

News Release

17 November 2017

FIVE LEADING EXPORTERS RECOGNISED AT THE '7TH HSBC EXPORT EXCELLENCE AWARDS'

The Hongkong and Shanghai Banking Corporation Limited in Bangladesh has recognised five Bangladeshi exporters at the award ceremony of the '7th HSBC Export Excellence Awards'. The exporters were awarded with 'Exporter of the Year' trophies for their leadership in promoting the country and contributing to the nation's sustainable growth.

The categories and winners of '7th HSBC Export Excellence Awards' are:

Exporter of the year - Ready Made Garments: Group A

(Annual export turnover of US\$ 100 Million or more)

Square Fashions Ltd

Award received by: Tapan Chowdhury, Managing Director

Square Fashions Limited (SFL) started its project in 2001 & production in 2002. Square works for 25 brands and exports to 75 countries around the world.

Exporter of the year - Ready Made Garments: Group B

(Annual export turnover up to US\$ 100 Million)

Tarasima Apparels Ltd

Award received by: Mishal Ali, Deputy Managing Director, Bitopi Group

Starting operation in 2007, Tarasima Apparels Ltd. is now a LEED certified platinum category green manufacturing operation exporting woven garments to around 40 countries in world. Tarasima Apparels Ltd. is preferred by a number of global apparel brands around the world due to their commitment to environment and worker friendly work-station as well as strong commitment to the buyers.

Exporter of the Year – Supply Chain and Backward Linkage Apparel

(Annual export turnover USD10 Million or more)

Envoy Textiles Ltd

Award received by: Kutubuddin Ahmed, Chairman, Envoy Group

Established in 2005, Envoy Textiles Limited (ETL) is a manufacturer of high quality fashion denim in Bangladesh. Started the commercial production in early 2008, Envoy is now exporting to 21 countries in the world, including USA, EU, Turkey, Australia, China, India, Sri Lanka, Vietnam, a few African countries as well.

Exporter of the Year - Traditional & Emerging Sectors

(Annual export turnover, Non- RMG/Textiles, US\$ 10 Million or more)

Seamark (BD) Ltd

Award received by: Iqbal Ahmed OBE

Started its journey in 2002, Seamark exports seafood items to UK and other European markets.

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Exporter of the year - Small and Medium Enterprises

(Annual export turnover, Non RMG /Textiles, up to US\$ 10 Million)

Classical Handmade Products Bangladesh

Award received by: Md. Touhid Bin Abdus Salam, Managing Director

Located at Nilphamari, Classic Handmade produces handmade home décor products from recycled textile waste. Having 2000 employees the company works for renowned global brands. They are now exporting their products to 33 countries including Germany, Spain, Sweden and USA.

Honourable Minister of Commerce, Government of the People's Republic of Bangladesh, Mr. Tofail Ahmed, M.P. was the Chief Guest of the event. H.E. Ms. Alison Blake, British High Commissioner to Bangladesh attended the event as the Special Guest.

Prothom Alo, The Daily Star, Bangladesh Brand Forum and KPMG are the four strategic partners of this year's '7th HSBC Export Excellence Awards'.

Chief Executive Officer of HSBC Bangladesh, **Francois de Maricourt**, congratulated the winners and said, "Our entrepreneurs have been at the forefront in fuelling the steady economic growth of Bangladesh. At HSBC, we are honoured to recognise and encourage these individuals for perseverance and hard work".

Deputy CEO and Country Head of Commercial Banking, HSBC Bangladesh, **Mahbub ur Rahman** said "Export had been playing a vital role in leading the economic prosperity of Bangladesh. Thanks to our entrepreneurs for building a world class supply chain and making the Bangladesh brand international".

The awards ceremony was held on Friday, 17 November 2017 in Dhaka, Bangladesh.



Photo caption: 7th Export Excellence Award winners posing for a photo with the Chief Guest of the programme Mr. Tofail Ahmed, M.P., Minister of Commerce, Government of the People's Republic of Bangladesh (4th from the left), Special Guest H.E. Ms. Alison Blake, British High Commissioner to Bangladesh (3rd from the right), Francois de Maricourt, CEO, HSBC Bangladesh (2nd from the left) and HSBC Mahbub Ur Rahman, Deputy CEO and Head of Commercial Banking, HSBC Bangladesh (5th from the right).

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Note to editors

The HSBC Export Excellence Awards (EEA) is a recognition event open to all export oriented enterprises in Bangladesh. The programme honours exporters for their contribution to the country's economy and provides an opportunity to get international exposure. An organisation does not need to be an HSBC customer nor pay any entry fee to participate in this programme. EEA does not provide any financial reward to the winners.

Nominees submit nomination forms (available at business.hsbc.com.bd/eea) to EEA's strategic partner, Bangladesh Brand Forum (BBF), directly. Each nomination goes through a meticulous two-step process. Firstly, BBF shortlists nominations with assistance from KPMG and HSBC, and the shortlist is then sent to the Jury Panel for adjudication. The Jury Panel selects the winners based on several criteria – export volume, number of export destinations, number of buyers, CSR, employee diversification, regulatory compliance etc. The Jury Panel comprises

of some of the country's most senior and renowned economists, academics, regulators, subject matter experts and key opinion leaders. HSBC is not on the Jury Panel and does not take part in the final adjudication process.

The Strategic partners of the 7th HSBC Export Excellence Awards are The Daily Star, Prothom Alo, Bangladesh Brand Forum and KPMG. Strategic partners play an important role in facilitating and promoting the programme throughout the nation. Their guidance and support helps us recognise the leading exporters of Bangladesh.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,526bn at 30 September 2017, HSBC is one of the world's largest banking and financial services organisations.