

DHL Express BD charts future of sustainability, digitalization, trade enablement

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Dhaka : With Bangladesh's export economy surging and logistics becoming a critical driver of competitiveness, DHL Express Bangladesh is positioning itself as not just a service provider, but a strategic partner in trade. In an interview with The Bangladesh Monitor, Md Miarul Haque, Managing Director of DHL Express Bangladesh, outlined how the company is strengthening its presence, tackling challenges, and introducing innovations that align with the country's growth ambitions.

Four-decade journey in BD

DHL Express has been embedded in Bangladesh's logistics ecosystem for more than 45 years, during which time the country has emerged as a global hub for ready-made garment (RMG) exports. As Haque explained, the company's evolution mirrors the growth of Bangladesh's trade sector.

"Our role centers on enabling cross-border movement of critical shipments-whether documents, samples, or high-value goods-with consistency, compliance, and care," he said. "We operate through a nationwide network of service centers, backed by technology and people trained to deliver to international standards."

The company's focus extends beyond traditional logistics. Haque emphasized that DHL's mission is also about embedding responsibility and innovation into the fabric of operations: "Through initiatives like GoGreen Plus, we're quietly introducing more sustainable practices that support our customers' environmental commitments as well as our own."

Key industry trends in BD

Bangladesh's logistics sector is undergoing a period of transformation. While the RMG industry continues to dominate, demand is shifting toward more transparent, technology-driven, and sustainable solutions.

"One clear trend is the rising demand for visibility and control," Haque explained. "Businesses don't just want delivery; they want reliability, smarter solutions, and logistics partners who can scale with their growth ambitions."

DHL is responding by introducing advanced digital platforms and integrated technologies, giving customers real-time visibility and control over their shipments. Sustainability, too, is emerging as a non-negotiable expectation. DHL has already rolled out electric delivery vehicles in Dhaka-a first for the industry-and is actively promoting cleaner logistics practices.

"These shifts show that logistics in Bangladesh is no longer just about moving goods. It is becoming a strategic enabler of trade, where innovation and responsibility go hand in hand," Haque said.

Sectors driving growth

Bangladesh's ready-made garment industry remains the backbone of DHL's operations. As one of the world's top apparel exporters, the RMG sector depends heavily on efficient logistics for moving samples, urgent shipments, and critical documentation to international buyers.



However, Haque pointed out that over-reliance on garments remains a vulnerability. "Other sectors' contribution to our export basket is still very low. Diversification is essential, and logistics efficiency, regulatory frameworks, and infrastructure can play a vital role in achieving that," he noted.

Technology, innovation at work

"DHL is a network company operating across the globe and standardization of operation is critical to our success. We have Innovation Centers at different locations dedicated to exploring new technology, innovation, and solutions. However, adoption to those technologies, solutions, or innovations vary depending on the readiness level of the country. At DHL Express Bangladesh, we adopt to the best-

in-class technologies and solutions that are adoptable based on our country readiness level.”

Sustainability at forefront

DHL's most forward-looking initiative in Bangladesh is the rollout of GoGreen Plus, which enables customers to reduce carbon emissions from international shipments through investment in Sustainable Aviation Fuel (SAF). This marks a step forward in embedding sustainability into trade practices.

In addition, the company has begun using electric vehicles in Dhaka's urban areas, where traffic congestion and emissions remain a challenge. DHL is also advocating greener packaging solutions and encouraging customers to adopt responsible shipping practices.

"These initiatives reflect our commitment to integrating sustainability into operations in ways that are practical, impactful, and aligned with Bangladesh's needs," Haque said.

Challenges in market

Despite these advancements, Haque was candid about the barriers DHL and the wider express industry face in Bangladesh.

"One of the very fundamental challenges is that Inter-national Air Express is yet to be included as a sub-sector of logistics under the industrial policy. The industry is often misclassified-sometimes treated like freight forwarding, sometimes like postal/courier services. Neither is accurate," he said.



This lack of clarity affects regulatory support and infrastructure, limiting the industry's ability to offer the best benefit for the trade. As a result, operators are forced into costly alternatives, such as inefficient routing, off-site operations, delay in clearance, procedural complexities, and underutilization of capital investment.

"These inefficiencies don't just impact companies like ours; they affect the competitiveness of Bangladesh's exports on the global stage," Haque cautioned.

Customer experience as differentiator

DHL emphasizes quality of service as its strongest differentiator. Haque stressed that the company's people remain at the heart of this mission.

"Every employee-from couriers to call center agents-is trained under DHL's Certified International Specialist (CIS) program, ensuring professionalism and consistency," he explained.

Customer feedback loops and responsive support channels further help DHL refine its services. With digital platforms like MyDHL+, visibility of shipment movement, automated notifications, and seamless shipment management, ensuring transparency at every stage.

"Our approach is rooted in reliability, responsiveness, respect, and results. Every shipment carries value, and every customer interaction is an opportunity to build trust," Haque emphasized.

Vision for future

Looking ahead, DHL Express Bangladesh envisions a future where it strengthens its footprint, scales up its digital adoption, and becomes a leader in green logistics.

"DHL aims to keep supporting businesses as the most trusted logistics partner in Bangladesh." Haque stated. "We will grow our network, invest in automation, and scale up green solutions like GoGreen Plus to help customers reduce emissions"

He concluded with a long-term outlook: "Whether it's a multinational corporation or a local entrepreneur, we want to deliver excellence at every touchpoint. DHL's role is not just to connect shipments, but to connect Bangladesh with the world-with speed, precision, and care."