

# JOBS

# Newsletter

CREATING OPPORTUNITIES FOR BANGLADESH

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## Director's Message

Welcome to the June 2004 edition of the JOBS Project newsletter. This month JOBS recognizes the first anniversary of student class start-ups for the Cisco Networking Academy Program (CNAP) in Bangladesh. CNAP is an e-learning program that provides students with the technology skills that are essential in today's global economy. The Program is a comprehensive 4-semester/280-hour course that trains students to design, build, and maintain complex computer networks as well as preparing students for the globally recognized, industry-standard certification of Cisco Certified Network Associate (CCNA).

JOBS assumed the role of CNAP Country Coordinator in February of 2003 and immediately set to work getting student classes underway at the eight Academies located throughout Bangladesh. In March 2004 the first class graduated from BRAC, and two additional classes will be completing the program this month. Currently there are close to 500 students enrolled and additional Academies have joined the program.

At a Re-Tooling session in April of this year we looked at program performance to date and presented information on curriculum changes as well as new courses available through the Cisco Sponsored Curriculum option. JOBS is working to introduce the new curriculum, IT Essentials, a short class providing basic technology skills. In addition, we are working to assess the needs of both IT businesses as well as those that use IT applications outside of the private sector technology businesses, intending to focus further IT educational efforts to match these needs. These initiatives will make IT education available to a broader group of people and provide the IT savvy human resources needed to build Bangladeshi businesses and provide further opportunities for development in the country.

## TradeMap USAID and Product Map Bring Modern Market Analysis Capabilities to Bangladesh

TradeMap USAID and Product Map are now freely available to enterprises and trade support institutions in Bangladesh, thanks to a grant from the United States Agency for International Development (USAID). TradeMap provides trade statistics for international business development, with information about more than 5,300 products traded in over 180 countries. Product Map complements TradeMap by providing extensive market intelligence, business information, and a variety of analytical tools for industry groups about products ranging from agricultural machinery to cut flowers and wood products.



Allen Fleming, Director, Economic Growth Food & Environment USAID Bangladesh inaugurated the launch event of TradeMap in Bangladesh.

These two new online programs were developed by the International Trade Center (ITC), a United Nations agency for trade development based in Geneva, Switzerland. The programs will be especially beneficial to Bangladesh, where a lack of market information has seriously hindered the growth of small and medium business enterprises, as well as the country's ability to reach potential international markets.

The programs will help Bangladesh meet the challenges it faces with the expiration of the Post Multi Fiber Agreement, challenges that include the need to diversify exports, define the country's main competitors in world markets, and monitor its performance against competing countries and the loss or gain of market share. TradeMap and Product Map will help Bangladeshi businesses design trade strategies, develop export marketing plans, promote regional trade, diversify exports, target investments, and assess trade performance.

Stephan Blanc, the ITC senior market analyst who introduced TradeMap, Product Map, and other tools for market analysis at the March 2004 launch at American International University, emphasized the importance of market analysis in developing a successful export strategy. Those present at the event were familiarized with these new online tools and with the vast amount of market information available through the TradeMap USAID web site.



ITC, Senior Market Analyst, Stephan Blanc conducting the TradeMap USAID workshop.

Allen Fleming, director of USAID Bangladesh's Office of Economic Growth, Food & Environment, and Imran Shauket, director of the JOBS Project, hosted the launch event, during which Mr. Blanc conducted an intensive training course on "Using Web-Based Tools to Support Strategic Market Analysis for Business Development." ■



An innovative USAID initiative implemented by the IRIS Center at University of Maryland.



## JOBS Meets Press on Participation in International Trade Fairs



**Imran Shauket, Project Director and Asif U. Ahmed, Deputy Project Director, JOBS, seen answering questions of the journalists in the Press Conference at a local restaurant.**

JOBS organized a press conference on participation in the international trade fairs as a tool to meet the challenges of the post MFA (Multi Fiber Agreement) regime and the long-term export development prospect of Bangladesh, on February 22, 2004, in a local restaurant.

Four JOBS's clients emphasized the benefits of their participation in international trade fairs in Germany and the U.K. at a press conference held earlier this year, telling reporters that attending the fairs allowed them to increase their visibility in world markets, make new business

contacts, collect the latest market information, learn about the preferences and requirements of international consumers and, most importantly, receive immediate feedback about the quality of the products they presented at the fairs.

Mr. Shahidul Islam of Bengal Braided Carpet Limited, Mr. Shafiqul Alam Selim of Satranji, Mr. Md. Shahidul Haq of Nandan, and Mr. Serajul Islam of SEDS shared their experiences at Domotex Fair, the world's largest machine and handmade carpet fair, held in January 2004 in Hanover, Germany, and at the Birmingham Gift Fair, held in the United Kingdom in February 2004.

The entrepreneurs thanked JOBS for the assistance they received before, during and after the fairs. JOBS provided pre-fair support in the selection and preparation of products and the organization of travel logistics. During the fairs, JOBS consultants helped design attractive, effective product displays, facilitated interactions between buyers and sellers, and assisted with advertising and press publicity. Afterwards, JOBS helped to follow up on the orders taken and the new contacts made at the fairs.

To date, the JOBS Project has organized groups of Bangladeshi businessmen and women, leading as well as potential entrepreneurs from different sectors of the economy, to participate in 24 major trade fairs in the U.S., the U.K., Germany, Japan, South Africa and the Middle East, generating a total of U.S. \$35 million worth of exports. JOBS views the fairs as an important tool to help Bangladeshi entrepreneurs meet the challenges of the post Multi Fiber Agreement (MFA) regime and aid the country's long-term export development prospects.

Imran Shauket, JOBS' project director, Asif U. Ahmed, JOBS' Deputy Director (Programs) spoke to the reporters at the press conference. Allen Fleming, Director of Economic Growth & Food Environment at USAID, and Aniruddha Hom Roy, Program Management Specialist at USAID were also present at the occasion. ■



**Journalists showed interest in the products displayed during the event.**

## JOBS Signs MoU With CCCI

A memorandum of understanding recently signed by the JOBS Project and the Chittagong Chamber of Commerce and Industry (CCCI) will help foster the development of small and medium industries, promote information and communication technology, and increase CCCI's capacity.



**Imran Shauket, Project Director, JOBS and Amir Humayun Mahmud Chowdhury, President CCCI seen at the MoU signing ceremony in Chittagong.**

According to the agreement, JOBS will prepare a web site for CCCI and maintain an electronic database containing information about the 45,000 CCCI members. JOBS will also conduct research on modern business markets in order to set up training facilities and arrange workshops on different issues related to small and medium businesses.

Imran Shauket, director of JOBS, and Amir Humayun Mahmud Chowdhury, president of CCCI, signed the agreement on behalf of their respective organizations on April 24 of this year. ■

## Providing BDS to Nishorgo Project

USAID Bangladesh has developed an explicit environment program known as Nishorgo Support Project focusing on improved management of open water and topical forest resources. The program is being implemented by International Resources Group (IRG) in collaboration with the Forest Department's Protected Area (PA) Management program. As JOBS Project is heavily involved in sector development and generates sustainable employment in Bangladesh Nishorgo Project hired JOBS expertise to carry out sector assessment for the selected Protected Areas (PAs) to develop sustainable enterprise. Recently JOBS Project has finished the survey and delivered the report named "Pre -Assessment of Enterprise Development Opportunities Associated with Pilot Protected Areas of the Nishorgo Support Project". The five selected Protected Areas are Teknaf Game Reserve, Chunuti Wildlife Sanctuary, Satchari Reserved Forest, Rema-Kalenga Wildlife Sanctuary and Lawachara National Park. The objective of this initiative is to facilitate the growth of the enterprises around the PAs by conducting sector assessment for creating a solid economic platform for them in the near future and to develop nature-based production enterprise at the micro, small and medium level in and around the PAs. ■



Hasan Imam Khan, Coordinator - Sector Development Program, JOBS Project seen talking to a villager during the survey.

## JOBS, ITC Discuss Future Collaboration at Geneva Conference

JOBS' director Imran Shauket met with the executive director of the International Trade Center (ITC) during a visit to Geneva this April to discuss future collaboration efforts between JOBS and the United Nations' trade facilitation body of in the areas of market analysis for export diversification and advising on market access, product development, product selection, trade negotiation mechanisms, and preparedness.



Imran Shauket, Project Director, JOBS having a discussion with Mr. Belisle, Executive Director, ITC during a seminar organized by ITC/WTO, Geneva in April, 2004.

Mr. Shauket was in Geneva to attend a seminar, held on the eve of the organization's 40th anniversary, to determine a strategy and action plan for the ITC. Mr. Shauket's presentation at the seminar described past collaborative efforts between JOBS/IRIS and the ITC and the success of their recent joint activities in Bangladesh. ■

## Bakery Project in Netrokona



**Bread Manufacturing and packing process at the Bakery project in Netrokona.**

JOBS helped set up the bakery in collaboration with BRAC. The main goal of this bakery is to create employment for the poor women in the region and also to provide good, hygienic food in Netrokona Sadar and also nearby areas.

## First LCG/BDS/ICT Working Group meeting held

An Interactive session going on at the first LCG meeting, which held in a local Restaurant.

Main goal of this working group is to create an atmosphere of collaboration, confidence, information sharing and co-ordination among myriad donors and implementing partners involved in the development of the business development services markets, sector development and ICT.





# Bangladeshi Firms Impress Buyers at New York Home Textile Fair

Three leading Bangladeshi textile firms – Shell Crafts, B.J. Bed Company Ltd., and Karupannya with Satranji – joined forces in a Bangladesh pavilion at the New York Home Textile Fair recently, where their products, especially designed for the U.S. market, made a favorable impression with buyers.

The bi-annual show is the biggest textile fair in the U.S. and a major gateway to the country's home textile market. Their success tapping into the U.S. textile market could serve to



Bangladesh Pavilion at the New York Home Textile Fair in March, 2004.

strengthen the national economy and create many opportunities for increased employment in the sector.

The JOBS representatives who facilitated their participation at the fair were impressed by the professionalism of the Bangladeshi entrepreneurs. In past years, the participants took a huge number and variety of samples to the fair. This year, they brought fewer samples, designed specifically with the U.S. market in mind. As a result, the Bangladesh pavilion attracted more customers than did pavilions from countries whose displays were not so focused. ■



Participants seen in the EDBM TOT (Enterprise Development and Business Management) training program organized by JOBS for Mirpur Benaroshi Palli.

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