News Release

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HSBC and BGMEA connect Global Retailers at the Bangladesh Apparel Roadshow in Hong Kong

Over 130 participants international buyers, sourcing professionals, apparel manufacturers and industry stakeholders explore Bangladesh's evolving Apparel manufacturing capabilities

The Hongkong and Shanghai Banking Corporation Limited (**HSBC**) in Bangladesh and the Bangladesh Garment Manufacturers and Exporters Association (**BGMEA**), in collaboration with the **Consulate General of Bangladesh in Hong Kong**, hosted the **Bangladesh Apparel Roadshow 2026** at Island Shangri-La, Hong Kong on 28 October 2026. The event brought together over 130 participants, including international buyers, sourcing professionals, apparel manufacturers and industry stakeholders, to explore Bangladesh's evolving manufacturing capabilities, emerging sourcing opportunities and the future of global apparel supply chains.

The roadshow featured discussions on Bangladesh's position as one of the world's leading apparel-exporting countries, highlighting product diversification, new market exploration, innovation, sustainable manufacturing and the changing requirements of international buyers. The programme provided an opportunity for industry leaders and sourcing partners to exchange perspectives on strengthening Bangladesh's competitiveness and expanding its participation in global apparel value chains.

The event opened with remarks from **Oliver T Jones**, Head of Global Network Banking, HSBC, followed by **Mahmud Hasan Khan**, President of BGMEA, and **Dr Shah Mohammad Tanvir Monsur**, Consul General of Bangladesh in Hong Kong. **Dr Rubana Huq**, Chairperson of Mohammadi Group, delivered a keynote presentation titled 'Why Bangladesh: Legacy and the Future, highlighting the industry's development and future potential'.

Two panel discussions, **Why Should You Source from Bangladesh?** and **Through Buyers' Lens**, brought together representatives from HSBC, BGMEA, international sourcing organisations and industry experts. The conversations explored Bangladesh's manufacturing strengths, buyers' expectations, sustainability considerations, sourcing trends and opportunities for closer collaboration between manufacturers and global brands.The programme also featured **The Bangladesh Collective**, an apparel showcase highlighting Bangladesh's product diversity, innovation and technical manufacturing capabilities, followed by a networking session connecting participating buyers and industry representatives.

Dr Shah Mohammad Tanvir Monsur, Consul General of Bangladesh in Hong Kong said, *"For global investors, Bangladesh offers a compelling proposition: unmatched scale, competitiveness, global leadership in sustainable manufacturing, and strategic trade access. Our garment industry remains the deepest passion and lifeblood of our nation.*

History has shown that whatever challenges arise, our industry and our people always adapt, innovate, and prevail."

Md Mahbub ur Rahman, Chief Executive Officer, HSBC Bangladesh, deliberated, *"Bangladesh's apparel sector has moved far beyond competing on sheer volume alone. As our Hong Kong roadshow clearly demonstrates, our future is built on high-value innovation, sustainability, and unmatched agility. With a clear focus on product diversification and resilience, we are ready to lead the next chapter of global apparel manufacturing."*

Mahmud Hasan Khan, President, Bangladesh Garment Manufacturers and Exporters Association (BGMEA), said: *"Bangladesh's capability is no longer a promise; buyers can see and verify it for themselves. We invite global brands to build long-term partnerships with an industry that is growing in value, diversity and sustainability."*

The roadshow reflected HSBC's continued efforts to connect Bangladeshi businesses with international markets through its global network, trade expertise and longstanding relationships with clients across the apparel value chain. By bringing together manufacturers, buyers and industry stakeholders, HSBC and BGMEA aim to support greater international engagement, sourcing diversification and long-term growth opportunities for Bangladesh's apparel industry.

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Note to editors:
The Hongkong and Shanghai Banking Corporation Limited
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