

## Foreign Affairs Secretary urges EBFCI to support language, people to people connection development between EU, BD

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Dhaka: The newly launched Bangladesh Chapter of Europe-Bangladesh Federation of Commerce and Industry (EBFCI) has been urged to work on language and people to people communication development between Europe and Bangladesh.

Secretary to the Ministry of Foreign Affairs Asad Alam Siam stressed the importance while addressing the inauguration ceremony of Europe-Bangladesh Federation of Commerce and Industry's Bangladesh Chapter held at a hotel in the capital on June 25.

He also urged EBFCI to work on connecting the European market with Bangladesh's indigenous products during his address.

Boosting investment and joint ventures between Europe and Bangladesh

as well as advancing trade diplomacy and market access are crucial to develop bilateral trade and ties, informed the Secretary.



**Foreign Affairs Secretary Asad Alam Siam addressing the ceremony—Photo: Monitor**

Michael Miller, Ambassador and Head of Delegation, European Union to Bangladesh, also spoke on the occasion. He commended and pledged his full support in the endeavors of EBFCI during his address.

EBFCI President Wali Tasar Uddin, in his speech, shared that the federation is now formally approved by the Bangladesh Investment Development Authority (BIDA) and registered with the Registrar of Joint Stock Companies and Firms (RJSC).

It may be mentioned here, EBFCI has been established as a strategic platform to strengthen economic, trade, and investment partnerships

between Bangladesh and Europe, including the United Kingdom.

By fostering deeper engagement among business leaders, policymakers, and government officials, EBFCI aims to promote collaborative growth, innovation, and sustainable development across borders, mentioned Mohammad Ali, Director and Country Head, EBFCI-Bangladesh.

The inauguration ceremony brought together a gathering of other dignitaries including government senior officials, foreign diplomats, business leaders, ambassadors, and international experts.

The event also featured a presentation by Sami Sanaullah, Director of EFBCI, on EBFCI's vision and mission, a showcase of its initiatives to date, and opportunities for networking with influential stakeholders in both the public and private sectors.

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