

As Asia emerges from the global economic crisis faster than the rest of the world, it is increasingly clear the world's centre of gravity is shifting from the Atlantic to the Pacific. We believe there may be more undiscovered and less crowded opportunities in some of the next most populous countries in Asia - such as Bangladesh, a country of more than 142 million people. It is included in the Goldman Sachs "Next 11" (N11), a term Chief Economist Jim O Neill has coined to refer to the countries after the BRICs that are likely to have the largest impact on the future shape of the global economy. Bangladesh is also included in the JPMorgan "Frontier Five". 'Meet Bangladesh USA 2011- Asia's Next Big Opportunity' is an initiative of Bangladesh Brand Forum, which will present the country and the unique opportunities that it offers.

# Bangladesh?

## why now

Bangladesh's geographic location gives it every opportunity to be a leveraged player to participate in the "Asian Century". We believe it is this potential that will increase the focus, interest and opportunities for global investors. Bangladesh, a country of above 142 million people with very favorable demographics, has one of the fastest rates of growth of labor supply in the world; a country in the heart of Asia and juxtaposed strategically between India and China; a very entrepreneurial culture as evidenced by the resilience of the textile sector after the end of MFA quotas. The country's achievements over the past 40 years have been impressive, most notably in its emergence as a major textile and RMG ( Ready Made Garments) exporter. More broadly, the low volatility and consistency of growth in the past decade, despite having political instability and natural disasters is a testament to a dynamic and entrepreneurial private sector.

Bangladesh has three key attractions for global investors and multinationals:

- 1) A large base of low-cost and easily trainable labor force**
- 2) A large untapped domestic market of above 142mn people**
- 3) Nearly 3billion people in the Asian region that it has market access to**