

JETRO

“ICT- A new era of Japan Bangladesh collaboration”

JETRO Dhaka

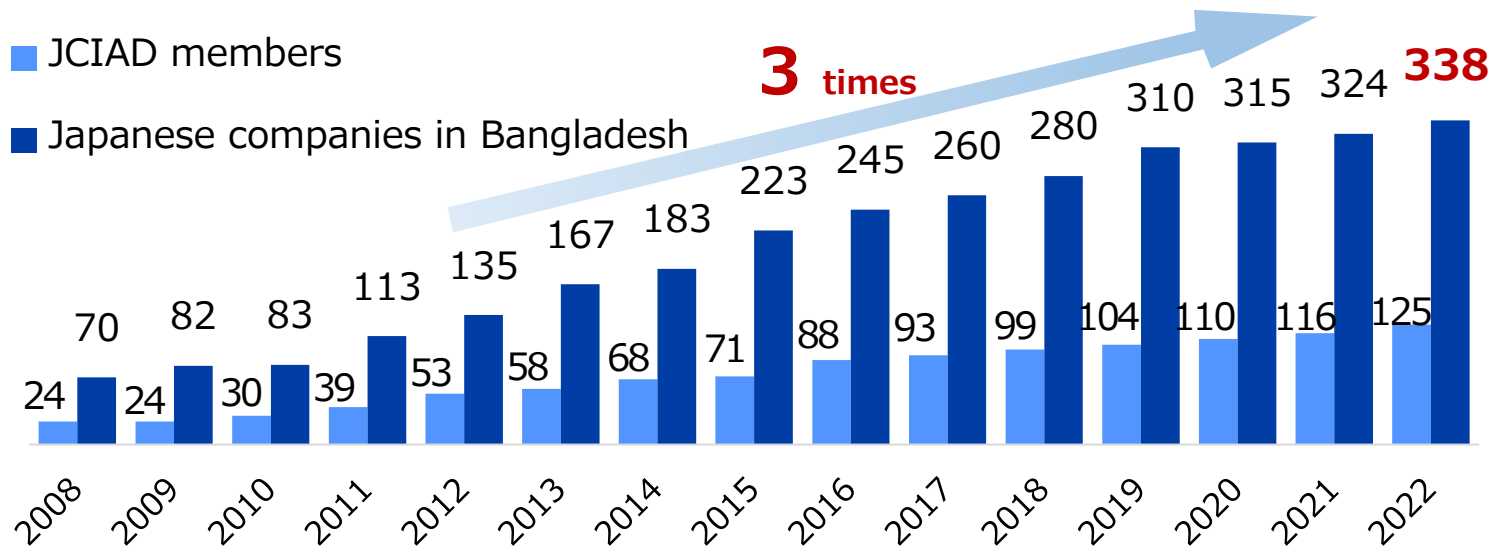
**SM Shariful Alam, Senior Director
Israt Jahan, Assistant Manager**

JETRO is working in Bangladesh for last 50 years



Japanese SME's presence in Asian countries

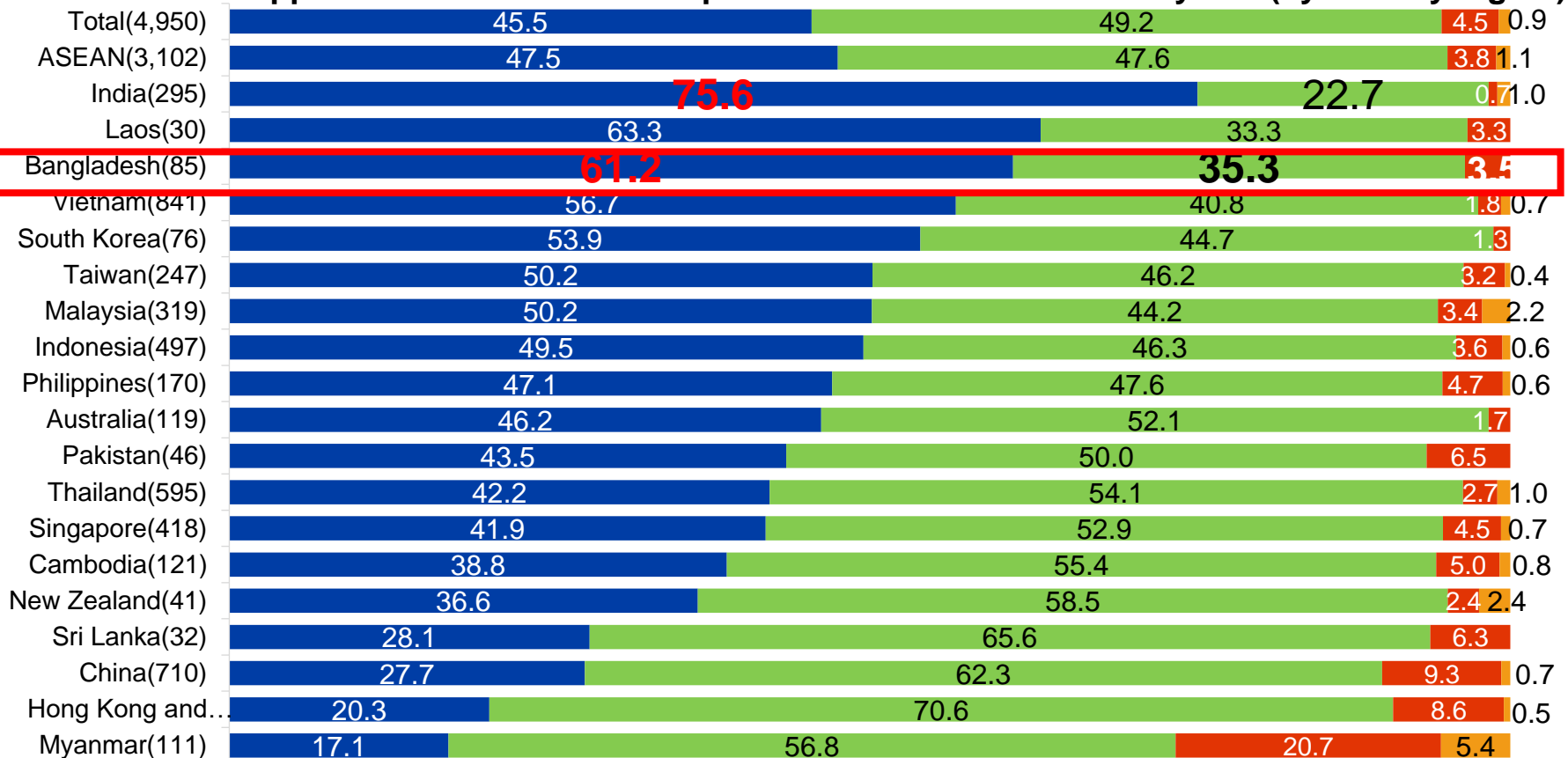
Country/Region	Number of Japanese companies	Japanese SMEs ratio in total companies
China	13,000-15,000	40-60%
ASEAN	13,000	40-60%
India	1,439	15-20%
Bangladesh	350	40-60%



Intention of business expansion in Bangladesh is top of the region

- Regarding the direction of business development over the next 1-2 years, 45.5% of companies answered "expansion," up 1.1 points from the previous year's survey (44.4%) in the region.
- Bangladesh is the top of the destination at 61.2% (down 10.4 points from 71.6% in 2022).**

Approach to future business plans/activities in the next 1-2 years (by country/region)



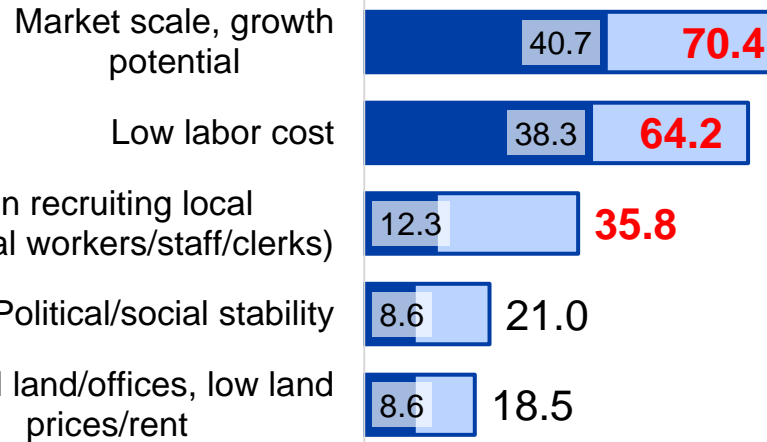
■ Expansion ■ Remaining the same ■ Reduction ■ Transferring to a third country/region or withdrawal from current local market

Top 5 advantages: Southwest Asia and Oceania

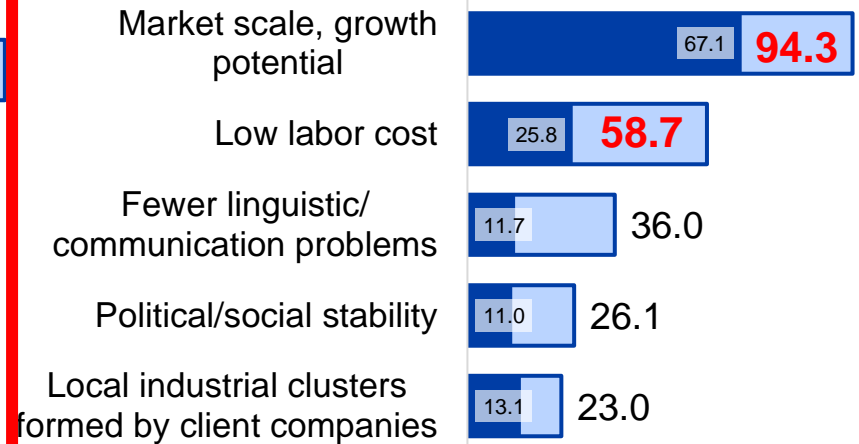
Top 5 advantages of the investment environment (multiple responses)

(%)

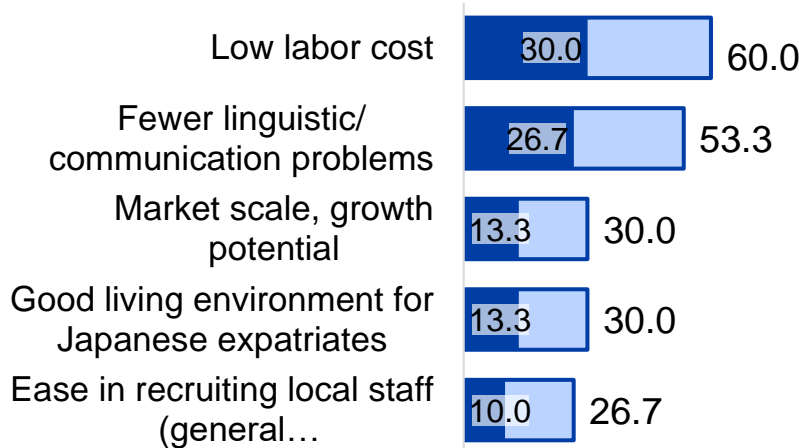
Bangladesh (81)



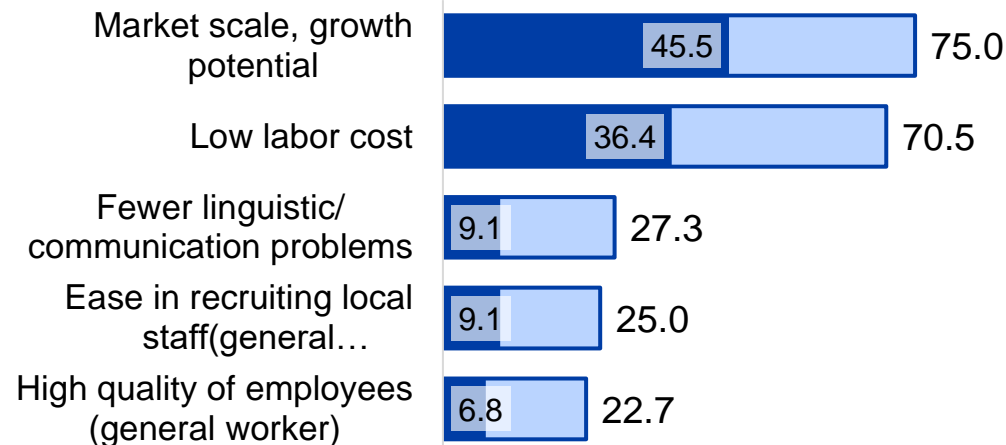
India (283)



Sri Lanka (30)



Pakistan (44)



Whom JETRO works with for ICT collaboration

■ ICT Division- Ministry of Information & Communication of Bangladesh Government

- ✓ Influencing policy matters and support to become SMART Bangladesh by 2041.

■ BASIS- Bangladesh Association of Software and Information Services

- ✓ Efficient trade body of the country with 2400 members
- ✓ supporting IT service industry & developing software
- ✓ escalate the export of IT industry of Bangladesh to Japan by **Japan Desk**

To promote
Bangladesh
IT sector
through



- Business Summit
- Webinar/ Seminar
- B2B/Online matching
- Support Local companies to participate in Japan IT Events

■ Startup Bangladesh Ltd.

- ✓ Flagship venture capital fund of BD Government
- ✓ Support technology-based innovations

■ Partnership with Universities

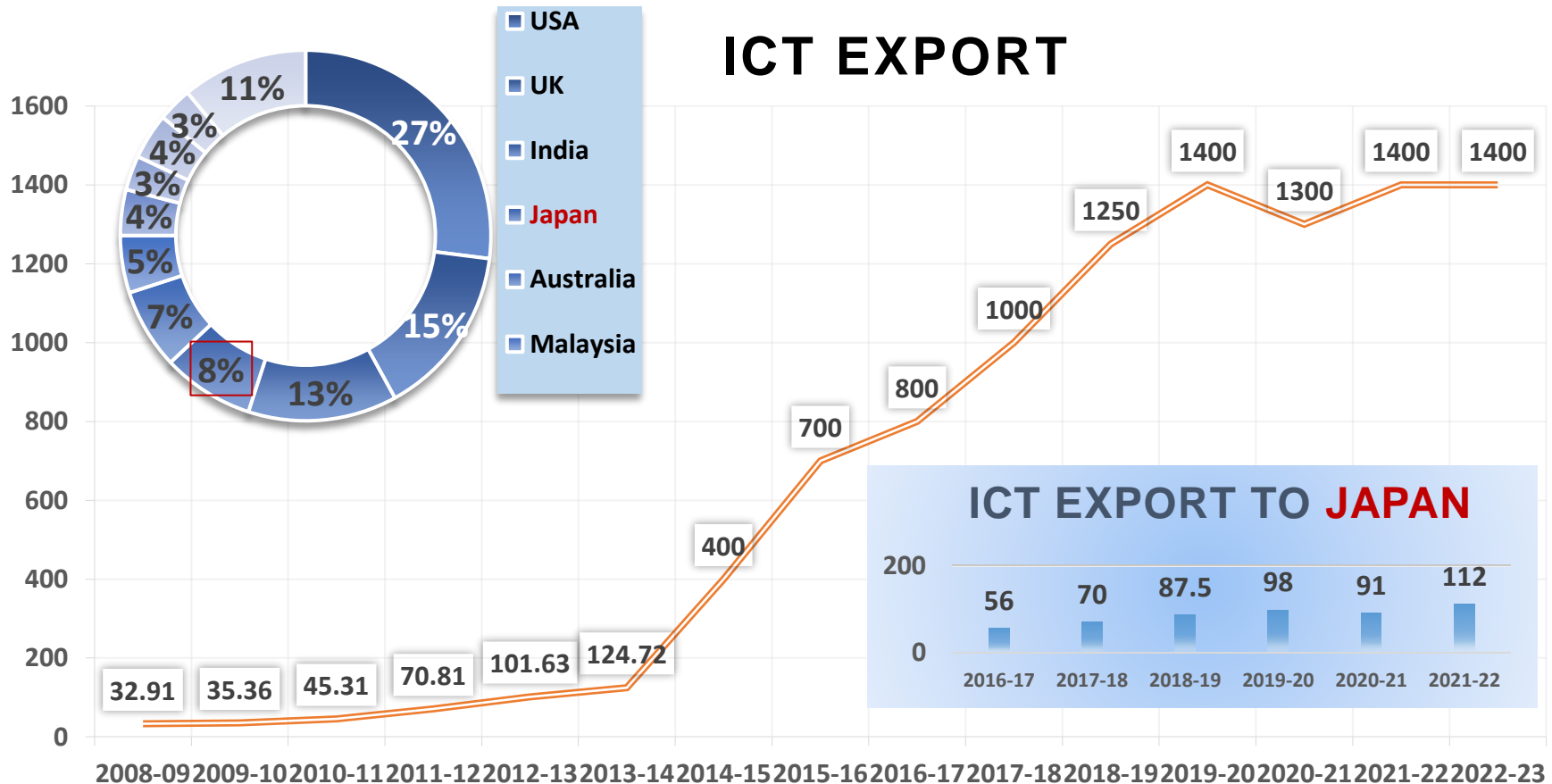
- ✓ Tie up with leading private & public engineering institutions
- ✓ Organizing Hackathon, Seminars, Workshops time to time
- ✓ Job Placement and Internship opportunities for the students

Potential Japan Market

Japan is the 4th largest ICT Export Destination with 8% market share

Export size of IT & ITES Services \$1.4bn
Y-o-Y Growth: 23.1% in FY22-23

ICT EXPORT



Source: Bangladesh Association of Software & Information Services (BASIS 2023)

Successful Japanese IT companies in Bangladesh



- ✓ Global IT consulting leader eight offices with of 750+ engineers and developers around the world
- ✓ Trusted IT partner for clients like Google, Panasonic, Sony
- ✓ Focused services-
 - Offshore Software Development
 - AI & Deep Learning,
 - Fintech & Blockchain,
 - Cloud & Enterprise Solution and Smartphone & Embedded Application

Kaicom

- ✓ Established in 2019
- ✓ Main services: Software& Apps Development
- ✓ Software testing & maintenance
- ✓ Business Consultancy
- ✓ Business process outsourcing



- ✓ EduTech company based in Bangladesh.
- ✓ Job Placement services for Bangladeshi Engineers
- ✓ Remote IT projects for Japanese Companies

Recent Engagement

Hackathon: Code Samurai on May 10-11, 2024

- A team-based Hackathon
- lifetime opportunity for tech geeks, freshers & enthusiasts to explore new ideas and rise above
- prestigious global platform for freshers and tech enthusiasts to solve real world problems



- In 2024, 10+ IT professionals and 15+ Japanese IT companies participated.
- shared valuable insights
- Offered internships & job opportunities.

IT Business Summit- Bangla Tech Now



- Participants from Japan including Japanese private companies, universities, and local governments
- To know more about Bangladesh market in ICT sector
- Collaborate with Startup Bangladesh taking initiative to invite Japanese Venture Capital investors in the upcoming summit.

B-MEET program

- Since 2020 Bangladesh Miyazaki ICT Engineers Educational Training Project (B-MEET) has started with the collaboration of JICA & JETRO
- Aim to prepare Bangladeshi university students for Japan and Bangladesh's employment sectors after graduation.



Bangladesh Startup Summit 2024

- ✓ JETRO is inviting invite Japanese Venture Capital investors in the upcoming summit.
- ✓ Will conduct one Japan Session on July 28 from 3:00 PM-5:00 PM

The event witnessed remarkable success from local and international investors, policymakers, and regulators



www.startupsummit.gov.bd

Invitation Package

Bangladesh Startup Summit 2024

Smart Bangladesh Endless Possibilities

Dhaka, Bangladesh | July 27 - July 28



Thank You

Q & A