



Embassy of Bangladesh
Tokyo

Webinar on "Investment Opportunities in Startups in Bangladesh"

How Does Embassy Facilitate Japanese Investors?

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Outline of Presentation

- **Bilateral Trade & Investment Scenario**
- **How Do We Promote Trade & Investment?**
- **How Do We Facilitate Trade & Investment?**

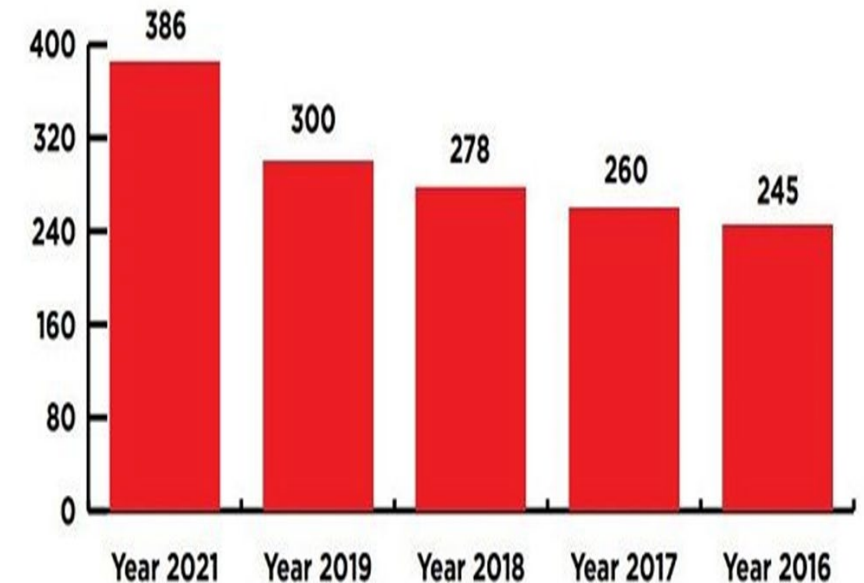
Bilateral Trade & Investment Scenario

• In Million USD

Year	Export	Import	Trade Volume	Growth (%)
2016-2017	1012.98	1735.2	2748.18	+0.91
2017-2018	1131.89	1870.0	3001.89	+9.23
2018-2019	1366.67	1846.3	3212.97	+7.03
2019-2020	1201.88	1720.0	2921.88	-9
2020-2021	1183.64	2001.2	3184.84	+8.99
2021-2022	1353.85	2771.1	4124.95	+29.51
2022-2023	1901.04			

Japanese investment in Bangladesh by private companies - \$386 mn - till Dec 2021

Number of Japanese companies in Bangladesh



How Do We Promote Trade & Investment?

- Organize Promotional Events in collaboration with Bangladeshi and Japanese entities
- Support Promotional Events organized by other entities
- Participate in Trade Fairs
- Explain why Bangladesh is lucrative for investment

Business Promotion Events by Embassy, 2022

SI	Date	Name	Participants	Venue
01	08 April	FEC Follow- Up Seminar	30	Embassy
02	08 June	Webinar on Investment Opportunities in Economic Zones in Bangladesh	211	Online
03	14 June	Bangladesh-Japan IT Networking Event	50	Embassy
04	22 June	Bangladesh Seminar on Trade, Investment and Skilled Human Resources	150	Omiya, Saitama
05	27 June	Seminar on “Recruitment of Technical Interns and Specified Skilled Workers (SSW) by Japan: Potentials and Challenges for Bangladesh”.	50	Online
06	30 September	Networking Event with Bangladesh Business Delegates	30	Embassy
07	05 October	MoC Signing Ceremony between PPPA, Bangladesh & MLIT Japan	45	Embassy
08	13 October	Launching of Bangladesh IT Connect Japan Portal	110	Online
09	17 October	Bangladesh Investment Seminar	200	Tokyo
10	18 October	Fashion World Tokyo (FaW) Networking Event, 2022	50	Tokyo Big Sight
11	8 November	Bangladesh Seminar on Human Resources	100	JITCO, Tokyo

Business Promotion Events by Embassy, 2023

SI	Date	Name	Participants	Venue
01	16 February 2023.	Webinar on "Investment Opportunities in Hi-Tech Parks in Bangladesh"	146	Online
02	5 th April 2023	Seminar on 'Digital Bangladesh: Your IT Destination'	100	Tokyo Big Sight
03	5 th April 2023	Networking Event	120	Tokyo Big Sight
04	6 th April 2023	Seminar on "Sustainable Factory and Prospects of 'Made in Bangladesh' Products in Japan"	100	Tokyo Big Sight
05	27 th April 2023	Honourable Prime Minister's meeting with Japanese Business leaders	40	Westin, Tokyo
07	22 nd May 2023	Business Seminar and Networking Event	30	Hakata City Centre, Fukuoka
08	26 th May 2023	Networking Event	40	Embassy
09	09 June 2023	Seminar and networking event on "Bangladesh-Japan Business Opportunities in Jute, Leather & Leather Goods"	40	Embassy
10	26 June 2023	Bangladesh Seminar on "Trade, Investment and Human Resources"	150	Chiba Chamber of Commerce & Industry Building

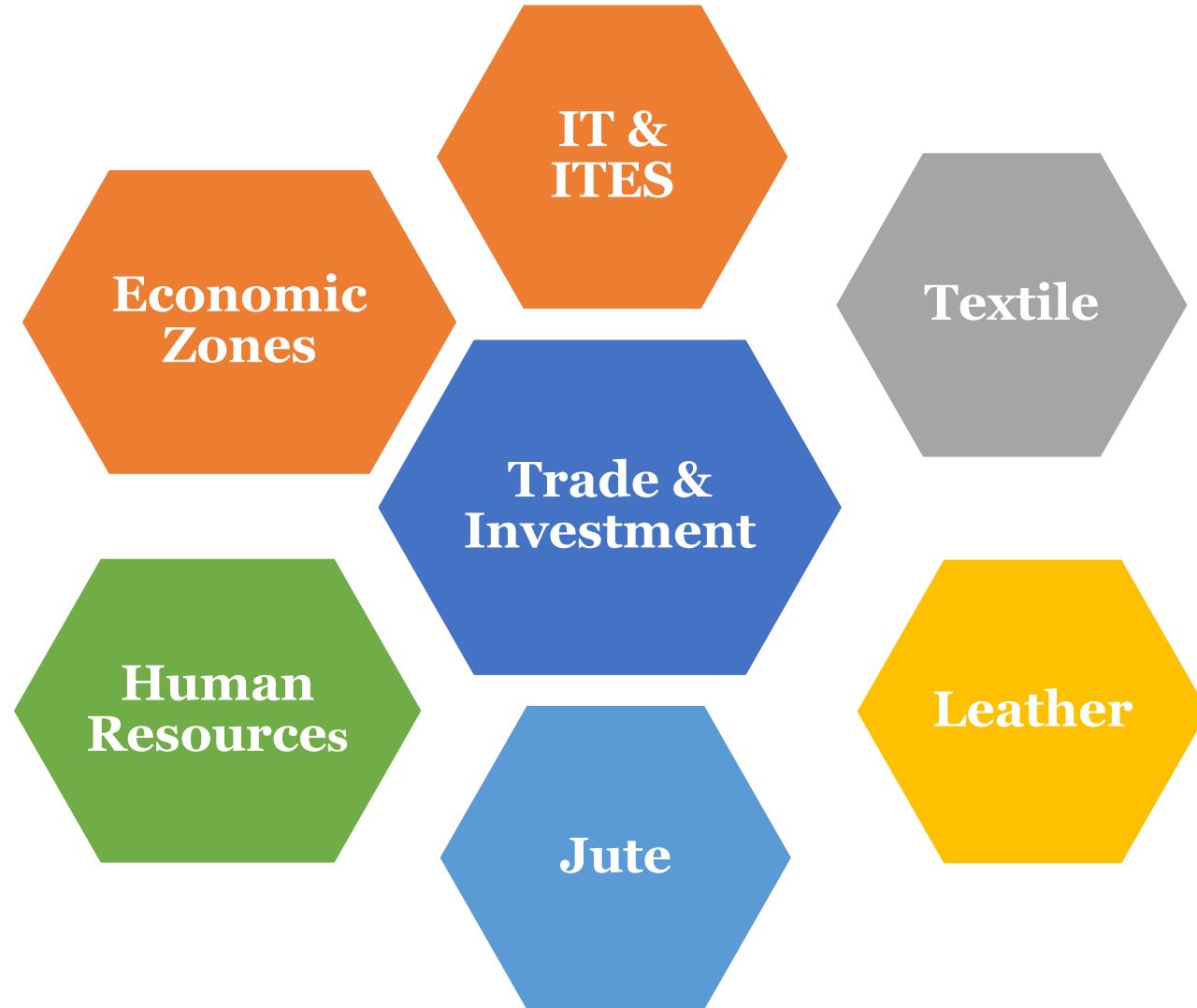
Business Promotion Events by Embassy



Business Promotion Events by Embassy (2020-2023)



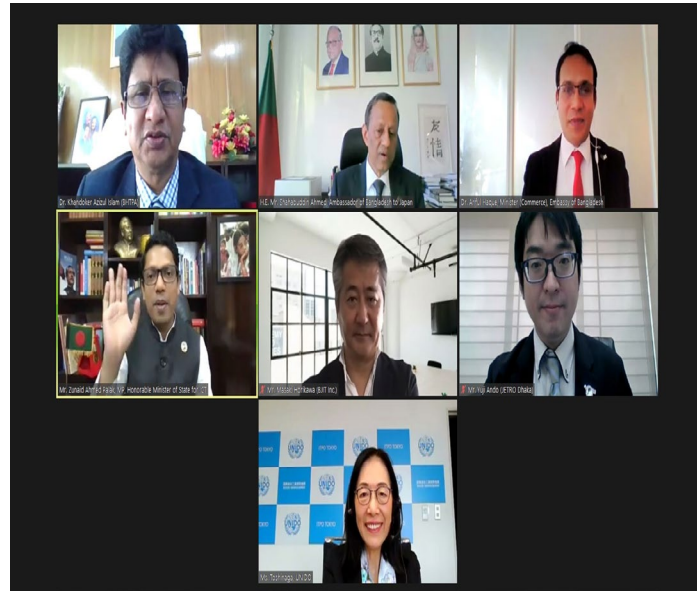
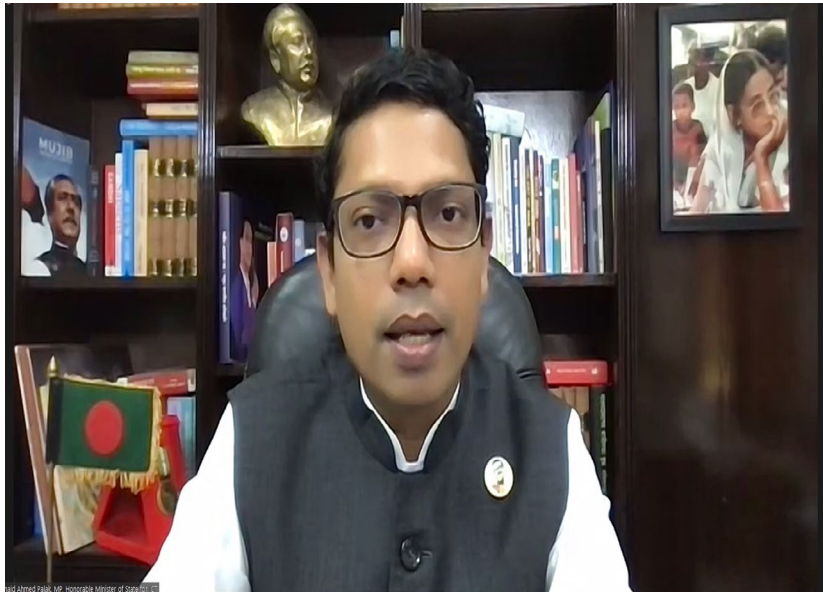
Business Promotion Events by Embassy (2020-2023)



HPM's Meeting with Japanese Business Leaders, 2023



Business Promotion Events by Embassy, 2023



Why Bangladesh is Lucrative for Investment?

- **Japan government included Bangladesh in subsidy destination list to diversify supply chain**
- **Companies may take incentives facilities for relocating investment**
- **Bangladesh among Top 20 Promising Countries for last 3 consecutive years for Business by JBIC Survey 2022**
- **71.6% Japanese companies in Bangladesh plan to expand for 2023 and 2024 (JETRO 2022)**
- **Bangladesh and Japan working together for possible Economic Partnership**

Figure 3.8 Promising Countries for Overseas Business over the Medium-term (Next 3 Years)

*Percentage of votes (%) = Number of votes for country / Number of respondent companies

Ranking			Countries (Total)	No. of Companies		Percentage Share(%)	
2022	← 2021	2021		2022 367	2021 345	2022	2021
1	↑	2	India	148	131	40.3	38.0
2	↓	1	China	136	162	37.1	47.0
3	—	3	US	118	113	32.2	32.8
4	—	4	Vietnam	106	105	28.9	30.4
5	—	5	Thailand	85	77	23.2	22.3
6	—	6	Indonesia	77	67	21.0	19.4
7	↑	9	Malaysia	31	27	8.4	7.8
8	↓	7	Philippines	28	31	7.6	9.0
9	↓	8	Mexico	27	30	7.4	8.7
10	—	10	Taiwan	23	19	6.3	5.5
11	—	11	Germany	21	17	5.7	4.9
12	—	12	Korea	17	16	4.6	4.6
13	—	13	Brazil	15	13	4.1	3.8
14	—	14	Australia	13	12	3.5	3.5
15	↓	14	Singapore	12	12	3.3	3.5
16	—	16	Bangladesh	10	10	2.7	2.9
16	↑	24	UK	10	4	2.7	1.2
18	↓	16	Turkey	9	10	2.5	2.9
19	↑	21	France	8	6	2.2	1.7
20	↑	21	Cambodia	7	6	1.9	1.7

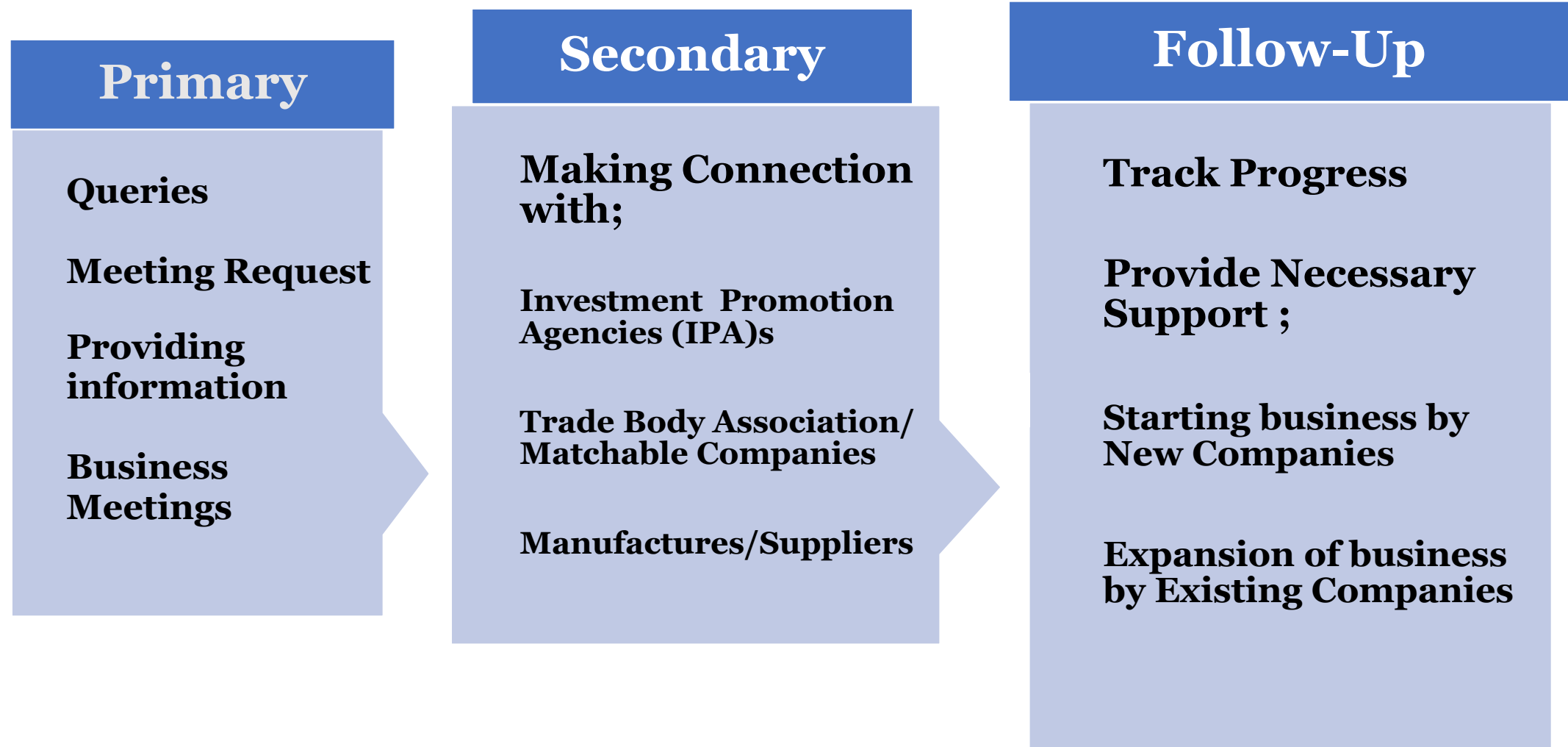
How Do We Promote Trade & Investment?

Participate in Trade Fairs

- **Fashion World Tokyo**
- **Japan IT Week**
- **Foodex Japan**
- **Tourism EXPO Japan**



How Do We Facilitate Trade & Investment?



How Do We Facilitate Trade & Investment?

Business Meetings			
Month	2020	2021	2022
January	10	13	5
February	13	6	4
March	4	8	12
April	0	13	15
May	0	2	10
June	0	7	8
July	2	7	7
August	13	4	12
September	10	5	14
October	10	11	16
November	17	6	21
December	9	7	09
Total	88	89	133



How Do We Facilitate Trade & Investment?

Making Connection with Investment Promotion Agencies

Bangladesh

- Bangladesh Investment Development Authority (BIDA)
- Bangladesh Hi-Tech Park Authority (BHTPA)
- Bangladesh Economic Zone Authority (BEZA)
- Startup Bangladesh Ltd.
- Chambers in Bangladesh
- Other Entities

Japan

- Japan International Cooperation Agency (JICA)
- Japan External Trade Organization (JETRO)
- Investment and Technology Promotion Office, Tokyo of United Nations Industrial Development Organization UNIDO ITPO Tokyo
- Chambres in Japan
- Other Entities

Narita-Dhaka only 6 hours by the Biman Bangladesh Airlines



A promotional advertisement for Biman Bangladesh Airlines. The background features a night view of a traditional Japanese pagoda. The text includes the Biman Bangladesh Airlines logo, the slogan "Let's EXPLORE" with a dotted line and an airplane icon, and the flags of Bangladesh, Nepal, India, and Japan. A box highlights an "Exclusive Discount Offer" of "20% OFF" with the promo code "RISINGSUN". Below this, it says "Asian Tourism Fair 2023 : Offer Details" followed by a list of conditions: "BETWEEN BD, KTM, DEL, CCU TO NRT OR V.V.", "WEBSITE & MOBILE APPS BOOKING ONLY", and "BOOK TICKET FROM 20 SEP'23 TO 30 SEP'23". A "BOOK NOW" button is present, along with the website "www.biman-airlines.com" and two QR codes for the Play Store and Apple Store. On the right side, there are three circular inset images: the top one shows the Taj Mahal, the middle one shows the Taj Mahal reflected in water, and the bottom one shows a snow-capped mountain peak.

Thank you Very Much!
If you have any queries, please contact;



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