

JOBS workshop on business held

BUSINESS DESK

IN COLLABORATION with the JOBS Project and MIDAS of Bangladesh, the Centre for the Promotion of Imports from Developing Countries held a three-day workshop, from September 5-7, on 'Doing Business with the European Union (EU)'.

The course was designed for small and medium sized companies, interested in exporting to Europe.

Two European experts, Martin Bitter and Paul Vullings from CBI conducted the workshop.

Thirty participating professionals from different private sector businesses, business supporting organisations, trade promotion organizations, govern-

ment bodies and donor projects took part in the workshop.

Issues addressed in the course of the workshop included cultural differences in the EU market, barriers to trade, market research and entry strategies, risk management (payment and delivery terms), and costing and pricing, among other topics.

The opening session of the workshop was held on September 5 at the conference hall of the Nitol Centre.

Martin Bitter, CBI Consultant, Erika Hoffmaq-Kiess, Deputy Director of JOBS Project, Abdul Karim, Managing Director of MIDAS and Dr Riffat Zaman, and Advisor to Economic & Commercial Affairs of the Royal Netherlands Embassy spoke on the occasion.



Speakers at the business workshop on the inaugural day.