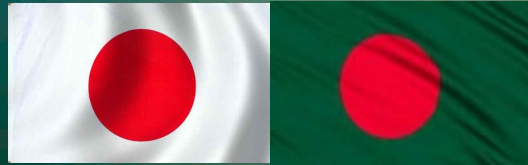


**INVESTOR B2B JAPAN
2022**



**UNDERSTANDING
BANGLADESHI BUSINESS CULTURE**

UNDERSTANDING BANGLADESHI BUSINESS CULTURE

- ❖ **BANGLADESHI BUSINESS CULTURE**
- ❖ **BANGLADESHI INVESTORS**
- ❖ **COMMON BANGLADESHI BUSINESS MISCONCEPTIONS**
- ❖ **WORK W/ BANGLADESHI INVESTORS?**



BANGLADESHI BUSINESS CULTURE

- Striving for high-quality Products & Services
 - Apparel/Textile/Leather/Pharma/IT/ Agro-Processing
 - (40 yrs – 7% growth, Fastest-growing economy, MIC)
 - LDC Graduation – develop skilled Workforce / Productivity/Value-added Products
- Value quality and craftsmanship
- Relationship-based - Business Relationships
- Personal and Business Spheres overlap



BANGLADESHI BUSINESS CULTURE

- Value Long-term Business Relationships

Critical Juncture - Short-term Cycle to Long-term partnerships

Short-term Buyers/ sustainability

- Value Business ethics, integrity, trust as part of our religious culture

- Cultural Respect / Affection for foreigners

drive to improve business standards/ products / etc

- Evolving local Business Culture

young Growing Economy, unskilled workforce



BANGLADESHI INVESTORS

- Highly Sociable, Extremely friendly, hardworking
 - Gregarious, chatt - speak in broad, sweeping terms – expressive - poetry, music, spirituality
 - Hospitality, Generosity, big-hearted
 - Deep respect for Japanese people & culture
- *4 / Special relationship / Yugen



BANGLADESH INVESTORS

- **Young, Hungry, Optimistic, Can-do Spirit**
won't say no – they'll try to find a way to satisfy their Partner / Customer
- **Entrepreneurial – Impatience - Quick-learners**
- **Strong Risk-takers– ‘Big-Picture’ Strategic Thinking**
risk appetite / loss is part of risk
- **Quick Decision-making on Proposals, Partnerships**
Get order/loss to get buyer relationship
- **Strong Sales / Customer Svc.**
- **Highly adaptable – thrive in uncertainty**
- **Cut-throat competitive market – Want to work with Japanese companies** unsustainable, - turning to Japanese / world-class standard



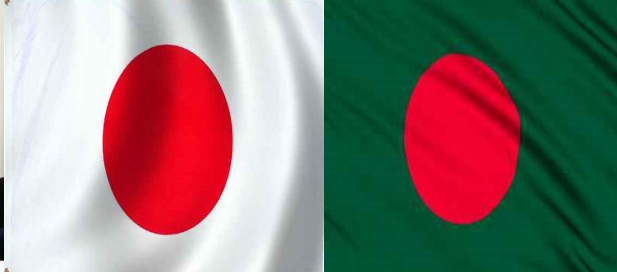
COMMON BANGLADESHI BUSINESS MISCONCEPTIONS

- “Yes” Intention vs. Guarantee -
intend to do their level-best to get it done
- “No Problem” They’ll find a way to solve
challenges/ problems
They want to satisfy client
- Overpromise/
Under-deliver Know where/how to find
right Business Partners

New era of Japanese-Bangladeshi business
partnerships Start by understanding each other - Share the same flag / heart (reserved / expressive)

You’re observations. . .





Thank
You

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INVESTOR MANAGEMENT & ADVISORY SERVICES

