

**Export Promotion Bureau (EPB)
Bangladesh.**

**Bangladesh Country paper for
Regional consultation on Quality Management: Linking
TPO and NSB for export success
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Bangladesh country paper

International Trade Centre (ITC), Geneva on its on going program working regionally how far TPO & NSB of country could works closely in order to promote export trade of the country. In the said consultation, Bangladesh representatives may discuss and can exchange/ share ideas/ thoughts on how in Bangladesh the Trade Promotion Organization (TPOs) like Export Promotion Bureau (**web:epb.gov.bd**) & National Standard Body (NSB) like Bangladesh Standard and Testing Institution (BSTI) could work better for promoting export trade of the country.

● **Export Promotion Bureau (EPB),Bangladesh:**

- ✚ A National Export Promotion Agency under with Ministry of Commerce ;
- ✚ Reorganized by the promulgation of a Presidential Ordinance in 1977 as a semi autonomous body ;
- ✚ Administered by a Board of Management (BOM). Comprising members from both public & private sector.
- ✚ Honorable Minister for Commerce is the ex-officio chairman ; and
- ✚ Vice-Chairman is the Chief Executive Officer of the Export Promotion Bureau.

● **EPB is mainly responsible for :**

- ✚ **Adoption of appropriate policy and program measures for active promotion of exports ;**
- ✚ **Co-ordination of export development activities at various levels ;**
- ✚ **Co-ordination and monitoring of national export performance and progress ;**
- ✚ **Carrying out of promotional activities in product and supply development ;**
- ✚ **Exploration of markets abroad ;**
- ✚ **Collection and dissemination of trade information ;**
- ✚ **Organizing private sector participation in international trade fairs abroad. During the FY2009-2010, EPB will organize private sector participation in 27 international trade fairs & 3 Bangladesh Single Country Trade Exhibitions;**
- ✚ **Imparting training for HRD on export related issues. EPB under its National Export Training Program (NETP) organizing 38 seminar/workshop all over the country ;**
- ✚ **Conducting studies, surveys, research etc on products and markets ;**
- ✚ **Selection of Firms for awarding National Export Trophy and Selection of Commercially Important Persons (CIP) based on annual Export Performance ;**
- ✚ **Arrangement of Dhaka International Trade Fair (DITF) as an important annual event.**

EPB also issue the following Certificate of Origin for export in favor of the private sector entrepreneurs for obtaining Duty free/Partial duty free market access:

- ✚ **Generalized System of Preferences (GSP) ;**
- ✚ **Asia Pacific Trade Agreement (APTA) ;**
- ✚ **South Asian Preferential Trading Arrangement (SAPTA) ;**
- ✚ **South Asian Free Trade Agreement (SAFTA); and**
- ✚ **Global System of Trade Preference (GSTP).**
- ✚ **Bay of Bengal Initiative for Multi-Sectoral & Technical Economic Co-Operation (BIMST-EC).**

EPB also assist Ministry of Commerce in formulating Export Policy of the country.

Export trade of Bangladesh guided by the Export Policy declared by the Ministry of Commerce, Government of Bangladesh. Export sector of the country is one of the main source of Bangladesh's hard earn foreign currency. Ministry of Commerce in cooperation with all concerned trade related Government ministries & department and private sector are working to promote export of the Country. Ministry of Commerce is taking all out efforts/ initiatives for the overall development of the export sector as it is one of the important driving forces of the economic development.

The Government is pursuing the export –led growth Economy. Accordingly, the Export, Import & Investment policies have been formulated. Proper emphasis has been put on simplification of import/export procedure, expansion of modern technology in business in maintaining standard & quality of exportable products, diversification of export product & market, providing assistance in the capacity building activities of the TPO & NSB specially Bangladesh Standard & Testing Institution (BSTI), Department of Fisheries (DOF), Department of Agriculture Extension.& other trade related bodies.

Export promotion Bureau represent in a number of standard setting committee in the Bangladesh Standard & Testing Institution. BSTI under the Ministry of Industries has been designated as the enquiry point of the WTO TBT Agreement. In the past initiative was taken from the Ministry of Commerce to sign Mutual Recognition Agreement between BSTI & Indian Institute of Standard (ISI) so that quality certificate issued by the BSTI in respect of Cement, Agro processed products & Food items including Biscuits are accepted by the Customs authority of India. Indian Government is also providing technical support to BSTI for its capacity building. Signing of MRA will also assist in reducing a number of non-tariff barriers that are being faced by the Bangladeshi

exporters in case of their export to India. In order to develop the infrastructure concerned to Quality management, Bangladesh Accreditation Board (BAB) has been established under the aegis of the Ministry of Industries which will start official function soon.

In order to strengthen the capacity of the private sector with the financing of the European Commission, EPB in cooperation with the ITC is also implementing a Technical Assistance (TA) project titled **Quality Support Export Diversification programme**. Under the project, a number of seminar /Workshop have been organized in the country on the WTO Agreements on Sanitary & Phyto-Sanitary (SPS) measures & Technical Barriers to Trade (TBT) to have awareness among the private sector on Standard, Testing, Quality & Management.. UNIDO is also implementing a Technical Assistance (TA) project for strengthening the capacity of the Bangladesh Standard & Testing Institution (BSTI), Department of Fisheries (DOF) who issues Quality Control Certificate for export of Fishery items which is the 2nd largest export sector of Bangladesh.. From the project M-S MS and other testing equipment has been procured to identify the Nitro –furan content in the export consignment.

By export earnings, we met 69% of our import bill. Contribution of export to GDP is 18%.Bangladesh's total export earning during 2008-2009 was **US\$ 15,565 million** with a growth rate of (+) 10.35% over the previous year and Import payment made was **US\$ 22, 507 million**. During the FY-2008-2009, contribution of the major export items were Ready made garment (Knit-41.31%, Woven-38.02%), Frozen Food (2.92%), Jute goods (1.73%), Leather (1.14%), Engineering products (1.22%), Raw jute (0.95%), Footwear (1.20%) & Petroleum by products (1.31) and others (10.20%) The share of major export markets were USA (26.03), Germany (14.58%), UK (9.64%), France (6.62%), Belgium (2.63%), Italy (3.95%), The Netherlands (6.24%), Canada (4.26%) & Japan (1.30%) & others (24.75%) An export target of **US\$ 17,600 million** has been sets for the financial year of 2009-2010.

While globalization has created opportunities, at the same time it has created challenges for the private sector of our country to become competitive in the global market. Bangladesh faces daunting challenges in order to increase the range & volume of export in realizing its objective of export –led growth as a tool in reducing poverty entering in the new markets requires innovation as well as high quality products responding to consumers demand with total quality assurance across the supply chain.

