



ICT and e-commerce booming in Bangladesh

The e-commerce sector in Bangladesh is experiencing great changes these years. As online shopping is popularized as well as the general ICT-industry is developed, more and more young Bangladeshis are ready to explore the possibilities that the digital world has to offer.

With a serious economic growth in Bangladesh and a political will for turning the country digital, there is potential for Danish e-companies seeking to do new business. From the 25th to 27th of September an e-commerce fair is hosted in Dhaka by the leading ICT-magazine Computer Jagat. Participating can be your gateway to the Bangladeshi e-market.

The internet has opened up a new horizon for commerce, namely e-commerce, which has been rapidly growing in the developed world as an impressive manifestation of globalization for the last decades. The fast expansion of e-commerce is now becoming a major opportunity for international and local trade development in least developed countries like Bangladesh, where internet facilities and the technological infrastructure in few years have become widely available.

The Bangladeshi government has, as a part of the ambition to become a middle income country by 2021, recognised the importance of online solutions. The commitment is to extend coverage of broadband network to 30 percent by 2015 and 40 percent by 2021. This is a crucial acknowledgment in order to achieve economic progress as well as extend the infinite possibilities of international trade.



GraphicPeople, originally a Danish-Bangladeshi joint venture, delivers software, web and marketing solutions to customers around the globe while facing the challenges of meeting a growing domestic market demanding quality services as never before.

The governmental vision of turning Bangladesh digital has induced companies along with consumers to take on digital challenges and the interest in ICT-technology is growing at a momentous pace.

The economic and demographic prospect of Bangladesh is the guarantee of a strong foundation for a relatively new ICT-sector and e-commerce industry. Based on economic stability, political maturity and openness, Goldman Sachs has realised the potential by naming Bangladesh as one of the “Next Eleven” – a group of countries that have the prerequisites and potential to become major economic players in the twenty-first century.

65% of the total population of 160 million in Bangladesh are under the age of 35. This does not only make the country one of the largest (8th based on population) but also one of the youngest in the world. Every year, an average GDP-growth around seven percent and increasing urbanization is contributing to a larger middle class with higher disposable incomes – the ideal target group for e-commercial activities.

“All the N-11 countries have comparatively large populations – with young people that are in a position to earn and spend”

Goldman Sachs

Nordic companies pioneering Bangladesh

According to BASIS (Bangladesh Association of Software and Information Services), in just three years, more than 2000 online trading platforms have made its way to Bangladesh. Businesspeople and trading houses state that the rapid growth in internet networking and mobile phone coverage induces them to meet customers online and deliver a smooth and transparent shopping experience. Including e-ticket sales and sales on Facebook the market has yearly transactions around Tk 10 billion (approximately DKK 700 million). Furthermore, it increases at a tremendous pace with a monthly growth of 20-25 percent according to data from BASIS disclosed to Financial Express, the leading financial newspaper in Bangladesh.



Bikroy.com works as a credible platform that enables buyers and sellers to interact and has the widest selection of popular second hand items in Bangladesh.

Within telecommunication, Norwegian Telenor is already dominating the market. Under the name Grameenphone they are the largest mobile provider in Bangladesh servicing more than 49 million subscribers and constantly contribution to better 3G coverage across the country.

Around 15 million people use the internet regularly. Of them, 4-5 million have accounts on Facebook which is still holding the leading position for online shopping through smaller and more local businesses although the market is changing rapidly. Larger companies, domestic and international, are having success in transforming a somehow hectic shopping culture into a transparent and easy way of accessing a great selection of consumer goods. This trend is known to Swedish e-commerce company Bikroy.com who is doing well in Bangladesh. Since their launch in 2012 Bikroy.com has experienced a significant growth and is today the largest online marketplace in Bangladesh. Martin Malmström, Head of Bikroy.com, says that now they have more than 2 million unique

visitors on their website. He forecasts a significant growth in e-commerce in Bangladesh as internet penetration continues to increase. Therefore, Bangladesh offers great opportunities for other Nordic e-commerce businesses.

Dhaka e-commerce fair in September

For the fifth time, the leading Bangladeshi ICT-magazine Computer Jagat is organizing a three-day e-commerce fair in Dhaka from the 25th to 27th of September. Approximately one hundred thousand visitors are expected at the fair and one hundred local e-commerce companies are going to exhibit their products and services.

Alongside the exhibition, renowned ICT-personalities and people related to the country's e-commerce industry will deliver key-note speeches, and seminars, workshops and contests will be held – all to share knowledge on online shopping, get inspired and



"Online shopping is getting popular in the country, but the amount of transaction is still very small" says Md Abdul Wahed Tomal, convener of the Dhaka e-Commerce Fair 2014

create awareness about the increasing e-commerce sector in Bangladesh. By popularising online shopping, the fair will encourage more young Bangladeshis to get involved in the sector and maybe even motivate entrepreneurs to start up their own businesses.

One thing is certain; the upcoming e-commerce fair is a great chance for Danish e-companies looking for new market opportunities to explore the Bangladeshi e-commerce industry, to network and get connected with potential future business partners.

For further information

If you need any further information about the e-commerce sector in Bangladesh or the market and business climate in general please contact the Trade Council in Dhaka.

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