

# Bangladesh

KT CONNECT  SPECIAL REPORT MARCH 26, 2017



## PROMISING FUTURE

Great market in terms of  
investment, productivity  
and consumption





Bangabandhu Sheikh Mujibur Rahman



Md. Abdul Hamid, President of Bangladesh



Sheikh Hasina, Prime Minister of Bangladesh

# Working together to take bilateral ties to new heights

OVER THE YEARS, BILATERAL RELATIONS BETWEEN BANGLADESH AND THE UAE HAVE GROWN IN DEPTH AND DIMENSION



Muhammad Imran  
Ambassador of Bangladesh to the UAE

Forty-six years ago, on March 26, 1971, the father of the nation Bangabandhu Sheikh Mujibur Rahman declared Bangladesh an independent and sovereign country. The country became free on December 16, 1971 after a nine-month war that saw bloodbath and enormous sacrifice of the people of Bangladesh. It is an interesting coincidence that on that very month, on December 2, 1971, the United Arab Emirates was established under the able leadership of the UAE's founding father, the late Sheikh Zayed bin Sultan Al Nahyan. Both the countries thus started their independent statehood at the same time with the same aspiration for peace, progress, social justice and development.

The UAE was the first Gulf country to recognise Bangladesh and establish diplomatic relations. Bangladesh opened its embassy in Abu Dhabi on March 23, 1974. Bangabandhu Sheikh Mujibur Rahman even visited the UAE in 1974 and held a historic meeting with the late Sheikh Zayed bin Sultan Al Nahyan. This laid the foundation of the relations between the two countries based on shared faith, history, culture and traditions. The Bangladesh Consulate General in Dubai was opened in July 1980.

There has always been an exchange of visits at the highest level between Bangladesh and the UAE. The most important one from the UAE was the historic visit of the late Sheikh Zayed bin Sultan Al Nahyan in 1984, when he stayed in



Late Sheikh Zayed bin Sultan Al Nahyan with Bangabandhu Sheikh Mujibur Rahman.

● Editor: Vaman Vassudev Kamat ● Supplements Editor: Suchitra Steven Samuel ● Assistant Editor: Ishtiaq Ali Mehkri ● Reporters: Farhana Chowdhury, Deepa Narwani  
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● DUBAI HEAD OFFICE: 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

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**Barood Media FZ LLC**  
 Contact: Abdul Haque Chowdhury, Mobile: +971-50-7289212  
 Email: baroodmedia@gmail.com / info@baroodmedia.com  
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**His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, with Sheikh Hasina, Prime Minister of Bangladesh.**



**His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, with Sheikh Hasina, Prime Minister of Bangladesh.**

Bangladesh for 10 days. This significantly boosted Bangladesh's relations with the UAE. As a sign of love, respect and friendship of the people of Bangladesh, Sheikh Zayed was then gifted a piece of land near the panoramic coastal city of Chittagong, in the south of Bangladesh.

Over the years, bilateral relations have grown in depth and dimensions. This is evident from the widening bilateral cooperation between the two countries in areas such as economic, trade, investment, employment of Bangladeshi manpower, education, tourism, and culture.

The two countries are also working closely in different international and regional areas. In recent years, the relations between Bangladesh and the Gulf countries, particularly with the UAE, figures prominently in Bangladesh's foreign policy. As members of the United Nations, OIC and other international forums, Bangladesh has convergence of views on major regional and international issues. Both Bangladesh and the UAE are committed to maintaining international and regional peace, security and development, and they have supported each other's candidature in different world bodies and worked together on various issues of mutual interest on numerous occasions.

Bangladesh has extended unilateral Visa on Arrival (VOA) facilities to the citizens of the UAE. This enables any UAE passport holder (regular, official/ service or diplomatic) to travel to Bangladesh without prior visa as VOA would be issued at immigration counters at all the international airports and land ports.

All these have contributed to establishing a solid foundation for the political relations between the two countries.

#### **Boosting trade**

Bangladesh concluded a General Trade Agreement with the UAE in 1984 and since then, the trade between the two countries has grown steadily. The two-way trade has significantly increased in the recent years and reached nearly \$1 billion in recent years.

The principal exports 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



**Abul Hassan Mahmood Ali  
Foreign Minister of Bangladesh**

tableware, biscuit, electronics, cables, jute products etc.

Bangladesh's import from the UAE includes fuel, mineral oil and products of their distillation, chemicals including fertiliser, bitumen etc. ADNOC and its subsidiary companies are providing Bangladesh crude oil and refined petroleum products. Some vegetable products, plastic articles, cotton and cotton yarn/ thread/ fabrics, iron / steel and its products, electrical machinery and equipments etc. are also re-exported from UAE to Bangladesh.

Bangladeshi companies have regularly been participating in Gulf Information Technology Exhibition (GITEX), Gulf Food, Textile fair, Autumn fair and Dubai Shopping Festival etc.

To boost up further economic cooperation between the UAE and Bangladesh, two trade and investment agreements, the agreement for the Avoidance of Double Taxation and Fiscal Evasion with respect to tax on income and an agreement on Promotion and Reciprocal Protection of Investment, and a memorandum of understanding between respective federation of chambers of the two countries were signed in

January 2011. The agreements had a positive impact on investment promotion, economic cooperation and trade development between the UAE and Bangladesh.

To create a platform for Bangladeshi business community and to establish business network to exchange business information, ideas and views among other business bodies, the Bangladesh Business Council has been formed and registered in the Dubai Chamber of Commerce and Industry.

There is also a Joint Economic Commission between Bangladesh and the UAE. Regular sessions are held alternately in the two capitals.

#### **Cultural cooperation**

Bangladesh and the UAE signed a cultural cooperation agreement in March 1978 and this has provided a broad foundation for cultural activities. Bangladesh Embassy frequently takes initiatives to project Bangladesh's rich art and culture in the UAE through various cultural activities like the visit of a cultural troupe, movie screenings and art exhibition. Bangladeshi artists used to participate in the Sharjah Biennial and are invited regularly to participate in the national day celebrations of the UAE when they perform in various cities throughout the country.

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 and Air Arabia and Biman Bangladesh Airlines operate 40-50 direct weekly flights between the two countries.

#### **Bangladeshi manpower in the UAE**

People of Bangladesh started coming to this region before the 1970s in connection with trade, business and even for tourism. Bangladeshi community began to grow in the UAE after mid-seventies when the country's economy flourished from oil revenue. A group of engineers first came to this land with jobs in the oil and gas, electricity and water sectors in the mid-seventies. Some started business in the construction, trading and other sectors.

A reputed Bangladeshi company, the Bengal Development Corporation, was one of the first construction companies which constructed the 250 km highway starting from the Saudi- UAE



The relations between Bangladesh and the UAE are deeply rooted in shared history, faith and traditions, and are based on trust and confidence in each other. With continuous interaction between the governments and people in various fields, it is becoming multi-dimensional.

border in the western region of Abu Dhabi and also later built 5,000 prefabricated low cost housing units in Abu Dhabi in Bani Yas/ Al Wathba and Al Ain areas in 1970s and 1980s. These projects were one of the earliest modern infrastructures of the emirate.

A significant number of Bangladeshis have been working in the UAE and they are contributing immensely to the economies of both the countries. Bangladeshi workforce is employed in a variety of areas, both skilled and semi-skilled, in electro-mechanical, hospitality sector, construction sector, and driving and municipal services. Many are engaged in business. Major business categories include small grocery shops to supermarkets/ hypermarkets, big construction companies and large perfume manufacturing companies, auto-electric group, automobile garage/ workshops, and spare parts and building materials shops. Some doctors are running polyclinic and engineers are managing construction companies. Yet others are doing business in garments and textiles, restaurants, travel and tourism.

The relations between Bangladesh and the UAE are deeply rooted in shared history, faith and traditions, and are based on trust and confidence in each other. 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 working together to take the relations to a new height and trajectory.

*The writer is the Ambassador of Bangladesh to the UAE.*



**COSMOPOLITAN CITY:** A bird's eye view of the sprawling capital, Dhaka.

# Miracle of the East

BANGLADESH HAS REMAINED RESILIENT AND CONTINUES ON WITH ITS ECONOMIC GROWTH TRAJECTORY



**LIFESTYLE:** Bicycles are popular in Bangladesh.



**HIGH QUALITY:** Some of the best leather products.

**Muhammad Imran**

Ambassador of Bangladesh to the UAE

Ibn Battuta, a fourteenth century Moroccan traveller and scholar who visited Bengal in 1346 AD, described this region as a water-soaked garden of immense fertility and opulence with abundance of food grains where most of the people were engaged in agriculture and in weaving textiles.

After almost seven centuries, the description of this renowned globetrotter still somehow fits to this deltaic plain of lush greenery that emerged in 1971 as an independent nation, Bangladesh. Today, this densely populated country of 144,000 sq km produces enough food for its 160 million people and with a booming apparel industry. Bangladesh is the second largest exporter of ready-made garments in the world. Although more than 50 per cent of the GDP is generated through the service sector, almost half of Bangladeshis are employed in the agriculture sector, with rice as the single-most important product.

The nine-month war of liberation of Bangladesh in 1971 not only ravaged the economy but

also completely destroyed the physical infrastructure of the country to such an extent that the country was ridiculed as a 'basket case' by a leading diplomat of that time. But the people of Bangladesh overcame this perilous economic and social condition with enormous courage and determination. They have strived and succeeded to rise from the ashes to bring vibrancy in the economy with continued expansion of infrastructural facilities.

Bangladesh has now become a role model for fighting poverty, empowering women and disaster management. It had met most targets of the Millennium Development Goals (MDGs) in the areas of health and education. Life expectancy at birth in the country is 71 years, at least five years higher than that of its neighbours.

Bangladesh has made commendable progress over the past 40 years in achieving food security despite frequent natural disasters and population growth. Food grain production increased three and half times between 1972 and 2016, from 10 million tonnes to 35 million tonnes with one of the fastest rates of productivity



**HEALTHCARE:** A booming pharmaceutical industry.

growth in the world averaging 2.7 per cent per year since 1995. It is the fourth largest producer of rice in the world. Bangladesh's agricultural sector has benefited from a sound and consistent policy framework backed up by substantial public investments in technology, rural infrastructure and human capital.

From an agrarian economy of 1970s, the economy is now increasingly led by export-oriented industrialisation. Bangladesh has become an example of growth, progress and development for the emerging economies. With a continued average economic growth of over 6



**BUSINESS BECKONS:** Entrance to Dhaka's Export Promotion Zone, which caters to roaring business.

per cent during the last 10 years and despite various challenges faced as a developing country, Bangladesh now proudly stands as an emerging trade and investment destination in South Asia. The steady growth in export business, hard-working labour force and committed entrepreneurs supported by the pro-business, pro-investment policies are leading Bangladesh towards the line of global business competency.

Bangladesh's unequivocal position for peace, harmony and regional stability together with the determined policy for economic cooperation and development through international as well as regional trade have helped the country achieve and retain this impressive economic status. Despite all odds at national and international levels, Bangladesh has remained resilient and continued on with its economic growth trajectory, recording an impressive GDP growth rate of 7.1 per cent in 2016.

Garment exports, the backbone of Bangladesh's industrial sector, accounted for more than 80 per cent of total exports of \$34.25 billion and surpassed \$28 billion in 2016. The sector continues to grow. Other key sectors include pharmaceuticals, ceramics, leather goods, and electronics and light and medium industries. It is a major destination of global IT outsourcing and a globally acknowledged builder of ocean-going vessels. Bangladesh is one of the top bicycle exporters to the EU countries. The growth has been nurtured and sustained by adoption of newer technologies keeping pace with outside world. Bangladesh now has 130 million mobile



**SAILING THE HIGH SEAS: Bangladesh has a competitive ship building industry.**

phone users and about 60 million people are connected to the Internet.

Steady export growth combined with increasing flow of remittances from 10 million overseas Bangladeshis living across the world, which totalled about \$15 billion, are the largest contributors to Bangladesh's sustained economic growth. Bangladesh has also attained a satisfactory foreign currency reserve of \$32 billion in recent months.

According to the World Bank and IMF, the Gross Domestic Product (based on current price) of Bangladesh is now \$227 billion. It ranks Bangladesh as 44<sup>th</sup> in the world economy in terms of GDP. According to the World Bank, that will rise to \$322 billion by 2021. Goldman Sachs had termed Bangladesh's economy as 'the miracle of East'.

In Bangladesh, a strong middle class is gradually forming which according to some



**CENTRE OF DEVELOPMENT: The Chittagong Port caters to trade in the country.**

estimates is close to 18 per cent of the population. Due to emerging middle class of about 30 million and in general better income level of common people, domestic demand is growing and that becomes an important driver of economic activity.

Bangladesh has been consistent in pursuing a policy of "friendship to all and malice towards none" as enshrined in the constitution. Bangladesh enjoys excellent relations with the member states of the UN. For more than two decades, Bangladesh remains a leading contributor to the UN peacekeeping missions across the globe. Currently, about 10,000 personnel from

the armed forces and civil service of Bangladesh are assisting friendly countries under the UN peacekeeping missions.

The present government under the visionary leadership of Prime Minister Sheikh Hasina has adopted a long-term perspective plan and has been working hard to transform Bangladesh into a knowledge based middle-income economy (by raising the per capita income to \$2,000 which now stands at \$1,466) by 2021. It also aspires to become a developed country by 2041 and thus realise the dream of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman to build a *Sonar Bangla* or Golden Bengal.



The President,  
Board of Directors and Members of  
Bangladesh Business Council in Dubai

Wish the people of Bangladesh

**A Happy Independence Day**

and salute the spirit of friendship  
with UAE on this great national day

# A success story in itself

RISING RESERVES, DISINFLATION AND BOOMING EXPORTS ARE BANGLADESH'S ECONOMIC REALITIES



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Bangladesh is second to none in entrepreneurship, and coupled with the reforms that the government has introduced to galvanise the economy, it has worked wonders

Ishtiaq Ali Mehkri

**B**angladesh is one of the most promising economies in the region. Though rated as a lower middle-income nation by international lenders, it has all the potential to make it big. With a booming population of more than 160 million, it offers a great market to the region and beyond in terms of investment, productivity and consumption. Today, the size of its economy is to the tune of \$180 billion, with a per capita income of \$1,286 as of the year 2016 estimates. Moreover, its competitive index ranks the South Asian country at 107 among the comity of nations.

Bangladesh is second to none in entrepreneurship, and coupled with the reforms that the government has introduced to galvanise the economy, it has worked wonders. Some of the major potentials of macro-economy are inexpensive labour, skilled workforce and an expanding consumer market. This is more than enough to attract foreign direct investment, and Bangladesh in the last two decades has been at the centre point of big-ticket projects from developed countries.

Russia, China, Japan and the European Union pumped in billions of dollars, and have projects on ground on a turnkey basis in the fields of oil and gas, power generation and communications. Nonetheless, during the last 10 years multilateral institutions such as the Asian Development Bank, the World Bank and the International Monetary Fund have upped their aid, which indicates their confidence in the economy.

With a growth rate of around 6.5 per cent, Bangladesh is the 44th largest economy and 32nd in terms of purchasing power parity. As far as SAARC is concerned, it is the second largest economy after India. The country's economic progress is laudable despite difficult socio-political circumstances. Years of political instability and turmoil had pushed it on the edge. But the good point is that soaring exports and sustained



**ABUNDANCE OF TALENT:** The garment industry is one of the foremost foreign exchange earners in the country.

consumption patterns kept the wheel of the economy moving. This is why investors are smart in reposing their faith in economy and foresee ensured returns.

The challenges that the country faces today are in the form of decline in agricultural growth and power shortage. Bangladesh is primarily an agrarian economy, which has helped it overcome poverty to great extent. More than 70 per cent of people directly or indirectly are related to farms, and while Bangladesh had put an end to landlordism, it had helped alleviate most down-trodden classes. Estimates say that around 85 per cent of rural households rely on agriculture as their prime source of income, with the upcoming industrial base contributing less than 10 per cent of employment.

The government's interest in human development has picked up in the last three decades, and budget allocations for health, education and infrastructure development are sizeable. Bank and services sector have a greater scope in economy, especially with the rise of the middle class.



Bangladesh youth are known for their entrepreneur and scholarly skills, and open-heartedly welcome dissent. This has been one of the major factors for the opening up of economy to the outside world. However, progress on export development and market diversification remains slow.

Last but not least, ready-made garments are the pride of the country accounting for a staggering business of around \$27 billion. Bangladesh has a liberal investment policy that allows 100 per cent foreign

direct investment (FDI), which is unique at a time when economies are reverting back to protectionism.

The backbone of the economy, nonetheless, is expatriates' money. Bangladeshis are gainfully employed in many of the modern economies, including the US, Canada, European Union and the Middle East. The expatriates have made a mark for themselves by their zealous hard work and commitment in many trades, especially the hospitality industry and

domestic services. Remittances to the tune of \$15 billion are an inevitable source of strength that cushions trade deficits to a great extent.

All that the country needs is an inclusive growth strategy, and a regulated regime with stringent approach towards reforms. Bangladesh is rightly termed as the next tiger of Southeast Asia. The country needs sustained macro-economic management and political stability to churn out wonders.

—mehkri@khaleejtimes.com



**UAE - Bangladesh  
Friendship.**

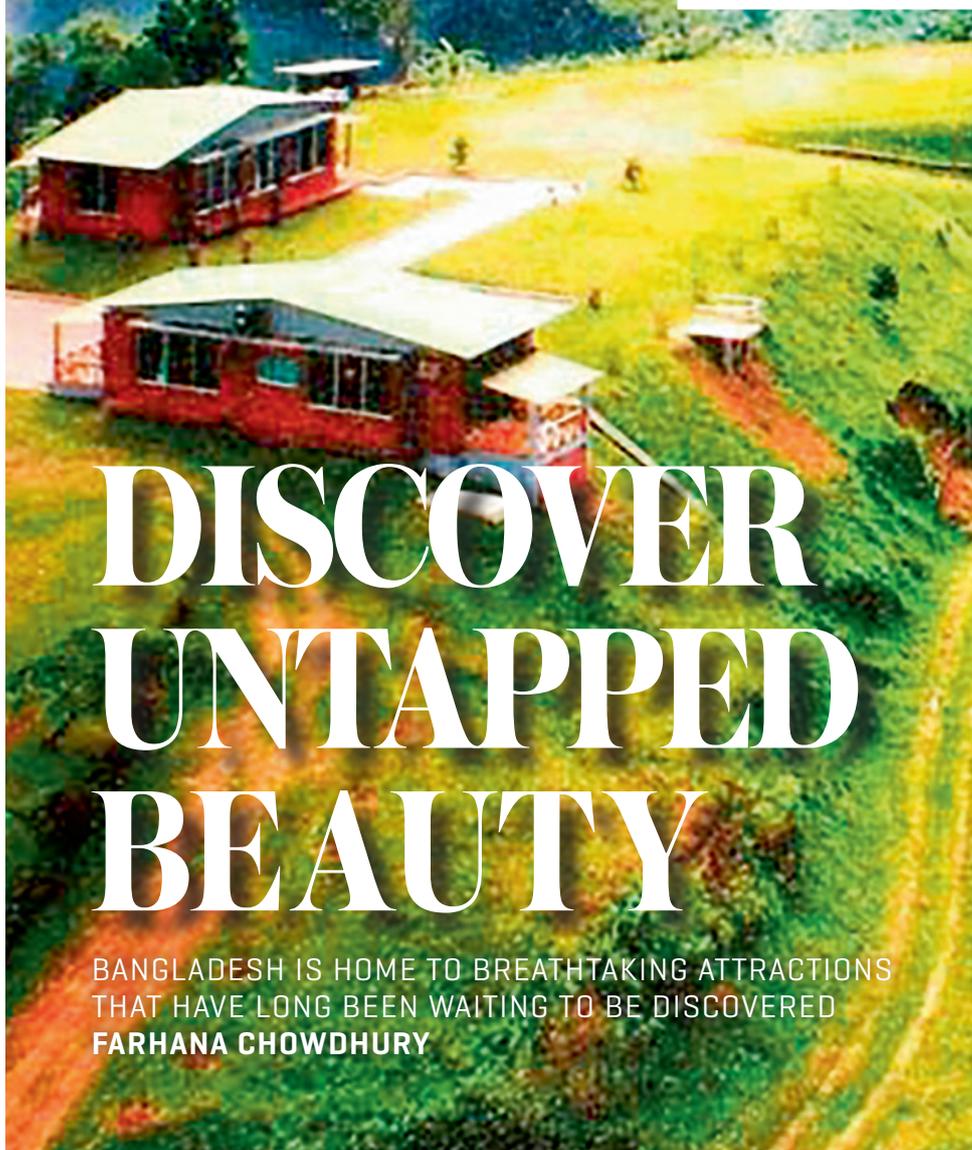
On the occasion of the  
**46<sup>th</sup> Independence Anniversary**  
of the People's Republic of Bangladesh,  
*I congratulate all expatriate Bangladeshis in the UAE.*



**Captain Syed Abu Ahad**

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

For more hotspots and essential travel information, visit the official Bangladesh Tourism website: [www.visitbangladesh.gov.bd](http://www.visitbangladesh.gov.bd)



# DISCOVER UNTAPPED BEAUTY

BANGLADESH IS HOME TO BREATHTAKING ATTRACTIONS THAT HAVE LONG BEEN WAITING TO BE DISCOVERED  
**FARHANA CHOWDHURY**

**D**iversity, culture and natural beauty – Bangladesh is en route to boost itself as a tourist destination with charming getaways and exciting hotspots. An attractive location complete with hospitable people and family-oriented adventures, Bangladesh is a sight to behold.

With effective steps undertaken by the tourism board in Bangladesh to improve accommodation and access, visitors from all over the world could soon be able to indulge in the country's vibrant customs and experience breathtaking attractions that have long been waiting to be discovered.



## THE SUNDARBANS IN KHULNA

A destination that has long been highlighted by travel books across the world, the Sundarbans spans an area of

10,000 square kilometres and is known to be one of the largest collection of mangrove forests in the world. The area is a UNESCO World Heritage Site and serves as a natural reserve for the Bengal Tiger and other wildlife. While tourist numbers remain low due to difficult access and lack of suitable accommodation, visiting the area is not impossible, and worth an experience to remember. Book a boat tour that sets off from Khulna. There are a number of tour operators, namely *Nijhoom.com*, *GuideToursbd.com* and *BengalTours.com* that offer two-day/three-night cruises with Sundarbans part of the itinerary.



## ALI AMJAD CLOCK TOWER IN SYLHET

The vibrant red monument is a symbol of pride as one of the oldest and first structure of its kind in the district. It may not

be as impressive as Big Ben in London, but it holds a distinct charm as a timekeeper from centuries past. Situated by the Northern bank of Surma, the clock tower was built during the British rule in 1895, and is set beside Kean Bridge that serves as a gateway to Sylhet, another notable landmark.



## KANTAJI TEMPLE IN DINAJPUR

Listed as a world cultural heritage site by UNESCO, the brick temple holds both citizens and tourists in awe. The Hindu temple, also known as Kantanagar Temple, with its nine majestic spires was erected in the 18<sup>th</sup> century and features incredible etched details that narrate a series of folklore. The passing of time has led to the loss of its spires, but restoration ensured the other fascinating aspects of the temple are preserved. The area continues to attract visitors with its terracotta artefacts and stories of the past.



**SAJEK VALLEY  
IN RANGAMATI**

Escape to the hilly vistas of Sajek Valley, about 18,000 feet high above sea level, where visitors can relax and unwind amidst natural beauty. Fresh air, lush greenery and pleasant weather all-year round, the area is impressive for its incredible views and the many rivers that flow across the union. The valley is a two-hour drive away from Khagrachori district (nine hours from Dhaka city), and the area has a number of spacious guesthouses with warm hospitality for a comfortable night's stay.

**BANDARBAN  
GOLDEN TEMPLE IN  
BALAGHATA TOWN**

Also known as Buddha Dhatu Jadi, the incredible structure in



the hill town is a not-to-be-missed attraction that stands 200 feet tall with glittering exterior and houses the second largest Buddha in Bangladesh. The temple, which also houses a small water body, dubbed "Pond of Angels", treats visitors to scenic views that surround the area. It is also an important destination for pilgrims and part of a circuit tour organised by the South Asia Sub-regional Economic Cooperation (SASEC) Tourism Development Project. The Bandarban Golden Temple is located beside the Bandarban-Rangamati road about 4 kilometres away from Balaghat town and 10 kilometres away from Bandarban city, and can be reached by an auto-rickshaw.



**CHINI MASJID  
IN NILPHAMARI**

The mosque is an archeological wonder that gained popularity for its mosaic feature, known as Chini Tikri. The craftsmanship is decorated with chips of

coloured and non-coloured glass and chinaware. Interestingly the ceramic used in construction were imported from The structure, also known as the Glass Mosque, dates back to 1863, has been a subject of beautification projects in 20<sup>th</sup> century, and to date, hosts prayers for the . The mosque showcases the culture and traditions of the Mughal rule and is set not too far from Saidpur Railway in the industrial town of Saidpur Upazila in Nilphamari district, which is about seven hours away by bus from Dhaka.



**Lalbagh Fort**

A 17<sup>th</sup> century Mughal fort complex by the Buriganga River in the southwestern part of Dhaka. It consists of three buildings – the mosque, tomb of Pari-Bibi (daughter of the governor at the time) and the Diwan-i-aam palace.



**Alutilla Mysterious Cave**

Formed inside a 1,000-metre-high hill, dubbed Alutilla (potato hill in Bengali), the 100-metre cave in Khagrachari is a naturally formed dark tunnel with a running stream of cold water.



**Cox's Bazar Beach**

The world's longest natural sandy beach, about 120 kilometres long, located in the fishing port of Cox's Bazar in Chittagong. It is recognised as one of the top tourist destinations in the country.



**Nafakhum Waterfall**

Largest waterfall in Bangladesh in terms of the volume of water that falls. It is a three-hour trek away from Remakri, Thanchi Upazila district.

*The Most Refreshing Drink*



## Al Haramain Perfumes

# Fragrance with devotion

Al Haramain Perfumes is more than a brand name in the fragrance industry. It is a trusted icon worldwide. That credence owes gratitude to the hard work and dedication of Mohammed Mahtabur Rahman (Nasir), the group chief, who has nourished it as a family. The consumer confidence in Al Haramain products is an asset, which will go a long way in scaling new heights of success.

Mohammed Mahtabur Rahman (Nasir), a seasoned businessman and well-versed in a broad range of trade ventures around the world, hails from Sylhet. Born in 1958, he completed his education there itself and pursued with passion his traditional family owned business, which was established in the holy city of Makkah, under the name 'Al Haramain Perfumes', in 1970. He mastered the craftsmanship of the fragrance industry and surmounted the business to new heights. He is currently the Chairman and Managing Director of the Al Haramain Perfumes Group of Companies.

After foreseeing the potential of fragrance markets in the GCC and MENA region, he moved his entire operation and manufacturing units to the UAE and built the modern and well-equipped Head Office fitted with ORACLE-ERP Server in an area of 11,000 square feet and also established a factory in the UAE over an area of around 180,000 square feet, which grew into a state-of-the-art manufacturing unit using automatic and semi-automatic ultramodern machineries, including 'Agilent' quality control equipment in the Research and Development Department.

The quality conscious Al Haramain Perfumes, has been accredited by the authorities with Dual ISO Certificates in QMS (ISO 9001:2008) and GMP (ISO 22716: 2007) and received scores of appreciation certificates and accolades.

He opened the first branch in Dubai and gradually expanded more than 100 branches all over the UAE/GCC countries and beyond in the name of Al Haramain Perfumes and the following sister concerns: Al Haramain Trading L.L.C., Oudh Al Haramain, Noor Al Haramain Trading L.L.C., and Al Halal Perfumes Industry L.L.C. Some notable achievements include:

- Al Halal Perfumes L.L.C was opened in the UAE, to cater to the fragrance needs of mass markets.
- Al Haramain Perfumes L.L.C with many branches was opened in the Sultanate of Oman for Omanis and for the entire markets in the country.
- Al Haramain Perfumes Int'l W.L.L



**Mohammed Mahtabur Rahman (Nasir)**  
CIP (NRB), Chairman & Managing Director, Al Haramain Perfumes Group of Companies

and Noor Al Haramain Perfumes Company W.L.L was opened in the State of Kuwait, with many branches, to cater to the perfumery needs of the entire markets all over the country.

- Al Haramain Perfumes W.L.L with many branches was opened in the state of Qatar, to meet the perfumery needs of the valuable Qatari customers.
- Al Haramain Perfumes SPC with many branches in the neighbourhood were opened in the Kingdom of Bahrain to satisfy the perfumery needs of Bahraini customers.
- Al Haramain Perfumes PTE LTD was opened in Singapore to meet the fragrance needs of Singapore and also the Indonesian and Brunei markets.
- Al Haramain Perfumes SDN. BHD in Malaysia was opened to serve the perfumery needs of the entire Malaysian and other Asian countries.
- Rich & Ruitz, yet another perfume company has been established in France with a manufacturing plant for production and distribution to capture the entire European and the American markets.
- 4 Corners Distribution Ltd of Al Haramain Perfumes Group has

been established in London for the fragrance loving folks of the United Kingdom and the European Markets.

- Al Haramain Perfumes PVT LTD was established and opened its first showroom at Jamuna Future Park in Dhaka, catering to the perfumery needs of Bangladesh markets.

Currently Mohammed Mahtabur Rahman is associated with the following organisations:

- Bangladesh Business Council-Dubai, in which he is the Founder President, has been established for Bangladeshi Business Communities in Dubai and the Northern Emirates in the UAE.
- Sheikh Khalifa Bin Zayed Bangladesh Islamia (Pvt) School in Abu Dhabi, UAE, in which he is the sponsor.
- NRB Bank Limited in which he is the Chairman, is one of the leading fourth generation banks in Bangladesh.
- Al Arafah Islami Bank Ltd, in which he was the Sponsor/Director, is one of the popular banks in Bangladesh.
- AIBL Capital Market Services Ltd, a subsidiary of Al Arafah Islami Bank Ltd, in which he is the Sponsor/Director.
- The University of Asia Pacific in which he is the Trustee, is one of the leading varsities in Bangladesh.
- Al Haramain Tea Co Ltd in Bangladesh, in which he is the chairman, boosts the production of Bangladeshi Tea.
- Al Haramain Hospital Pvt Ltd, in which he is the Chairman, is one of the most modern upcoming 250-bed multi-disciplinary and multi-storey hospitals in Sylhet.
- Beani Bazar Cancer Hospital in which he is a Trustee provides better treatment and care facilities to cancer patients in Bangladesh.

### AWARDS

Mohammed Mahtabur Rahman was



**Head Office of Al Haramain Perfumes Group of Companies.**

ranked the top Commercially Important Person (CIP) for four years 2012, 2013, 2014 and 2015 by the Government of Bangladesh.

He was also awarded the prestigious 'Bangladesh Bank Remittance Award' consecutively for three years in 2013, 2014 and 2015, in recognition of his highest remittance/investment into Bangladesh.

He is also the recipient of Honorary Doctoral of Philosophy in World Peace and Morality Business Administration of the International University of Morality in the year 2014.

### LONDON

One of the greatest cities in the world, famous for the London Bridge, the Big Ben Clock Tower and Buckingham Palace, is now home to Al Haramain's very first retail showroom in the United Kingdom. The magnificent store was officially inaugurated on January 30, 2017. Located at 361 Green Street, Upton Park, London, the new store is strategically positioned within a regional centre for retail of fashion products, jewellery and fabrics, and also is the location of Queens Market; one of London's oldest, most famous and diverse markets.



The colourful and well-attended inauguration ceremony was held at the store's premises, where the Chairman and Managing Director of Al Haramain Perfumes Group of Companies, Mohammed Mahtabur Rahman (Nasir) CIP officially opened the store, along with Mohammed Emadur Rahman, the CEO of 4 Corners Distribution (UK) and Deputy Managing Director of Al Haramain Perfumes Group of Companies.

Al Haramain Perfumes has been operating in the UK through 4 Corners Distribution Ltd., which distributes Al Haramain and Al Halal perfumes throughout Europe, and

also runs an online store whereby customers all over Europe can buy perfumes online and have them conveniently shipped to their doorsteps. The establishment of this exclusive perfume showroom gives Al Haramain's UK customers a new place to shop for their favourite fragrances.

It is a luxurious, modern store with an exclusive and elegant feel, designed to give customers a pleasant shopping environment that offers the best perfumes and the best service.

In addition to stocking traditional perfumes such as Oudh, Dehnal Oudh, other oriental oils and attars, this new store also features the newest creations under the Haramain brand in both concentrated oils as well as eau de parfums. The latest perfumes such as Tanasuk, L'Aventure Blanche and Priority, all of which stand out above the crowd, will be available for sale at this store.

### QATAR

Al Haramain Perfumes is pleased to announce the opening of its new store in Al Wakrah, Doha. The store was opened to the public on January 22, 2017. The Al Wakrah store brings the total number of Al Haramain's exclusive retail showrooms in the State of Qatar to eight.

Al Haramain has seven other stores in Qatar at locations such as the Gulf Mall, Souq Waqif, Souq Al Jabor, New Al-Mergab (Al Nasr Street), New Al Rayyan, Muaiter and Kharatiyat.

### OMAN

Al Haramain Perfumes also opened two new stores in Oman. The stores were opened to the public on January 22, 2017, bringing the total number of stores that Al Haramain Perfumes has in the Sultanate of Oman to 11.

Al Haramain has nine other stores scattered around the Sultanate, in Muscat, Sohar, Salalah and Souq Selah.

Since 1970, Al Haramain Perfumes has been a front-runner in perfumery, growing from humble beginnings in Makkah, Saudi Arabia, to become a globally acclaimed fragrance house with over 100 retail stores and exporting to over 65 countries around the world.

Janata Bank

# Fuelling growth

THE STATE-OWNED BANK IS WORKING TO UPGRADE ITS SERVICES TO THE ONLINE PLATFORM AND IS MULLING TO OFFER MORE SERVICES IN THE UAE

Janata Bank, Bangladesh's second largest lender, is planning to revamp its services in the UAE and offer more features and facilities to non-resident Bangladeshis in the country.

The bank started its operation in the UAE soon after the two countries established diplomatic relations in 1974. Since then, more than 1.2 million non-resident Bangladeshis (NRBs) have migrated to the UAE for work and are contributing to both the economies. NRBs remit more than \$2.8 billion annually to Bangladesh.

Janata Bank Limited, one of the

state-owned commercial banks in Bangladesh, has an authorised capital of Tk20 billion (\$250 million), paid-up capital of Tk19.14 billion (\$240 million), and reserve of Tk17.97 billion (\$228 million). The bank has total assets of Tk586.08 billion (\$7 billion), as on December 31, 2014.

The bank currently operates through 911 branches, including four overseas branches in the UAE. It is linked with 1,239 foreign correspondents all over the world. It is one of the oldest foreign lenders in the UAE, and has four branches, serving more than 50,000 account holders in the country.

The bank, which lends just about a quarter of its Dh500 million deposits primarily due to restrictions, is about to change its game plan to fuel growth of NRB businessmen, who seek finance from the bank.

"We have undertaken some steps to strengthen support to the



**Mohammad Ismail Hossain**  
CEO – UAE Operations

consumers," said M Abdus Salam, Managing Director of Janata Bank at a business gathering in Dubai. These include launching SMS service to customers, and installing Automated Teller Machines (ATM) in its four branches. The SMS alert service was launched on December 16, 2015 on the Victory Day of Bangladesh. Now all registered customers receive SMS alerts free of charge for every transaction. In the case of the ATMs, the bank is confident that it will be able to introduce services within the

current year. Besides, the bank has also started offering coloured account statements.

Despite enjoying a strong loyalty among 1.2 million NRBs in the UAE, Janata Bank remains one of the smaller operators of financial services in the UAE due to restricted lending policy. "We are going to increase the lending limits to help our businessmen," Salam added.

On the home front, the bank is working to upgrade its services to the online platform as power supply across the country stabilises. "We have already brought 174 branches online and hope to bring all the branches in due course," he said.

As per commitment, partial enhancement of delegation of business power is already being done and the remaining portion is under process, which will be completed very soon.

Mohammad Ismail Hossain, Janata Bank's Chief Executive Officer in the UAE, said that his bank has reduced classified loans to under five per cent in 2015, down from its peak of 40 per cent, or Dh33 million. "We have improved our efficiency and recovery from the financial crisis," he said. "However, I admit there is a lot more to be done. As a bank, we have been trying to stretch ourselves to meet the requirements of our fellow

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The bank currently operates through 911 branches, including four overseas branches in the UAE. It is linked with 1,239 foreign correspondents all over the world. It is one of the oldest foreign lenders in the UAE, and has four branches, serving more than 50,000 account holders in the country.

Bangladeshi businessmen – although under extreme level of bindings.”

Janata Bank was formed after the merger of the erstwhile United Bank Limited with the Union Bank Limited right after the Independence. On November 15, 2007, the bank was corporatised and renamed as Janata Bank Limited.

## Bangladesh Association UAE

(Abu Dhabi, Sharjah & Fujairah)

Wishes a Happy 46<sup>th</sup> Independence Day

All Bangladeshis residing in the UAE are requested to be the member of the Bangladesh Association to make the Association more effective



বাংলাদেশ সমিতি

সংযুক্ত আরব আমিরাত

Bangladesh Association-UAE

Bangladesh Socio - Cultural Organization

جمعية بنغلاديش

الامارات العربية المتحدة

جمعية بنغلادش الإجتماعية . الثقافية

Reg. No  
2 / 1974

PRAN-RFL Group

# Offering a diversified product range

THE GROUP EXPORTS ITS WIDE VARIETY OF PRODUCTS TO MORE THAN 134 COUNTRIES

Sales revenue of PRAN-RFL Group in the UAE crossed above Dh600 million in 2016, due to a diversified product range and strong marketing actions. Beside food, PRG is growing in plastics, melamine and stationery items.

PRG grew stronger with their distribution capacity over the years. PRG is making 2,000+ delivery on an average day and has regular reach to 12,000+ customers/traders only in the UAE. In 2017, PRG is planning to reach more consumers than ever by availing their items in all market segments.

“Today we are very strong with our distribution capacity and we will get stronger by the day. This year our main agenda is to make our products available to more consumers. There are still a lot of consumers who have trouble to get access to their favourite PRAN products, due to unavailability in various outlets. Soon our products will be sold on various online platforms as well,” said Mesbha Uddin, who is the Head of Marketing of PRG for the UAE.

Today PRAN-RFL Group is exporting their wide range of products to more than 134 countries on a regular basis. These include food, plastics, melamine, construction materials, stationery items, and textile, among others.

“Bangladesh as a country is beautiful but what I love about the country the most is their hard-working people. They are dedicated, loyal and creative. Bangladesh and PRAN-RFL are growing side by side due to these people’s hard work. Beside the Middle East, Africa and Asian countries, we also produce for big clients from Europe, USA and Canada,” said Luis De Fernando, Director of International Business Development for PRAN-RFL Group.

PRAN-RFL proudly supplies a range of products to big international clients

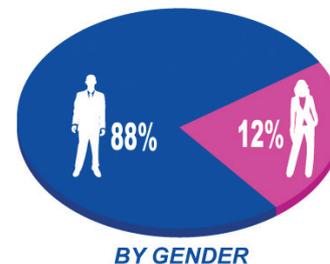
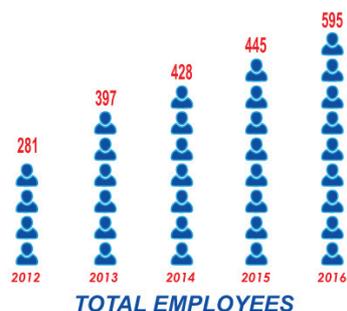


such as SONAE, Color Baby, OGGI, Sp-Berner, Wilkinson, Visconti, Carrefour, DOLLARAMA etc.

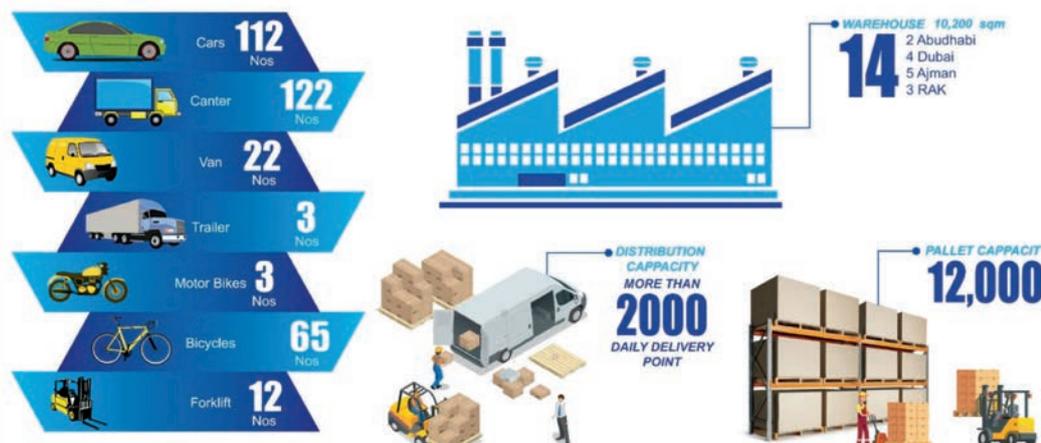
“Our real strength is our employees. PRG is a big family. Today, PRAN-RFL Group has more than 88,000 direct employees and another 300,000 in direct ones. Most of our raw supplies i.e. spices and fruits are grown through contract farming in an organic way in Bangladesh,” said Hasan Mahbub, who is spearheading the growth of PRG – one of the biggest Bangladeshi fast-moving consumer goods (FMCG) brands – in the Middle East. PRG employs 595 employees in the UAE and a further 744 in other GCC countries, and is expected to recruit more in the coming years to manage the growth.

“With our growth and expansion, we are creating employment opportunities worldwide,” he said.

## HUMAN RESOURCE - UAE



## LOGISTICS STRENGTH-UAE



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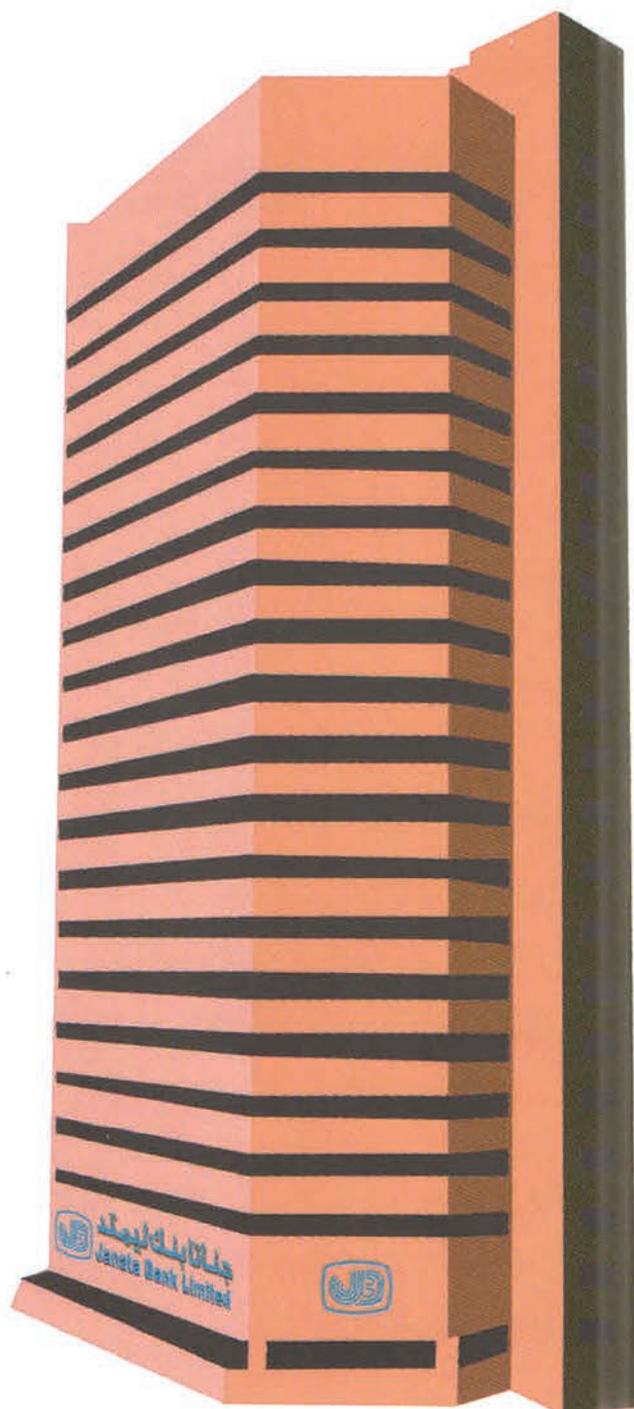
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PRG grew stronger with their distribution capacity over the years. PRG is making 2,000+ delivery on an average day and has regular reach to 12,000+ customers/traders only in the UAE. In 2017, PRG is planning to reach more consumers than ever by availing their items in all market segments.

# Janata Bank Limited

## UAE Operations



### We Provide

- All Banking Services
- All kinds of Personal & Business Loans
- Car /Transport Loans
- International Trade Services
- Quick Remittance Services (Worldwide)
- Instant Cash Remittance Services
- Account Opening in Bangladesh
- Wage Earners and Dollar Bond
- Labour and Commercial Guarantee
- WPS, FTS, UAEDDS and SWIFT services

**Remittance for Dh12 only**

### Four Online branches In UAE

Abu Dhabi : Electra Street, PO Box no 2630, Mob: 050-7214026;  
Tel: 02-6344542; Fax: 02-6343289; email: jbadas@emirates.net.ae

Dubai : Baniyas Complex, Naser Square, PO Box 3342, Mob: 050-4200768,  
Tel: 04-2281442; Fax: 04-2246023; email: jbdxbb@emirates.net.ae

Sharjah : Bangla Bazar Rolla, PO Box no 5303, Mob: 050-5875848; Tel: 06-5687032; Fax: 06-5687846;  
email: jbshj@emirates.net.ae

Al Ain : Main Market Center, Main Street, Mob: 050-7936740;  
Tel: 03-7513425; Fax: 03-7644475; email: jbaln@emirates.net.ae

### Chief Executive Office

Electra Street, PO Box no 2630, Mob: 050-4453262; Tel: 02-6344543;  
Fax: 02-6348749; email: jboce@emirates.net.ae

### Head Office

110 Motijheel C/A, Dhaka-1000, Bangladesh.  
Tel: +88029566443; Fax: +88029564644; website: www.janatabank-bd.com

**Your Bank in the UAE & Safest Link with Home**

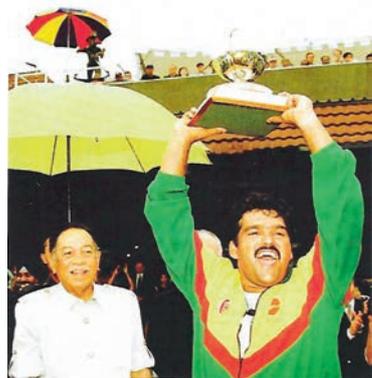
Biman Bangladesh Airlines

# Committed to serving society

THE NATIONAL CARRIER OF BANGLADESH HAS MADE SIGNIFICANT CONTRIBUTIONS THAT HAVE BENEFITED THE COUNTRY

Organisations are accountable for their actions like never before. Consumers increasingly don't accept unethical business practices or organisations that act irresponsibly. Corporate Social Responsibility (CSR) should not be viewed as a drain on resources, because carefully implemented CSR policies help the organisation in many ways, as it is a way for them to evaluate their impact on the world around them, and to make changes that create positive effects in their communities.

Biman Bangladesh Airlines has never been oblivious of its surroundings and the idea of CSR was deeply embedded in its conscience right from the very beginning of its journey. CSR is no fad to Biman; in a



way or other, it has been a practice for the legacy-carrier for the last four decades of its fine flying. Over the years, the airline has made significant contributions in innumerable areas that have benefited the society and the country, as a whole.

The airline has been fostering and implementing CSR into its business practices ever since its inception through an integrated policy and strategy. An overview of Biman's philanthropic/CSR activities could be summed up as under:

## FREE CARRIAGE OF HUMAN REMAINS OF BANGLADESHIS EXPIRING IN FOREIGN LAND

Presently some 10 million Bangladeshis make the Bangladesh Diaspora that scatter all over the world and most of them made their maiden voyage on Biman flights to their dream destinations. Their annual remittances, known as 'foreign remittance', help the economy in more ways than one. By an order of the Government of Bangladesh in 2002, Biman has been carrying home the human remains of Bangladesh citizens expiring in foreign lands, for free. In the last fiscal year, a total of 3,051 number of human remains of Bangladeshis were brought to Bangladesh from different countries under special arrangement. Carried by Biman, the human remains are delivered at Biman Cargo Complex, HSIA.

## BIMAN IS A BIG NAME IN THE SPORTS ARENA

The airline has been contributing profusely to the country's sports and culture since the beginning of its journey in 1972. Apart from sponsoring innumerable number of sports and cultural events, the airline used to maintain its own teams in cricket, chess, badminton, swimming etc. This has helped their sports to flourish. A number of today's celebrity sports-stars were once in the various Biman sports teams.

## PROVIDING FOOD FOR ORPHANS

The airline offers untouched, fresh leftover food from flights regularly to a good number of orphanages located in and around Uttara Model Town. Biman Flight Catering Centre (BFCC), liaise with orphanages that are in close vicinity to the facility and delivers quality food that is left



Cover unveiling ceremony of Biman's in-flight magazine, Bihanga, was held at Radisson Blue hotel. The programme was followed by a musical soiree attended and enjoyed by dignitaries from all walks of life.

amount is scanty, a good number of employees are being benefited every year by receiving the endowment.

## ANNUAL PICNIC AND SPORTS PROGRAMME

The airline is also offering funds to the employees who go for outdoor picnics every year. Of late, a Day Care centre has been established at the airline headquarters to look after the kids while the employee mothers are at work.

## A GREENER WORLD

Boeing's new generation aircraft have been designed to meet the challenging emission requirements. The 787 Boeing jets reduce fuel use and carbon dioxide emission by as much as 25 per cent. The airline closely works with the CAAB to work on the project so that carbon emission could be dwindled down to the acceptable level. Introduction of 787 Dreamliner to Biman flight would help the airline to lessen the degree of carbon emission to a great length.

untouched by passengers. Orphans from four to five orphanages regularly come to the centre for fetching food from BFCC.

## HOSTING CULTURAL PROGRAMMES

When there is an opportunity, Biman invites well-wishers to enjoy a cultural show that it arranges for and at times sponsors them as they deem necessary. A couple of years back, a cultural night was arranged wherein the maestro rendered the best songs

and the audience came from all walks of life to be enthralled. Apart from the responsibility, the kind of programme helps the airline to enhance the image and correctly position its product/brand in the minds of prospective customers.

## SCHOLARSHIPS FOR EMPLOYEES CHILDREN

Biman has been sponsoring the school going children of its employees on a regular basis. Though the



“

CSR is no fad to Biman; in a way or other, it has been a practice for the legacy-carrier for the last four decades of its fine flying. Over the years, the airline has made significant contributions in innumerable areas that have benefited the society and the country, as a whole



# AL HARAMAIN *Junoon* EAU DE PARFUM

Bask in the madness of floral all around, feel the blanket of freshness encircling your soul. At the first entrance, the sophisticated floral and powdery notes stimulate like a dewdrop in your psyche, with tonka bean & rose at the heart of the composition romancing with the sweetness of musk & vanilla; making Junoon an irresistible fragrance to wear for the occasion you adore.

## HARAMAIN OUDH 36 EAU DE PARFUM

Greatness does not come easily; but it needs to be balanced with gentle, softer qualities. As such, Oudh 36 is a mastery of olfactory craftsmanship. Each spray infuses you with the qualities of the boldly authoritative and imposing oudh, yet blended with the soft, sweet, down-to-earth and approachable floral elements. For how long can you balance these elements? Let Oudh 36 show you.



AL HARAMAIN  
SINCE 1970

AL HARAMAIN PERFUMES  
SINCE 1970



عطورات الحرمين  
منذ ١٩٧٠

OFFICE: P.O.Box :13754, Dubai - U.A.E.

CORPORATE OFFICE & INDUSTRY: New Industrial Area 1, Munah Street, P.O.Box : 1885, Ajman, UAE  
Tel: +971 6 74 80 555 / +971 6 74 31 143, Fax: +971 6 74 80 500 / +971 6 74 31 040.  
E-mail: info@alharamainperfumes.com, www.alharamainperfumes.com Toll Free: 800-42 72 62 46

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লাল সূর্যের একটি দেশ...  
সে আমার বাংলাদেশ  
পতাকাবাহী একটি বাহন...  
সে আমার বিজের বাহন

মহান স্বাধীনতা দিবস  
অমর হোক

আকাশে শান্তির বীড



**বিমান**  
**বাংলাদেশ এয়ারলাইন্স**