NTFII Bangladesh 2012 WorkPlan

JANUARY

8 new NTFII Bangladesh companies have been selected

FEBRUARY

Dhaka (20-25.2.2012): 12 SMEs from Europe attended a business trip to **SoftExpo 2012**

MARCH

- Hannover (5-10.3.2012): 12 NTFII companies took part in CEBIT 2012 in collaboration with CBI.

- Dhaka: Brand discovery workshop gathering DDCI, BASIS and other relevant stakeholders

- London (14.-15.3.2012): Meetings with the main partners to identify weaknesses in the 2011 UK matchmaking set up and define a lightweight 2012 UK campaign

APRIL

- Release of new promotional video to brand Bangladesh as a global sourcing destination.

- Expression of Interest for the matchmaking activities in the Netherlands released.

MAY

- Düsseldorf: The German Graphic Design services market explored at print-industry trade fair, DRUPA.

- Geneva (16.05.12): BASIS President took part in the WSIS Forum to promote Bangladesh's Software industry.

JUNE

- Launch of the second edition the NTFII Exporter Directory of 40 beneficiary companies.

JULY

- Dhaka (15-17.7.12): Monitoring and Evaluation training at DCCI. Deployment of matchmaking tool at BASIS and DCCI (Output 2)

SEPTEMBER

Copenhagen (18/20.09.12): Matchmaking event organized around the theme of "mobile app development" with pre-arranged matchmaking meetings

OCTOBER

Amsterdam (10/12.10.12): Matchmaking event around the theme of "software development and legacy apps migration to the cloud" with pre-arranged matchmaking

- Dhaka: Foreign Trade Representation training at the Ministry of Commerce

NOVEMBER

- Berlin or Düsseldorf (dates tbc): Matchmaking event with pre-arranged matchmaking meetings (exact topic tbc)

DECEMBER

- Dhaka (7-9.12.12): Mega-branding event, led by DCCI, including the second edition of the Dhaka Outsourcing Conference. Analysts (from Gartner and co.) deliver keynotes. European specialised press is

International Trade Centre

CBI Ministry of Foreign Affairs of the Netherlands

DCCI

BASIS

The Best of Bangladesh is Business