

United Nations Meets Web 2.0

New Media, New Entrepreneurs and New ICT Opportunities in Emerging Markets



25-26 March 2008

United Nations Headquarters, New York

The Permanent Mission
of Bangladesh to the United Nations



Bangladesh

An Emerging

ICT Market in

Asia





Bangladesh An Emerging ICT Market

Muhammad Ali Sorcar

Deputy Permanent Representative of Bangladesh to United Nations, New York

Javed Ahmad

CEO, Aprosoft

Kamal Quadir

CEO, CellBazaar

Kazi Islam

CEO, Grameen Solutions Limited

The Permanent Mission
of Bangladesh to the United Nations

Agenda

- **Introduction – Enabling Policies of the Government**
- **ICT Industry in Bangladesh**
- **Successful Initiatives – A Proven Example**
- **Opportunities and Future Possibilities**





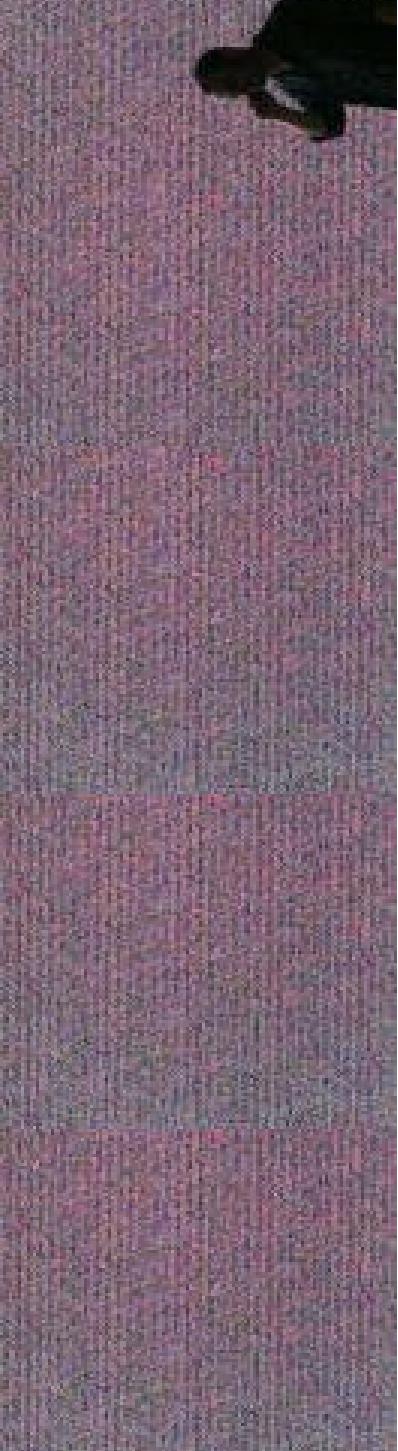
Information Technology

Perspectives of Bangladesh Government

- For socio economic transformation
- To create a dynamic society

- To participate in the world economy
- To help achieve the MDGs¹

1: Millennium Development Goals



Bangladesh



- Location at the heart of economic development
- Youth dominated labor surplus
- Steady Economic growth 6%
- Social development
- Improvement in human capital
- Micro-credit, empowerment of women
- Telecommunication sector is the fastest growing



Technology Establishments

- Reduction of bandwidth cost
- Second submarine line
- Fiber optic connectivity
- VOIP policy
- National database and voter registration
- Technology Partners



Nelson Mandela

“In the twenty-first century, the capacity to communicate will almost certainly be a key human right. Eliminating the distinction between the information-rich and information-poor is also critical to eliminating economic and other inequalities between North and South, and to improve the life of all humanity”.



Mandela, 1995



ICT Industry in Bangladesh

Javed Ahmad
CEO, Aprosoft

The Permanent Mission
of Bangladesh to the United Nations





Factors Enabling ICT Growth

- E-Governance initiatives on the rise
- Tax holiday and incentives for ICT companies
- Productivity gains of private sector
- Increase in ICT4D¹ efforts
- Emergence of 3G and WiMAX
- English speaking young population with IT talent
- Return of foreign educated and trained ex-pats
- Technology awareness among general population
- 60+ private universities, offering IT courses
- Explosive growth of mobile phone usage



Outsourcing Based Initiatives

- 100+ local companies in IT Outsourcing
- Outsourcing Activities: Data entry and transcription; CAD; SW Development
- Upcoming: Call Centers and BPO
- Substantial increase in Offshore Development Centers, Joint Ventures and partnerships
- Companies with CMMI¹ and ISO² standardization
- Strong PMI³ initiative and technical certifications on the rise

¹CMMI: Capability Maturity Model Integration ²ISO: International Organization for Standardization ³PMI: Project Management Institute



Software Outsourcing

- High quality IT talent at *globally competitive rates*
- Depth of experience in mainstream technologies
 - Web Applications, e-Commerce, Data Base, etc
- Emerging capabilities in
 - Data Warehousing, ERP, CRM, Embedded SW, Mobile Applications
- Types of Activities
 - Custom SW and Product Development
 - SW Maintenance and Conversion
 - Quality Assurance
 - Production Cycle Monitoring and Support



Major Countries where Software and ITES¹ companies export

Regions	No. of companies exporting
North America	76+
Europe	58+
Asia	14
Pacific Rim	10
Middle East	10
Africa	4

Source: Bangladesh Association of Software & Information Services (BASIS) Survey

Successful Initiatives

Kamal Quadir

CEO, CellBazaar

The Permanent Mission
of Bangladesh to the United Nations



- **Challenges**

- Travelling great distances is only way to get market information
 - Isolated and uninformed farmers, traders, & businesses have no bargaining power with middlemen

- **Solution**

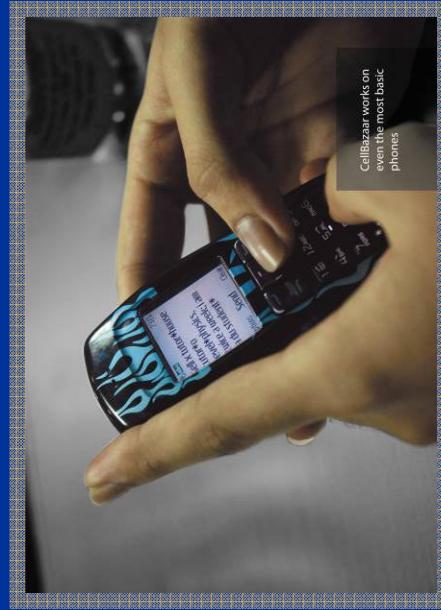
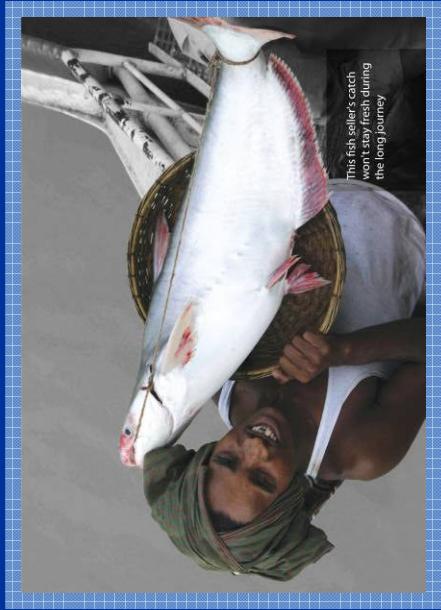
- Mobile phones have overtaken computers in developing economies. CellBazaar uses the mobile to create an electronic marketplace
- Sellers post products. Buyers search by price, brand, location
- Everyone gathers market information to make smart business decisions.

The CellBazaar Story

- Developed at MIT and funded by **Silicon Valley investors** with established track record
- Management team with experience from **Occidental Petroleum, Time Warner Cable** and **T-Mobile**
- Launched in Bangladesh through Grameen-Phone, reaching **17 million subscribers**



A Real Success



Opportunities and Future Possibilities

Kazi Islam

CEO, Grameen Solutions Limited

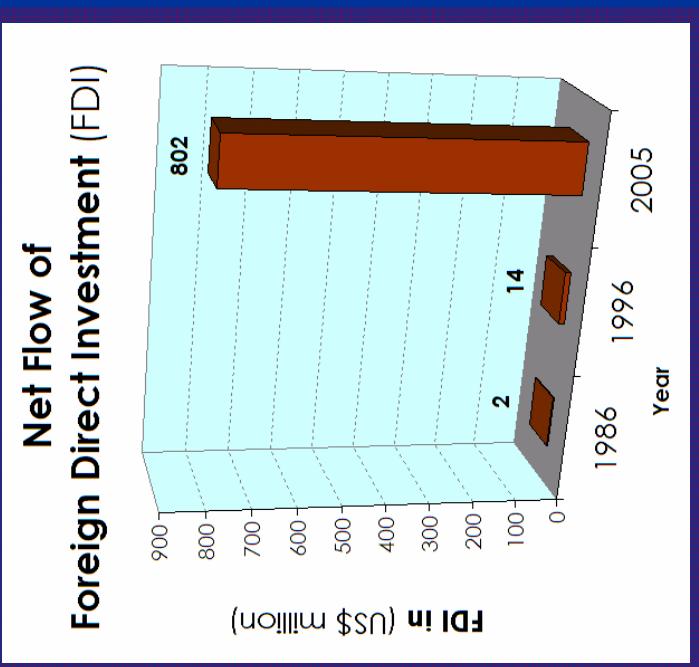
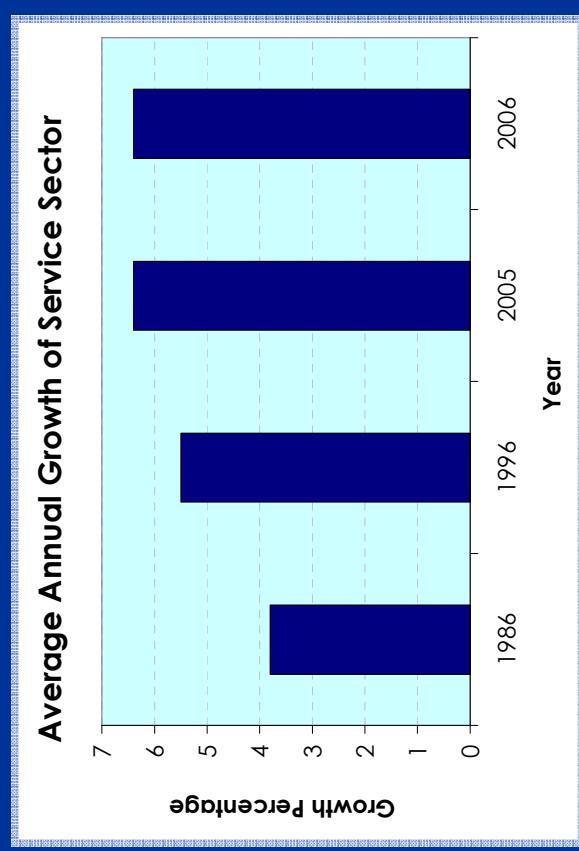
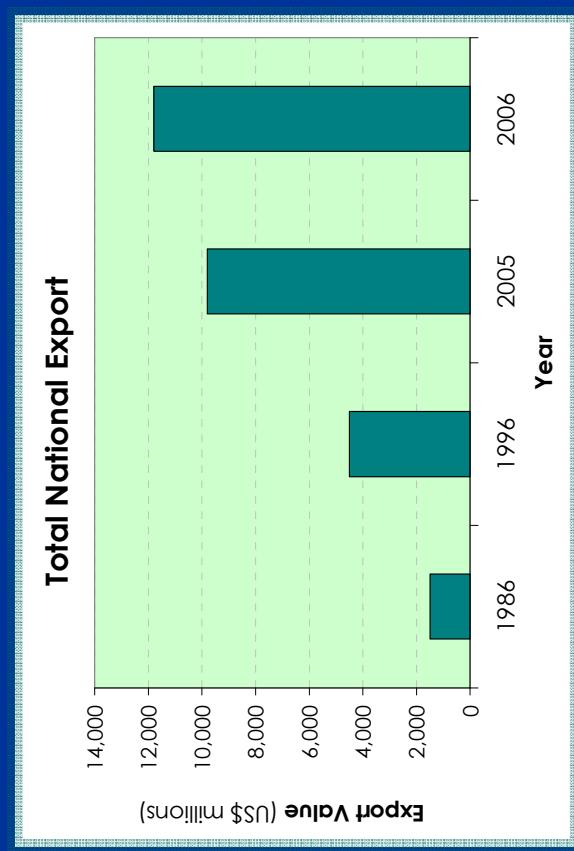
The Permanent Mission
of Bangladesh to the United Nations

Why Bangladesh

- Emerging market with vibrant economy
- Geographically located at the position to reach over billion customers market
- Availability of cheap labor
- Favorable and attractive terms for investment
- Available number of skill resources
- Low start-up cost
- GDP growth rate is above 6% since last 10 years
- Exponential growth in telecom and financial sector
- Increased FDI will help incoming companies



Trends of Progress





Opportunities for Global Companies

- Partner with technology companies and institutions to design and promote **e-Education** services
- Forge partnerships with hospitals and pharmaceuticals to design and create a channel for dissemination of **e-Healthcare** services
- Collaborate with local technology companies to provide **e-Agriculture** services
- Increase **e-Consumer** services through strategic partnerships with local companies





Bangladesh: The Future¹

- Innovation Hub for BOP
- Market Strategy
- Product and Service Launching Pad for Developing Countries



The Future is
Bangladesh



eBangladesh

Contacts



Muhammad Ali Sorcari
bangladesh ‘at’ un ‘dot’ int
<http://www.un.int/bangladesh>

Javed Ahmad

Jahmad ‘at’ aprosoft ‘dot’ com
<http://www.aprosoft.com>

Kamal Quadir

Kamalq ‘at’ mit ‘dot’ edu
<http://www.cellbazaar.com>

Kazi Islam

kazi.islam ‘at’ grameensolutions ‘dot’ com
<http://www.grameensolutions.com>

For Details: Please contact Salahuddin Noman Chowdhury
bangladesh ‘at’ un ‘dot’ int



Thawne

you

India