

France – Bangladesh Business Council

COUNCIL CHAIRPERSON

Mr. Pierre-Jean MALGOUYRES
Managing Director of Archetype Group

PARTNERS IN BANGLADESH

FBCCI
Federation of Bangladesh Chambers of Commerce &
Industry

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COUNCIL ACTIONS FOR COMPANIES

MEDEF International's France-Bangladesh Business Council structured its activities in the early 2000s and is currently chaired by Mr. Pierre-Jean MALGOUYRES, Co-founder and Managing Director of Archetype Group.

The Council has maintained a close relationship with Bangladesh for almost 20 years - a market that is still insufficiently explored by French companies, but which offers many advantages. Located at the crossroads of South Asia and Southeast Asia and with privileged access to the Bay of Bengal, the country has significant natural resources and has experienced sustained growth in recent years due to a recovery in agricultural, industrial and service production.

Bangladesh has recorded economic growth of over 6% in the last decade, ranking the country 41st in the world in terms of GDP in 2019. Despite the coronavirus health crisis, which is expected to slow growth until 2024, the gradual improvement of the political and security environment over the past few years has contributed to Bangladesh's economic recovery. The main objective of the Bangladeshi Government is to join the group of "middle income countries" by 2032, while the country is expected to reach the category of "developing countries" by 2024.

The economy is largely based on the textile industry but banks on sectoral diversification, arousing the growing interest of French companies, particularly in the booming sectors of energy, water management and urban modernisation (mobility, urban services, etc.), aerospace, maritime and waterway transports, port infrastructures, but also pharmaceuticals and light industries. The regional and international financial institutions, which are strongly committed, reinforce these business prospects and contribute to the improvement of operating conditions in the country.

A recognized and privileged framework for Franco-Bangladeshi economic and commercial relations, the France-Bangladesh Business Council holds meetings on a regular basis, aiming at:

1. helping French companies gain direct access to:

- the Head of Government, key Bangladeshi ministers and local government decision-makers,
- public administrative officials and economic decision-makers with cross-cutting and sectoral competences,

- Bangladeshi business communities and private sector,
- and bilateral and multilateral donors active in the country;

2. providing companies with keys to understanding and in decision making for their activities, mainly related to:

- business opportunities in each sector depending on the evolution of the market and the country's priorities
- the business environment, operating and investment conditions, access to public markets,
- the structuring of industries and business sectors,
- and, more generally, elements for understanding the risks and opportunities related to internal developments and the country's regional environment;

3. increasing the experience sharing between French companies of all sizes, active in Bangladesh or in the region, and promoting interactions with potential new partners on this market.

Reports of the meetings and delegations of the council are available to MEDEF International members upon request.