

Made in Bangladesh' campaign logo unveiled

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The logo of "Made in Bangladesh" campaign has been unveiled to promote the country's products globally.

This initiative was taken by the Ministry of Commerce and coordinated by the Bangladesh Foreign Trade Institute (BFTI) aiming to showcase the commendable growth and development of Bangladesh under the visionary leadership of the Prime Minister Sheikh Hasina as well as the success stories of the pioneering private sectors of the country to the world, said a media release.

Ministry of Commerce and BFTI in association with Spellbound Leo Burnett (local representative of CNNIC) organised an inception and networking session of "Made in Bangladesh" campaign at Westin Dhaka.

Commerce Minister Tipu Munshi was the chief guest while Commerce Secretary Tapan Kanti Ghosh was the special guest at the event.

BFTI Chief Executive Officer Dr. Jafar Uddin chaired the session.

Tipu Munshi said, "In order to sustain the export growth and expand our economy, it is an immediate need to brand our products in global platform. This campaign will brand our potential sectors and products in a promising manner to the world, create opportunities for business and global collaborations and eventually help our country grow even further."

The journey of 'Made in Bangladesh' campaign was much appreciated by the experts and attendees and is expected to uphold the image of Bangladeshi sectors and industries to the world by showcasing their commendable growth and

development and indomitable stories, it added.