

Govt to pair up with CNNIC to showcase Bangladesh

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Dhaka : The government has announced to pair up with US-based CNN International Commercial to showcase Bangladesh's achievements on the global arena.

The CNNIC gave a proposal to the government for this purpose on February 22, following the recommendation of United Nations Committee for Development Policy that stated Bangladesh's graduation to a developing country from a least developed one.

CNNIC proposed signing a deal, "Understanding on CNN International Commercial Partnership Opportunity to Brand Bangladesh Globally for the Ministry of Commerce, Bangladesh", to the country's government.

The CNNIC delivers custom made solutions with access to a global audience across TV, digital and social platforms for brands and publishers aiming to grow their businesses. It manages the business operations of properties of popular TV channel CNN outside the US.

Four days after receiving the CNNIC proposal, the commerce ministry wrote to the Prime Minister, seeking approval for signing the deal.

The letter reads that the CNNIC made the proposal to the government for branding Bangladesh, saying it wants to project the country's achievements in business and commerce before the global audience.

Bangladesh is on its way to achieve the sustainable development goals by 2030, and

become an upper middle-income country by 2031 and a high income country by 2041, the letter added.

The letter, however, pointed out experts' opinion that Bangladesh may lose USD 7 billion in export earning a year once it officially graduates to a developing country from a least developed one in 2026 due to withdrawal of duty and quota-free market access to the developed countries. Also, the agriculture sector could face challenges due to climate change.

Against this backdrop, Bangladesh's capacity and efficiency in commerce and business, and its quality of product and services should be projected before the global community, the letter mentioned.

The government is eyeing to showcase the potentials of the country's fast-growing commerce and industry globally through broadcast of promo audio-visuals on CNN this month. This will help expand businesses on the international market, increase investments, and achieve long-term visions of the country.

Bangladesh Foreign Trade Institute under the commerce ministry will coordinate the initiative and financing for it will be arranged from the private sector.