitive among all hypermarkets in the UAE.

“We see great potential in the eastern and western regions for quality shopping centres and this is where our future focus will be. Apart from large-format hypermarkets and shopping malls, we also would like to take our LuLu Express brand to the interior areas and suburban communities across the UAE. Numbers will not be our goal in the future.”

Yusuffali is the first non-Arab elected member of the Abu Dhabi Chamber of Commerce and Industry. “We will be more focused on becoming a truly locally grown with international class retail brand, offering some of the most fascinating retail and leisure options,” he adds.



Abu Dhabi is our base and will be always our primary area of expansion. As per our plans, in the capital alone, we will have six more hypermarkets.

— Yusuffali MA
Managing Director of
LuLu Group International

THE Abu Dhabi-headquartered LuLu Group is a retail major on the fast track to consolidate its top position in the GCC market with a flurry of new launches in the coming months.

LuLu, predominantly a hypermarket and supermarket operator, has 114 stores across the GCC and India. Line Investment & Properties LLC, the shopping mall division of the group, runs some of the best malls in Abu Dhabi and Al Ain including Al Wahda Mall, Khalidiyah Mall and Mushrif Mall. All these shopping areas are anchored by LuLu Hypermarket.



Long
live

UAE - Bangladesh Friendship.

On the occasion of the
44th Independence Anniversary
of the People's Republic of
Bangladesh,

*I congratulate all expatriate
Bangladeshis in the UAE.*



Captain Syed Abu Ahad

President, Greater Comilla Welfare Society, UAE &
Vice President, Bangladesh Social Club, Dubai, UAE



Taking challenges head on

UAE Exchange wishes its Bangladeshi customers, a Happy Independence Day!

WHEN challenges stare, the only way to overcome them is by taking them, head on. The result will be victory. This has been proven time and again by Bangladesh and its citizens living outside the country. According to World Bank, this growing economy saw \$14 billion flowing in as remittances in 2013 and around \$15 billion in 2014. These figures reflect the hard work of the enterprising Bangladeshis from across the world. Their efforts have strengthened the economy and contributed substantially to the building of the nation, while adding value to their country of work. This hard-working community has always trusted UAE Exchange, the leading global money transfer, foreign exchange and payment solutions brand, for transferring money home, exchanging currency or paying bills.

This special community forms a very substantial part of its customer base of over 7.9 million worldwide. In the last 34

years of successful operations, it has built a strong relationship with Bangladeshi customers, world over, with over 750 branches in 32 countries, across five continents and a strong correspondent banking relationship with close to 150 global banks. In Bangladesh, it has tied-up with AB Bank Limited, Agrani Bank Limited, Bangladesh Krishi Bank, BRAC Bank Limited, Dhaka Bank Limited, Dutch-Bangla Bank Limited, Islami Bank Bangladesh Limited, Janata Bank Limited, Mutual Trust Bank Limited, National Bank Limited, NCC Bank Limited, ONE Bank Limited, Prime Bank Limited, Pubali Bank Limited, Rupali Bank Limited, Southeast Bank Limited, Sonali Bank Limited, Standard Chartered Bank, The City Bank Limited, and Uttara Bank Limited.

UAE Exchange has been instrumental in regularising the salaries of the Bangladeshi working class through Smart Pay, its WPS-compliant leading payroll solution. This comes with a Smart Pay-MasterCard electronic prepaid card, which enables them to withdraw salary from any UAE Exchange Cash Dispensing Machine, and MasterCard ATM or shop by swiping it at MasterCard approved POS machines.

Customers lay their trust in

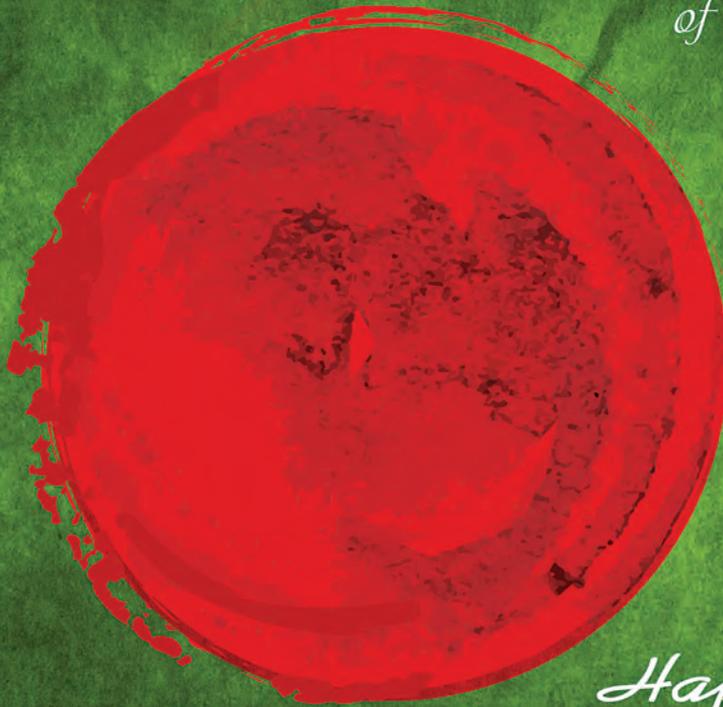


UAE Exchange has been instrumental in regularising the salaries of the Bangladeshi working class through Smart Pay, its WPS-compliant leading payroll solution.

UAE Exchange by choosing it as their trusted remittance partner. In response, it has left no stone unturned to bolster that trust by bringing them exclusive promotions like Shopno Choa, Money Majlis and more, which they received whole-heartedly.

UAE Exchange takes this special occasion to reinforce its commitment to provide Bangladeshi customers with unparalleled service, while saluting this great nation for its resolve to overcome obstacles with a smile and emerge a winner, every time. UAE Exchange wishes health, happiness and peace to all its citizens, spread across the world.

*Wishing all the people
of Bangladesh*



*Happy
Independence day*

Sister Concern



Keep Saving

www.alamgroup.ae



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Supplier in Abu Dhabi



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Around 25 Own
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ALAM GROUP OF COMPANIES

CONTRIBUTING TO THE UAE ECONOMY

Alam Group is intensifying its presence in the UAE and is currently working on developing five supermarkets in the next few months, taking the number of its outlets from 20 to 25 supermarkets

ALAM GROUP, a major importer and exporter, retailer and wholesaler, is investing Dh185 million to expand its footprints across the UAE, while also growing its business interests in Bangladesh and South Asia. The Group is investing in five new supermarkets, a corporate headquarters and centralised logistics base to consolidate its growing operations.

Owned by M N Alam, a leading non-resident Bangladeshi (NRB) entrepreneur, the group that employs a 1,000-strong workforce of multicultural ethnicities, is planning to hire more than 500 people to manage its expansion – thus creating further employment in the UAE.

The Group's turnover is likely to reach Dh1 billion this year and is expected to increase further as the company expands its supermarkets. With the motto – Together we grow – Alam Group is intensifying its presence in the UAE and is currently working on developing five supermarkets in the next few months, taking the number of its outlets from 20 to 25 supermarkets.

“As a major player in retailing industry in the UAE, we feel a strong sense of belonging to this country and that is why we are investing aggressively in its economy,” M N Alam, Chairman and Managing Director of Alam Group of Companies, said.

Alam's is an inspirational story of how a person can reach the top by his sheer dedication, hard work and skills. Today, Alam is one of the most successful retailers in Abu Dhabi and a leading Bangladeshi businessman in the UAE.

Alam, who hails from Chittagong in



M N Alam, Chairman and Managing Director of Alam Group of Companies

Bangladesh, began his journey as a small entrepreneur in Abu Dhabi in December 1978. Six months later, with an investment of Dh6,000 he started his business by opening a small shop in Hamdan Street.

In 1982, he further invested Dh15,000 in a toyshop in the New Souq. In 1985, Alam opened his new outlet in Electra Road. A year later, he began his wholesale business and as it expanded, Alam began to expand to Dubai, Sharjah and the Northern Emirates.

He entered the supermarket business in 1995 with Alam Supermarket. Through the years, he gradually added 18 retail outlets to his flagship chain. Today, wholesale business forms major share of his business activities. With only 35 salesmen, his company serves 1,500 retailers in Abu Dhabi alone. In 1991, Alam began importing foodstuff including rice, tea, edible oil, frozen fish, fresh fruits and vegetables as well as garments, electronics and other fast moving consumer goods (FMCG).

In 1998, Jawad Al Alam Trading Est (JATE) was established to cater to the emerging demand of the UAE's FMCG market. Now, JATE is one of the leading suppliers to catering and second largest importer of rice in Abu Dhabi.

In 2004, Nurul Alam Abdurahman General Contracting and Real Estate (NAAGCR) was established as the Mechanical, Electric and Plumbing (MEP)

and engineering concern of the group.

Last year, the company launched Al Arab Hypermarket, a 40,000 square feet hypermarket to serve the local and higher segment of the UAE.

Over the last three decades, Alam has developed its own branded rice products including Janata, Al Jawad, Nuha, Farmer, Arab Super and Tripti Rice. Also, other branded products are Tripti spices, Tripti Water, Arab Super Tissue and Arab Super Tea – a pure Bangladeshi tea. These products are gaining a larger market share with the expansion of the group's retail and wholesale networks.

In addition, Alam is importing various products from more than 15 countries apart from Bangladesh including India, Pakistan, Sri Lanka, China, Australia and US for UAE consumption and redistribution to the GCC and African countries.

As one of the largest importer of Bangladeshi products, Alam was awarded the Commercially Important Person (CIP) status in Bangladesh thrice. Alam has been giving Bangladeshi products chance to flourish through his chain of retail outlets in the UAE.

“We have a very strong development programme in Bangladesh through Arab Bangladesh Trading and Arab Bangladesh Food. We have just completed the construction of Alam Centre in Chittagong which will be the hub of activities in Bangladesh,” concludes Alam.



Habib Exchange Co. L.L.C.

Our Correspondent Bank in Bangladesh

- National Bank Limited
- Pubali Bank Limited
- Sonali Bank Limited
- Agrani Bank Limited
- Janata Bank Limited
- Islami Bank Bangladesh Limited
- Uttara Bank Limited
- Rupali Bank Limited
- Bangladesh Krishi Bank
- DHAKA BANK LIMITED
- Prime Bank Limited
- Arab Bangladesh Bank Limited
- Eastern Bank Limited
- BRAC BANK
- Southeast Bank Limited
- Mutual Trust Bank Limited
- Dutch-Bangla Bank Limited
- UCB United Commercial Bank Limited

আরো একবার জেগে উঠুক বাংলাদেশী মানুষের সম্মাননা
নয় অশ্রু এবার হোক অর্থনীতিতে

২৬ শে মার্চ

মহান সাধীনতা দিবস উপলক্ষে

বাংলাদেশ সরকার, জনগণ

এবং প্রবাসী বাংলাদেশীদের প্রতি

হাবিব এক্সচেঞ্জ কো. এল.এল.সি -এর

পক্ষ থেকে জানাই আন্তরিক শুভেচ্ছা

Our Activities :

- ❖ Remittances through Drafts, HECO Express Remit, Electronic Funds Transfer, Instant Payments
- ❖ Cash Currencies available for over 40 Countries
- ❖ Travellers Cheques : American Express, Visa etc.
- ❖ Credit Card Advance Facility Available

Branches

SHARJAH

Al Arooba Street,
Sharjah, U.A.E.
Tel: 5614885, Fax: 5618308

SHARJAH INDUSTRIAL AREA

Sharjah Industrial Area-2
Sharjah, U.A.E.
Tel: 5421247, Fax: 5420463

DEIRA DUBAI

Naif Road Dubai
Deira Dubai, U.A.E.
Tel: 2229959, Fax: 2235505

BUR DUBAI

Al-Falah Road
Bur Dubai, U.A.E.
Tel: 3535436, Fax: 3536863

SATWA

Al-Morjina Plaza, Satwa
Bur Dubai, U.A.E.
Tel: 3446640, Fax: 3420407

AI-AWIR

Shop No.-3
Al-Awir Free Zone
Dubai, (DUCUMZ) U.A.E.
Tel: 3203650, Fax: 3203635

ABU DHABI

Hamdan Street
(Opposite of Liwa Center)
Abu Dhabi, U.A.E.
Tel: 6272656, Fax: 6272184

DUBAI INVESTMENT PARK

Dubai, U.A.E.
Tel: 8859594
Fax: 8859492

AL AIN

Main Street Al Ain
U.A.E.
Tel: 7656895, Fax: 7658995

AL AIN ALAM S/MARKET

Al Ain (Near Al-Amin Hotel)
U.A.E.
Tel: 7661800, Fax: 7661801

MUSAFAH

Musafah, Abu Dhabi, U.A.E.
Tel: 5550370, Fax: 5550371



Greetings on
Independence Day of
Bangladesh

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