

THE TRADE COUNCIL'S "SUSTAINABILITY AND SUPPLY CHAIN ADVISORY"

The Trade Council in Dhaka has launched its latest initiative, the Sustainability and Supply Chain Advisory, (The SSCA).

What is the Sustainability and Supply Chain Advisory?

The purpose is to create an expert advisory team to provide Danish companies a one-stop solution, which is able to offer services and support in all relevant areas of their engagement. We do so by pooling knowledge from experts present across the embassy.

Instead of companies contacting a market expert, a supply chain expert, a labour rights expert and an environmental expert, they can now contact the Trade Council's SSCA in Bangladesh.

Why is there a need for this initiative?

Perspectives have changed in the past decade. The attitude regarding sustainability used to be, that companies **should** look into greening their supply chain. Previously, operations and sustainability could work in silos within an organisation. For expansion in new emerging markets, the companies could focus on the business side of things. However, with the world focusing on green transition and consumers prioritising environmentally friendly products, companies have to prioritise sourcing responsibly and sustainably. Mind-sets need to change, and luckily, they are.

There is a demand from lawmakers, consumers and from the companies themselves to have sustainability as an utmost priority. New legislations from the EU, such as the Due Diligence and the Sustainability Reporting directives, dictate that companies be aware of potentially harmful factors in their supply chain. Factors such as labour rights and environmental issues have to take centre stage alongside economic factors, when conducting market research in specific regions. This shift in focus is an excellent development, and we want Danish companies to be in the forefront of the new sustainable revolution!

What can we offer?

The Trade Council's Sustainability and Supply Chain Advisory have a unique access and network with local public and private stakeholders, thought leaders, subject matter experts and policymakers working in the Bangladeshi market. This means that we can help Danish companies get an overview as well as gaining an understanding of risks and opportunities when they wish to operate and source from the world's 2nd largest exporter of apparel.

Bangladesh has undergone massive changes in recent years, and is now able to offer green solutions in many different areas of production, including organic items. A vast majority of exports is of apparel items, and more than 50% of the Top 100 Green Garment Factories in the world are today located in Bangladesh. The market is seeking green and sustainable solutions from overseas to further facilitate their green industrial transition. We believe Danish companies have the expertise and the know-how to minimise this gap. Denmark is a pioneer in developing sustainable solutions in multiple sectors. We wish to connect Bangladeshi and Danish companies into fruitful collaborations, which will create mutually beneficial value additions and ensure that the Danish principles of sustainability are reflected in the development of Bangladesh.

Trade Council's SSCA stand ready to assist you.

Contact us on at:

tcdaca@um.dk

SSCA Team Members



Ali Mushtaq Butt

Ali is the Head of Trade Council at the Embassy in Dhaka. He has been working for the Foreign Ministry since 2012, with prior involvement in the North American region.



Ali Asraf Khan

Asraf has more than 10 years of experience working directly with fashion brands, specialising in sustainable production & green transition.



Samina Ahsan Shahrukh

Samina has 18 years of experience in business development. Since she joined the Embassy in 2010, she has helped numerous Danish companies set up

operations in Bangladesh.



Syed Matiul Ahsan

Ahsan is a climate change integration expert with 10 years of experience in climate adaptation and mitigation, and exposure to national and international level climate programming.



Saadia Taufiq

Saadia has more than 15 years of experience in the private sector, working directly with the Ministry of Finance. At the embassy, Saadia is the market leader for the water sector.



Ole Rosenborg Justesen

Ole is the Sector Counsellor for Labour Rights & Decent Work at the Danish Embassy, specialising in Occupational Safety and Health.