



# BASIS

Bangladesh Association of  
Software & Information Services

 /BASIS.SoftExpo

 www.softexpo.com.bd



## BASIS SOFT EXPO 2017

February 1-4, 2017



FUTURE  
IN MOTION

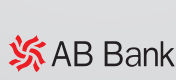
PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



E-COMMERCE PARTNER



INTERNET PARTNER



FINTECH PARTNER



SUPPORTED BY



# FINDER

## GPS Tracking

www.finder-lbs.com

ফাইন্ডার মোনিকো টেকনোলজিসের জিপিএস ট্র্যাকিং সার্ভিস, যার মাধ্যমে আপনি আপনার গাড়ি, মোটর সাইকেল, মাইক্রোবাস সহ যেকোন ধরনের যানবাহন ট্র্যাক করতে পারবেন। আমাদের নিজস্ব আরএনডি, ওয়েব সাইট আর অ্যাপস নিশ্চয়তা দিচ্ছে স্টেট অফ আর্ট টেকনোলজি আর আপ টু ডেট সব ফিচারের। কম্পিউটার, এস এম এস বা মোবাইল দিয়ে দেখতে পারবেন গাড়ির অবস্থান, গতি, সারাদিনের গতিপথ। লোকেশন, ওভার স্পিড, মাইলেজ, সামারি, জিওফেন্স ভায়োলেশন সহ অনেক ধরনের রিপোর্টস পাবেন পিডিএফ বা এক্সেল ফর্মেটে। এমনকি নিজেই বাসা থেকে বন্ধ করে দিতে পারবেন গাড়ির ইঞ্জিন। এছাড়া থাকছে এপিআই কানেক্টিভিটি যার মাধ্যমে সহজেই কানেক্ট করতে পারবেন নিজস্ব ইআরপিএর সাথে।



রিয়াল টাইম ট্র্যাকিং



এপিআই-এর সুবিধা



যেকোন শেপের জিওফেন্স



ভয়েস ট্র্যাকিং



২৪/৭ কাস্টোমার কেয়ার



এস এম এস পুশপুল সার্ভিস



এ্যান্ড্রয়েড এ্যাপ



অনলাইন ভেহিকল ম্যানেজমেন্ট



জরুরী মুহুর্তে যেকোন স্থান থেকে গাড়ীর ইঞ্জিন অন/অফ



মাইলেজ, ওভার স্পিড, স্টার্ট/স্টপ, লোকেশন, জিওফেন্স ভায়োলেশন সহ অসংখ্য রিপোর্ট

For more information



Corporate Office:

Monico Technologies Ltd.  
Monico Bhaban  
26-27 Ring Road, Adabor  
Dhaka- 1207

Chittagong Office:

House-06,(3rd Floor)  
Road-04,Block- G,Boropole  
Halishahar Housing State,  
Chittagong

Contact:

☎ 09606346337  
☎ 01819346337  
✉ info@finder-lbs.com  
f /finder.vehicle.tracking



[/BASIS:SoftExpo](#)

[www.softexpo.com.bd](http://www.softexpo.com.bd)

PLATINUM SPONSOR
GOLD SPONSOR
SILVER SPONSOR
E-COMMERCE PARTNER
INTERNET PARTNER
FINTECH PARTNER
SUPPORTED BY

Vanue **Bangabandhu International Conference Center**

Date **February 1-4, 2017**

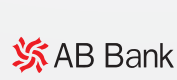
PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



E-COMMERCE PARTNER



INTERNET PARTNER



FINTECH PARTNER



SUPPORTED BY



## ABOUT BASIS

**NATIONAL TRADE BODY FOR SOFTWARE &  
ITES INDUSTRY OF BANGLADESH**

**MEMBER EXPORTING IN  
60+ COUNTRIES**

**APEX TRADE BODY OF THE SECTOR  
WITH 1000+ MEMBERS ORGANIZATIONS**

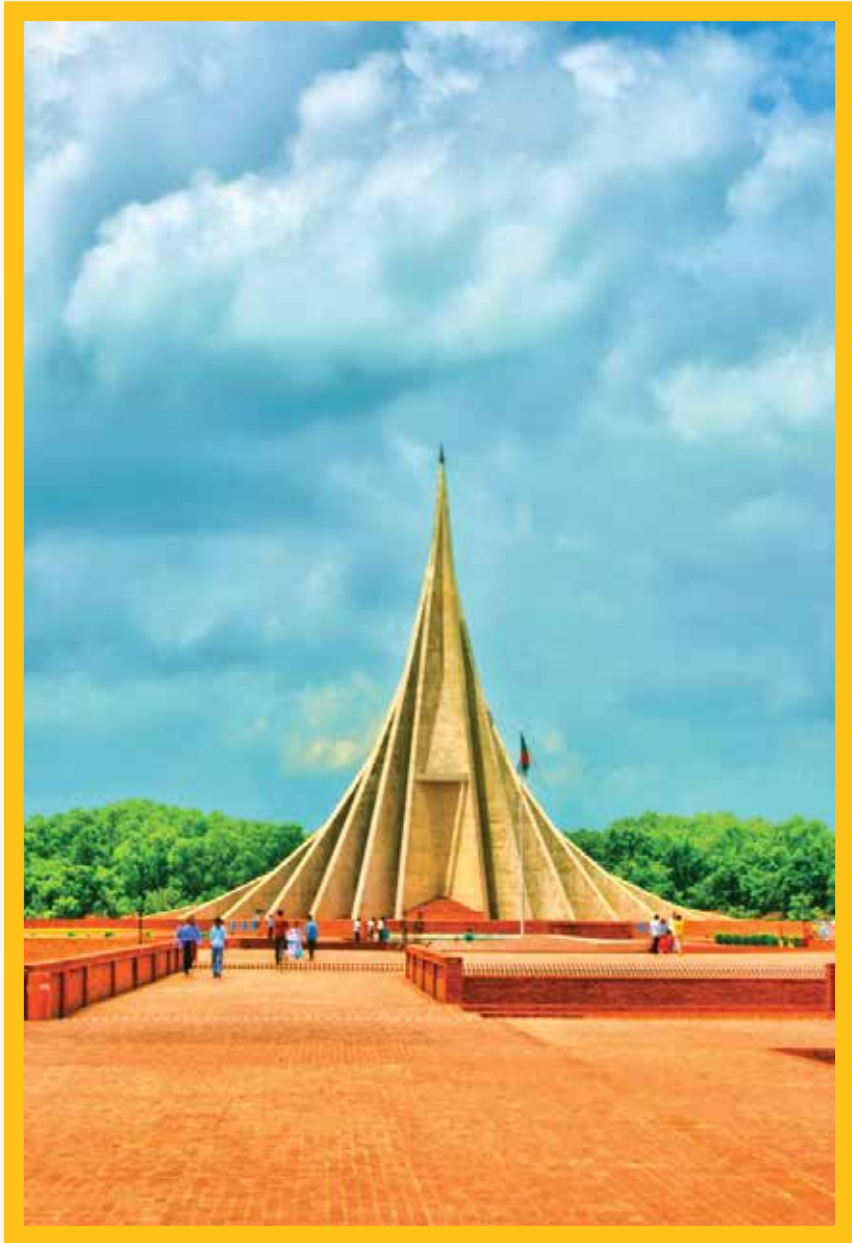
**1000+ CONTRIBUTING TO DEVELOP A VIBRANT  
SOFTWARE & ITES INDUSTRY IN BANGLADESH**

## BE A PROUD BASIS MEMBER & GET THE BEST SERVICES...

- ▶ **PARTICIPATE IN NATIONAL & INTERNATIONAL EVENTS WITH DISCOUNTED FEES**
- ▶ **INTERNATIONAL PAYMENT THROUGH CREDIT CARD SUPPORT**
- ▶ **CORPORATE TAX EXEMPTION FACILITY UP TO 2024**
- ▶ **SCB ERQ ACCOUNT FACILITY**
- ▶ **ACCESS TO SME LOAN FUND & EQUITY ENTREPRENEURSHIP FUND**
- ▶ **SUPPORT FOR ORGANIZATIONAL CAPACITY DEVELOPMENT**
- ▶ **LEGAL & ADVOCACY SUPPORT THROUGH WORKSHOPS & SEMINARS**
- ▶ **VENUE RENTAL FACILITIES AT BASIS AUDITORIUM, LOUNGE AND BOARD ROOM**
- ▶ **MEMBER PRIVILEGE CARD**

# CONTENTS

MESSAGES	05
PAST PRESIDENTS' PICTURE	24
BASIS EXECUTIVE COUNCIL 2016-2017	25
BASIS SECRETARIAT	26
BASIS OVERVIEW	28
SOFTEXPO HISTORY	32
INDUSTRY OVERVIEW	38
ARTICLES	43
SEMINAR AND TECH SESSIONS MATRIX	78
GENERAL INFORMATION	84
SPEAKERS	86
BASIS SOFTEXPO 2017 SUB-COMMITTEES	110



Jatio Sriti Shoudho (National Martyrs' Memorial)





بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



**PRESIDENT**  
PEOPLE'S REPUBLIC OF BANGLADESH  
BANGABHABAN, DHAKA

## MESSAGE

19 Magh 1423  
01 February 2017

It is indeed a great pleasure for me to know that Bangladesh Association of Software and Information Services (BASIS) is going to organize its annual mega software exposition BASIS SoftExpo 2017 in Dhaka.

The advancement of information technology encompasses the world community and makes inter nations closer than ever. The government of Bangladesh has taken some pragmatic strides and initiatives for materializing the digital Bangladesh for coping with the global scenario as well as providing government services to the doorstep of countrymen. In line with policy, the government decides to build hi-tech parks and software technology parks throughout the country to facilitate the progress of ICT sector. BASIS SoftExpo 2017 is a unique platform for showcasing the initiatives, adroitness, accomplishments and achievements of IT sectors of Bangladesh both at public and private. I believe that this exposition will play an important role in sharing the Bangladesh's experience with the global ICT leaders, promoters, policy makers and think-tanks. I hope SoftExpo will create enormous opportunities in developing and expanding IT sectors in Bangladesh.

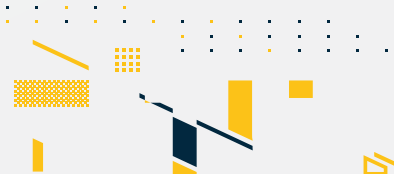
I wish the BASIS SoftExpo 2017 a grand success.

Khoda Kafez, May Bangladesh Live Forever.

**Md. Abdul Hamid**



Shaheed Minar (National Monument)





بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



**PRIME MINISTER**  
GOVERNMENT OF THE PEOPLE'S  
REPUBLIC OF BANGLADESH

## MESSAGE

19 Magh 1423  
01 February 2017

I am happy to know that Bangladesh Association of Software & Information Services (BASIS) is going to hold the '11<sup>th</sup> BASIS SoftExpo 2017' in Dhaka on 1-4 February 2017.

Awami League government has been working persistently to transform the country into a technology based, modern and advanced Digital Bangladesh using Information and Communication Technology (ICT) since the declaration of the Vision 2021 and 2041.

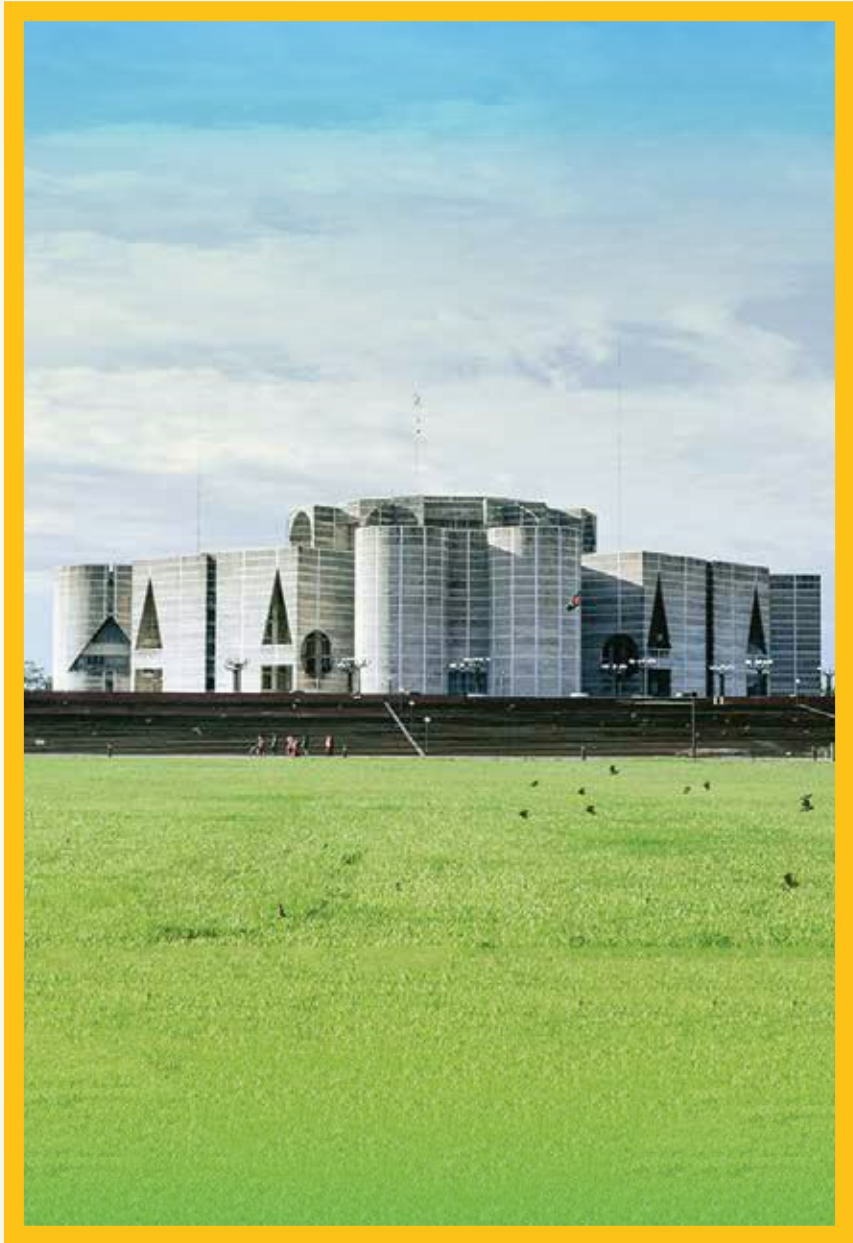
I hope that the BASIS SoftExpo will help to create a positive mindset among the people in achieving the goal and they will be benefited out of it towards digitalization.

I wish the '11<sup>th</sup> BASIS SoftExpo 2017' a grand success.

Joi Bangla, Joi Bangabandhu

May Bangladesh Live Forever.

**Sheikh Hasina**



National Parliament House, Dhaka, Bangladesh





**SPEAKER**  
**BANGLADESH PARLIAMENT**

## **MESSAGE**

This gives me immense pleasure to know that Bangladesh Association of Software and Information Services (BASIS) is organizing its annual mega event **“BASIS Softexpo 2017”** from February 1-4, 2017 at the Bangabandhu International Conference Centre (BICC), Agargaon, Dhaka.

BASIS, as I have learnt, is a national trade association, which has been working closely with the government of Bangladesh in view to achieve the goals of **Vision 2021: Digital Bangladesh**. Bangladesh today has digitized to a great extent. The Government has taken remarkable measures and extensive programs in this sector. Endeavors of private sectors such as BASIS have strengthened this process. Today almost every corner of Bangladesh has been inter-connected, almost every citizen is now brought under the coverage of internet and women and young generations are now more motivated and inspired to join in the digital revolution. These are huge achievements as I believe that, bringing everyone within a disciplined system is one of the pivotal roles in ensuring good governance throughout the country.

I cordially invite you all to join in the Softexpo and experience the digitization of Bangladesh.

Long Live Bangladesh.

**Dr. Shirin Sharmin Chaudhury**



**ABUL MAAL A. MUHITH**  
**MINISTER**

**MINISTRY OF FINANCE**  
**GOVERNMENT OF THE PEOPLE'S**  
**REPUBLIC OF BANGLADESH**

## **MESSAGE**

I am happy to learn that Bangladesh Association of Software and Information Services (BASIS) is going to organize the 11<sup>th</sup> BASIS SoftExpo 2017 on 1-4 February in Dhaka.

The government is working to make Bangladesh a higher middle income country by 2021. The five-year plan has dedicated a full chapter to ICT and has set targets to help achieve Digital Bangladesh. One of the key targets is to achieve \$5 Billion ICT exports by 2021. Export revenue from ICT sector will cross one billion dollars by 2018. ICT sector will be the next largest sector for exports from Bangladesh overtaking the garments sector in the near future. The work force engaged in ICT will also help the country in easing its unemployment problem.

I wish BASIS SoftExpo 2017 event a grand success and thank the people for believing in us.

Joy Bangla, Joy Bangabandhu.

**(Abul Maal A. Muhith, MP)**





**AMIR HOSSAIN AMU, MP**  
**MINISTER**

**MINISTRY OF INDUSTRIES**  
**GOVERNMENT OF THE PEOPLE'S**  
**REPUBLIC OF BANGLADESH**

## MESSAGE

I am happy to know that Bangladesh Association of Software & Information Services (BASIS) is going to organize **“BASIS SoftExpo 2017”** from 1st to 4th February, 2017 at Bangabandhu International Conference Centre (BICC), Dhaka. It is really a praiseworthy endeavor and I appreciate the leadership of the organization for their brilliant efforts to hold this event.

ICT plays very important role in socioeconomic growth and development of a country. Our present Government under the dynamic and visionary leadership of the Honorable Prime Minister, Her Excellency Sheikh Hasina, is working relentlessly with a view to transform the country into a Digital one with the spirit of developing Industrialized Sonar Bangla.

In order to materialize the dream of becoming **Digital Bangladesh**, the ICT sector has already been identified as one of the thrust sectors by the government. The Ministry of Industries has also included ICT/Software industry in the list of high priority sectors in the National Industrial Policy-2016 and we are providing every possible support to the ICT entrepreneurs in order to boost up ICT sectors and its potentials.

I am delighted to know that around 180 local and international exhibitors, 300,000 plus visitors and corporate visitors, 600 plus government officials, policy makers and students from more than 50 universities are taking part in this expo. I am confident that the event would be able to highlight the present ICT market potentials of Bangladesh to the local and international ICT players.

I wish the **BASIS SoftExpo 2017** a grand success.

**(Amir Hossain Amu M.P)**



**TOFAIL AHMED, MP**  
**MINISTER**

**MINISTRY OF COMMERCE**  
**GOVERNMENT OF THE PEOPLE'S**  
**REPUBLIC OF BANGLADESH**

## **MESSAGE**

I am pleased to know that “BASIS SoftExpo 2017” under the theme “**Future in Motion**” is going to be organized during 1-4 February 2017 at Bangabandhu International Conference Centre (BICC), Dhaka by Bangladesh Association of Software and Information Services (BASIS).

In Bangladesh, e-commerce is just evolving, but the ball has been set rolling for an internet revolution. E-commerce is no longer a luxury but a reality. The government has taken the initiative to promote e-commerce in every corners of Bangladesh. It is estimated that more than 180 ISP’s have been working in this country and there are near about 63.915 million internet users in the country. So, there is a vast chance for the expansion of e-Commerce in Bangladesh.

Bangladesh is set to become a middle income country by the year 2021 under the dynamic leadership of our Hon’ble Prime Minister Sheikh Hasina. Which is the fiftieth anniversary of our independence; the Government of Bangladesh has set a target of earning 60 billion USD from export. IT sector can play vital role in export. Bangladesh will Export IT 1 billion USD this year, it is targeted 5 billion USD with in 2021.

I hope, BASIS SoftExpo would be a right platform to promote our IT innovations for the local users as well as for the visiting foreign delegates and also maintain the growth of e-commerce.

I wish BASIS SoftExpo 2017 event a grand success.

Joy Bangla, Joy Bangabandhu.

**(Tofail Ahmed, MP)**





**AHM MUSTAFA KAMAL FCA, MP  
MINISTER**

**MINISTRY OF PLANNING**  
*(Where you have dream)*  
**GOVERNMENT OF THE PEOPLE'S  
REPUBLIC OF BANGLADESH**

## **MESSAGE**

I am overwhelmed with joy to know that Bangladesh Association of Software and Information Services (BASIS) is organizing its annual mega event “BASIS Softexpo 2017” from February 1-4, 2017 at the Bangabandhu International Conference Centre (BICC), Agargaon, Dhaka.

BASIS, through its able leadership, have been contributing towards a digital nation since the declaration of the government to achieving the goals of Vision 2021: Digital Bangladesh. I am also very happy to know that BASIS has already taken an initiative to create a congenial atmosphere for Bangladeshi IT companies in taking part in the govt. automation processes. Recommendations for PPR is one of the components of their initiatives as I know.

I do believe that BASIS Softexpo 2017 will be the right platform to showcase the strengths and innovations of BASIS member companies. I thank the entire BASIS team for organizing Softexpo for the 11<sup>th</sup> time and wish it a long term success.

**(A H M Mustafa Kamal FCA, MP)**



بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



**MD. SHAHRIAR ALAM, MP**  
STATE MINISTER

**MINISTRY OF FOREIGN AFFAIRS**  
GOVERNMENT OF THE PEOPLE'S  
REPUBLIC OF BANGLADESH

## MESSAGE

I am pleased to learn that Bangladesh Association of Software and Information Services (BASIS) is organizing 'BASIS SoftExpo 2017' for the 11<sup>th</sup> time with the theme "Future in Motion".

SoftExpo has become Bangladesh's biggest private sector showcase for software products; IT enabled services (ITES) and ICT system solution. It is a grand congregation of ICT companies, personalities, key policy makers, industry leaders, professionals and other ICT stakeholders of the society.

Our government under the visionary leadership of Hon'ble Prime Minister Sheikh Hasina has been working relentlessly to transform Bangladesh into a modern, progressive and technology based country under 'Vision 2021'. The 'Digital Bangladesh' goal of the 'Vision 2021' implies the broader use of internet and embodies the modern philosophy of effective use of technology in education, health, job placement and poverty reduction.

The youth forces have already started working to realize the dream of Digital Bangladesh through their learning and earning activities. Many youths have become self-dependent through outsourcing by taking the advantages of Information technology. The government has also been extending all out support towards them so that they could build themselves as ICT-based income-generators.

I welcome everyone associated with this event and wish a grand success of 'BASIS SoftExpo 2017'.

Joy Bangla, Joy Bangabandhu.

**(Md. Shahriar Alam, MP)**





**TARANA HALIM, MP**  
STATE MINISTER

**POSTS AND TELECOMMUNICATIONS DIVISION**  
GOVERNMENT OF THE PEOPLE'S  
REPUBLIC OF BANGLADESH

## MESSAGE

I am pleased to know that Bangladesh Association of Software and Information Services (BASIS) is organizing its annual mega exposition BASIS SoftExpo 2017 from 1-4 February, 2017. Being the national trade association representing software IT enabled services, the phenomenal achievements of BASIS bear undisputed testimony.

In line with our 'Vision 2021', we formulated time-befitting National Telecom and ICT Policies and undertook a number of remarkable initiatives. Under the dynamic leadership of the Prime Minister, Ministry of Posts, Telecommunications and Information Technology has been undertaking and implementing various breakthrough programs during the last eight years. The Government is determined to ensure a better life for the citizens through the implementation of various programs like bringing Union Parishads within the coverage of Optical Fiber networks; installation of nationwide wireless broadband networks; establishing connectivity with SEA-ME-WE-5 as an alternative to SEA-ME-WE-4; launching nation's own satellite and establishing countrywide 8,500 Post e-centers. In order to ensure the security of the citizens through the prevention of misuse of technology, government is working on biometric SIM/RUIM registration, developing cooperation with Google, Microsoft, Facebook and other global organizations and installing necessary cybersecurity infrastructure in parallel with building awareness on cyber safety and security.

In addition, Posts and Telecommunications Division has given priority on quick resolution of the customer complaints, compensation for call drops, implementation of Mobile Number portability, license awarding for 4G services within 2017 etc. to ensure quality telecommunication services for the citizens. Recent significant new activities of the Division include merger of the cellular mobile phone operators Robi and Airtel, launching of the country's first IDN in Bengali language 'ৱেবজি', initiative of manufacturing of 'Shawdesh' brand tablet PC by TSS and launching of e-commerce delivery points of Department of Posts at 11 points in Dhaka.

There are much more that is happening on a broader canvas. Our socio-economic indicators are improving. Our democratic institutions are getting stronger. Our economy remains vibrant despite various external shocks. We have proved time and again our resilience against natural and man-made disasters. All these fuel our optimism about the future.

The objectives of our ongoing development activities include, among others, achieving 35% broadband penetration and 70% internet penetration by 2018 through a quick rollout of 3G and LTE technology. Other major development plans include – enhancing computer and smartphone penetration, development of human resources in the field of telecommunication and ICT, promotion of new technologies for Over the Top Services (OTT), creating enabling environment for e-commerce in the country and enrichment of local content and introducing cloud based services in the country.

I am confident that During BASIS SoftExpo 2017 will help us to figure out the action plans needed for successful implementation of the knowledge Society which is the key towards the digital economy. We are looking forward to continue working together with our stakeholders to synchronize with the global advancements.

I wish BASIS SoftExpo 2017 a great success.

Joy Bangla, Joy Bangabandhu

May Bangladesh live forever

**Tarana Halim, MP**



**ZUNAID AHMED PALAK, MP**  
STATE MINISTER

**INFORMATION AND  
COMMUNICATION TECHNOLOGY DIVISION**  
GOVERNMENT OF THE PEOPLE'S  
REPUBLIC OF BANGLADESH

## MESSAGE

I am very delighted to know that Bangladesh Association of Software and Information Services (BASIS), the national trade association representing software and IT enabled services is going to organize its annual mega exposition BASIS SoftExpo 2017 from 1-4 February 2017 at the Bangabandhu International Conference Centre, Dhaka.

Since adopting the Digital Bangladesh agenda in 2009, we have made some significant strides towards building a vibrant IT/ ITeS business ecosystem in Bangladesh under the visionary leadership of Prime Minister Sheikh Hasina and guidance from the architect of Digital Bangladesh Mr Sajeeb Wazed, Honorable ICT Affairs Adviser to the Prime Minister. In this regard, we have given a number of incentives and policy support like 100% exemption for IT/ ITeS business till 2024, total withdrawal of VAT on rental payments by the IT companies, Export Retention Quota (ERQ), etc. We are providing foundation and top-up training to thousands of young graduates every year to ensure availability of abundant skilled HR in the industry.

In return, our IT companies have started to deliver. Our IT export has increased in manifold. This rapid growth of the industry would not have been possible without the collaborative effort of the government and the private sector. We have set a target of US\$ 1 billion IT/ ITeS export by 2018 and US\$ 5 billion by 2021. I'm pretty confident that all the BASIS members will leave no stone unturned to reach this ambitious yet achievable targets and help the nation to become a middle income country by 2021 and a developed country by 2041.

I wish BASIS SoftExpo 2017 a grand success and I congratulate all concerned, who did a lot of hardwork behind this mega show.

Joy Bangla

Joy Bangabandhu.

**(Zunaid Ahmed Palak, MP)**





**FAZLE KABIR**  
**GOVERNOR**

**BANGLADESH BANK**

## **MESSAGE**

It is a matter of pleasure for me that Bangladesh Association of Software and Information Services (BASIS) is going to organize its annual mega exposition BASIS SoftExpo 2017 on February 1-4, 2017 at Bangabandhu International Conference Centre (BICC).

The Government has shown great vision in setting out Digital Bangladesh Vision 2021 agenda, and has already achieved impressive progress with the provision of salaries to government employees all over the country via digital means among many other initiatives. The country's ICT export exceeded 150 million US dollars in the last fiscal year. The income from IT sector jumped to 700 million US dollars from 26 million US dollars in the last seven and a half an year which is really encouraging.

I hope, this spectacular event will showcase the strength of Bangladesh in the ICT sector and strengthen the national level strategic initiatives for Digital Bangladesh, as well.

**(Fazle Kabir)**



**ABDUL MATLUB AHMAD**  
**PRESIDENT**

**THE FEDERATION OF BANGLADESH CHAMBERS  
OF COMMERCE AND INDUSTRY (FBCCI)**

## **MESSAGE**

I am glad to know that “BASIS SoftExpo” is happening for the 11<sup>th</sup> time during 1-4 February 2017 at Bangabandhu International Conference Centre (BICC), Dhaka organized by Bangladesh Association of Software and Information Services (BASIS).

The capacity of local ICT industry plays an important role to empower businesses and citizens. Bangladesh’s first university based incubator will help to bridge the gap between ICT industries and academia for fostering meaningful research, innovation, entrepreneurship, job creation and industry ready human resource development. For this reason, FBCCI has already identified IT industry as the future of Bangladesh by setting a goal of achieving 5 Billion US Dollars within 2021 and transforming Bangladesh into a middle income country.

I am confident that the combined effort of the Stakeholders, Government, Private sector, civil society, Academia and international organizations will help us to build the knowledge economy for Bangladesh in an interconnected world.

I hope the ‘BASIS SoftExpo 2017’ a Grand Success.

**(Abdul Matlub Ahmad)**





**DR. DILEEPA DE SILVA**  
**CHAIRMAN**  
**ASIA PACIFIC ICT ALLIANCE**

## **MESSAGE**

It is my great pleasure and privilege to provide this message in the occasion of 11<sup>th</sup> SoftExpo 2017 organized by BASIS on first week of February in Dhaka. Bangladesh has identified ICT sector as a key industry to develop and earn from its exports, hence the SoftExpo will be a perfect platform to achieve the target of export earnings of 5 Billion in the year 2021.

One of the key objectives of Asia Pacific ICT Alliance (APICTA) is to identify and recognize the innovative indigenous ICT products, solutions, and services and applications of each economy which will boost the industry to produce world class software. Hence it is very appropriate to have the SoftExpo 2017 this year which will tremendously help Bangladesh industry to move forward.

This year Bangladesh will be hosting the Asia Pacific ICT Alliance 2017 in Dhaka which will be organized by BASIS and I sincerely hope that the local industry will take the full advantage to position themselves to market their products, globally. Taking this opportunity, I like to wish BASIS, all the success of organizing SoftExpo 2017 in Dhaka.

**Dr. Dileepa De Silva**



**MUSTAFA JABBAR**  
**PRESIDENT**  
BASIS

## MESSAGE

Being country's top trade organization of ICT sector, Bangladesh Association of Software & Information Services (BASIS) has been working relentlessly for the last two decades. To lead a strong ICT industry, to do a large-scale development in governance and education and all in all, to achieve Bangladesh Government's "Vision 2021: Digital Bangladesh", BASIS has always been a major partner in the implementation process. BASIS has been working jointly with various ministries and ICT division of the government to expand our foreign & local market and to develop ICT industry in Bangladesh.

Since 2003, BASIS has been organizing the largest private sector showcase "BASIS Softexpo" with a view to stimulate the growth of the industry through promotion & development, invention and research of IT and ITES products and services in Bangladesh. Consequently, the 11<sup>th</sup> 'BASIS SOFTEXPO 2017' will be held in the capital during 1-4 February, 2017 at BICC. This year's theme is "Future in Motion". There will be a number of seminars and tech sessions along with the showcase of IT & ITES related software and services to highlight the strength & capabilities of Bangladeshi companies in international arena.

Present government has given the highest priority to the ICT sector of Bangladesh marked up mentionable development in IT industry. Bangladesh is now a role model of ICT for many countries worldwide. It is expected that IT sector will become another large export sector like RMG. Bangladeshi IT & ITES industry is stepping forward in a way to grab the international market share along with keeping domestic market in hand.

BASIS and Govt. of Bangladesh have set the target of US \$1 billion by 2018 and US \$5 billion by 2021, respectively. To make it possible, local IT & ITES companies are the key players. BASIS has some proposals in this regard. During the Digital World 2016, I have raised the issue of cash incentive for IT & ITES export to H.E. the Prime Minister of Bangladesh. PM also supported this issue and asked to Honorable Finance Minister to take necessary steps in this regard. During another seminar at Digital World 2016, I raised this issue again in front of Honorable Commerce Minister. According to him, as Bangladesh government promotes different sectors through different incentives, they can provide cash incentive to ICT sector as well. Later on, Honorable Commerce Minister declared cash incentives for ICT sector verbally. A guideline has already been sent to the concerned authority.

To be honest, we need to take more initiatives in order to develop our ICT sector. For any public work related tenders, Bangladeshi companies should give priority. Famous multinational companies like Samsung, HP, Dell etc. need to produce or assemble and export their products from our country if they wish to continue their business here.

It is expected that approximately 300 exhibitors from local and international companies, IT & ITES firms will showcase their best ICT products and services during the expo this year. Over 500,000 visitors are expected to visit this year's BASIS Softexpo 2017, which will be a congregation of ICT companies, personalities, key policy makers, industry leaders and other ICT stakeholder's including national and international exhibitors, business leaders, students, print & media representatives and general visitors etc. We do believe this mega event will explore different opportunities for the ICT sector of Bangladesh. This will be the biggest and most successful event of BASIS Softexpo history ever.

Finally, on behalf of BASIS EC and Honorable member companies, I would like to thank all public and private organizations, officials, sponsors, visitors, critics, speakers & partners and all others, whose heartiest direct & indirect contribution and guidance helped to successfully organize the BASIS SOFTEXPO 2017.

**(Mustafa Jabbar)**





**SYED ALMAS KABIR**  
**CONVENER**  
**BASIS SOFTEXPO 2017**

## MESSAGE

BASIS SoftExpo has been the largest B2B and B2G event of the IT industry of Bangladesh since 2003. It is a congregation of major software & ITES experts and buyers from all around the country and beyond the borders. SoftExpo 2017 is the biggest so far with more than 150 exhibitors, 30+ seminars & technical sessions and a high-profile leaders' meet. The expo has been divided into four major zones showcasing Business Software, Mobile Applications, e-Commerce, and ITES & BPO. There will be a dedicated zone for displaying emerging technologies, such as, Internet of Things and Cloud Computing. A business-to-business matchmaking session will be arranged with local and foreign companies during the 4-day long mega-event. To orient the young minds, a programming workshop will be organized for young children. Fresh graduates who are keen to make their career in IT/ITES will get a unique opportunity to participate in an exclusive job-fair where renowned IT companies will be recruiting from. Contemporary issues on the local IT industry will be discussed in the presence of policymakers and relevant government officials in the seminars. IT enthusiasts and professionals will be experiencing modern trends in technology in the technical sessions offered by experts.

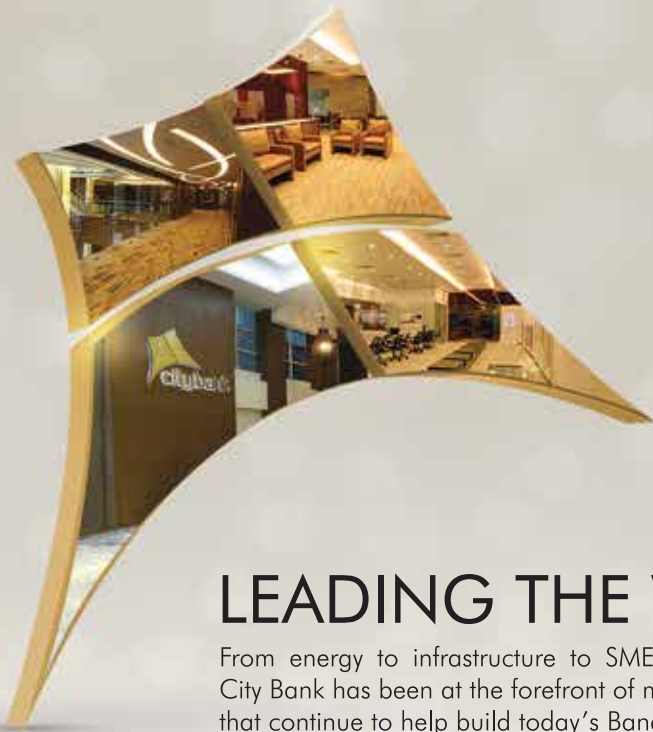
The SoftExpo can be a major eye-opener to those who lack confidence in Bangladeshi software and/or IT services. I urge all IT users to visit the SoftExpo and see for themselves the prowess of the local IT industry before deciding on their next IT procurement.

I am thankful to the sponsors & event partners for believing in the strength of our local industry and supporting us. The Organizing Committee has been prudent in designing the entire show. The BASIS Secretariat deserves an equal appreciation for their hard work in making this mega-event successful. The event managers have done a fine job in executing the ideas. My fellow EC members led by our veteran President have been the guiding force behind the show.

I welcome you all to the biggest show on IT.

Best regards.

**(Syed Almas Kabir)**



## LEADING THE WAY

From energy to infrastructure to SME & Consumer financing, City Bank has been at the forefront of many pioneering initiatives that continue to help build today's Bangladesh. For 34 years, we have enabled clients to realize their ambitions using our expertise in providing innovative and dependable solutions.

### **Best Bank in Bangladesh**

Euromoney Awards for Excellence 2014 & 2015

### **Best Bank in Bangladesh**

Global Finance Best Emerging Markets Bank 2015 & 2016

### **Best Bank in Bangladesh**

FinanceAsia Best Bank Awards 2012, 2014, 2015 & 2016

### **Best Consumer Digital Bank in Bangladesh**

Global Finance World's Best Digital Bank Awards 2014 & 2015

### **Strongest Bank in Bangladesh**

Asian Banker Strongest Bank Awards 2010





“  
**MEET  
OUR  
PAST  
PRESIDENTS**  
”

## MEET OUR PAST PRESIDENTS'

---



A. Towhid  
**1997 -1999**



S. M. Kamal  
**1999 -2001**



Habibullah N Karim  
**2002-2003 & 2008-2009**



Sarwar Alam  
**2004-2005**



Rafiqul Islam Rowly  
**2006-2007**



Mahboob Zaman  
**2010-2012**



A K M Fahim Mashroor  
**2012-2013**



Shameem Ahsan  
**2013-2014 & 2014-2016**



# BASIS EXECUTIVE COUNCIL 2016-2017



**Mustafa Jabbar**  
President



**Russell T Ahmed**  
Senior Vice President



**M Rashidul Hasan**  
Vice President



**Farhana A Rahman**  
Vice President



**Uttam Kumar Paul**  
Director



**Mostafizur Rahman Sohel**  
Director



**Syed Almas Kabir**  
Director



**Sonia Bashir Kabir**  
Director



**Riyad S A Husain**  
Director

# BASIS SECRETARIAT



**Hashim Ahmed**  
Secretary



**Reaz U. Ahmed**  
Program Manager



**Muhammad Monirul Hoque**  
Deputy Manager, Events & Logistics



**Sabrina Tanjin**  
Asstt. Member Service



**Rajib Ahmed**  
Asstt. Manager, Event & Logistic



**Badruddoza Mahmud Tuhin**  
Assistant Manager, Media & PR



**Shakila Ahmed Poly**  
Asstt. Manager, STP-1



**Sumaiya Mahin**  
Accounts Officer



**Razonno Mugdha**  
Asstt. Program Manager, Corporate Affairs



**Shohag Chandra Das**  
Asstt. Project Manager



**Jannatul Ferdous**  
Admin & Help Desk Officer



**Abdulla Hil Shafi**  
Project Executive



**Shahnaj Sheerin Hira**  
Executive, Research & Contents



**Nabakishor Chandra Barman**  
Executive, Member Services



**Effat Hossain**  
Executive, Accounts



**Fatematuze Johora Asha**  
Front Desk Executive





“  
**BASIS**  
**OVERVIEW**  
”

# BASIS OVERVIEW

Bangladesh Association of Software and Information Services (BASIS) is the national trade body for Software & IT Enabled Service industry of Bangladesh. Established in 1997, the association has been working with a vision of developing vibrant software & IT service industry in the country.

BASIS started its journey with only 17 charter members. Today the membership stands more than eleven hundred. Members of BASIS account for the lion share of the total software & IT services revenue of the country.

BASIS tries to pursue the following broad goals through its regular programs and activities:

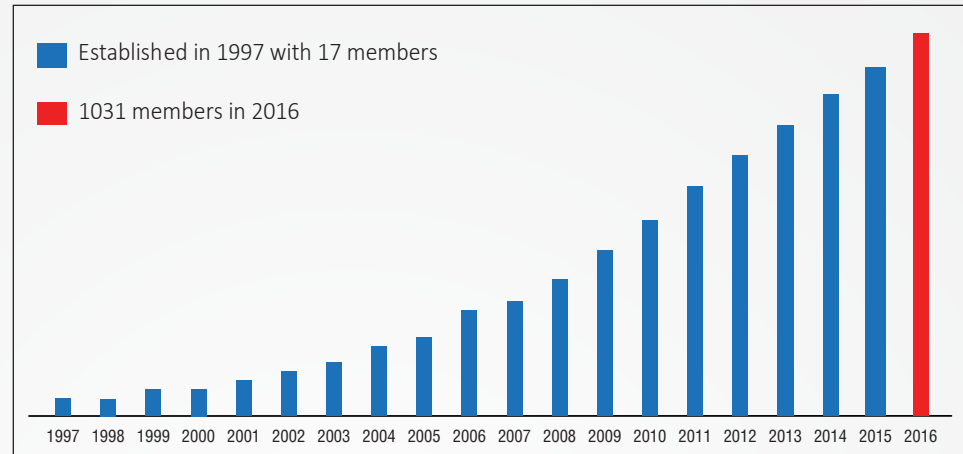
- Domestic market development by creating awareness
- International market development through networking and business linkage
- Capacity building of the member companies
- Member service development and delivery in different operational and business support areas
- Advocacy for business friendly and enabling government policies for the development of software and IT enabled service industry
- Social contribution, as responsible citizen group, towards the long term national vision

BASIS has already gained modest success in attaining the above mentioned goals. For domestic market creation, BASIS has wide range of programs and activities. Every year BASIS organizes BASIS SoftExpo, the biggest software and ITES exposition in the country. During the recent years, SoftExpo has become the yearly mega market place where software & IT service companies in the country project their products and services to potential IT users, both at corporate/organizational and individual level. For development of market in government sector BASIS has been working closely with different concerned Ministries and agencies of government. With regard to export market development, BASIS regularly takes initiatives for creating exposure for member companies to international markets with the help of different government and development agencies working in the export development area.

BASIS has led numerous industry development initiatives such as workshops, industry seminars and conferences, and industry research studies. These activities are aimed at not only to support the One Bangladesh Vision, but also to catalyze industry growth.



## Membership Growth



## ORGANIZATION STRUCTURE AND GOVERNANCE

BASIS is run by a nine member Board of Directors (elected by direct voting of the members). The Board of Directors has the overall responsibility for running the affairs of BASIS and setting policy guidelines for its secretariat. Aside from the elected board of directors, there are 24 Standing Committees comprising of members who are experts in relevant areas.

BASIS has a strong secretariat. The secretariat is well staffed to deliver different member services and to carry out programs & activities in different areas as specified within the broad goals of the association. Currently, the employee size of BASIS Secretariat is 16.

## ONGOING PROJECTS OF BASIS

- Software Technology Park-1 (STP-1)
- BASIS Institute of Technology & Management (BITM)
- BASIS-A2I Joint Project for national portal framework development
- NTFIII Project (supported by CBI, Netherlands ICT and strategic partner: BASIS & DCCI)
- BASIS Softexpo 2017
- Bangladesh Internet week 2017
- Digital World 2017
- APICTA Awards 2017, Dhaka
- BASIS outsourcing Award 2017
- Japan IT Week 2017
- GITEX Technology Week 2017, Dubai
- CeBIT Hannover, Germany
- NASA Space Apps



# Internet Banking

**Wherever you go**  
whatever you do  
your bank is with you

- Account Statement
- Fund Transfer
- Mobile Phone Recharge (all mobile operators)
- Transaction History
- Utility Bills Pay



[www.abbl.com](http://www.abbl.com)

24h 16207

AB Bank Limited





“  
**SoftExpo**  
**HISTORY**  
”

# A FLASHBACK INTO THE MEMORY LANE OF BASIS SOFTEXPO

Science and technology has revolutionized our daily life and one cannot be thought without thinking of the other. With this view in mind, the government and private sectors like, Bangladesh Association of Software and Information Services (BASIS), has come forward to enlighten the public about the infinite horizons of technology. BASIS is the national trade association that came into existence in 1997, represents software and IT enabled services industry in Bangladesh. Since 2003 till now, BASIS has been organizing its mega event “BASIS Softexpo” with the aim of showcasing the diverse software technology based services that are being provided by the government and the private sectors. This expo serves as a platform for provincial market expansion of IT industry, capture the foreign market, a get-together of ICT companies, personalities, key policy makers, industry, other ICT stakeholders, academicians and youths. A brief overview of the previous years of BASIS Softexpo is given below in the following tables:

BASIS SoftExpo 2003	BASIS SoftExpo 2004	BASIS SoftExpo 2005
<p>Was organized by BASIS at Bangladesh China Friendship Conference Center with 120+ exhibitors participating and 50,000+ visitors in the exposition.</p>	<p>Was organized by BASIS on Nov 25-30, 2004 from 10 am-8pm at Bangladesh China Friendship Conference Center with 120+ exhibitors, including a moderate number of foreign companies and 50,000+ visitors.</p>	<p>Was organized by BASIS on Nov 27-Dec 1 from 10 am-8 pm at Bangladesh China Friendship Conference Center with 125+ exhibitors, 11 pavilions and 90 stalls and 1,00,000+ visitors including delegates from Europe. <b>Convener:</b> Syed Faruque Ahmed.</p>
<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening ceremony</li> <li>• IT job fairs</li> <li>• Closing ceremony</li> </ul>	<p><b>Convener:</b> Forkan Bin Quasem. <b>Theme:</b> Towards an IT driven Bangladesh.</p>	<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Software Showcasing e-Commerce Zone</li> <li>• Multimedia and Animation Zone</li> <li>• IT, communication, infrastructure education and others zone</li> </ul>
	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• IT entrepreneurship development program</li> <li>• 20 Seminars</li> <li>• Best IT use award</li> <li>• Closing ceremony</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• IT entrepreneurship development program</li> <li>• 130 B2B, 35 Institutions</li> <li>• 8 Seminars &amp; workshops</li> <li>• Best IT use award</li> <li>• Closing ceremony</li> </ul>

# A FLASHBACK INTO THE MEMORY LANE OF BASIS SOFTEXPO

BASIS SoftExpo 2006	BASIS SoftExpo 2007	BASIS SoftExpo 2008
<p>Was organized by BASIS on November 21- November 25,2006 from 10 am-8 pm at Bangladesh China Friendship Conference Center with 200+ exhibitors; including 10 foreign countries and 1,00,000+ visitors  <b>Convener:</b> Syed Faruque Ahmed  <b>Theme:</b> Turning Our People Into Resource.</p>	<p>Was organized by BASIS on March 28-April 1 from 10 am-8 pm at Bangladesh China Friendship Conference Center with125+ exhibitors and 1,00,000+ visitors.  <b>Convener:</b> A.K.M. FahimMashroor  <b>Theme:</b> Turning Our People Into Resources</p>	<p>Was organized by BASIS on Feb 14-18 from 10 am-8 pm at Bangladesh China Friendship Conference Center with1,00,000+ exhibitors and 1,00,000+ visitors.  <b>Convener:</b> T.I.M. NurulKabir  <b>Theme:</b> Get Gain Grow</p>
<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Software Showcasing Zone</li> <li>• e-Commerce Zone</li> <li>• Multimedia and Animation Zone</li> <li>• Other ITS, communication, infrastructure education and others zone</li> </ul>	<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Business Software &amp; Application Zone</li> <li>• Multimedia and Animation Zone,</li> <li>• Internet and Data Communication Service Zone,</li> <li>• High End Data Communication Service Zone, Outsourcing Zone,</li> <li>• IT Education Zone,</li> <li>• SME Software Zone</li> <li>• ICT for Development Zone.</li> </ul>	<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Business Software &amp; Application Zone</li> <li>• Multimedia and Animation Zone,</li> <li>• High End &amp; ICT Solution Zone,</li> <li>• Outsourcing Zone,</li> <li>• IT Education &amp; Training Zone</li> </ul>
<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• IT innovation search program</li> <li>• 20 Seminars &amp; workshops</li> <li>• BASIS-DBBL Best IT use award</li> <li>• Closing ceremony</li> <li>• CEO’s dinner program</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• ICT Innovation Search program</li> <li>• 8 Seminars &amp; workshops</li> <li>• Best IT use award</li> <li>• Closing ceremony</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• 16 Seminars and Roundtable Discussions</li> <li>• Closing ceremony</li> </ul>



# A FLASHBACK INTO THE MEMORY LANE OF BASIS SOFTEXPO

BASIS SoftExpo 2009	BASIS SoftExpo 2010	BASIS SoftExpo 2010
<p>Was organized by BASIS and co organized by the Ministry of Science and ICT on Jan 27-31 from 10 am-8 pm at Bangladesh China Friendship Conference Center with 1,00,000+ visitors and 110+ exhibitors.</p>	<p>Was organized by BASIS and co organized by the Ministry of Science and ICT on Feb 10-14 from 10 am-8 pm at Bangladesh China Friendship Conference Center with 1,00,000+ visitors and 110+ exhibitors.</p> <p><b>Theme:</b> Digital Bangladesh in Action.</p>	<p>Was organized by BASIS and co organized by the Ministry of Science and ICT on Feb 10-14 from 10 am-8 pm at Bangladesh China Friendship Conference Center with 1,00,000+ visitors and 110+ exhibitors.</p> <p><b>Theme:</b> Digital Bangladesh in Action.</p>
<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Business Software &amp; Application Zone</li> <li>• Multimedia and Animation Zone,</li> <li>• Internet and Data Communication Service Zone,</li> <li>• High End Data Communication Service Zone, Outsourcing Zone,</li> <li>• IT Education Zone,</li> <li>• SME Software Zone</li> <li>• ICT for Development Zone.</li> <li>• IT Education &amp; Training Zone</li> </ul>	<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Business Software &amp; Application Zone</li> <li>• Multimedia and Animation Zone,</li> <li>• Internet and Data Communication Service Zone,</li> <li>• High End Data Communication Service Zone, Outsourcing Zone,</li> <li>• ICT for Development Zone</li> <li>• IT Education &amp; Training and Others Zone</li> <li>• SME Software Zone</li> </ul>	<p><b>Zones</b></p> <ul style="list-style-type: none"> <li>• Business Software &amp; Application Zone</li> <li>• Multimedia and Animation Zone,</li> <li>• Internet and Data Communication Service Zone,</li> <li>• High End Data Communication Service Zone, Outsourcing Zone,</li> <li>• ICT for Development Zone</li> <li>• IT Education &amp; Training and Others Zone</li> <li>• SME Software Zone</li> </ul>
<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• IT entrepreneurship development program</li> <li>• 10 Seminars</li> <li>• Award and CEO's night</li> <li>• Closing ceremony</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• 13 Seminars, 1 Roundtable Discussions and 7 Technical Sessions</li> <li>• Award and CEO's Night</li> <li>• Closing ceremony</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Opening Ceremony</li> <li>• IT job fairs</li> <li>• IT-Innovation Search program</li> <li>• 22 Seminars &amp; Roundtable Discussion</li> <li>• BASIS Award Night</li> <li>• Code Warriors Challenge</li> <li>• International Business Matchmaking</li> <li>• Closing ceremony</li> </ul>

# A FLASHBACK INTO THE MEMORY LANE OF BASIS SOFTEXPO

## BASIS SoftExpo 2012

Was organized by BASIS and co organized by the ICT Ministry and A2i on Feb 1-5 from 10 am-8 pm at Bangladesh China Friendship Conference Center (BICC) with 140+ exhibitors and 11 pavilions, 22 mini pavilions and 82 stalls, 20,000+ corporate visitors and 1,00,000 noncorporate visitors

**Convener:** Mr. Tamzid Siddiq Spondon

**Theme:** Digital Bangladesh in Action

### Zones

- Business Software & Application Zone
- Multimedia and Animation Zone,
- Internet and Data Communication Service Zone,
- High End Data Communication Service Zone, Outsourcing Zone,
- ICT for Development Zone
- IT Education & Training and Others Zone
- SME Software Zone
- Communication and Cloud Zone
- ITes and BPO Zone
- e-Commerce Zone

### Programs

- Opening Ceremony
- IT job fairs
- IT-Innovation Search program
- Idea & Innovation Platform
- 22 Seminars & Roundtable Discussion
- BASIS Award Night
- Code Warriors Challenge
- International Business Matchmaking
- 80+ Seminars and Sessions
- Closing ceremony

*Over 500,000 people have attended the Soft-Expo so far. More than 140 exhibitors, over 600 local and 100 foreign software & IT enabled service companies participated in the previous expositions, with over 100 seminars and workshops which were addressed by renowned international and local speakers.*



RANKSTEL

***EXPERIENCE  
THE MAGIC OF  
THE FASTEST  
INTERNET***

***1Gbps***

*for Corporate Clients Only*





“  
**INDUSTRY  
OVERVIEW**  
”

# INDUSTRY OVERVIEW

“Digital Bangladesh” is an integral part of the government’s Vision 2021-which promises a prosperous and equitable middle-income Bangladesh by its golden jubilee of independence. Honorable Prime Minister Sheikh Hasina has outlined the Digital Bangladesh having four key priorities: i) developing human resources ready for the digital age; ii) connecting citizens in the ways most meaningful to them; iii) taking services to citizens’ doorsteps; and, iv) making the private sector and market more productive and competitive through the use of digital technology. ICT is the backbone of any digital initiative and it covers the vast area of information technology, communication technology and the telecommunication technology.

## ▶ Government Support to IT

- Government has formulated a roadmap for development in ICT in 2016. The activities are clustered in six categories: industry, infrastructure, e-governance, human resources development, laboratories and services.
- The roadmap for the industry has set targets to generate 1,000 innovations, raising software export earnings to \$5 billion by 2021, developing an eco-system for the gaming industry etc. Moreover innovation and entrepreneurship academies will be set up.
- The government has identified 100 aspects of the judiciary where ICT can be harnessed and assist in the resolution of 3 million cases currently in backlog.

## ▶ Digital Security

Under the law, the government would set up:

- World standard forensic lab
- Constitute a Cyber Security Agency
- Establish cyber incidents responsive team
- A high-level digital security council

## ▶ ICT Infrastructure

- To support the development of the ICT industry, Bangladesh Hi-Tech Park Act was passed in 2010. Subsequently, Bangladesh Hi-Tech Park Authority (BHTPA) was established in 2010 for creation, management, operation and development of hi-tech parks across the country.
- Most important and top priority projects are-
  - o Kaliakoir Hi-Tech Park
  - o Jessore Software Technology (IT) Park
  - o Sylhet Hi-Tech Park
  - o Mohakhali IT Village
  - o Janata Tower Software Technology Park
  - o Barendra Silicon Valley, Rajshahi.



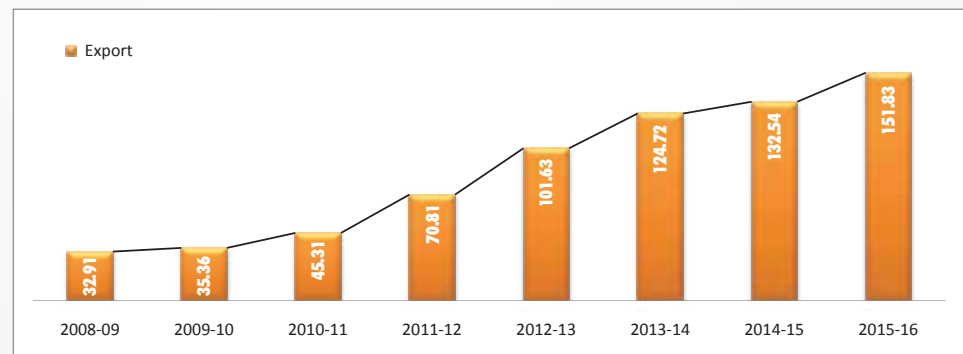
# INDUSTRY OVERVIEW

- Bangladesh’s first university based incubator is being established at the campus of Chittagong University of Engineering and Technology (CUET).
- Government has initiated plan to establish “Sheikh Kamal IT Trainings and Incubation Centre” at the divisional level
- ICT incubator of BDBL Bhaban at Kawran Bazar in Dhaka the first software technology park of the country and the under-construction park in Janata Tower, which is also at Karwan Bazar, will be the second.
- The IT service industry, which employs more than 20,000 people, holds great potential. The sector serves both domestic and international clients from Europe, North America and East Asia.

## ▶ Promote Economic Growth

- Bangladesh is now considered to be among the next high prospect destinations in the segment, with accolades from AT Kearney, Gartner, Goldman Sachs and a host of others.
- In budget for FY 2015-16, the tax waiver on income from software and ITES has proposed to be extended to 2024 from June 30, 2019 now-- in line with the government's Digital Bangladesh vision.
- Total earnings of the industry in FY 2015-16 were USD 650 million, out of which exports amounted to USD 151.83 million (source: EPB).

### Export Trends in Recent Years

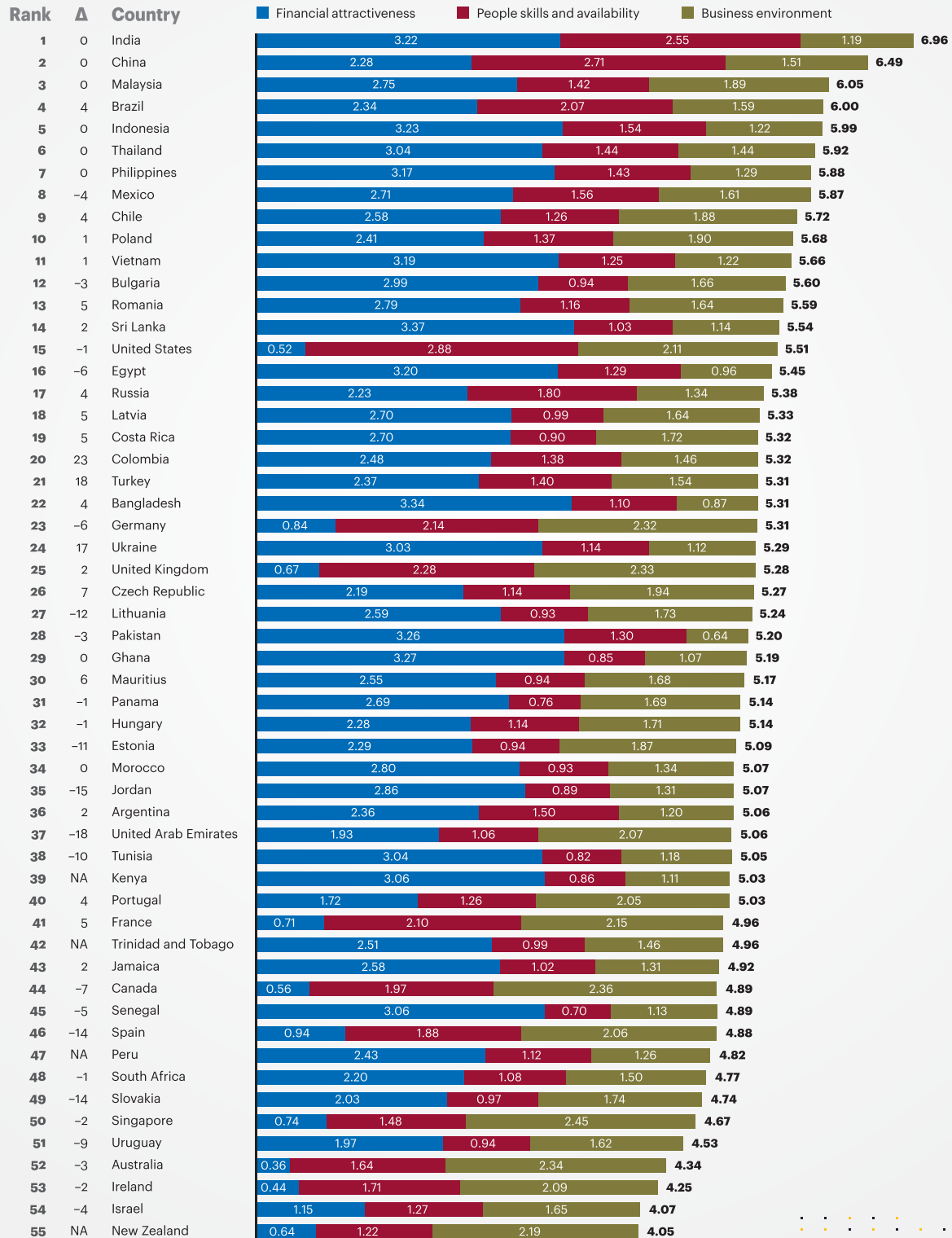


Source: EPB

- The prospects of the sector have compelled the government of Bangladesh to set a target of USD 1 billion export earnings by 2018. With current trend of export, capacities and available resources, the target notches up USD \$5 billion by 2021.
- The ICT sector has added US\$ 400 million to the export income of 2015 alone.
- In 2016, world's leading management consultancy firm AT Kearney reported that, due to notable growth in IT outsourcing, business processing outsourcing (BPO) and software development, Bangladesh has secured 22nd place in Global Service Location Index (GSLI).

# INDUSTRY OVERVIEW

Figure 2016 A. T. Kerney Global Services Location Index™



# INDUSTRY OVERVIEW

## ▶ Significant Achievements

- Bandwidth capacity of submarine cable has been already raised to 200 GBPS from 44.6. Another 1600 GBPS will be added by February 2017.
- Approximately, 3, 00,000 IT and ITES professionals with majority IT and other graduates are currently employed in the industry.

## ▶ E-governance Progress

- Bangladesh has climbed up 24 places in United Nations E-Government Development Index. The country has secured an impression leap upward to the 124th position in 2016 from 148th in 2014.
- More than 200 services have been provided to the people through 5, 275 digital centers established all over the country
- Over 25,000 web sites including those of upazilas, districts, divisions, departments and directorates have been added to national web portal
- National Enterprise Architecture (NEA) is being built by the Government to facilitate interoperability and operation of e-governance activities.

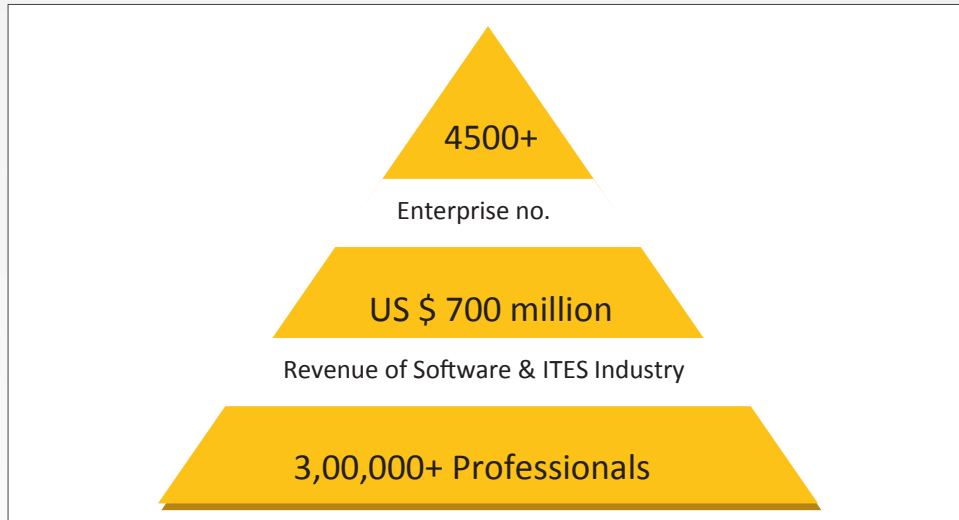
## ▶ Skill Development

- Leveraging ICT for Growth, Employment & Governance (LICT) Project-
  - o Total 75,000+ Youth to be trained over next three years
  - o 10,000 Top-up Training
  - o 20,000 Foundation Skills Training Program
  - o 20,000 Online Outsourcing Training
- Under the Skills for Employment Investment Program (SEIP), total 1.25 million Youth to be trained by 2021
- Under the Support to Development of Kaliakair Hitech Park project, 4,981 youths have received ICT training.
- To increase self-dependency, Learning and Earning project is working on creating 55,000 freelancers.
- Under the Bari Boshe Borolok (Getting Rich At Home) project, 14,750 youths have been trained as freelancers of whom 70 percent are women.

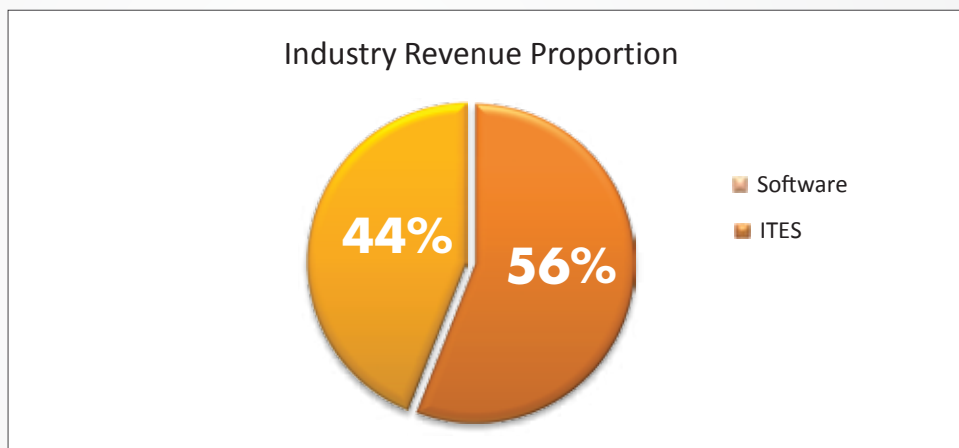
## ▶ Software and IT Industry at a Glance

- No. of registered Software and ITES Companies: 4,500+
- No. of BASIS Member Companies: 1,031
- Demand for software in the local market: Tk. 3.0 Billion (300 crore)
- No. of IT/ITES Professionals: 3, 00, 000 (appr.)
- Market value Export: US \$400+ million (Ministry of Finance)
- BASIS estimated Export: US \$700 million

# INDUSTRY OVERVIEW



Source: BASIS Survey



Source: BASIS Survey

▶ **According to BASIS research, income from IT & ITES: 2015**

Export from 382 BASIS member companies	US \$ 594.73
Export from 956 member companies (approx.)	US \$ 1488.38
Export from 1000 Non-BASIS member companies (approx.)	US \$ 1556.88
<b>Total export (approx.)</b>	<b>US \$ 3045.26</b>

The fact is all the IT organizations do not export. Those who are in export business don't have the same volume of export income. But if we consider that 25% of Bangladesh IT firms are involved in export business, even then the export income stands at almost US \$ 761.50 million. In fact, Honorable ICT Adviser to PM Mr. Sajeeb Wazed Joy, declared that present IT & ITES sector export is US\$ 700 million.





# ARTICLES

- |   |   |    |
|---|---|----|
| 1 | ICT Infrastructures: Present and Future<br>- Shyam Sunder Sikder                                | 44 |
| 2 | ICT Education, Prospects and Priorities of<br>Our ICT Industry<br>- Prof. Dr. Mohammad Kaykobad | 49 |
| 3 | ICT Export Revenue: \$50 Billion, Not \$5 Billion<br>- Mustafa Jabbar                           | 53 |
| 4 | Building a Digital Bangladesh and<br>Local Entrepreneurship<br>- Habibullah N Karim             | 62 |
| 5 | Let Made in Bangladesh Companies Build<br>Digital Bangladesh<br>- Shameem Ahsan                 | 64 |
| 6 | Financial Transformation to Digital Era<br>- Abul Kashem Md. Shirin                             | 66 |
| 7 | Cloud Computing: IT Really Matters!<br>- Mostafizur Rahaman Sohel                               | 72 |

## ICT INFRASTRUCTURES: PRESENT AND FUTURE

**Shyam Sunder Sikder**

Secretary, ICT Division

Ministry of Post Telecommunications and Information Technology



Bangladesh's journey towards building Digital Bangladesh begins in January 2009. The government under the visionary leadership of Prime Minister Sheikh Hasina aims to establish a Bangladesh where information and Communication Technology (ICT) would be the driving force of economy. The seventh five-year plan prepared by the government also stressed the need for using ICT as a tool for the development of economy. In line with its plan to build Digital Bangladesh the government set the target of ICT export at 5 billion US dollars and increase the number of IT professionals 2 million by 2021. It puts its best effort and attaches priority to achieving desired growth rate at faster pace by investing in ICT sector. The government believes that it's not possible to attract investment and achieve the ambitious target of ICT export without establishment of ICT Infrastructure. So it undertakes a number of projects for development of ICT infrastructure and connectivity to flourish ICT industry.

### ► Current Situation of IT Infrastructure in Bangladesh

There are four pillars for development of ICT sector. These are Infrastructure and Connectivity, ICT Industry Development, Human Resources and e-Governance. Keeping these four pillars in mind, the government implements projects to establish ICT Infrastructure and connectivity. A magnificent development takes place in the ICT infrastructure and connectivity after implementation of Bangla Govnet & Infosarker-2 project that installed fiber optic cable lines up to upazila level and established connectivity among 18,415 government offices (58 Ministries / Divisions, 227 Departments, 3,520 district level & 14,610 upazila level offices) and set up video conferencing system in 800 government offices & educational institutions. People witnessed the outcome of establishing infrastructure and connectivity when honorable Prime Minister Sheikh Hasina recently exchanged views with rural people of Chittagong and Rajshahi divisions on anti-militancy issue. Nearly 3 million people of villages listened to the speech of the premier. I think it's a glaring example of establishing connectivity.

This is not end. Move is underway to implement the two other projects – Infosarker-3 and Establishing Digital Connectivity to bring all unions under broadband connectivity. The Infosarker-3 project already got approval by Executive Committee for National Economic Council (ECNEC) and Establishing Digital Connectivity is now awaiting for approval. Honorable ICT Affairs Adviser to the Prime Minister Sajeeb Wazed Joy already unveiled plan to bring villages under broadband connectivity with high speed internet and set up information center in each village. The government has already set up 5300 digital centers in the rural areas and those are now providing more than 100 e-services.

The government is committed to ensuring that rural communities can enjoy the benefits of faster broadband in the same way as their urban counterparts. Having access to quality broadband allows business in rural areas too. The projects will create job by establishing Business Process Outsourcing Centers (BPO) in the unions.

As part of infrastructural development initiatives the government is setting up tier-4 Data Center, one of the fifth largest Data Centers of the world, at Kaliakoir Bangabandhu Hi-Tech City premises. The construction of the data center is progressing fast. The capacity of the existing tier-3 Date Center is not sufficient as there is a demand for over 200 racks at the National Board of Revenue, Land Ministry, DLRS, banking and financial institutions, educational institutions and power division. The new Data Center will need a high security facility. The government activities will be paperless after the data hub is implemented.

#### ► IT Industries Development

We also believe that building ICT infrastructure is an essential condition for ICT industry development. The government has charted out plan to set up 28 IT parks across the country. The construction of Sheikh Hasina Software Technology Park at Jessore is about to complete. 2,32000 square feet floor space will be allocated for the investors soon. Already 12 companies including two Japanese firms have lodged registration to invest in the Jessore Software Technology Park. Bangabandhu Hi-Tech City is being built on 355 acres of land at Kaliakoir. The hi-tech city will be partly ready for investors by 2017 which would strengthen the ability to harness manufacturing innovation through collaboration between industries and research both locally and globally. There will be a state of the art facilities at the hi-tech city.

The Bangabandhu Hi-Tech City will be a major regional manufacturing destination for Its, biotech companies and non-polluting manufacturing/assembly lines. We import thousands of smartphones, tabloids, laptops each year. The Hi-Tech Park

will be able to fulfil our dreams facilitating production of all kinds of smart devices very soon. Modern tenanted buildings, industrial plots, research and development facilities and recreational plots facilities, signature will be developed at the park. The signature building includes rentable plug and play office spaces for IT companies, customizable manufacturing units, conference centers/training centers, food court as well as indoor and outdoor recreational spaces. The building will implement green features in its design such as low energy consumption, energy saving lighting, natural ventilation and ecological materials to be sourced locally. The work for development of Rajshahi Silicon City and Sylhet Electronic City is going on. The government has set up Incubation Center in 17 Universities while establishment of an Innovation, Design, Entrepreneurs Academy (IDEA) is under way.

#### ► **Incentives for Investors in IT Sector**

The government is aware that for hardware and software manufacturing industry there is a need for ICT infrastructure measures and incentives to be in place.

It has offered an attractive incentive package for the investors for investing in the Hi-Tech park. The investors from home and abroad will enjoy 10 years' tax holiday, exemption of income tax for expatriate professionals, 10 years accelerated depreciation, exemption of duties for importing capital machinery & assets, 100% exemption of taxes for all exports and 100% equity for FDI companies and 100% capital & profits repatriation facilities for foreign investors. Some other incentives are also available.

#### ► **Some Challenges for IT industries**

The experts point out some challenges in Bangladesh for investment. Some of these we should keep in mind for making a plan to flourish our IT industry sector, those are as follows:

- a) Unavailability of basic information and data for providing and attracting the investors
- b) Lack of initiative among local investors in IT sectors
- c) Absence of international payment gateway
- d) Less opportunity for financial loans to the start ups



- e) Few initiatives to make tendering process smooth for local IT Companies' participation and lack of initiative for capacity building among the local companies
- f) Lack of high speed internet connectivity

I think the concerned authorities of the government are aware about the challenges as mentioned above and they are working to address the problems taking suggestions from the private sector. The private sector and the local business leaders should join hands with the government to remove the challenges and problems.

#### ► **Some progress & Future Aspects**

The government is trying hard to make ICT infrastructure visible. We are expecting that by 2018 the people will see tremendous development in the ICT infrastructure sector as some of the software technology parks and hi-tech parks will be ready for investment. With a target of 5 billion dollars exports in IT sector by 2021, the government is has put its best endeavor to achieve the target.

In Janata Tower at Karwan Bazar, with an initiative of ICT Division, 50 start ups are being supported with working spaces, among which top 10 gets some other incentives too. More 15 companies get floor space allotment for software business. More than 100,000 jobs will be available in Kaliakoir and Jessore parks. More 100,000 employments creation is possible in BPO sector of Bangladesh, if private sector takes that initiative. Sylhet electronic city hi-tech park and Rajshahi silicon city hi-tech park will create some investment opportunities and generate huge employment in near future.

For making investment scope very smooth in Bangladesh, the government has taken some new steps. New law for providing one stop services to the foreign investors is underway which is very encouraging, Digital Security Act will be finalized very soon, Private STP Guidelines has already been circulated by BHTPA, more than 6000 mid level officials of private sector companies have been trained by BHTPA in home and abroad, BHTPA has also given very positive support to 40 private Companies to obtain their ISO- certificate. Besides these, some other projects for skill development of our young generation are being implemented by ICT Division. IDEA project will be one of the flagship projects and by this we have a target to create 1000 innovative products and some important research & training programs will be implemented. Another project of ICT Division, Games and Apps development, of course, will accelerate making skilled people and some new entrepreneurs in Bangladesh.

► **Recommendations**

On the basis of the above discussion, I can suggest some recommendations as described below:

1. A survey should be conducted immediately to prepare reports regarding our present status of investment. The survey will contain all necessary data required for deciding / choosing criteria of IT industry. There should be comparative indicators with neighbors.
2. Local companies should come forward to enjoy the incentives declared by the government with a long run plan for investment.
3. Bangladesh Bank can take an initiative to formulate a soft loan schemes for the startups and introduce an international payment gateway. PayPal may be requested from the government to start business in Bangladesh. EE Fund need to be reformed to become relevant and accessible for digital startups.
4. Local companies should get increased capacity/opportunities for participation in the government tender process.
5. It needs improving current regulations related to IP protection.
6. Needs more partnership with the private sector to encourage technology companies to be more inclusive with respect to gender.



## ICT EDUCATION, PROSPECTS AND PRIORITIES OF OUR ICT INDUSTRY

**Prof. Dr. Mohammad Kaykobad**

Department of Computer Science and Engineering  
BUET



People of this land were always keen and inquisitive about science and technology. Even rickshawalas peeped into the lab of Satyen Bose working at Curzon Hall in late hours to appreciate merit and devotion of a scientist. This is why in the colonial regime if you name 10 scientists at least 5 will belong to the land now called Bangladesh. So this is not surprising that the very first computer, IBM 1620, of Pakistan was rerouted for installation at Atomic Energy Commission, Dhaka in 1964. While the world got introduced to the computer technology in late forties, India bought its first computer in 1956 for a sum of Rs 10 lakh. It was called HEC-2M and was installed nowhere else than at Calcutta's Indian Statistical Institute.

The first CSE formal degree course started in 1984 at BUET. In India it was probably Indian Institute of Engineering Science and Technology, Shibpur that opened CSE Department in 1982. So even then we were not very far behind. We started with Masters program in 1984, and Bachelors in 1986. Apart from using in research by university professors, Adamjee Jute Mills and banks used it.

Universities had due appreciation of ICT technologies, and soon other universities like JU, KU(1991), SUST, DU(1992,1994) and private universities NSU (ECE 1993), AUST(1995), EWU(1996) opened relevant departments. While no initiative was taken for development of faculty members, and not much also for infrastructure development in spite of Government's reiteration of changing the lot of people through harnessing the benefit of ICT for development of the country. Faculty members started creating vibrant academic environment by introducing programming contests, CSE Days, project shows and mobile applications.

For expansion of ICT technologies in the country Govt. formed National Computer Committee (1983), National Computer Board (1988), passed BCC Act-1990, ICT Act-2006, ICT Law-2013. High powered ICT Task Force was formed with Honourable PM of the country as Chair, and for accelerated implementation of the Task Force decisions SICT with Planning Ministry shouldered the

## » Articles

responsibility. Access to Information (A2I) was also formed to accelerate growth and coverage of ICT in the country.

There were many initiatives, in fact too many of them and possibly unfortunately none of them with firm commitment and target. These are Tax VAT exemption from ICT equipment, ICT internship, Participation in ICT Expos, Opening shared office in Silicon Valley, ICT Incubator, HighTech Park, Doel Laptop, Financing ICT Projects through EEF Fund of EPB and Bangladesh Bank, Funding E-Government Projects, Exhibition at BCS Computer City. However, some of them have enjoyed some success and raised hope and dream among common mass. These are Online Tax Return, Online University Application Submission (initiated by Professor ZafarIqbal), Online college Admission, Smart card, Automation of Banking activities.

Ours is a country of possibly the highest population density among non-city countries. The only surplus being humans in development of which lies the success of the country in pursuing the path of progress as Japan, Korea have done and Vietnam is doing. We are supposed to import raw materials, and add values to it through employing the huge population. Unfortunately this is not the case. Existence of too many foreign Core Banking Software is draining out foreign currency leaving our own young people unemployed, and spectators of progress. Bangladesh Bank should have taken initiative to develop a CBS for all banks of the country, and thus stop sending some Tk 500 crore in the name of Annual Maintenance Contract opening opportunity of our young ICT educated people contribute to the technological might of the country. If our own developed software cannot get market inside the country how can they get foreign market. A country occupying one-thousandth part of land mass is responsible for food, shelter, medical facilities, education for 24 thousandths part of world population. We should not only do jobs at home but also for other countries to keep our population employed. Local software should be given preference even if they fail to be up to mark. India has done it by following anti-import giving priority to local industries. We should just follow their footstep. India once upon a time fell short of producing quality blades, is now sending rockets to the Moon and Mars only following Pro-India policy of development and self sufficiency. We are yet to do it at a praiseworthy level. While our illiterate and unskilled people are commendably contributing to the economic health of the country through sending foreign remittance, as are doing again uneducated, unskilled garments industry workers, more fortunate section of population with their education are yet to keep their mark on the economy.

The current Government have rightly appreciated the might and power of ICT. The then Honourable Prime Minister was present in the very first National Computer Programming Contest held in the Hotel Sheraton with the initiative of the Daily Star and Proshika commendably supported by Professor Abdul.Matin Patwari,



Professor Jamilur Reza Choudhury, Professor Md Zafar Iqbal and Zakaria Swapan. The Honourable Prime Minister inspired our young programmers by awarding them cash prize money in several occasions. This gave them a lot of enthusiasm to sharpen their problem solving and programming skill. This resulted in BUET team consisting of Munirul Abedin, Mustaq Ahmed and Rubaiyat Ferdous occupying 11th position in the World Finals of ACM ICPC in 2000 leaving teams from world famous universities like MIT, Stanford, Harvard and Berkeley behind. Teams from BUET, NSU, AIUB, DU, EWU, SUST and JU are in the league of some 400 universities from all over the world for the last 40 years although our universities are yet to make place in the rank list of universities. Our students have been participating in ACM ICPC World Finals since 1997 and without fail. In 1999 in ACM ICPC Kanpur Regional contest BUET became Champion and DU Runner up. BUET replicated the feat in 2000 as well. In 2015 contest SUST and JU teams outperformed all 7 teams from India. JU repeated the feat in 2016. In 2006 our Istiaque Ahmed Dollar ranked around 80 among top 100 students selected from all over the world. Can we claim of similar excellence in other disciplines?

Cocurricular activities like CSE Day, Project show, programming contest, apps development initiated by Academia and mobile companies are not only contributing to their ICT skill, but also inspiring love for the society through solving problems faced by our society. Introduction of Mathematics Olympiad, Olympiad in Informatics(IOI), Physics, Chemistry Olympiad have created a lot of enthusiasm among our young people who are sharpening their problem solving skill and analytical skill. In spite of not-so-commendable an education system performance of our students in merit-based world competitions is very praiseworthy. Our school/college students are not behind. In 2009 Md Abirul Islam outperformed 4 Indian and 3 Sri Lankans and won the first silver medal for the country.

In 2012 Bristy was adjudged the best programmer among all girls in Italy. In 2016 class niners Rubab and Ruhan won Bronze medal in IOI from Russia. ICT Division with Minister Junaid Ahmed Palak enthusiastically sponsoring IOI activities led by Professor Md Zafar Iqbal. In 2010 BUET team became runner up in ICPC Challenge at Stockholm.

However, this superior skilled resource is yet to be utilized for the benefit of the country. A country with so much of demand and so little natural resource must be able to add values to resources to transform them into products. India earned a meagre \$7M from ICT in 1981, crossed the billion mark in 1991, 1.31 B in 1996, 6.54B in 2011, 51 B in 2011 and 100 B in 2015-16 that the most optimistic projection was well under. In this respect we are not doing as well although there are lots of initiatives possibly without determination, and there are too many initiatives going in parallel allocating scarce resources, and often not well spent. Our earnings in similar figures only in million terms does indicate that we are not at all at par with the success our neighbouring countries are enjoying although our

young people do possess comparable skill. We must create opportunity for our local industries to contribute to the development of ICT. We must put more significance to formal ICT education, prepare young people better for the industry. Local software products should be given preference as has been given in neighbouring countries as well.

In line with the Government's slogan of Digital Bangladesh we must create competition government agencies, educational institutions and other agencies to be digital. It is possible to initiate a competition for Digital City with Honourable Prime Minister inspiring the winners. In the same manner we can inspire our educational institutions, hospitals, industries to be digital. We have limited resources- too limited to be shared by too many enterprises. Healthy competitions appear to be most cost effective way of achieving excellence. Import policies should be driven by the interest of growing local industries, in particular software industries. The Government should initiate digitization projects to bring in dynamism, efficiency and productivity in all sectors be it health services, financial services, land administration, judiciary system, police, agencies responsible for law and order, education. Let our software professionals build confidence and expertise through developing software systems for our own country, let our young people utilize their expertise to solve our problem.

Importing ICT equipment and accessories, software and engineers cannot ensure success in creating 'Digital Bangladesh'. Had it been so, the wealthy Kuwait and Saudi Arabia would have done it. We need to be digital in thoughts, enrich ourselves with the versatile digital technologies, develop patriotism to move the country forward harnessing the benefits of ICT. If we can do it the Government's target of transforming the country into middle income or high income in prescribed time period is only matter of time. Korea, once upon a time, was in the same band of development as we were. Now they are country of the highest internet density leaving USA, Canada, Japan, Germany and UK behind. We can too.



## ICT EXPORT REVENUE: \$50 BILLION, NOT \$5 BILLION

**Mustafa Jabbar**

President, BASIS



### ONE

It is now the target of both Government and private sector to earn \$1 billion from ICT exports within 2018, and \$5 billion by the year 2021, when country will enter 50th years of independence and realize the Digital Bangladesh vision 2021. This is indeed a part of BASIS One Bangladesh campaign. During the campaign, BASIS officially announced the target. According to BASIS website, there were four pillars of One Bangladesh campaign. The first one was to reach export revenue \$1 billion in 2018. Make internet services available to 1 crore new users yearly and earn \$5 billion export revenue from software/ITES in 2021. In addition, ensure 1% GDP contribution in ICT sector.

Besides giving more emphasize on GDP contribution, human development or internet users, now it's time to accentuate more on export earnings from ICT sector which although directly or indirectly related to GDP or overall ICT situation. We will discuss about the current ICT condition in detail in this article.

On February 16, 2014, at the Radisson Blue Water Garden Hotel, Dhaka, BASIS announced the targets of export revenue in front of Honorable Finance Minister Abul Maal Abdul Muhith who marked his revered presence as Chief Guest at that auspicious event. Honorable State Minister for Foreign Ministry Md. Shahriar Alam and Honorable State Minister for Posts, Telecommunications and Information Technology Ministry Zunaid Ahmed Palak were also present there as Special Guest.



*Inauguration of the One Bangladesh Programme by BASIS*

During One Bangladesh Campaign, former BASIS president Shameem Ahsan said, “We (BASIS) have crafted out a roadmap for the next five years with specific milestone, targets, appropriate detailed vision and plan to earn US \$ 1 billion from software/ITES export, to train and employ 1 million IT skilled professionals, to make internet available to 1 crore new users yearly and to contribute 1% in GDP from software and IT sector by 2018 Under “One Bangladesh” campaign. Through this campaign we will firmly realize the vision 2021-“Digital Bangladesh”. I believe in “one Bangladesh” and also believe that the 100 million youth of our country will work together to make Bangladesh not only a middle income country but also a high income country in the next 15 years.”

Zunaid Ahmed Palak, state minister of ICT, said that this sector contributes immensely to the economy. Honorable minister Abul Maal Abdul Muhith and Shahriar Alam, state minister for foreign affairs, appreciated BASIS for organizing such an effective event. The main root of \$1 and \$5 billion export revenue was actually founded in One Bangladesh campaign.

The targets were considered too much ambitious since announcement. Standing in 2017, however, it does not seem too much high to achieve. I, along with the BASIS members and board members, am firmly pledging to fulfilling the targets.

In 1997, Ministry of Commerce formed to build first taskforce in order to identify export opportunities. With 45 recommendations, we drafted Jamilur Reza Chowdhury Report as a national charter. Later, we disseminated our vision through organizing an internal seminar in 1997. Our vision has been extended over the years. Honestly speaking, BASIS was actually built based on the JRC report to fulfill the vision. I can assure on behalf of all our members that, we all have been bearing our dreams/vision since the beginning.

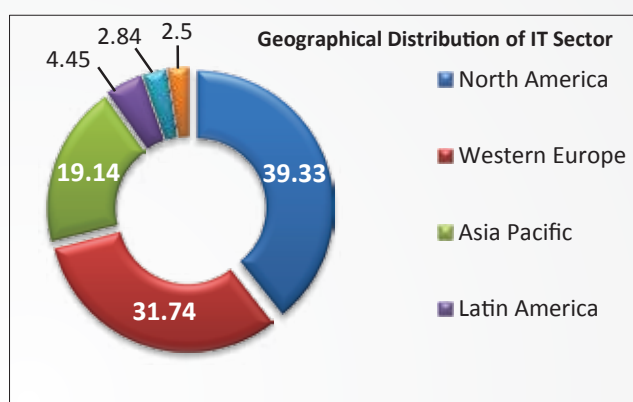
We repeated the commitment/promise in different ways during Digital World held on 21 October, 2016. We are committed to meet the vision as we hold the flag of all previous leaders. From policy makers to journalists, all of them find our vision not only engrossing, but also challenging. Especially when EPB & Bangladesh Bank published ICT export revenue only \$151.83 million in 2015-16 financial year, then \$1 or \$5 billion earnings seem impossible to attain.

Government sets its export earning target at \$60 billion in 2021 where RMG itself will earn \$50 billion. ICT sector will cover half of the remaining \$10 billion. This calculation also needs clarification. Unlike ICT sector, other sectors use their 90% earnings on spending raw materials. Therefore, the actual value addition of \$50 billion comes up with \$5 billion. This is also true for tea, leather or other products. ICT is the only sector that has 100% value addition. Therefore, our \$5 billion will be equivalent to \$50 billion.



We are grateful to Sajib Wazed Joy, ICT Affairs Advisor to the Prime Minister, and Zunayed Ahmed Palak, ICT State Minister, who believe that our private sector can make the dream happen. As a president of the largest trade body of ICT sector, I am declaring that our estimation is equivalent to RMG export through our target of . I will clarify in the ways how we can do this. We can dig into the facts in order to know how we can achieve that kind of success. At the same time, we should discuss about required steps that government should take for this sector.

Looking at the outsourcing market, you can see that its worldwide market value worth \$889 billion which is equivalent to Tk. 7, 12,000 crore. But, growth rate of outsourcing is comparatively lower over the past years.



(<http://www.accelerance.com/research/global-it-market-size-facts-and-figures>)

A radical change has been evident in outsourcing market. Outsourcing market of Bangladesh has become matured in this market lately and people earn huge amount of money through outsourcing. Citing data from Accelerance, the top three geographically dominant regions with over 90% share of IT spending are North America (39.33%), Western Europe (31.74%) and Asia Pacific (19.14%). In terms of inexpensive human resources, Bangladesh has acquired higher position than India and Philippine. Bangladesh is emerging as one of the leading ICT outsourcing countries worldwide. According to Gartner, Bangladesh has secured 30th position. Bangladesh has climbed up four positions in AtKearny survey.

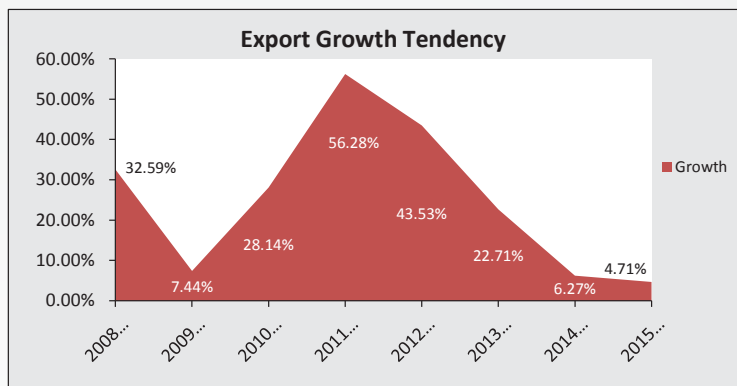
► **According to EPB, the export earnings from ICT sector are as below:**

Observing EPB data, export earning does not show any stable growth trend in recent past years. Sometimes growth rate falls 56.28% and sometimes it becomes 4.71%. Over the last three years, IT expenditure growth rate around the world has been fluctuated incongruously. But, Bangladesh is still performing well enough reflecting global demand for our IT professionals. There is demand for country's outsourcing services. Our neighbor country India earned \$99 billion in 2015 and expecting \$110 billion in 2016. Their domestic market worth \$146 billion largely came from e-commerce service. Vietnam earned \$3 billion from exporting IT products in 2015.



## TWO

ICT division claimed \$130 million earnings came from Business Process Outsourcing (BPO) in 2015. Although EPB or Bangladesh Bank does not count



income generated at individual level, freelancers are assumed to earn approximately \$100 million. So, government is expecting around \$700 million income generated from different sources like BPO, freelancing, software development, mobile gaming, and mobile application. Although enormous amount of money comes at the individual level, Bangladesh Bank and EPB overlooked their income. Unfortunately, Bangladesh Banks does not even count IT services as export. They only count Data Processing and Housing Services, Computer Consultancy Services and Computer Software. Interesting picture will be arrived if we analyze information of BASIS member companies. There were 956 IT member companies in BASIS out of which 382 provided information to us. They claimed that total \$594.73 million worth IT and ITES products were exported.

There are currently about 1000 BASIS non-member companies who are exporting IT & ITES products. Following this information, export earnings could be estimated as follows:

**Export Earnings of 382 BASIS member companies \$1488 million**

**Export Earnings of 956 BASIS member companies (approx.) \$1556.88 million**

**Export Earnings of 1000 BASIS non-member companies (approx.) \$3045.26 million**

**Total Export (approx.) \$594.73 million**

But, it is also true that, not all IT companies are exporters. Also, all are not exporting products same way. Assuming 25% of the companies involved with exporting IT & ITES products, approximate income would still be \$761.50 million. I am delighted to inform you that, during Digital World 2016 conference held on 19-21 October, 2016, Prime Minister's ICT affairs advisor, Mr. Sajib Wazed Joy, said that Bangladesh is exporting \$700 million from ICT sector.

Even Bangladesh Bank argues that all ICT sectors are not being reported in their calculation. They also agreed that their information is flawed. Today, this is a must.

to identify all sources and compute the amount through statically. BASIS or Government itself could conduct a survey in priority basis. Bangladesh Bank also informed that, even Private banks do not report their software and ITES income. I personally know one large company who earns \$12.5 million from abroad. Another company earns \$55 million. But their earnings were not reflected in BB export revenue. Not a single dollar of many companies is being reported as ICT export earnings. There is no doubt that ICT sector's clear picture cannot be depicted through this way. Thus, we must identify immediate actions to be taken regarding export revenue data. Let's talk about the private sector at first. So far, we have imitated foreign countries and thought emotionally rather than practically. We are also reluctant for some cases. Our contribution in the domestic market has condensed because we overlooked it. So, our domestic contribution has not boomed like international contribution. We have not even raised Export Incentive issue in front of the government.

Interestingly, BASIS has been persistently working for ICT sector since 1997, there are still many challenges regarding IT & ITES export. We can dig into here:

## ▶ 1. Local Market

Question may be raised that, why I am talking about local market development along with ICT export. Before moving to the external market, IT companies should build strong foundation in local market. Unfortunately, business personnel of our country do not usually use local software. They buy foreign software with a cost of Tk. 100 crore which they could have been bought from local retailers spending only 1 crore, bring foreigners every day and arrange their accommodation in Five Star Hotel. But they are not willing to spend this for local companies. Local companies do not usually participate in government tender due to stringent conditions. In terms of experience and turn over, local software lags behind foreign ones. At the same time, famous foreign brands are specified by government for hardware purchase. I believe we need to structure local market for hardware and software growth.

So, I am requesting government to use local hardware & software and provide opportunities to our young generations. Government would be able to save huge amount of money if they buy from. At the same time, employment opportunities will be created and ICT sector will be flourished.

## ▶ 2. Support to Create Export Market

For \$5 billion export revenue, we may think following broad aspect required to expand our Export market. I am detailing out few important tasks here:

**A. Build an ICT Desk in Bangladeshi Embassies to advertise our ICT Products:**

We should open an ICT Desk in targeted export market countries' embassies to promote Bangladeshi ICT products. To expand the international market, BASIS member organizations could do the same in USA, UK, Canada and Australia. Besides, we can also do the same in Middle East, Eastern Asia Denmark, Germany as well as other European countries. To enrich our relationship with international buyers, we could open ICT desk in the aforementioned countries. It is notable to mention that, foreign embassies are not aware of it. But embassies need to be more operative to increase ICT export.

**B. Export Classification:** It is important to identify ICT companies involved with trading and classify according to their export category. Necessary support should be provided to increase their export if their export information is well known. ICT export is required to declare as a separate sector.

**C. Export Directory:** Initiative should be taken to publish an export directory detailed with company name, contact address and their products to be exported. This export directory will be circulated among foreign buyers. The directories can be available at the Bangladesh embassies worldwide.

**D. Freelancer Directory:** A freelancer directory also needs to be published so that new freelancers can easily involve with this area. No doubt, the freelancers are trained widely, but its quality of training is still questionable. The freelancers are still lagging behind in terms of expertise and communication skills. Counting freelancers are not the only duty that we should keep in mind. It is time to build organizational foundation for freelancing.

**E. Seminar-Tech Session:** Sufficient seminars as well as tech-sessions need to be arranged to identify challenges of this sector. Also, IT companies should be provided export oriented trainings. Management efficiency will always remain inadequate if exporters are unable to understand the whole export process. Exporters must know the whole export ecosystem.

**F. Financial Incentive for International IT Fairs:** Participation in international IT fairs is a must to grab foreign clients and expose the competency of Bangladeshi software and ITES. Many in the sector do not afford to meet the expenses required to transport and participate in the international fair. Government needs to provide proper financial supports to the IT/ITES companies so that they would take part at the international fairs.

**G. Support to Communicate with International Clients:** B2B matchmaking between domestic and international companies will help uplift our IT/ITES companies. Both national and international meeting arrangement will also help identify foreign clients and promote software and ITES exports.



**H. Protecting Innovation:** Though we shall be focusing on export, it is important that we build up legal infrastructure for protecting innovation. To do that, we shall have to update Copyright Act, Patent & Design Act, Trademark Act & Enact Business Secret Act.

### ▶ 3. Internet

Accelerating infrastructural development has become most urgent issue lately. For infrastructural improvement, we notify the massive initiatives that government taken through High Tech Park project. I believe we can completely rely on government initiatives to build High Tech Park. But, the path through which ICT will transfer is too vulnerable. Also, current internet condition needs to be improved further. 3G internet speed is very poor and price charged for internet is irrationally high. Therefore, proper internet usage is hindered and at the same time, export or ICT business cannot be expanded without cable internet. Government is trying hard to extend cable connection while Radio connection and its speed are absolutely poor. Internet connection should be inexpensive. High-speed internet connection is largely required at all over the country, especially in rural areas. Moreover, incessant electricity connection along with inexpensive land allotment is mandatory to be provided.

## THREE

### ▶ 4. Investment

Proper funding is necessary to ensure investment of IT companies. BASIS has already submitted an application to Bangladesh Bank against Tk. 200 crore funding which is still pending. EEF fund is also stopped. Due to lack of intellectual property determinant, no bank but IDLC provides any loan to IT companies. As most of the ICT companies have only IP, method of a proper valuation of IP financing will not be available. In order to attract ICT sector investment, Venture Capital Institutions' involvement should be ensured along with Private Banks. \$2 billion investment is a must to acquire \$5 billion export revenue. It is true that main or large business organizations are still reluctant to invest ICT export. With few exceptions, local companies now need to attract domestic investment. International investment is essential at the same time.

### ▶ 5. Educational Transformation

Educational transformation is prerequisite to inflate our ICT sector. With the present educational system, we will not get appropriate human resources, if analogue education is not transferred into digital one at the marginal level. In case of education, we are walking behind. In one side, we failed to distribute digital content while expanding analogue system through supplying chalk, duster and hard copy books. We are yet to build digital classroom, create digital content and arrange teacher's trainings for digital transformation. IT education even needs

further alteration. There is a huge gap between what students learn and what IT firms actually demand. Thus, students with IT background can't get any job without trainings. Government and BASIS is providing trainings which are useful at the entry level. There are no training centers for Mid-level employees. We failed to fulfill the demand for Mid-level job trainings.

Along with the aforementioned issues, further endeavors to be taken for \$5 billion export revenue:

► **6. Incentives**

Government provided remarkable Export Subsidy/cash inducement to 20 different sectors in order to encourage IT export. Only RMG entrepreneurs get subsidies as well as incentives. Government even provides fascinating export subsidies to the fresh export industry like shipping export. Domestic products having huge international demand are being added to the export sector. RMG, leather, jute and other products are forwarding due to different types of government support. RMG sector reaches this apex point because of government contribution. Government has been giving varieties incentives and subsidies since

Export Subsidy/Direct Cash Assistance in 2016-17	
Direct Cash Assistance	
Rate	Products
2.00%	More than 4% special assistance for the entrepreneurs exporting textile products in EU countries, frozen fish (above 40% ice cover)
3.00%	New product/new market (textile) expansion (except America, Canada, EU), frozen fish (above 30% to 40% ice cover),
4.00%	Alternative cash support for textile exporters, additional support for small & medium enterprises of textile industry (common procedure), frozen fish (above 20% to 30% ice cover)
5.00%	frozen fish (above 20% ice cover),
7.00%	Frozen Shrimp (above 40% ice cover)
8.00%	Frozen Shrimp (above 30 to 40% ice cover)
9.00%	Frozen Shrimp (above 20% to 30% ice cover)
10.00%	Potato export, Frozen Shrimp (up to 20% ice cover)
15.00%	Leather & Leather Products, Export oriented handicraft (Hogla, Coir, etc.)
Export Subsidy	
Rate	Products
5.00%	Jute Yarn & Twine, Crust & Finished Leather Products (only for the products manufactured in Savar Industrial Park)
7.50%	Final Jute Products (Hessian, Sacking & CBC)
10.00%	Ship Export, Plate, Bottle and Flask, Plastic Products,
15.00%	Furniture, Small Engineering Products
20.00%	Agricultural Products (Vegetables/Fruits) & agro processing products, 100% Halal Meat, Diversified Jute Products, Horn, Artery & other parts of cow buffalo, Seeds of grain & vegetables, Carbon made from Jute Stick.

the initial stage. After passing three decades, government is still continuing support for the RMG sector. In order to promote IT export, many countries provide different incentives and subsidies. To reach the target of \$5 billion, our ICT sector also should be provided export subsidies. There are no other options other than export subsidies. Based on proper discussion, government will decide whether the incentive will be 15% or 20%. During Digital World 2016, we raised this proposal to our Honorable Prime Minister who took the issue positively. We are waiting to see how long it will take to implement.

### ▶ **7. VAT Exemption**

Tax exemption for the ICT sector has been extended to 2024. Now it is important to reduce streamline VAT and other tax related issues. ICT service VAT to 0% from 45%. 9% VAT should also be exempted from the house rent.

### ▶ **8. Office Space with Government Rent**

To facilitate the investment, new companies of the sector should be allocated free land in Software Technology Park. We know that, country's first technology park has already started its journey. Implementation processes of both Jessore Technology Park and Gazipur Kaliakoir High Tech Park are under implementation. Besides, Mahakhali IT Village, Barendra Silicon City Rajshahi, Electronic City Sylhet, Chadradip Cloud Char and CHEUT IT Business Incubator projects are being implemented. New ICT companies can contribute in export revenue through building SturtUp incubator and rent the space either free or low rent.

### ▶ **9. Branding**

We probably avoid the one of the large issues regarding export. Bangladesh has not emerged as broadcast of Software exporter country. We declared Digital Bangladesh vision in 2008. Since 2009, we have been working relentlessly to meet the promise. Following Bangladesh, both Britain and India declared Digital Britain and Digital India. Indian government, specifically, is working so hard to represent them in the world as Digital India. But, unfortunately, we are actually confused regarding this issue. We are declaring different slogans in different times and made the world confused. We make our Digital Bangladesh vision confused. I think our ICT sector should always be introduced by Digital Bangladesh Slogan. But we, policy makers or business tycoons of the industry, cannot keep our destination fixed.

Overall, I believe Bangladeshi software and IT services are completely prepared to export products. We are currently at the take-off stage. We should compile our strengths together to take-off. Then ICT sector will be the largest sector of the country.

## BUILDING A DIGITAL BANGLADESH AND LOCAL ENTREPRENEURSHIP

### Habibullah N Karim

Founder and CEO of Technohaven  
On Behalf of BASIS Presidents Forum



During her inauguration speech at the “Internet Week” fanfare by BASIS, Grameen Phone and the ICT Division in 2015, the prime minister enumerated the various stellar achievements of her government in ICT developments in the previous six years in line with her party’s “Digital Bangladesh” vision: the government has lowered internet bandwidth price to less than a tenth of what it was a decade ago; has increased internet penetration to more than a quarter of the population; has established thousands of ICT business centers throughout the country; has crisscrossed the nation in a web of fiber-optic connectivity; is making more and more citizen services available online; and is leading the nation towards middle-income status in a gusto.

The claims are backed up by hard money if one looks at financial allocations for ICT projects during the tenure of the Awami League-led coalition government since 2009. The ICT division now has its own ministry bifurcated from the Science and Technology ministry. The allocations for the ICT Division has increased more than ten folds; Bangladesh Computer Council (BCC) – a quasi government ICT development institution under the aegis of the ICT ministry – has more than three thousand crore taka worth of projects under implementation; many government agencies from the Bangladesh Bank to the Energy Ministry to the National Board of Revenue (NBR) have given out ICT contracts worth more than a thousand crore taka in the last two years; and large allocations have been set aside for fast-tracking a dozen software park developments around the country.

So everything should be hunky-dory for the IT industry here but the reality is starkly different. The IT industry associations are shy to own up to the fact that the industry here is experiencing negative growth for the first time in more than two decades. Even though thousands of crores are spent on IT projects each year the fruits of the projects have altogether gone to foreign firms without substantial engagement by local firms; all ministries including the ICT ministry are guilty on this account. This has resulted in net job loss in the IT industry for the first time in many years and has created an artificial digital euphoria without a sustainable foundation for ICT developments to be forged on. This is all the more tragic when



you take into account the fact that it was the IT industry pioneers here who spearheaded the vision of a ICT-led Bangladesh and devoted their whole life to the pursuit of establishing a thriving IT industry with an unflagging faith in the power of ICTs to deliver this nation from the clutches of poverty, inequity and injustice. It was the IT industry entrepreneurs who helped put together the recommendations for growth of the IT industry under the leadership of Professor Jamilur Reza Choudhury in the late nineties, it was them who relentlessly advocated abolition of taxes on import of computers that made personal computers affordable to the masses at the turn of the new millennium, it was again them that took leadership of formulating the comprehensive ICT policy document that the government takes so much pride in and it has always been them who continuously educated, cajoled and pursued both the government and the private sector to adopt software solutions and automate business processes to reap huge gains in ICT-driven productivity, transparency and accountability that has been the hallmark of growth in globally in recent decades. And now that the national economy is big enough to finance such ICT projects the people with hands on the levers of power are not doing anything to involve the passionate IT entrepreneurs who have served the nation with little personal benefit in the last three decades. This is detrimental to the nation at many levels: the money that could have been ploughed back into the economy is going overseas; local industry is being deprived of capacity building that could make the very projects sustainable and without which the future of all such projects are at grave risk of failure; the loss of market in their home turf is having a deflationary effect causing attrition in white collar jobs i.e., knowledge workers, that is already having a domino of negative consequences for the nation; and excluding the local IT entrepreneurs from building national projects such as taxation systems, payment gateway systems, central depository systems, etc. is depriving them the only chance they had to build credible track records for use as references to export such IT solutions overseas. In other words the current model of building a 'Digital Bangladesh' is creating a nation of IT spenders and IT commission agents at a cost of thousands of crores of taxpayers' money each year without even bothering to build the foundational blocks necessary to sustain our coveted knowledge society. At this rate 'Digital Bangladesh' will come to mean a nation of digital consumers and traders without any intrinsic capacity to create any digital capital. Such massive IT spending without any domestic IT-capital building points the way to a confirmed digital bankruptcy.

That is not the 'Digital Bangladesh' envisioned in the Awami League manifesto that the nation has come to love. There is still time to set the ship of Digital Bangladesh on the right track but urgent actions are needed from the very top to steer the ship away from wholesale foreign procurements to truly building a Digital Bangladesh by the digital soldiers of the soil.

## LET MADE IN BANGLADESH COMPANIES BUILD DIGITAL BANGLADESH

### Shameem Ahsan

General Partner of the Fenox Venture Capital

President, Venture Capital and Private Equity Association of Bangladesh (VCPEAB)



Alibaba's rise was propelled by government policies that made China a very inhospitable place for U.S. companies. The Chinese government provided Alibaba with the space they needed to become a global success. In India, top corporate like Tata, Birla and Reliance are being supported by the Government for years with stable policies, transparent and competitive tax structure, incentives and subsidies. These giants are now backing government's Digital India vision. The industrialists have recently announced their commitments to invest Rs. 4.5 lakh crore in the digital sector which has potential to generate 18 lakh jobs. Samsung is now at the heart of the South Korean economy's success story, which came only after the tremendous amount of support and subsidy were provided by their government. As our digital future in form of Vision 2021 nears closer, it is vital that the potentials offered by local IT businesses are not ignored. These IT businesses are on the verge of a breakthrough in growth and have the greatest potential to drive our economy in the years ahead.

Domestic IT industry has advanced at a fast pace in the last 20 years. Back in the day, little was known about the technology and even less about the massive development and employment opportunities it would bring in the years ahead. Our industry currently employs over 7,00,000 in over 2000 IT companies. Many of our local companies have achieved massive global presence. These companies are contributing in our economy and creating employment for thousands. Our local IT companies are creating world-class banking Software. The likes of Wells Fargo Bank, City Bank NA, Standard Chartered Bank Limited, State Bank of India, HSBC are using Software developed by Bangladeshi IT companies. On the contrary, in Bangladesh, there is a lack of awareness and dependency on local companies. 80% of local banks aren't buying services from local IT solutions providers; this is creating unnecessary distresses for these companies.

The past year saw how Chinese hackers broke into the systems of Bangladesh Bank. Speculations were on the rise that confidential information were also stolen during the hack. Hackers also robbed money in ATM booths of number of banks.



These banks used expensive foreign Software and technology. Our local IT companies offer high quality IT and ITES. Yet we are bringing foreign companies and experts spending a fortune. We are using IT solutions made by these foreign companies disseminating our sensitive information to them.

In case of government procurement too, foreign IT companies are getting privileged. Mega public projects are being solely handled by foreign companies. There are no source codes available for these Software which make it difficult to customize. After sales support from these vendors are also poor. Our private and sensitive information are now exposed to threat from these foreign countries. Government must give these projects to different combination of local-foreign partnerships based on expertise to safeguard the sensitive information. There is a lack of level playing field that needs addressing. India, China, Indonesia, Singapore, Malaysia and many other countries have public procurement guidelines where it's specified that 50% or more of the public procurement must be done by local body. We also need similar law and guidelines for our country to give much deserved preference to the local players. Many of these companies don't have any office space in Bangladesh and they are just leaving with the money at the end of the day.

Foreign ecommerce companies are unfairly elbowing into the local market and trying to knock out the smaller local companies. These ecommerce giants are having an easy entry into the market who are often opting for price dumping and capital dumping.

In the last meeting of Bangladesh Hi-tech Park Board of Governors headed by Honorable Prime Minister Sheikh Hasina, it was decided that there must be at least 50% local partnership for any foreign ecommerce company to operate in Bangladesh. To ensure level playing field for local Software and ecommerce companies, this has to be materialized. It's really unfortunate that the decision made by Honorable Prime Minister has not yet materialized by the relevant ministries and offices.

This year could be an inflection point in the history of the domestic IT industry. I am positive that our aggregate efforts will bring much needed guidelines and attention from the authority to these matters and help giving boost to this thrust sector of Bangladesh.

Let the year 2017 be the year of patronizing Made in Bangladesh companies.

---

**Writer:** *Shameem Ahsan is the General Partner of the Fenox Venture Capital and the Chairman of Venture Capital and Private Equity Association of Bangladesh (VCPEAB). He is a Director of FBCCI, the Apex trade body in Bangladesh. He is the Chairman of eGeneration Ltd., one of the leading ICT consulting company and BAGDOOM.com, the most popular ecommerce portal.*

# FINANCIAL TRANSFORMATION TO DIGITAL ERA

**Abul Kashem Md. Shirin**

Managing Director, Dutch-Bangla Bank



The financial system started with writing manual ledger and then transforms to digital era of present stage in different phases.

## Core Banking System

The initial automation of core banking system starts with use of stand-alone computer in Bank Branches. Then LAN, WAN with distributed database, and WAN with centralized database were introduced in different Banks one by one.

Introduction of centralized database facilitates the Banks to start e-banking. E-banking covers different electronic banking channels like ATM, POS, Internet Banking, sms and Alert Banking, e-commerce, m-commerce and Call Center. Using these electronic channels, the Banks can offer different banking services to their customers. These electronic channels are also collectively called as Alternative Delivery Channels. To use many of the Alternative Delivery Channels the customer needs a plastic card. The plastic card can be a debit card, a credit card or a smart card.

The following paragraphs narrate the various phases of transformation of financial services to present day's digital era.

### ▶ 1. Stand-alone System

In eighties, the Banks in Bangladesh started computerizations just to replace the customer ledger. The software used for replacement of customer ledger, was used by the branch for posting debit and credit entries at the customer accounts during receipt and payment at bank counter. No other banking activities like credit and foreign trade functionalities, and back office activities like calculation of interest, service charges, fees and commissions, maintaining general ledger, preparation of chart of accounts, statement of income-expenses and other reports were included in the software.

The software was stand-alone, that is, it was not sharable by more than one computer. It should be installed in one computer of a branch. One computer



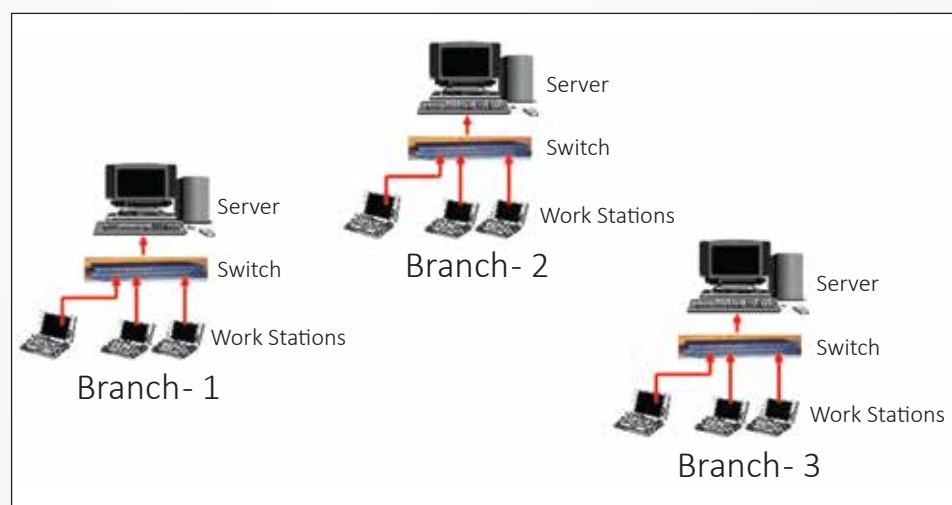
operator was posted for data entry. The Teller receives the check and passes to the Computer Operator for posting. After the posting was made successfully, the Teller handed over money to the customer.

The big disadvantage of the stand-alone system is that it could not be used for the large branch where number of transaction is huge. Another disadvantage is the absence of all banking functionalities in the system.

Beximco Computers was pioneer in developing the first stand-alone banking software in Bangladesh in the name of “BexiBank”.

## ▶ 2. LAN-based System

In the nineties, the LAN-based Core Banking Software comes into picture. In a LAN-based system, the software was installed on a Computer Server. The Computer Server was connected to a HUB or Network Switch. All other computers called work stations were connected to the Server via this HUB or Network Switch. Each of the Tellers and Back Office Officers were given a work station for posting of vouchers. All the customer-related and account-related information and transactions were recorded in the hard disk with the Server.



**Figure 1:** LAN-based Core Banking System

For establishing the LAN among the computers, Unix or Novel operating system was used. The data was stored in the Server in a flat file or a database – either FoxPro or dBase. The software was written locally in Bangladesh using COBOL, FoxPro or dBase.

LAN-based core banking software was developed by various companies in Bangladesh, a list of which is given below:

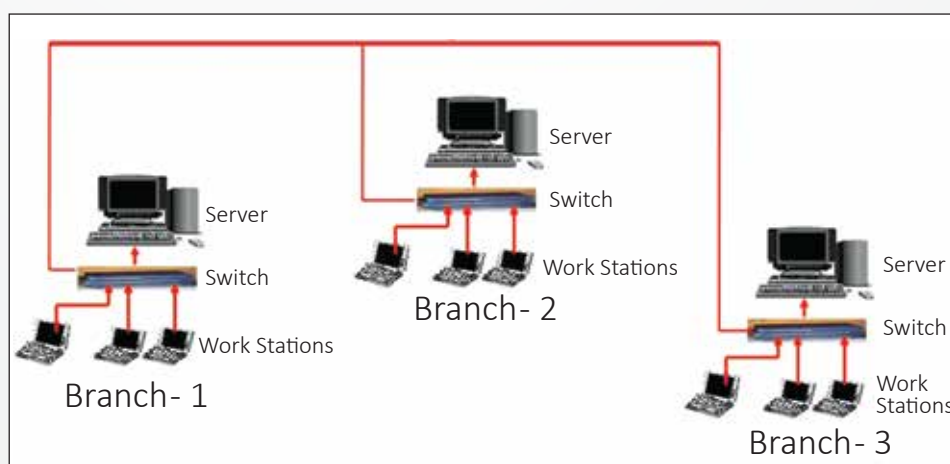
SL	Name of Software	Name of Developer
1	PcBank PcBank/M PcBank2000	Leads Corporation Ltd.
2	BexiBank3000, BexiBank3000+ BexiBank4000 BexiBank5000	Beximco Computers Ltd.
3	A-Z Banking Software	A to Z Computers Ltd.
4	EaseBank	Computer Ease Limited
5	IBS	Infinity Technology International Ltd.
6	E-Banking	Desktop Computer Connection Ltd.
7	Kernel	Kernel Software limited
8	FloraBank	Flora Limited
9	Millennium	Southtech Limited
10	TIBS	Technoheaven Limited

In the LAN-based software, many banking features were included. However, the accountholders' data was stored and available in a particular branch only and thus on-line banking was not possible using such software.

The costing of such software was very low, only Taka 50,000 – 70,000 per branch.

► **3. WAN-based System with distributed database**

In 2000, Bangladesh Telephone and Telegram Board (BTTB) installed the DDN (Digital Data Network) switch at its Mogbazar Exchange. DDN is a data communication media using normal telephone line at a maximum speed of 256 Kbps and was available at district towns in Bangladesh. Using this communication media, some banks started establishing WAN among the branches at district towns.



**Figure 2:** WAN-based core banking system with distributed database

The WAN thus established was used to connect different LANs in different branches and thus provided facilities for the customer to go into another branch and withdraw or deposit money. This had started an era of **semi-online banking**.

The software used for WAN-based transactions was exactly same as one used for LAN-based transactions except a minor customization to accept transaction from other branch.

However this system was not considered as a complete solution for **on-line banking**. This system does not support inclusion of various delivery channels like ATM, POS, Internet Banking system, e-commerce, m-commerce, sms& Alert Banking system. Using this system, if a bank wants to include ATMs, it will need to keep all the branches open 24 hours a day and 7 days a week. This is not possible, as the servers are not sized for 24-hours of operation, and many other factors like expert manpower, proper electric power, adequate air conditioning system may not be feasible at all the branches.

True on-line banking can be achieved by installing a centralized core banking system. Among the local banks, the AB Bank, at that time, was using a centralized core banking system named "Equation". However only the branches at Dhaka city were connected to this centralized core banking system.

#### ► 4. WAN-based System with centralized database

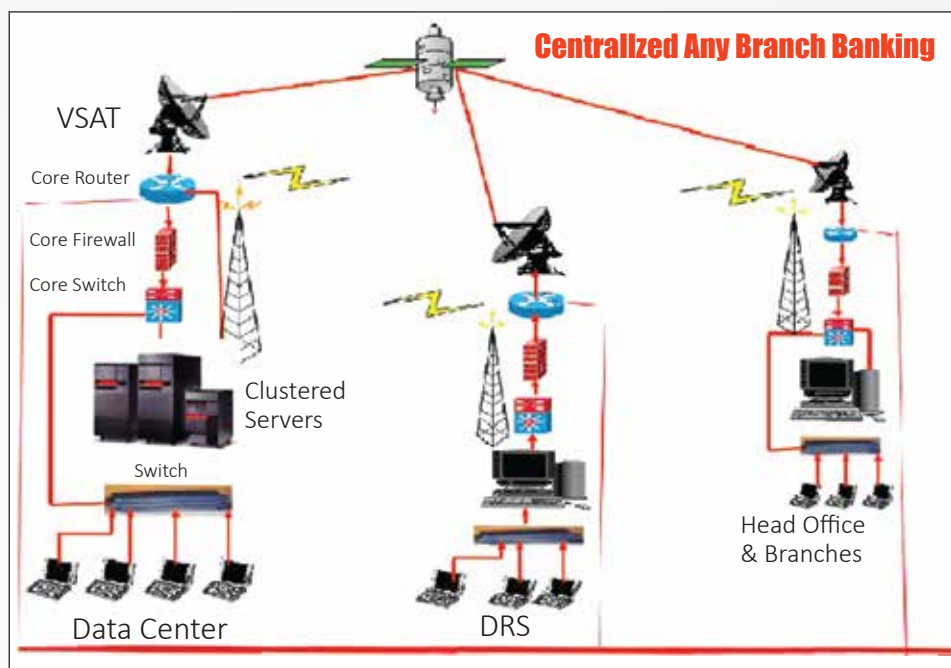
In 2004, the centralized core banking system was installed simultaneously by Eastern Bank, Dhaka Bank and Dutch-Bangla Bank. All the three banks procured a core banking software named "Flexcube" from i-flex solutions limited, India. The software was installed centrally at the "Data Center" of the bank. LANs were installed at each of the branches and all the LANs were connected to Data Center using VSAT, Radio Link, DDN or Fiber Optic Cable or a combination of them. Two redundant links were used for connecting each of the branches.

In the centralized core banking system, all the customers' information and transactions are recorded centrally at a storage system connected with a group of clustered servers at Data Center. Clustered Servers provides redundancy to the system

In the centralized core banking system, alternative delivery channels like ATM/POS can be integrated easily as the ATM/POS system will be connected to the Central Server, not to the individual branches. And the central servers, equipment and environments are sized to run 24 hours a day, 265 days a year. Expert IT professional can be made available at the Data Center and the roaster duty can be arranged for 24-hour's monitoring of the system.

Thereafter the 'One Bank' moves to Centralized Core Banking System using "Microbanker" of i-flex solutions ltd, India; BRAC Bank and City Bank using

“Finacle” of Infosys Limited, India; Prime Bank and EXIM Bank using T24 of GlobasPvt Ltd. Switzerland; AB Bank and IFIC Bank using Equation of Misys Plc, UK; and BASIC Bank using “Kastle Core Banking” of 3i Infotech Limited, India.



**Figure 3:** WAN-based Core banking System with centralized database

Meantime the local software companies like Flora Systems, Leads Corporation, Millennium Software and ERA Infotech have developed Centralized Core Banking Software in the name of “Flora Bank Online”, “Bank Ultimas”, “Ababil” and “Stealer” respectively.

Rest of the Banks started using locally developed Centralized Core Banking Software after 2007. Due to development of the local centralized core banking software, it the cost of the software come down drastically, customization of the local requirement become easy and after sale service were available locally on 24 x 7 basis.

► **Mobile Banking System**

In Bangladesh, 18 banks started mobile banking services during 2011-2015 under the MFS guideline of the Bangladesh Bank (Central Bank of Bangladesh). All the banks except bKash – a subsidiary of BRAC Bank, are using locally developed software for delivery of mobile banking services through half million Agents in the rural area of Bangladesh; and more than 35 million rural customers are using the service regularly. More than Taka 7 billion is transacted daily through the mobile banking system. The locally developed software are capable in terms of performance to carry out such a huge number of transactions every day.

▶ **Future aspects**

In the banking system, there are many other financial software such as ATM Switching Software, ATM Monitoring Software, Card Personalization Software, Credit Card Software, Card Fraud Management Software, Bio-metric Agent Banking Software, POS Management Software, Internet Banking Software and Apps, Inter-system fund management software, Internet Payment Gateway, Call Center System and Reconciliation Software for multi-system transactions.

Banks are now in pressure from the regulator as well as from the customers to launch all the electronic services. There are 58 banks in Bangladesh. Therefore the market size of the above listed software and Apps is huge. One IT company can run its business profitable if it can serve 4-5 banks by selling 50% of the above software and can negotiate a reasonable percentage for AMC and an hourly charge for future customization.



## CLOUD COMPUTING: IT REALLY MATTERS!

### Mostafizur Rahaman Sohel

Director, BASIS

Managing Director, Advanced ERP BD Ltd.

---



Once upon a time, we could see every household, town, farm or village had its own water well. Now-a-days, shared public utilities give us access to clean water by simply turning on the tap; cloud computing works in a similar fashion. Just like water from the tap in our kitchen, cloud computing services can be turned on or off quickly as needed. Like at the water company, there is a team of dedicated professionals making sure the service provided is safe, secure and round-the-clock available. When the tap isn't on, not only are we saving water, but we aren't paying for unwanted resources.

In today's internet world, Cloud Computing is one of the most widely discussed topics. In fact, we are using cloud computing all this time. Cloud Computing is the ability to use the power of other computers (remotely located) and their software, via the Internet or other networks, without the need to own them.

Cloud computing is the outsourcing of technology infrastructure and related functionalities to a third-party company to reduce overheads and minimize the need for in-house resources. By utilizing the cloud, everything is ready for us whenever we might need it. Exactly where the hardware and software is located and how it all works hardly matters. It's just somewhere up in the vast "cloud" that the Internet represents. Google is the perfect example of cloud computing.

In the pre-cloud ERA, the cost of building software was so high that we often have to define a scope and leave out functionality which we feel doesn't fetch the ROI for automation. Cloud makes whatever that was previously left out of scope as candidate for automation now! Thanks to simplification, access and affordability brought by IaaS and PaaS.

Cloud Service Providers (CSPs) typically offer a range of services that may include all or some of these: Access to servers, development platforms, storage solutions, databases and applications.



## ► Types of Cloud Computing

- 1. Infrastructure as a service (IaaS):** It provides companies with computing resources including servers, networking, storage and data center space on a pay-per-use basis.

The benefits of IaaS include, no requirement to invest in one's hardware, infrastructure scales on demand to support dynamic workloads and flexible, innovative services available on demand. The best and the most basic example of this type of cloud computing is buying a web hosting for our website.

- 2. Software as a Service (SaaS):** It is a case where anyone uses the complete software application that's running on someone else's servers. It runs on distant computers "in the cloud" that are owned and operated by others and that connect to users' computers via the internet and, usually, a web browser. The benefits of SaaS include, it can be signed up and rapidly start using innovative business apps, Apps and data are accessible from any connected computer, no data is lost if a computer breaks, as data is in the cloud and the service is able to dynamically scale to usage needs. The best example of this is Google Docs

- 3. Platform as a service (PaaS):** It provides a cloud-based environment with everything required to support the complete lifecycle of building and delivering web-based (cloud) applications—without the cost and complexity of buying and managing the underlying hardware, software, provisioning, and hosting. The benefits of PaaS include, develop applications and get to market faster, deploy new web applications to the cloud in minutes, reduce complexity with middleware as a service. As an example, e-commerce website that have the whole thing, including the shopping cart, checkout, and payment mechanism running on a merchant's server.

## ► Software as a Service: the ultimate business model

SaaS as a concept is often associated with the application service providers (ASPs) of the 1990s, which provided "shrink-wrap" applications to business users over the Internet. These early attempts at Internet-delivered software had more in common with traditional on-premise applications than with modern SaaS applications in some ways, such as licensing and architecture. Because these applications were originally built as single-tenant applications, their ability to share data and processes with other applications was limited, and they tended to offer few economic benefits over their locally installed counterparts.

Today, SaaS applications are expected to take advantage of the benefits of centralization through a single-instance, multi-tenant architecture, and to provide a feature-rich experience competitive with comparable on-premise applications.

## » Articles

A typical SaaS application is offered either directly by the vendor or by an intermediary party called an aggregator, which bundles SaaS offerings from different vendors and offers them as part of a unified application platform.

In contrast to the one-time licensing model commonly used for on-premise software, SaaS application access is frequently sold using a subscription model, with customers paying an ongoing fee to use the application. Fee structures vary from application to application; some providers charge a flat rate for unlimited access to some or all the application's features, while others charge varying rates that are based on usage.

On the technical side, the SaaS provider hosts the application and data centrally—deploying patches and upgrades to the application transparently, and delivering access to end users over the Internet through a browser or smart-client application. Many vendors provide application programming interfaces (API) that expose the applications data and functionality to developers for use in creating composite applications. A variety of security mechanisms can be used to keep sensitive data safe in transmission and storage. Applications providers might provide tools that allow customers to modify the data schema, workflow, and other aspects of the application's operation for their use.

Traditionally, deploying large-scale business-critical software systems, such as ERP and CRM application suites, has been a major undertaking. Deploying these systems across a large enterprise can cost hundreds of thousands of dollars in upfront licensing cost, and usually requires an army of IT personnel and consultants to customize and integrate it with the organization's other systems and data. The time, staff, and budget requirements of a deployment of this magnitude represent a significant risk for an organization of any size, and often puts such software out of the reach of smaller organizations that would otherwise be able to derive from it a great deal of utility.

The on-demand delivery model changes some of this. SaaS applications don't require the deployment of a large infrastructure at the client's location, which eliminates or drastically reduces the upfront commitment of resources. With no significant initial investment to amortize, an enterprise that deploys a SaaS application that turns out to produce disappointing results can walk away and pursue a different direction, without having to abandon an expensive on-premise infrastructure.

Additionally, if custom integration is not required, SaaS applications can be planned and executed with minimal effort and roll-out activities, creating one of the shortest time-to-value intervals possible for a major IT investment. This has also made it possible for several SaaS vendors to offer risk-free (and often literally free) "test drives" of their software for a limited period, such as 30 days. Giving



prospective customers a chance to try the software before they buy it helps eliminate much of the risk surrounding software purchase.

The days are numbered for the traditional method of selling software to customers for an annual or multi-year licensing fee. Software as a Service (SaaS) – where the customer pays for what he uses – is the new model, and a few years down the road that may end up being the only way we buy our software.

But for now, SaaS is still in its transitional phase, where conventional software is gradually evolving into cloud-based delivery over the Internet.

Microsoft is an excellent example of this transition. Microsoft Office products have been used by companies and consumers around the world for many years. There are still numerous industry-specific organizations, such as banks, that prefer to buy standalone MS Office products even today, but the growth of Microsoft's cloud-delivered Office 365 is growing at a furious pace.

Enter SaaS, which has turned that scenario on its head. IBM owns Watson, and manages the infrastructure needed to run it. However, the products that it serves through the cloud, such as Watson Analytics, Virtual Agent and other industry-specific solutions, can be accessed by anyone with a robust Internet connection and a credit card.

Until SaaS came along, such a scenario was impossible. Not only would a company have to invest in the infrastructure to host a super-computer like Watson, but they would have to pour hundreds of millions of dollars into maintaining it and developing custom solutions that will bring value to their business. After all that, the returns on such an investment will take several years to be realized.

But with SaaS, such highly sophisticated technology can be accessed by anyone because there is no longer any need to build such a system. One company takes the effort and makes the investment, and any number of companies can benefit from it.

As the transition from the licensing to the subscription-based model continues, several large and niche players now operate in the SaaS market.

The key providers in the SaaS market can be divided into two subgroups: vertical and horizontal.

Salesforce is a good example of a vertical SaaS provider, as it remains strong in one core area of expertise – Customer Relationship Management, or CRM. Another example is IBM Watson, which focuses on providing analytics services.

Dominant horizontal SaaS providers include companies like Oracle, who offer a wide range of products covering Enterprise Resource Planning (ERP), CRM, Supply



## » Articles

Chain Management (SCM) and Human Capital Management (HCM.) Microsoft is another horizontal SaaS provider, offering productivity tools like Office 365 and other collaborative services, as well as CRM and ERP services through Dynamics 365.

The growth of cloud computing as an industry has helped fuel growth in SaaS, which is expected to grow at a CAGR of 18.3% between 2015 and 2019, according to IDC.

“The cloud software market reached \$48.8 billion in revenue in 2014, representing a 24.4% YoY growth rate. IDC expects cloud software will grow to surpass \$112.8 billion by 2019 at a compound annual growth rate (CAGR) of 18.3%. SaaS delivery will significantly outpace traditional software product delivery, growing nearly five times faster than the traditional software market and becoming a significant growth driver to all functional software markets. By 2019, the cloud software model will account for \$1 of every \$4.59 spent on software.”  
IDC

Our infrastructure is getting better day-by-day with both Government and Private sector’s effort. Internet is becoming available in almost every nook and corner of the country and the rate is also getting affordable due to Government’s direct monitoring. As the world software market is evolving and embracing new technologies and business models, it is imperative for us to be ready with such dynamics and penetrate the price sensitive local market with vengeance. If we want to be a viable cloud vendor selling products, our products must be multitenant to survive in the cloud world. Our local software market is largely untapped and by offering SAAS, we can reach to a much larger client base.

*(Data Source: Gartner, IDC, IBM)*





“

# SoftExpo 2017 SESSION MATRIX

”

# SoftExpo 2017

# SESSION MATRIX

DATE & TIME	TIME	CELEBRITY HALL	MEDIA BAZAAR (SEMINAR)	WINDY TOWN (ROUND TABLES)	GREEN VIEW
DAY 1 (1ST FEBRUARY) WEDNESDAY	11:00-1:00pm	Inauguration Ceremony			
	3:00-5:00pm	Inauguration of BASIS Smart Card (3.00-4.00pm)	Tech Women Conference 2017	Mobile Application Development-whats next?	API Exchange
	5:30-7:30pm	International B2B (4.30-8.00)	Education for Every Citizen- Building a Digital Platform for Education and Learning	eCommerce in Bangladesh: Ensuring level playing field for local players and establishing a sustainable value chain for eCommerce	Cross Platform Game Development
DAY 2 (2ND FEBRUARY) THURSDAY	11:00-1:00pm	Idea Workshop for Game Development	IoT: Changing our Lifestyle	তথ্য প্রযুক্তিতে বাংলা ভাষা	Encrptions on Cloud Data
	3:00-5:00pm	Application Life Cycle Management (ALM): Tools for Empowering software & ITES Industry	Mobile Application; Monetization is the key	IT Market Research: An Evolutionary Approach	Importance of UI/UX in mobile gaming & Application
	5:30-7:30pm	"Startup : journey, opportunities & challenges in Bangladesh"	eLearning for Skills Development	Bangladesh Post Office: New Frontier for eCommerce	Addressing Cyber security from global and local perspectives
DAY 3 (3RD FEBRUARY) FRIDAY	10:30-12:30pm	Coding for Kids	Digital Service delivery: prospects & challenges	Export Marketing Strategy to obtain 5Bn by 2021	Easy Way to Cloud Server Administration
	3:00-5:00pm	Developers Conference 2017	Recommendations for IT Education (WCIT 2016)	Bangladesh-Japan: ICT Opportunities & Prospects	Business Growth & enhancing consumer experience through Online Payment
	5:30-7:30pm		Digital Transformation with Cloud Computing	Importance of Quality Certification for IT Industry	Boosting up the Next Generation for ICT Entrepreneurship
DAY 4 (4 FEBRUARY) SATURDAY	11:00-1:00pm	Entrepreneureship and Career in ICT	Public Policy for Financial Sector	Data Security in the evolving Payments Ecosystem	Digital Marketing for Boosting Business
	3:00-5:00pm		SecurITy 2017: Information Security Conference	Protecting Innovation	Accounting BPO: The Hidden Opportunity
	5:30-7:30pm	Leadership Meet (6:00-9:00PM)			



At Microsoft, we're committed to earning our customers' trust. We offer enterprise cloud services based on four foundational principles: security, privacy and control, compliance and transparency.

## Security

Your data is protected by strong security and state-of-the-art technology

**Physical security.** Our cloud data centers are physically constructed, managed, and monitored to protect data from unauthorized access with fences, guards, background checks, biometric access controls, security training, and the equivalent of a hard disk shredder when disposing of servers.

**Platform security.** We use hardened operating systems and a defense-in-depth strategy to protect platforms and data, including firewall protection, secure multi-tenant architecture, network isolation, penetration testing, and security monitoring, logging and threat protection.

**Encryption.** We encrypt all data in transit between you and our data centers, using best-in-class cryptography. We encrypt data in transit between data centers — and provide built-in tools for customers to enable further encryption capabilities for stored data.

**Business continuity.** Within your selected geography for data storage, we employ data recovery procedures that allow transfer of your data for redundancy, providing business continuity in case of a disaster.

**Combatting cybercrime.** Our Digital Crimes Unit (DCU) uses big data technology, cutting edge forensics, investigative work, and legal action to shut down cybercriminals and support law enforcement on botnet takedowns. The intelligence gained in identifying malware-infected IP addresses is built back into our products.

## Privacy and Control

We incorporate privacy by design, and you control your data in our enterprise cloud

**International privacy standards.** You can be confident our enterprise cloud services meet the strictest data protection requirements. Microsoft became the first major cloud provider to meet both the rigorous EU privacy requirements for international transfer of customer data, and the world's first international standard for cloud privacy (ISO 27018).

**Control.** Our cloud services allow you control over access to, and sharing of, your data. We offer enterprise customers a regional approach to where their data is stored. Customers are allowed to take their data with them when they leave.

**Hybrid solutions.** Microsoft offers you flexibility for your operating environment with public cloud, hybrid and private hosted cloud options. Our offerings allow you choice and control over where to store your data.

**No advertising use.** Our enterprise cloud services do not use your data for advertising purposes, only to provide or improve the service (e.g., troubleshooting, protecting against malware).

**Requests for data.** Microsoft will not disclose customer data to any government (or third party) unless compelled to do so by a valid legal demand. We believe the data you create and store in our cloud services is yours, and that you have a right to be notified if the government demands it.

# Compliance

We make deep investments in robust and innovative compliance processes to help your organization meet its compliance needs

**We enable compliance in regulated sectors** by designing our enterprise cloud solutions to meet the heightened data protection needs of customers dealing with sensitive personal information, and we subject our solutions to rigorous independent third party audits.

- **Healthcare.** We worked with health industry experts to develop our cloud services and contracts to satisfy the compliance requirements of health industry customers.
- **Financial services.** We collaborated with customers and take regulator feedback to develop a unique compliance program that helps our banking, capital markets, and insurance customers meet their specific regulatory needs and oversight requirements.
- **Law enforcement.** We worked to implement technologies and processes that help enable agencies using our enterprise cloud to meet U.S. Criminal Justice Information Services (CJIS) security

policy requirements for the storage of criminal justice information.

- **Education.** We lead the industry in restrictions on use of student data for advertising purposes and are proud to be an initial signatory to the K-12 Student Privacy Pledge.

# Transparency

You have visibility into how your data is being handled and used

**We are transparent about what happens with your data.**

We believe you should have visibility into where your data is stored in an ever-expanding network of data centers around the globe. To help you reap the benefits of the cloud for your business, we offer visibility into how Microsoft uses, manages and protects your organization's data.

## RESOURCES

Microsoft Trusted Cloud. Visit our website at [www.microsoft.com/trustedcloud](http://www.microsoft.com/trustedcloud)

Microsoft Trust Center: Your privacy policy center: [www.microsoft.com/trustcenter](http://www.microsoft.com/trustcenter)

Protecting Customer Data: Up to date national news: [www.microsoft.com/transparencyhub](http://www.microsoft.com/transparencyhub)

Microsoft Online Services: Terms of use of Microsoft's Online Services: [aka.ms/microsoftonlineserviceterms](http://aka.ms/microsoftonlineserviceterms)

"Microsoft on the Issues" blog, featuring Brad Smith & other Microsoft executives: [blogs.microsoft.com/on-the-issues/](http://blogs.microsoft.com/on-the-issues/)

WAS THIS USEFUL?  
CLICK TO LET US KNOW

**100%  
FREE of  
Cost**

Total Number of Trainees: **23,000**

**Student Stipend** with Training

**Job Placement facilities** for the qualified Trainees

**Women & Physically Challenged** are encouraged to apply

# Industry Certified **IT Skill Training**

Register Now [www.bitm.org.bd](http://www.bitm.org.bd)

**2-3 Months** long training Programs on -



- Front End Web Design (CSS, HTML, Responsive Design, Javascript)
- **Web Application Development- PHP**
- Web Application Development- Dot Net
- **Mobile Application Development (Android)**
- Graphic Design Course
- **Digital Marketing (Social Media, E-mail Marketing)**
- Practical SEO
- **Affiliate Marketing**

Implemented by:

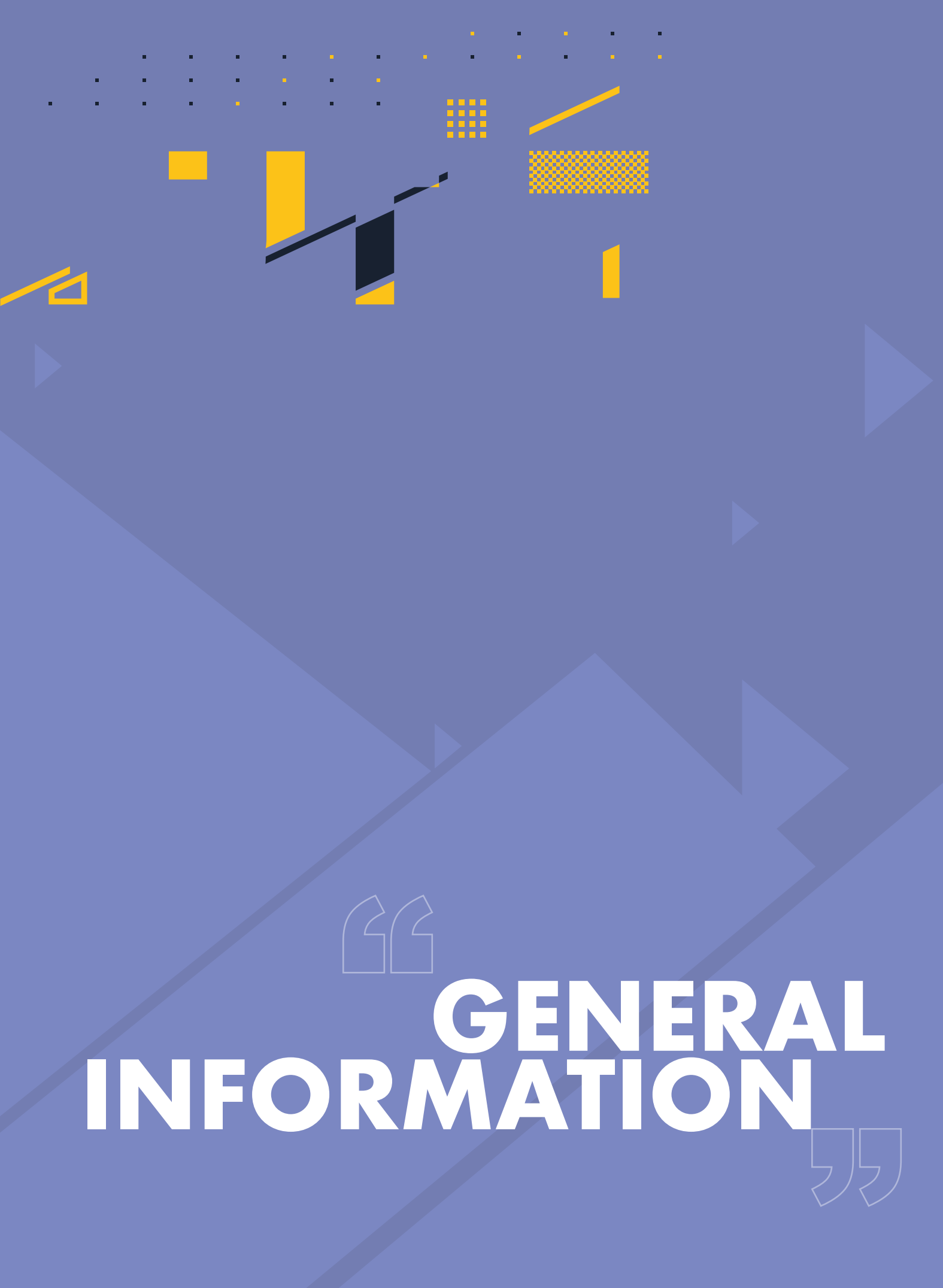


Managed by:



Supported by:





“

# GENERAL INFORMATION

”

# GENERAL INFORMATION

## ▶ Venue

Bangabandhu International Conference Centre (BICC)  
February 1-4, 2017

## ▶ Key Attractions

- Over 300,000 Visitors from the IT and others industry including entrepreneurs, business leaders and students
- Approx. 200 Exhibitors from Foreign and Local IT and ITES companies
- Over 4000 Corporate Visitors
- Delegations from over 20 Countries
- Business match making with Local & foreign clients
- Seminars & Tech Sessions
- Exhibitors of the best ICT products and services in Bangladesh

## ▶ Zones

- BUSINESS SOFTWARE ZONE
- ITES & BPO ZONE
- MOBILE APPLICATION ZONE
- E-COMMERCE ZONE

## ▶ Big Events

- Inauguration Ceremony
- Inauguration of BASIS Smart Card
- Leadership Meet
- International B2B
- Idea Workshop for Game Development
- Seminar on e-Commerce in Bangladesh
- Developers Conference 2017
- Entrepreneurship and Career in IT
- Tech Women Conference 2017
- Kids Coding Orientation
- Information Security Conference





## BASIS SoftExpo 2017 SPEAKERS



### Dr. Shirin Sharmin Chaudhury

#### Honourable Speaker

Bangladesh Parliament

Dr. Shirin Sharmin Chaudhury is the Speaker of Bangladesh Parliament for the second time. She is the first ever woman Speaker of Bangladesh Parliament. She is a Member of the 10th Parliament of Bangladesh (24 Rangpur-6) from Bangladesh Awami League. She was also Member of 9th Parliament. Shirin was the State Minister for Women & Children Affairs (2009-2013). Serving in the said position Shirin actively engaged in promoting gender equality and women empowerment. National Women Development Policy 2010, Children Policy 2011 and Domestic Violence (Prevention and Protection) Act 2010 were formulated under her leadership.

Formerly she was the International Affairs Secretary of the Central Committee of Bangladesh Awami League. Dr. Shirin is an Advocate of the Supreme Court of Bangladesh. Enrolled with Bangladesh Bar Council, Shirin had been a practicing lawyer for the last sixteen years.

Having obtained Commonwealth Scholarship, Shirin completed Ph.D (Doctor of Philosophy in Law) in year 2000 from University of Essex, United Kingdom. Her Thesis is on "The Right to Life". Her area of specialization is Constitutional Law and Human Rights. Shirin completed LL.B (Honours) and LL.M. from University of Dhaka, securing First Class First position. She secured first position in the Dhaka Board SSC (Humanities) Examination and second position in Dhaka Board HSC (Humanities) Examination in the Combined Merit List.

Dr. Chaudhury has conducted many cases on violation of human rights involving constitutional issues. Dr. Chaudhury was a panel lawyer for Hon'ble Prime Minister Sheikh Hasina in 2008-2009. Legal area of her practice involves cases on Judicial Review by way of Writs. She also worked on Sustainable Development area- Gender Issues; Pro-bono Public Interest Litigation; issues concerning Human Securities and Right to Life.

Dr. ShirinChaudhury has teaching experience as Resource Person in BRAC University on Human Rights and also in Dhaka International University on Human Rights and Public International Law.

She also worked with many human rights organizations and women rights organizations in promoting the cause of rights based approach. She developed dialogue/concept papers etc. with various relevant NGO's and Human Rights organizations on human rights issues. Dr. Shirin S. Chaudhury was the Editor of Bangladesh Legal Decisions (BLD), Law Report Series published by Bangladesh Bar Council (2003-2009 (July) Edition).

Dr. Shirin was awarded Asia Society's Humanitarian Service Award on 09 June 2010 in recognition of her role as a leader in advocating the elimination of violence against women and mainstreaming women's empowerment and employment in Bangladesh. Dr. Chaudhury received this award from Ambassador MelanneVerveer, US Ambassador-at-Large, Global Women Issues in a gala award ceremony at the Ritz Carlton Hotel in Washington DC.

She has participated in many national, regional and international seminars and conferences on issues relating to human rights, inclusive & sustainable development and gender. Dr. Chaudhury received Commonwealth Gender Chair on behalf of Bangladesh for year 2010-2011.

Dr. Chaudhury is married to Syed IshtiaqueHossain, who is a Pharmacist (Pharmaceutical Consultant). She is the mother of two lovely children, daughter Lamisa (19) and son Ibtesham (10)

## BASIS SoftExpo 2017 SPEAKERS



**Abul Maal A Muhith**  
**Honorable Minister**  
**Ministry of Finance**

Government of the People's  
Republic of Bangladesh

Abul Maal A Muhith, a renowned economist, diplomat, freedom fighter and language veteran, was born in a respected Muslim family of Sylhet in 1934.

Mr. Muhith is the third child of Advocate Abu Ahmad Abdul Hafiz who was a great leader of Pakistan movement and the founder of the then Sylhet District Muslim League. His mother Syed Shahar Banu Chowdhury was also active in politics and social work.

Mr. Muhith was very brilliant throughout his student life. He secured first place in Intermediate examination in the province in 1951 from Sylhet MC College. He stood first class first in B.A. (Hons.) in English Literature in 1954 from Dhaka University and passed his M.A. with credit from the same university in 1955. During his service period, he studied in Oxford University in 1957-58 and received MPA degree from Harvard University in 1964.

After joining Pakistan Civil Service (CSP) in 1956, he served in different capacities in the government of East Pakistan, Central government of Pakistan, and then Bangladesh. He was appointed as the Secretary of Planning in January, 1972 and Secretary of the External Resources Division of Finance and Planning Ministry in May, 1977.

During his service as the Chief and Deputy Secretary of Pakistan Planning Commission, he made a report on the disparity between East and West Pakistan in 1966 and that was the first report submitted on that issue in Pakistan National Assembly in fulfillment of constitutional obligation. He was the first diplomat of Washington Embassy of Pakistan who transferred his allegiance to Bangladesh in June during the Independence War of 1971.

Mr. Muhith has earned outstanding reputation in economic diplomacy. He has been a recognized figure in World Bank, IMF, IDB, ADB and in different organizations of the United Nations for quite a long period.

He went for early retirement in 1981 from his service and started his second innings of glorious career as a consultant on economic and development matters in Ford Foundation and in IFAD. He became Finance and Planning Minister from March 1982 to December 1983. Next, he worked as a consultant in different institutions of WB and the UN. He was a Visiting Fellow of W. Wilson School at Princeton University in 1984 and 1985.

Mr. Muhith is equally gifted as a writer. He published 23 books on different subjects including liberation war, economic development, history, public administration and political problems.

He is a pioneer of Bangladesh Environment Movement and was also the founder President of BAPA as well as its predecessor Porosh.

Mr. Muhith is married. His wife Syed Sabia Muhith is a designer. They are parents of two sons and a daughter. Their daughter Samina Muhith is a banker and specialist in economic and monetary policy in New York. Their elder son Shahed Muhith is an architect and IT expert in Dhaka and youngest son Samir Muhith is a school teacher in Houston, Texas.

Mr. Muhith took oath as the Finance Minister of Bangladesh Government on 12th January 2014.

## BASIS SoftExpo 2017 SPEAKERS



### **Alhaz Amir Hossain Amu, MP**

**Honorable Minister  
Ministry of industry**

Government of the People's  
Republic of Bangladesh

Alhaz Amir Hossain Amu was born on 1st January 1940 at Jhalakati Sub-Division under the then District of Barisal. He is the son of Mr. Md. Moazzem Hossain and Mrs. Aklima Khatun. Mr. Amir Hossain Amu was sent to the jail in 1954 for his direct participation in campaign of United Front. He was selected as the Convener of 'Language Day Celebration Committee' of "Sarbodolio Chattra Sangram Parishad" in 1959. He passed B.A. in 1965 from Barisal BM College and LL.B from Barisal Law College in 1968. During the period from 1959 to 1964, he carried over the position of Secretary and President respectively of Bangladesh Chattra League, Barisal District Branch. Later on, he became the Convener of 'Sarbodolio Chattra Sangram Committee' in 1962.

During the Liberation War in 1971, Mr. Amu was carried out the responsibility of five districts- Barisal, Khulna, Patuakhali, Jessore and Faridpur as the chief of 'Mujib Bahini'. In 1972, he was nominated as a founder senior Presidium member of Bangladesh Jubo League. He was elected as a member of parliament from the constituency area of Jhalakati and Razapur in 1973. He became the President of Jhalakati Awami League in 1972 and also was nominated as the Governor of Jhalakati District in 1975. Mr. Amu was the Chairman of Bangladesh Awami Jubo League during 1978 to 1986. At the same time he held the position of Joint Secretary of Bangladesh Awami League. Besides that Mr. Amu completed his role as the President of Barisal and Jhalakati District Awami League in 1980. He was the Joint Secretary of Bangladesh Awami League Central Committee during 1981-1992. He was elected as the Presidium Member of Central Committee of Bangladesh Awami League in 1992.

Glamorous political personality, Mr. Amir Hossain Amu was elected parliament member as a candidate of Bangladesh Awami League in the 7th National Parliament election. During that time he was the Minister in the 'Ministry of Food' of the Peoples' Republic of Bangladesh. He was again elected as the Member of Parliament in 9th National Parliament Election on 29th December 2008 as nominated by Bangladesh Awami League. He was the member of the Parliament Standing Committee of the 'Ministry of Religious Affairs' and also the 'Ministry of Liberation War Affairs' in 9th National Parliament. Mr. Amu participated in 59th Commonwealth Parliamentary Conference in South Africa on 28 August 2013 as a Delegate for 10 days national visit. Mr. Amir Hossain Amu took over the charge as the Minister for Land and Disaster Management & Relief of the polls-time government on November 18, 2013. He was elected parliament member as a candidate of Bangladesh Awami League in the 10th National Parliament Election on January 05, 2014. He is a veteran political leader and earned love and respect of Parliament Members and people from all walks of life for his brilliant speeches in parliamentary debate on various national issues. He was sworn-in as the Minister of the present government on January 12, 2014; and was given portfolio of the Ministry of Industries.

## BASIS SoftExpo 2017 SPEAKERS



### **Tofail Ahmed, MP**

**Honorable Minister  
Ministry of Commerce**

Government of the People's  
Republic of Bangladesh

Tofail Ahmed, M.P. was born in Bhola, an island district situated at southern-western part of Bangladesh, on 22nd October, 1943. Late Moulovi Azhar Ali is his father and Late Alhaj Fatema Khanam is his mother.

He is one of the most influential political leaders in the history of Bangladesh and as an ideal follower of the "Father of the Nation" Bangabandhu Sheikh Mujibur Rahman. One of the organizers of Bangladesh Liberation War in 1971. And acts as one of the chiefs of Bangladesh Liberation Front (Mujib Bahini).

Mr. Tofail Ahmed passed the Matriculation Examination (Secondary Certificate) in 1960 from Bhola Government High School. He got his Higher Secondary Certificate from science group as a student of famous Broja Mohon (BM) College of Barishal in 1962 and got Bachelor Degree in science from the same college in 1964. He did his Masters Degree in Soil Science from the University of Dhaka in 1966. During his academic career he maintained a persistent record of good merit.

He is a veteran Parliamentarian and earned love and respect of Parliament Members and people from all walks of life for his speeches in parliamentary debate on various national issues.

He was the Minister for Commerce and Industries from 23 June 1996 to 28 December, 1999. He continued as the Minister for Industries upto 2001, Chairman, Parliamentary Standing Committee on Ministry of Industry From 2009-2013. He was also Minister for Housing & Public Works and Industries from 21 November, 2013 to 12 January, 2014. Now he is working as Minister for Commerce Ministry From 12 January, 2014.

## BASIS SoftExpo 2017 SPEAKERS



**AHM Mustafa Kamal FCA, MP**  
**Honorable Minister**  
**Planning Ministry**  
Government of the People's  
Republic of Bangladesh

A H M Mustafa Kamal (Lotus Kamal), Renowned cricket patron who had been the Chairman of Abahani Cricket Committee for more than two decades, a reputed Chartered Accountant of the country A H M Mustafa Kamal was born in Comilla on 15 June 1947. His father is late Haji BabruMiah and mother Ms. Sayara Khatun.

Mr. Kamal passed the Chartered Accountancy exam in 1970 securing first position in the combined merit list in the then Pakistan. He became an Honours Graduate (Commerce) from Dhaka University in 1967 and a Post-Graduate (Masters) in Accounting from the same university in the subsequent year. He is also a law graduate.

Mr. Kamal got involved in politics from his student life. Throughout his college life he had been associated with active student politics. He served his locality as a leading organizer of Awami League during 6 point movement of 1966, mass upsurge of 1969 and the historic 1970 election period.

Mr. Kamal became the Member of Parliament (MP) in 1996 from Comilla-9 constitutional seat on Awami League nomination. During this period he was the Member of the Public Accounts Committee, Board of Investment, Privatization Commission, Parliamentary Standing Committee on Finance Ministry and Chittagong University Senate.

Since 2004 he has been included in the Awami League Central Committee. Simultaneously, he has been discharging the responsibility of the post of the Convener of Comilla District Awami League since 2006. He is currently serving as the Finance and Planning Secretary of Bangladesh Awami League. He also ornamented this post in the previous term.

Mr. Kamal was elected MP for the second time from Comilla-10 seat in 2008 parliament election as an Awami League candidate. He held the post of the Chairman of the Parliamentary Standing Committee on Finance Ministry during 2009-2013 period.

Mr. Kamal served Bangladesh Cricket Board (BCB) as its president in September 2009- October 2013 term. During his tenure World Cup Cricket was arranged in Bangladesh in 2011 with worldwide acclamation. The inaugural ceremony of this event (17th February 2011) secured 2nd position in the world ranking. He is currently the Vice-president of International Cricket Council (ICC) and will take over as its elected President from July 01, 2014. Earlier, he was the President of ICC Audit Committee and the President of Asian Cricket Council (ACC) as well.

Mr. Kamal was elected the Member of Parliament for the 3rd time contesting from Comilla-10 seat on Awami League nomination in January 5, 2014 election. He was sworn in as a cabinet minister of the Government of the Peoples' Republic of Bangladesh.

## BASIS SoftExpo 2017 SPEAKERS



**Advocate Mostafizur Rahman, MP**  
**Honorable Minister**  
**Ministry of Primary and**  
**Mass Education**

Government of the People's  
Republic of Bangladesh

Mostafizur Rahman was born in 1953 in Zamgram, under Phulbariapazila of Dinajpur. To his father Mubarak Hossain and mother ShahedaKhatun, he was 'Fizar' – a name that has now become instantly-recognizable in political and leadership circles.

Despite hailing from a non-political family, Mostafizur Rahman had an early initiation in politics, in the 10th grade. He was active in the historic Six and Eleven Point Movements. Owing to his vision and keen sense of purpose, he also successfully passed his SSC examination from Sujapur High School in 1968 and HSC examination from Phulbari College in 1970.

Mostafizur Rahman enrolled as a Freedom Fighter during the 1971 Liberation War and fought bravely under Sector-7. He later acted as the Chairman of the Dist. Conference Preparation Committee of Dinajpur District Chattrra League in 1973. That same year, he also graduated from Phulbari College. Later, he went on to acquire a Master's degree in Sociology from Rajshahi University and a Bachelor of Law, 1977 and 1986 respectively.

A tireless activist and veteran, Mostafizur Rahman became a member of the Committee of Dinajpur District Awami League and was also elected by the party councilors as the Organizing Secretary of Phulbari Thana Awami League in 1979. Later he was elected in party council as the Organizing Secretary of District Awami League in 1980 and held the position till 1992. He was elected as the General Secretary of Dinajpur District Awami League in 1992 through a party council. Till then he was successfully re-elected as the General secretary of District Awami League for three times and held the position for 21 years. In 2013 council, he was elected as the president of District Awami league. During his long political career, he was also selected as the Member of Bangladesh Awami League Central Committee.

Mostafizur Rahman was first elected as the Member of Parliament in 1986, from constituency No. 10 (Dinajpur-5, Phuulbari-Parbatipur). His dedication, hard work and bold leadership has seen him elected on six consecutive terms. In 2009, he took oath as the State Minister for the Ministry of Environment and Forest and later took over the Ministry of Land as State Minister, from 31 July, 2009 to 21 November, 2013.

Advocate Mostafizur Rahman was sworn-in as the Minister for the Ministry of Primary and Mass Education on January 12, 2014 – an office that he holds at present.

He had been the member of the Parliamentary standing committee on Communications Ministry for 15 years, Public Accounts Committee for 10 years and in the year 2000 he was selected as the Chairman of standing committee on the Relief and Rehabilitation Ministry.

After Bangabandhu Sheikh Mujibur Rahman's assassination on 15 August 1975, Advocate Mostafizur Rahman took active part in protesting the barbarous act and was summarily sent to prison. In 1990, he was sent to prison for the second time for his brave role in the struggle of establishing Democracy and Rule of Law.

In addition to attending workshops and conferences in different countries, including Australia, Thailand, India, Malaysia & USA, Advocate Mostafizur Rahman is also involved in different sociocultural and educational institutions.

Advocate Mostafizur Rahman married Rajina Rahman in 1979. Together, they are proud parents of two daughters, Farhana Rahman and Farzana Rahman.

## BASIS SoftExpo 2017 SPEAKERS



**Arch. Yeafesh Osman**  
**Honorable Minister**  
**Ministry of Science and Technology**  
Government of the People's  
Republic of Bangladesh

Arch. Yeafesh Osman was born in Chittagong on May 1, 1946. He is the Son of prominent litterateur Shawkat Osman. He graduated in Architecture from Bangladesh University of Engineering & Technology.

He started his professional career as an Architect at the Housing & Settlement Department of Bangladesh. In 1970, Mr. Osman was the Vice President of the Engineering University Central Student's Union. Afterwards, he became the Science and Technology Secretary of Bangladesh Awami League.

Arch. Yeafesh Osman was a valiant Freedom Fighter during the Liberation War of Bangladesh.

I had passed from Bangladesh University of Engineering and Technology in the year 1991 in Electrical and Electronic Engineering. After graduation, I had joined the Institute of Information and communication Technology (erstwhile Computer Centre) and pursued my professional career in ICT. In 2004, I have been selected by United Nations Development program for a project in Prime Minister's Office, Bangladesh. Later, in 2006 I have designed a new program, titled "Access to Information" in the same office. However, I left the project in 2010 and then provided ICT consultancy services to different organization like IFC, World Bank, Ministry of Information and Communication technology etc. In September 2013, I have taken a new responsibilities in the leading news media of Bangladesh, ProthomAlo. My responsibilities is to coordinate its youth programme along with social engagements.

BdOSN-Logoin 2005, along with other Open Source enthusiastic, we had started a network to promote Open Source Philosophy in the country. Later, the network, Bangladesh Open Source Network (BdOSN) emerged as an independent network of several hundred open source activist. Now a day, BdOSN became the core or mother organization for all my volunteering activities. The present activities of BdOSN includes but not limited to campaign for Open Source Software, promoting solo entrepreneurship through freelance outsourcing, helping new entrepreneurs for their enterprise etc.



## BASIS SoftExpo 2017 SPEAKERS



**Mohammed Shahriar Alam, MP**  
**Honorable State Minister**  
**Ministry of Foreign Affairs**  
Government of the People's  
Republic of Bangladesh

Born in 1970 in Chittagong, Mr. Md. Shahriar Alam, MP spent his early life in Lalmonirhat and Rajshahi. He received his Bachelor of Commerce Degree from City College, Dhaka and obtained an MBA from the Institute of Business Administration (IBA), University of Dhaka. Mr. Alam completed 1st CAPSTONE course at the National Defence College (NDC), Bangladesh.

Mr. Alam started his career as a businessman in RMG Sector in 1995. As a prominent entrepreneur having interest in different fields, his main focus was on textile business that employed 25 thousand workers. As a leading exporter, the company has been exporting to major destinations which include, among others, Japan, Australia and Russia. Mr. Alam's outstanding entrepreneurial success helped him win the National Export Trophy in Knitwear Category for 2007-2008. The business house established by him trains disables with the assistance from the Centre for the Rehabilitation of the Paralyzed (CRP) and employs the highest number of physically challenged individuals. This led to CSR Award from Global buyers.

Mr. Alam is deeply involved in politics and became an active member of the Bangladesh Awami League since 1997. He has been enthusiastic to ensure effective representation of the new generation in politics and in the Parliament. He was elected a member of the National Parliament in 2008 with the highest margin of votes among the 6 constituencies of the Rajshahi Division of the country. As a Member of Parliament, Mr. Alam has made enormous contributions in various capacities. While acting as the Member of the Parliamentary Standing Committee on Ministry of Information, he played a key role in finalizing the draft of the Right to Information Act (RTI) and presented the RTI during various orientation programmes before the newly elected Members of the Parliament.

Mr. Alam also served as a Member of the Parliamentary Standing Committee on the Ministry of Science & Technology. He acted as the Vice Chairman of All Party Parliamentary Group (APPG) on Climate Change, Education and Poverty Reduction and Vice Chairman of All party Parliamentary Group on MDGs, PRSP, WTO and Bangladesh Development Forum.

He was elected a member of the National Parliament for the second consecutive term in January 2014, appointed to the Cabinet on 12 January 2014, and assumed charge as State Minister for Foreign Affairs on the same day.

He is an excellent orator and takes interest in participating in different programmes in the electronic media. A widely travelled person, Mr. Alam is quite passionate about reading, music and sports, especially cricket, football, hockey, golf and lawn tennis.

Mr. Alam is married and blessed with two sons and one daughter.

## BASIS SoftExpo 2017 SPEAKERS



**Tarana Halim, MP**  
**Honorable State Minister**  
**Ministry of Posts,**  
**Telecommunications and**  
**Information Technology**  
Government of the People's  
Republic of Bangladesh

Tarana Halim (born August 16, 1966) is a Bangladeshi politician. Since July 2015, she has been serving as the State Minister of the Post & Telecommunications division under the Government of Bangladesh. She is formerly an actress, lawyer, playwright, TV show host and director.

#### Social Media Presence:

Facebook: <https://www.facebook.com/pg/TaranaHalimMP>

Youtube: [https://www.youtube.com/watch?v=\\_G00GKEJP6w](https://www.youtube.com/watch?v=_G00GKEJP6w)

**Zunaid Ahmed Palak, MP**  
**Honorable State Minister**  
**ICT Division**  
Government of the People's  
Republic of Bangladesh



#### Position Held

- Minister of State for Information and Communication Technology (ICT), Government of the People's Republic of Bangladesh since January 2014;
- Member of Parliament (National Assembly of Bangladesh) since January 2009;
- Member of the Parliamentary Standing Committee on ICT Ministry and Private Members' Bill from 2009 to 2013;
- President of Bangladesh Carom Federation since 2009 and Vice-President of International Carom Federation since 2011;
- Co-Chair of Parliamentary Committee on Climate Change from 2009 to 2013.

#### Achievement

- Nominated Young Global Leader in 2016 by the World Economic Forum.
- Became Minister of State at the age of 33 years making him the youngest minister in the history of Bangladesh. During his tenure, more than 18,000 government offices across the country were brought under a dedicated high speed intranet, one of the world's largest web portal consisting of 25,000 government websites established, Bangladesh won ICT's Sustainable Development Award and WSIS plus 10 Award from ITU and Public Service Excellence Award from WITSA.
- Elected Member of Parliament (MP) at the age of 28 years and became the youngest MP in the Ninth Parliament and re-elected in 2014. Minister Palak is very active in the Parliament to have an accountable government.
- Secured National Award on Environment in 2010 handed over by the Prime Minister in recognition to his role in the large scale tree plantation movement.

#### Education

- Obtained Master of Science in Political Science and LLB (Bachelor of Law) from the National University of Bangladesh.
- Completed a Capstone Course from National Defense College, Dhaka, Bangladesh.

#### Profession

- Minister Palak is a Lawyer by profession and enrolled as an Advocate in the Supreme Court of Bangladesh.

#### Social Media Presence:

Facebook: <https://facebook.com/zapalak> (has more than one million fans in FB)

Twitter: <https://twitter.com/@zapalak>

LinkedIn: <https://www.linkedin.com/in/zapalak>

YouTube: <https://www.youtube.com/palakmp>

Google Plus: <https://plus.google.com/+palakmp>

## BASIS SoftExpo 2017 SPEAKERS



**Kazi M. Aminul Islam**  
**Executive Chairman**  
Bangladesh Investment  
Development Authority (BIDA)  
Prime Minister's Office

Kazi M. Aminul Islam is the Founder and Chairman of Meridian Finance and Investment Limited.

The new state entity has been created out of a merger between Privatisation Commission and Board of Investment.

The BIDA chief is a former Secretary to the Prime Minister and a former Alternate Executive Director to The World Bank Group.

"I believe Bangladesh has immense potential, now it's up to us how we tap into that potential," said Kazi Aminul Islam in an immediate reaction on his appointment.

"We need to work hard, work together to project the real image of Bangladesh," he told bdnews24.com.

Kazi Aminul replaces Dr SA Samad, who as head of now-defunct BOI enjoyed the rank and status of a Cabinet Minister.

The other defunct entity Privatisation Commission was being led by Mollah Wahiduzzaman with the status of a state minister.

Previous heads of Privatisation Commission such as Awami League leaders Kazi Zafarullah and Mirza Jalil had also been given ministerial rank.

**Shyam Sunder Sikder**  
**Secretary**  
ICT Division



The new Secretary of the Department of Information and Communication Technology, Mr. Shyam Sunder Sikder administration cadre officer of the 1984 batch. Earlier, Bangladesh Small and Cottage Industries Corporation, he served as chairman. Sikder black headmuni In 1960, the Greater Faridpur, Madaripur district pre-Naria police lonasim was born. It is currently in Shariatpur district. His father's name-giredra allure Sikder, Mother's Name-krnadasi Sikder. 7 brothers and sisters in the 3rd. Soil-water, canal-river and saw the grain-green nature of his adolescence was spent in the rural environment.

Education: Elementary school nijagrama South lonasim started his first lesson. Studies in this school until the fifth grade. Then Naria Bihari Lal receive secondary education in high school and was later admitted to Feni Model High School. He passed SSC in 1975 from the School of Science at Feni College and the College of Science in 1977 and 1979 HSC BSc degree. He was admitted to the Department of Statistics at the University of Chittagong, and MSc degree in 1981. The 008 first-class MBA from the University of Northern received.

Career: originally began his career with siksakata. In 1984, he joined the Bangladesh Bank official. In 1984, he joined the Civil Service examination in 1986, the administration cadre in the field and has served in various capacities in different ministries of the government are important. 005 was promoted to the rank of deputy secretary of the secretary of Bangladesh Land Port Authority. He joined as director sabharasthabipietisite. Was promoted to the rank of Joint Secretary in the Ministry of Establishment 009 and 010 under the Ministry of Cultural Affairs joined. He served as secretary of state in 01 additional few days later was promoted and served in the Ministry of Housing and Public Works. In 013, he became chairman of the TCB.

#### Social Media Presence

Facebook: <https://www.facebook.com/people/>

LinkedIn: <https://www.linkedin.com/in/shyam-sunder-sikder-75a32958/>

## BASIS SoftExpo 2017 SPEAKERS



**Ms. Mafruha Sultana**  
**Vice Chairman**  
Export Promotion Bureau (EPB)

Mafruha Sultana, Vice Chairman (CEO), Export Promotion Bureau, is an Additional Secretary to the Govt. of Bangladesh. She was born in 05th April 1959 in the district of Cox's Bazar, Bangladesh.

Mrs. Sultana studied in Chittagong University and received M.Sc with Honours in Botany in 1983. She also obtained the MBA from American International University, Bangladesh in the field of Agri Business.

She joined Bangladesh Civil Service (Administration) in 21st January 1986 and served in different Ministries, Districts and Upazilla level in different posts. These are: Economic Relation Division, Ministry of Post & Telecommunications, Ministry of Home Affairs, Ministry of Agriculture, Ministry of Health & Family Welfare, Ministry of Hill Tracts Affairs, Ministry of Expatriates' Welfare & Overseas Employment and Ministry of Commerce. She was last posted as Director General of Export Promotion Bureau from 15th May, 2014 to 13th January, 2016.

Mrs. Sultana attended a number of high level overseas training. These are: Advanced Course on Human Rights, Sweden, Women into Senior Management and Human Resource Management, U.K, Immigration Control Administration, Japan, Health Promotion Leadership, Philippines, Integrating Gender Analysis and Actions into the Work of Who, India etc. As a government representative she visited India, U.K., Sweden, Denmark, Finland, Germany, Belgium, Netherlands, Thailand, Pakistan, Malaysia, Singapore, Saudi Arabia, Japan, Philippines, China, Vietnam, Sri Lanka, Cambodia, Australia, Indonesia, Papua New Guinea, Mauritius, UAE, Moldova, Bahrain, Italy etc.

As the CEO of Export Promotion Bureau (EPB)- the national export promotion agency of Bangladesh, her responsibilities include (i) controlling and supervision of overall management of the entire EPB, (ii) providing assistance to the administrative Ministry on technical matters and on formulation and implementation of policies concerning export of the country, (iii) ensuring product development, adaptation and diversification, (iv) issues of market diversification and duty free & quota free market access, (v) HR development and capacity building, (vi) representation of Bangladesh in national and int'l fora, (vii) organization of Bangladesh's participation in domestic and international trade fairs and sending trade missions abroad etc.



## BASIS SoftExpo 2017 SPEAKERS



### Hosne Ara Begum (N.D.C)

#### Managing Director

Bangladesh Hi-Tech Park  
Authority (BHTPA)

Ms. Hosne Ara Begum (N.D.C) is a high official government officer widely recognized for his work to improve the development of Bangladesh Hi-Tech Park Authority (BHTPA). Ms. Hosne Ara started her career as a government official who completed her Msc in Botany. She is the Managing Director of Bangladesh Hi-Tech Park Authority (BHTPA).

Hi-Tech Park Authority (BHTPA) is responsible for the establishment and expansion along with management, operation and development of Hi-Tech Parks within the country. Kaliakoir Hi-Tech Park, Jessore Software Technology (IT) Park, Sylhet Hi-Tech Park, Mohakhali IT Village, Janata Tower Software Technology Park are important and priority projects which would be the milestone for development of IT sector as well as industrialization of Bangladesh. As an anchor she is trying to develop with her exertion and dedication.

She is playing an important role in the development of BHTPA. She is a person who is inspiring to youth and entrepreneur for making a bright future by taking flagship initiatives and many events. One of the most flagship events was “Connecting Startups Bangladesh” which was created a vibrant of the ICT Industries in Bangladesh and inspired many startups and young professionals by giving opportunities to extent their talented idea and scope for expand business. On the other hand, she is also supporting to arrange workshop, seminars etc. for skill development and creating resource for high tech industries. Besides these, she is planning and implementing many initiatives like- Human Resource Development for IT/ITES sector; Capacity building in Public Sector; sewerage system, water supply, integrated waste management plant in Kaliakoir Hi-Tech Park etc.

### Mustafa Jabbar

#### President

BASIS



Mustafa Jabbar, one of the legendary personalities of the Bangladeshi ICT Community, currently serving as the President of Bangladesh Association of Software and Information Services (BASIS), the largest national trade body for IT and ITES of this country. The founder Vice President of BASIS has dedicated his life for good of the ICT industry while playing different roles over the period of last 29 years. His Bijoy Bangla Keyboard and software has become the symbol of success of Software industry of Bangladesh and it has also been the icon of Bangla language in the Digital age. His work for the transformation of the education system to a digital format is leading the country towards digital education system.

Mr. Jabbar has developed Bijoy Library, which is being used by famous libraries of Bangladesh including British Council. He has developed a Software named Bijoy Shishu Shiksha for pre-school kids. He has developed Prathomik Computer Shiksha, based on Text Books published by NCTB. He has established a large number of Schools in Bangladesh, including Computer based Ananda Multimedia School and Bijoy Digital School.

Mustafa Jabbar is the technology leader and one of the strongest promoters of ICT in Bangladesh. He is the founder member of Bangladesh Computer Samity (BCS) and BASIS. He has been elected President of BCS for 4 terms.

Mustafa Jabbar is the member of Digital Bangladesh Taskforce, Digital Bangladesh Taskforce Executive Committee, Copyright Board, National Science and Technology Council and many other Government and Private bodies. He is also the Convener of BAFCOM.

» Speakers

## BASIS SoftExpo 2017 SPEAKERS



**Anir Chowdhury**  
**Policy Advisor (Project Manager)**  
Access to Information (a2i)

Anir Chowdhury is the Policy Advisor of a2i. As the leader of a2i, he ensures the implementation of the government's digital Bangladesh agenda. Under his leadership, a2i has been transformed from a project to the 'World's first Innovation Lab+' nurturing a nationwide ecosystem and proved its capacity as the key driver of the government agenda of public service innovation. His current focus is on the whole-of-government approach, innovation lab+, Digital Financial Inclusion, Civil Registry and Vital Statistics- keeping everyone in the 'Big Picture', e-service delivery from crucial ministries and South-South cooperation. He is also facilitating the transformation of a2i to a state-owned authority under the Prime Minister's Office.

Anir is working in a2i since 2007. He holds a Bachelors in Computer Science from Brown University, Rhode Island, USA.

**Shameem Ahsan**  
**Past President**  
BASIS  
eGeneration Ltd.  
**Chairman**  
eGeneration Ltd.  
**General Partner**  
Fenox Venture Capital



Shameem Ahsan is the Chairman, eGeneration Limited; General Partner, Fenox Venture Capital. He was the president of BASIS in 2014-2016.

He is an ICT entrepreneur and co-founded Akhoni.com Ltd., eGeneration Ltd. and Benchmark-eGeneration Ltd. He has received "Best Young Entrepreneur of Bangladesh" award from the Prime Minister of Bangladesh at Dhaka Chamber of Commerce Business Award.

He is the member of Prime Minister's Digital Bangladesh Task Force, Government of Bangladesh which is the highest policy-making body to monitor and implement the vision of building Digital Bangladesh.

### Social Media Presence

Facebook: <https://www.facebook.com/people/Shameem-Ahsan>

LinkedIn: <https://www.linkedin.com/in/shameemahsan>

YouTube: <https://www.youtube.com/>

Google Plus: <https://plus.google.com/>



## BASIS SoftExpo 2017 SPEAKERS



**Susanta Kumar Saha**  
**Additional Secretary**  
**(Planning and Development)**  
ICT Division

Mr. Sushanto Kumar Saha is a government officer who is a sign of the development of ICT Industry by his tremendous strategic planning and Development. Mr. Saha started his career in 1988 as a government official who completed his Master in Finance from University of Dhaka in 1983. Now he is the Additional Secretary (Planning and Development) of ICT Division in Bangladesh.

Mr. Saha has the number of achievement in his career and the most attractive initiatives are-Bangla GovNet Project, Info-Sarker 2, LICT project, Learning & Earning Development Project, Tier IV data centers, Info-Sarker 3, Formation of the e-Government Master Plan for Digital Bangladesh, Idea project, Support to Kaliakoir Hi-Tech Park, Jessore Software Technology (IT) Park, Sheikh Rasel Computer & Language Labs, Skill development for Mobile game & Application etc. He is trying to develop the ICT Industry as an anchor with his talent & dedication.

He is playing an important role in the Strategic development & Planning of ICT Division. He is a person who is trying to enrich the government sector and also the public sector with the power of Information Communication Technology. He attended many international event, workshop, seminar etc. and also represented Bangladesh in the global market through his international journey in China, Singapore, Germany, France, Switzerland etc. Now he is working on Establishing Digital Connectivity, Umbrella project.

**Ludovic Dupuis**  
**GIS Expert**  
Dasaran



Ludovic has started his career in academic research on fragile ecosystem and natural habitat preservation. He worked for academic research centre in Sweden, France and England. He joined Medecins Sans Frontiers in 2011 with the mission to develop their first Geographic Information System to support epidemiological studies and improve responsiveness in emergency crisis.

In 2015, he joined the Telecommunication infrastructure Company Helios Towers Africa, to officiate as GIS specialist with the mission to develop methods in valuation of asset's portfolio.

## BASIS SoftExpo 2017 SPEAKERS



**Takatoshi NISHIKATA**  
**Country Representative**  
JICA Bangladesh

Takatoshi NISHIKATA is Chief Representative of Japan International Cooperation Agency (JICA) Bangladesh Office.

Nishikata joined the Overseas Economic Cooperation Fund (OECF), the implementing agency of Japan's Official Development Assistance (ODA) loan, in 1977. Starting his career by dealing with infrastructure projects in ASEAN countries such as Indonesia, he dispatched to Manila office in 2000 of Japan Bank for International Cooperation (JBIC) established in 1999 by integrating OECF and the Export-Import Bank of Japan.

Nishikata served from 2003 to 2006 as Director in charge of Philippines. He led formulation of country assistance strategy, project formation, appraisal and loan agreement for all the sectors in the country.

After the reorganization of Japan International Cooperation Agency (JICA) in 2008, by merging all the modalities of Japan's ODA, namely technical cooperation, ODA loan, grant aid and volunteers, he performed the duties of Deputy Director General of Procurement Department, Executive Advisor to the Director General and con. Director of Office for Project Design and Cost Examination under Financial Cooperation Implementation Department, etc. before joining in JICA Bangladesh office. He is conversant with infrastructures under ODA, especially in Asian countries.

He holds a bachelor's degree in English Studies from Kobe City University of Foreign Studies. In his family life, Mr. Nishikata is married with 2 children.

**Jasmina Trajkovski**  
**Managing Director**  
Trajkovski & Partners



Jasmina Trajkovski is a certified management consultant with over 10 years of experience in organizational development, strategic management and quality. Her focus is on implementation of management systems and transfer of best practices for improvement of operations in innovation centric companies.

Her main competences are in project management, quality and innovation. The educational background in business administration and international business make her well-grounded in organizational development activities, her direct experiences in quality management and project management also bring the real-life aspects in her assignments.



## BASIS SoftExpo 2017 SPEAKERS



**Badru Ntege**  
CEO  
NFT Consult

Badru Ntege is a widely respected Ugandan technology opinion leader who originally founded NFT Consult in 2005, where he currently holds the post of Group CEO. As many years, experience working in the ICT sector, he is an active contributor to a number of ICT related public and private organisations in the East African Region. Badru is the former Chairman of the Uganda ISP Association and the former Director of upstart Internet Service Provider One2net. Currently the Chairman of the Uganda Business Process Outsourcing Association, Badru was elected in August 2012 as Chair of AFRINIC, the internet numbers registry for Africa. Between 2008 and 2012, Mr Ntege served as a working group member on the Presidential Investment Roundtable in Uganda. He holds a BSc in Manufacturing Systems Engineering from the University of Salford (UK).

**Jasmina Trajkovski**  
Managing Director  
Trajkovski & Partners



Jennifer Freedman is a veteran print journalist who has worked for Bloomberg News, Dow Jones Newswires and newspapers in the U.S., Europe and the Middle East, covering trade, politics, human rights and economics. She currently works as a reporter and editor for MLex Market Insight, writing about World Trade Organization disputes, trade and investment, plurilateral, regional and global trade talks, and trade in Asia. She also works as a consultant, with clients including United Nations institutions as well as private companies.

After receiving a bachelor's degree in history from the University of California at Berkeley, Jennifer earned a master's degree in journalism from the University of Missouri at Columbia as well as a master's degree in Middle East history from Binghamton University, where she completed doctoral studies and wrote a dissertation on the history of violence during the pilgrimage to Mecca.

## BASIS SoftExpo 2017 SPEAKERS



**Rena Chai**  
**Chief Operating Officer**  
Southeast Asia New Markets  
Microsoft Asia Pacific

Rena Chai is the Chief Operating Officer of the Southeast Asia New Markets at Microsoft Asia Pacific. In this role, she leads business development, marketing strategy and execution, and operation across nine countries\*.

Prior to this role, Rena was the Sales Operation Director of Consumer Channel Group for Microsoft APAC for more than 3 years. She managed the sales operation of retail and OEM business in APAC.

Rena began her Microsoft career in our Corporate Head Quarter in Redmond, where she held multiple channel marketing and program management roles. Before joining Microsoft in Redmond, she was with Hewlett Packard North America PC division for more than 7 years, was account manager for multiple US big retail chains.

*\*Bangladesh, Bhutan, Brunei, Cambodia, Laos, Maldives, Myanmar, Nepal and Sri Lanka.*

**Vladimir Samukov**



Vladimir joined Parallels group in 2007 to as a Technical Support Engineer and quickly progressed to Sr. Sales Engineer. Coming from technical background and having strong business acumen, Vladimir is more than capable to exquisitely craft hosting, automation and virtualization solution precisely for your business scenario. Numerous solutions are already in production in variety of businesses ranging from enterprises to virtual hosting companies. Having than 10 years of experience in the industry is never an excuse to stop learning and spreading the knowledge. In 2016 Vladimir has been to 22 venues across Asia with educational and practical sessions on hosting industry, automation and Plesk in particular. At Plesk we are committed to making lives of web professionals easier and bringing success to our hosting partners.

### **Social Media Presence**

Facebook Link: <https://www.facebook.com/vladimir.samukov>



## BASIS SoftExpo 2017 SPEAKERS



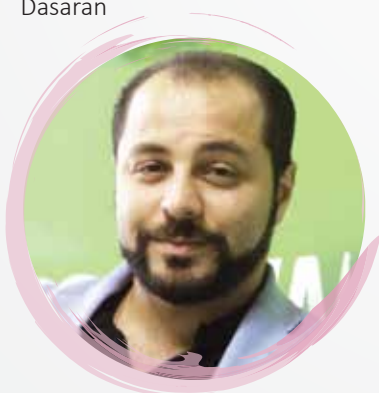
**Craig Ower**  
**Chief Digital Strategist**  
APAC Enterprise Services  
Microsoft

To succeed in the Digital Era, organisations turn to Microsoft Digital Advisory Services. Craig works with organisations to reimagine and transform their customer engagement, employee experiences, operations and business models, empowering them to reach their digital aspirations.

Craig has over 25 years' experience in the APAC IT sector, including 15 years based in Singapore. Craig has specialized in CRM and Customer Experience and founded and managed consulting practices for Andersen, PwC Consulting, IBM and Avanade. In these roles he has developed and deployed customer strategies and systems for clients including Singapore Airlines, China Light & Power, SingTel, Unilever, TetraPak, and the Economic Development Board of Singapore. Most recently Craig was responsible for Strategy and Planning at Oracle's top 100 accounts across APAC.

Craig holds a Bachelor of Business from Federation University Australia. He is married with 1 child, so far, and enjoys music, cinema and coffee.

**Suren Aloyan**  
**Founder, Chairman & CEO**  
Dasaran



Suren earned a Master's degree in Marketing and Management from Texas University, and also took Public information courses at the NATO Schools in Germany and Hungary. Continuing his education in the US, Suren completed his PhD studies in Resource Management in Monterey, California.

Parallel to his studies, Suren got engaged with the RA Ministry of Defense, becoming a chief expert in the defence policy department and being considered as one of the best specialists in the sphere of international relations. Throughout the past 7 years, as the Founder and CEO of the Dasaran Educational Program, Suren has gained vast experience in the sphere of education, primarily working towards modernization of education in Armenia and contributing to extensive data-driven state policy making and educational reforms.

## BASIS SoftExpo 2017 SPEAKERS



**Tai-Ku Chen**  
Asia Community Partner  
Quest Ventures Partners

Tai-Ku Chen has 4 years of experience in doing software start-ups; another 2 years in start-up accelerator program in Taiwan and China, and now serve as Asia Community Partner of a Silicon Valley VC firm "Quest Venture Partners". During his career, he was responsible for business development, product planning, strategy, HR, and fundraising. In accelerator programs, he helped seek investment opportunities and introduced overseas start-ups to China and Taiwan market.

Now with the role in QuestVP, Tai-Ku is dedicating to find the best talents and innovative ideas to help change the world. He has been working hard to connect resource with start-ups, and advising them around the world through some international start-up pitch organizations. Tai-Ku has his bachelor's degree in computer science and master degree in entrepreneurship from Babson College.

**Mangala Karunaratne**  
Founder and CEO  
Calcey



Mangala started his career in Silicon Valley during the .COM boom, where he held various Internet engineering and management roles at Fortune 1000 technology companies and dot-coms. In addition to founding Calcey in 2002, he also founded eConceptions, RideLanka, OneClickTel, ShopMagik, Thrively.io and a few other companies. Mangala faced many challenges when working with offshore engineers from San Francisco, and was inspired to start a company that 'gets it'. Thus, Calcey was born.

Aside from his position as CEO of Calcey, Mangala serves as the co-chairman of FARO (Foundation for

Advancing Rural Opportunity); a nonprofit organization, which actively assists rural youth in Sri Lanka to

find sustainable employment in the outsourcing industry and Karuna Trust. He also sits on the board of

directors of SLASSCOM; the Knowledge and Innovation chamber of Sri Lanka.



## BASIS SoftExpo 2017 SPEAKERS



**Matt Donegan**  
Social Circle Managing Director  
Social Climbers Ltd

Matt Donegan is CEO of Social Circle. He founded leading Content Marketing Agency, The Big Shot and has recently led the company to in excess of 50% growth per annum for the past 2 years. He has a background in developing media properties including Fashion Rocks, the global fashion and music media property. Matt's role in Social Circle is as founder, overseeing the business strategy and overall commercial development.

**Wellington Perera**  
DX Lead  
Southeast Asia New Markets  
Microsoft



Wellington (Wela) started his career as a trainer in Microsoft tools and technologies in 1998. In year 2000 he started his journey as a software developer and he co-founded e-Com Associates Inc in 2002, a company specializing in providing web solutions to European clients. In 2005 he founded his second tech startup – inZeek – to focus on enterprise productivity applications. His passion for new technologies and eagerness to share knowledge motivated him to co-found the Sri Lanka .NET Forum, Sri Lanka IT Forum and several other similar initiatives to connect with likeminded industry professionals to share knowledge and grow the ecosystem. As an appreciation for the contributions made to the technical communities in Sri Lanka he was awarded with the Microsoft Most Valuable Professional Award (MVP) by Microsoft Corporation, USA in 2005 and 2006. He joined Microsoft Sri Lanka in 2006 and currently works as the Lead for Developer Experience and Evangelism for Southeast Asia New Markets.

For many years Wela has been a technical presenter in various Microsoft technologies and have delivered numerous tech talks to students, customers, partners and pro developers. Overall he is responsible for Technical Evangelism activities across Southeast Asia New Markets region. He also plays a voluntary role as the Vice President of the Software Chapter of the Federation of Information Technology Industry Sri Lanka (FITIS) – the apex body for the ICT industry in the country.

He spends his free time with family (wife and two kids) and these days trying hard to teach the elder one a bit of programming. He enjoys driving, watching movies and Si-Fi TV shows.

**Social Media Presence:**

Facebook: <https://www.facebook.com/welasharp>

LinkedIn: <https://www.linkedin.com/in/welasharp>

Twitter: <https://twitter.com/welasharp>

## BASIS SoftExpo 2017 SPEAKERS



### **Sanjay Patel**

#### **Sales Director**

South East Asia  
WW Enterprise & Partner Group  
Microsoft Corporation

Sanjay leads Microsoft's solutions business in South East Asia & Emerging Markets to enable the Digital Transformation for commercial and government customers. This involves driving the strategic products – Azure, Office 365, Secure Productive Enterprise, Skype for Business and Project Cloud. Sanjay has over 23yrs of experience in IT in various leadership, business development and consultancy functions. He has spent the last 8yrs developing Microsoft's Cloud business in EMEA and Asia which has been Microsoft's fastest growing segment ever. In London he led the Europe, Middle East & Africa sales team with responsibility for the Office 365 business helping to build that business to \$1bn. He led Microsoft efforts to successfully build a model that supports financial regulators and financial institutions to move to public Cloud across many countries.

Sanjay set up the Office365 business in Asia in 2009 whilst working at Microsoft headquarters in Redmond, Washington, USA. Previously he managed the Global Strategic Alliance with Nortel which Microsoft created in the Communications arena and was responsible for the Go to Market across 30 countries.

Before that, he led the Real Time Communications business in EMEA and UK for the Finance, Telco and Media sectors. Before moving into Unified Communications, he worked as Account Executive in the Microsoft Communications Sector with key fixed and wireless operators-Vodafone, BT, Orange.

Sanjay has also held roles with start up search engine Ask Jeeves and spent 8 years at IBM in a variety of roles in their UK & EMEA Banking & Financial Services group focussed on Retail Banking and e-business banking solutions.

He holds a Bachelor of Arts and Master of Arts degree in Theoretical Physics from Trinity College, Cambridge University, UK and lives with his wife and 2 children in Singapore..



## BASIS SoftExpo 2017 SPEAKERS



**Russell T Ahmed**  
Senior Vice President  
BASIS

Russell T. Ahmed, the Founder & CEO of Champs21.com, country's pioneer e-learning project is serving as the Senior Vice President of Bangladesh Association of Software and Information Services (BASIS), the largest national trade body for IT and ITES of this country. Mr. Ahmed has recently launched a very new Learning Management System (LMS) called "ClassTune" for both local and global market. Mr. Ahmed, together with "The Daily Star", initiated and launched Champs21.com, an online education system in Bangladesh for Bangla and English medium school students. Mr. Ahmed lead his team in launching two most popular Education TV Reality Shows i.e. Spelling Bee, and "Bangladesh 1st" goes to Channel I and MaasRanga TV respectively. Mr. Ahmed is currently the Senior Vice President at Bangladesh Association of Software & Information Services (BASIS). During the term 2014-2016, he offered best of his abilities with the capacity of Senior Vice President to take the Association to few steps ahead. Among many successful initiatives of BASIS, "Digital World 2014", "Digital World 2015", "Digital World 2016" "IT Marketing Summit", "Internet Week 2015" are notable projects he managed. Mr. Ahmed is involved with the ICT industry for over 15 years now and has brought a vast professional career before initiating his own venture, Champs21.com. He served many large organizations with C-Level capacity such as Chief Marketing Officer at QUBEE, Chief Strategic Officer at Fiber@Home and Chief Operating Officer at Aamra Networks. Russell T Ahmed was elected Secretary General of the Executive Committee of ISP Association of Bangladesh (ISPAB) for the term 2008-2009. This vibrant & dynamic Tech-Marketer has a Masters degree in Business Administration (MBA) from IBA, University of Dhaka.

**M Rashidul Hasan**  
Vice President  
BASIS



Rashidul Hasan is the CEO of Systech Digital Limited, which has become one of the largest customized software solution providers for both government and corporate sector of Bangladesh and outsource application development partner of companies in Japan, USA, Canada & some EU countries. In the ICT field of Bangladesh, Rashidul has occupied a remarkable position for his contribution from 1992 by writing computer books and articles, publishing ICT magazines, hosting ICT based programs in different TV channels and providing consultancy for implementing large scale ICT applications. Beside his professional career, he is contributing directly in different programs and events of BASIS, BAAS & BCS for the last 12+ years. He is an active member of BAAS "WNF & Scholarship", AOTS-HIDA Japanese professional scholarship. Mr. Hasan is currently Vice President of BASIS. During the term '2014-2016', he has been working for international market, eGov initiatives, ICTD innovation projects, a2i support etc. One of his major working areas was strengthening the BASIS secretariat where he implemented some software including CRM, HRM, membership automation and ISO 9001:2008 quality certification of BASIS. He was Member Secretary of Digital World 2014-15 Conference, Convenor of BASIS Day Out 2016. He is the Chartered President of 'Rotary eClub Dhaka'; the first eClub of Bangladesh.

### Social Media Presence

Facebook: <https://www.facebook.com/rsuhel>

LinkedIn: <https://www.linkedin.com/in/rsuhel>

## BASIS SoftExpo 2017 SPEAKERS



### Farhana A. Rahman

Vice President

BASIS

Farhana A. Rahman is currently serving as the Vice President of Bangladesh Association of Software and Information Services (BASIS), the largest national trade body for IT and ITES of this country. She is the Chairperson and CEO of UY Systems Ltd, one of the pioneer organizations in outsourcing business and has been outstanding in the European market for more than a decade. With its web based software development skill, UY Systems slaking a considerable contribution in earning foreign currencies. She is also the Managing Director of HealthPrior21 and Secretary at Society for the welfare of Autistic Children. Ms. Rahman has been an example in ICT industry and encouraged a lot of female entrepreneurs over the years. She received the prestigious 'Women Exporter of the Year' award by International Center for Trade and Sustainable Development at Trade Development Symposium in Nairobi, Kenya. She was also awarded with the 'Best Women Entrepreneur' in ICT Award at Digital World 2015. Ms. Rahman has made substantial contribution in BASIS with different roles. She was the first elected Woman Director at BASIS and served the board as Treasurer and Vice President during the term, 2008-2010 and 2010-2012. Currently, she is the Chairman of International Market Development Committee. Her commitments and engagements are quite praiseworthy too with roles such as Secretary General of Autism Foundation & Advisory Committee Member of Shuchona Foundation. Ms. Rahman is a Master Degree holder from the University of Dhaka.

### Uttam Kumar Paul

Director

BASIS



Uttam Kumar Paul, with over 11 years of job experience in different entities, entered into ICT business in 2001. With his post-graduation from University of Dhaka, he worked in pharmaceutical industries where he got involved with software professionals as analyst to develop needed solutions. With a target for development of world-class accounting-inventory package software, Mr. Uttam founded Best Business Bond Ltd. (3BL) and launched the standard package software "Troyee" in September 2005, a time befitting epochal step in the software industry of Bangladesh. To intensify awareness for benet of IT use, Mr. Uttam worked very hard to organize free seminars, workshops regularly. During this interaction, he found shortage of human resource in software-based business functional areas that require different kinds of computer skills, not programming skills. To meet this demand he developed step-by-step tutorial namely, "Computerized Business

Operation (CBO)", which is very well-liked by the job-seekers. Mr. Uttam is currently the Secretary General at BASIS and Director-in-Charge of Standing Committee on Local Market Development and Standing Committee on HR Development. His initiative of "ONE DAY SOFTEXPO" and then "Business Software Showcase" was highly appreciated by all. During the term '2012-2014, his involvement in different issues of advocacy was very dynamic and he exerted best of his abilities to achieve the goal of different events along with other EC members.

#### Social Media Presence

Facebook: <https://www.facebook.com/uttam.k.paul.3>

LinkedIn: <https://bd.linkedin.com/in/uttam-kumar-paul-3240a263>

## BASIS SoftExpo 2017 SPEAKERS



### Sonia Bashir Kabir

**Co-Convenor**

BASIS SoftExpo 2017

**Director**

BASIS

Educated and trained in Silicon Valley, Sonia lived in Northern California for 20 years. After completing her Bachelor of Science degree and her MBA both in US, she worked in the Valley for Fortune 100 companies (Sun Microsystems & Oracle), startups & in the financial district. Her expertise includes strategic planning & growth, technology management, sales execution, financial management, team building and change management. Sonia is currently the Managing Director for Microsoft Bangladesh, Founder President of TIE Dhaka, Vice President and Co-Founder of Bangladesh Women in Technology (BWIT). Currently she is serving as a Director of Bangladesh Association of Software and Information Services (BASIS), the largest national trade body for IT and ITES of this country. She has served as Board member for the American International School, Dhaka and Bangladesh on Seven Summits. She also served in the Boards of Bangladesh Employers Federation, Bangladesh Cricket Board (Women's Wing), Abahani Women's Games Development Committee and Women Entrepreneur's Association. Besides co-founding an IT firm – Syntec, Sonia has served as the Country Director of Dell Bangladesh, Director Business Development for South East Asia, New Emerging Markets in Microsoft and Chief Operating Officer for Aamra Technologies Ltd. Sonia is a national athlete; she has played for Bangladesh National Volleyball team and Bangladesh National Cricket team. Before joining the national team she played both volleyball and cricket for Abahani.

### Syed Almas Kabir

**Convenor**

BASIS SoftExpo 2017

**Director**

BASIS



Syed Almas Kabir, Chief Executive Officer of MetroNet Bangladesh Limited, has been associated with the ICT industry for the last 27 years. He studied Electrical Engineering at Jadavpur University, India and did his Masters from New York University. He was attached to academia as an Associate Professor at Independent University, Bangladesh (IUB) for 12 years. He also was involved in various administrative roles in IUB, North South University & City University. Mr. Kabir was an adjunct faculty with National University and Northern University.

Almas Kabir took MetroNet to new heights since 2006, establishing it as the most trusted data-communication company in the country offering Intranet, Internet, IP Telephony, and other IT Enabled Services nationwide.

Syed Almas Kabir was elected as the Senior Vice President, Vice President and Treasurer of BASIS in the past. Almas has been elected as the President of American Alumni Association for the second time. Currently, he is also the Vice President of Bangladesh-Malaysia Chamber of Commerce & Industry. He is Convener of the Standing Committee on Telecom, ICT & Intellectual Property Rights of Dhaka Chamber. Mr. Kabir is the Co-Chairman of two FBCCI Standing Committees on e-Commerce and Telecom & IT. He was elected as the President of Junior Chamber International Bangladesh (JCI) and St. Joseph Old Boys' Foundation. He also served as the International Councilor of JCI Asia-Pacific Development Council. Almas is the Member-Secretary of Traffic Management & Community Policing Committee of Gulshan-Banani-Baridhara-Niketan under the purview of Dhaka North City Corporation. He is also the Founder & Advisor of IUB Alumni Association (AiA).

The US State Department awarded Mr. Kabir as an International Visitor in their Leadership Program (IVLP). He was the Team Leader of the Bangladesh Delegation to CeBIT 2013, 2014, & 2015 in Hannover, Germany and presented keynote-paper on Outsourcing Opportunities in Bangladesh at IT Investment Summit in Copenhagen, Denmark.

## BASIS SoftExpo 2017 SPEAKERS



**Mostafizur Rahman Sohel**  
Director  
BASIS

**M**d. Mostafizur Rahman Sohel is currently serving as a Director of Bangladesh Association of Software and Information Services (BASIS), the largest national trade body for IT and ITES of this country. Md. Mostafizur Rahman Sohel, Managing Director of Advanced ERP (BD) Ltd- one of the leading software houses in Bangladesh, has 20 years of experience in technology, finance and management as a Software Architect, Consultant and Entrepreneur. He is actively involved in software business and operations in countries like Malaysia, Singapore & India. During the course of his long career he was involved in the development, implementation and commercializing of several products, like DreamApps ERP, ERM Anywhere, Core Integrated Business Systems, ERP in a Box, Brand Manager and Dream Apps Work Space. Currently, he is working on several multi-tenanted hosted SAAS initiatives. His current interest is in integrating social media technologies and Mobile with supply chain enterprise software. Recently he has initiated his foray into dotcom business. He also has been working relentlessly to develop local software market to its fullest capacity. Mr. Sohel has been a member of the Standing Committee on Telecom & ICT of DCCI for the last few years. He is a governing body member of FBCCI.

He is also serving as a director in charge of Standing Committee on Call Center & BPO and Standing Committee on Local Market (Private & Corporate) Development of BASIS. Mr. Sohel is passionate to create 'Access to Finance' for IT companies and has been working closely with banks and other financial institutions for achieving this goal.

He has lead BASIS team to partner with IDLC to jointly launch a comprehensive financial and non-financial solution for ICT Entrepreneurs. BASIS members have embraced this initiative with positive response and it has already started making significant contribution to the development of the ICT sector in Bangladesh.

Mr. Sohel is a former National President of Junior Chamber International (JCI) Bangladesh in 2013. He is also a proud Rotarian and has been honored to become the Chartered President of Rotary Club of Dhaka Radiant.

**Syeda Kamrun Ahmed**  
Chief Executive Officer  
Bagdoom.com



**S**yeda Kamrun Ahmed is an award winning highly accomplished entrepreneur in the ICT industry, engineer, business analyst and academician. She has over 10 years of experience in the ICT industry and as an academician and through a wide range of work and educational experiences, she has developed a comprehensive set of skills. She has received a number of awards over the years including JCI TOYP Award 2016, Best ecommerce website from BBJF (Bangladesh Business Journalists Forum), BEST IT USE Award for her work with Benchmark e-Generation Ltd. For her stellar academic results in MBA, she was awarded the Chancellor's Gold Medal during the 13th NSU Convocation. She has also won numerous accolades in the world of debating, including the Best Debater Award at the S.O.S. International Championship.

Syeda Kamrun Ahmed is currently the CEO of BAGDOOM.com, a very popular lifestyle Ecommerce website in Bangladesh redefining the digital retail landscape. During the initial days, she served as the Director of Strategy and Planning at BAGDOOM.com. Prior to that, she was also a faculty member for BBA & MBA Program at South East University. As Director of Benchmark e-Generation Ltd, her role was to coordinate business plans and strategies between various stakeholders, as well as manage relationships with international clients. She has worked with different Development agencies in the past such as CBI-Netherlands as well as ITC- Switzerland.

She chairs the BASIS Standing Committee for Digital Commerce advocating the utilization of online platforms for businesses and works closely with other industry stakeholders to formulate policies and support the companies through maintaining liaison with the Government and concerned Ministries. She is a Director of BWIT (Bangladesh Women in IT) as well as a member of IEB (Institute of Engineers, Bangladesh).

Syeda was awarded a US State Department Fellowship hosted by University of Oklahoma in 2014 for Entrepreneurship development. She has represented Bangladesh in Netherlands-Bangladesh IT Conference and Matchmaking Event in Amsterdam, organized by UNCTAD/WTO( ITC).

Syeda Kamrun Nahar Ahmed has completed her undergraduate degree from Bangladesh University of Engineering and Technology (BUET) and finished her MBA from North South University, both with exceptional results.



“  
**BASIS  
SOFTEXPO 2017  
SUB  
COMMITTEES**  
”

## » BASIS SoftExpo 2017 Sub Committees

# RECEPTION AND ADVISORY COMMITTEE

1.	Mr. Mustafa Jabbar, President BASIS	Convener
2.	Sheikh Abdul Aziz, Advisor BASIS	Member
3.	Mr. Abdullah H Kafi, Advisor BASIS	Member
4.	Mr. A. Towhid, Former President BASIS	Member
5.	Mr. S. M. Kamal, Former President BASIS	Member
6.	Mr. Sarwar Alam, Former President BASIS	Member
7.	Mr. Habibullah N Karim, Former President BASIS	Member
8.	Mr. Mahboob Zaman, Former President BASIS	Member
9.	Mr. Shameem Ahsan, Former President BASIS	Member
10.	Mr. Shafquat Haider, Managing Director, Ciproco Computers Limited	Member
11.	Mr. Zillur Rahim, Former Director BASIS	Member
12.	Mr. Aftabul Islam, FCA, Chairman IOE(BD) Ltd.	Member
13.	Mr. Swadesh Ranjan Saha, Managing Director, Set com Computer Limited	Member
14.	Mr. Md. Sabur Khan, Managing Director, Daffodil Computers Limited	Member
15.	Mr. Mustafa Shamsul Islam, Managing Director, Flora Limited	Member
16.	Mr. K. Atique-e-Rabbani, Managing Director, The Computers Limited	Member
17.	Mr. A. H. M. Mahfuzul Arif, Former President, BCS	Member
18.	Mr. Ali Ashfak , President BCS	Member
19.	Mr. M. A. Hakim, President ISPAB	Member
20.	Mr. Ahmadul Hoq Bobby, President BACCO	Member
21.	Mr. Tapan Kanti Sarkar, President CTO Forum	Member
22.	Mr. Razib Ahmed, President e-CAB	Member
23.	Mrs. Luna Shamsuddoha, Chairman, Dohatech New Media	Member
24.	Mr. Shaikh Abu Reza, Managing Director, ATI Limited	Member
25.	Mr. Ahmed Hasan, Chief Executive Officer, Ryans IT Limited	Member
26.	Mr. Momluk Sabir Ahmed, Managing Director, Computer Services Limited	Member
27.	Mr. Sheikh Kabir Ahmed, Managing Director & CEO, ORATECH Consulting Limited	Member
28.	Mr. Shaikh Abdul Wahid, Director and CEO, LeadSoft Bangladesh Limited	Member
29.	Ms. Masuda Bhatti, Chairman, Activation Limited	Member
30.	Mr. Sunil Baran Saha, Director, Lanka Corporation Pvt. Ltd	Member
31.	Mr. Abid Hyder, Operation Manager, Gakk Media (BD) Ltd	Member



## » BASIS SoftExpo 2017 Sub Committees

### ORGANIZING COMMITTEE

1.	Mr. Syed Almas Kabir, Director BASIS	Convener
2.	Ms. Sonia Bashir Kabir, Director BASIS	Co- Convener
3.	Mr. Russell T Ahmed, Senior Vice President BASIS	Member
4.	Mr. M Rashidul Hasan, Vice President BASIS	Member
5.	Ms. Farhana A Rahman, Vice President BASIS	Member
6.	Mr. Uttam Kumar Paul, Director BASIS	Member
7.	Mr. Mostafizur Rahman Sohel, Director BASIS	Member
8.	Mr. Riyad S A Husain, Director BASIS	Member
9.	Mr. Rafiqul Islam Rowli, Managing Director, CSL Software Resources Limited	Member
10.	Mr. A.K.M. Fahim Mashroor, CEO, BDJobs.com Limited	Member
11.	Mr. Nahid Ahmad, Managing Director, ValuePLUS Computer Systems Limited	Member
12.	Mr. Shah Imraul Kaesh, Managing Director, Technobd Web Solutions (Pvt.) Ltd.	Member
13.	Mr. Tamzid Siddiq Spondon, Managing Director, ZANALA Bangladesh Ltd.	Member
14.	Mr. A K Sabbir Mahub, Chairman, DEVNET Limited	Member
15.	Mr. Syed Mohammad Kamal, Country Manager, MasterCard Singapore Holding Pte. Ltd.	Member

### SPONSORSHIP COMMITTEE

1.	Ms. Sonia Bashir Kabir, Director BASIS	Convener
2.	Mr. Russell T Ahmed, Senior Vice President, BASIS	Member
3.	Mrs. Farhana A Rahman, Vice President BASIS	Member
4.	Mr. Syed Mohammad Kamal, Country Manager, MasterCard Singapore Holding Pte. Ltd.	Member

## LOGISTIC AND SECURITIES COMMITTEE

1.	Mr. Mostafizur Rahman Sohel, Director BASIS	Convener
2.	Mr. Uttam Kumar Paul, Director BASIS	Co-convener
3.	Mr. Amir Hossain, Managing Director, Electro Craft Corporation Ltd.	Member
4.	Mr. Gopal Debnath, Managing Director & CEO, Mediasoft Data Systems Ltd.	Member
5.	Mr. Rashed Kamal, Chief Executive Officer, The Databiz Software Limited	Member
6.	Mr. Iqbal Ahmed Fakhruul Hasan, Chairman, Divine IT Limited	Member
7.	Mr. Suny Md. Ashraf Khan, CEO, MCC Limited	Member
8.	Mr. Biplob Ghosh Rahul, CEO, eCourier Limited	Member

## WEB AND SOCIAL MEDIA COMMITTEE

1.	Mr. Riyad S. A. Husain, Director BASIS	Convener
2.	Mr. Shah Imraul Kaeesh, Managing Director, Technobd Web Solutions (Pvt.) Ltd.	Member
3.	Ms. Rezwana Khan, Director & COO, Star Computer Systems Limited	Member
4.	Mr. Mirza Rashedul Amin, Managing Director, Prime Tech Solutions Ltd.	Member
5.	Mr. Kaymun Amin, Managing Director, VU Mobile Limited	Member
6.	Mr. Zia Ashraf, COO, Chaldal Ltd.	Member



A Global Leader In IT Training, Consulting And Job Placement



- Software Testing ■
- Oracle DBA 11g ■
- Web Development ■
- Creative Graphics Design ■
- PMP ■
- DBA ■
- SEO ■
- YouTube Marketing ■
- CPA Marketing ■
- Affiliate Marketing ■
- Digital Marketing ■
- Android Apps ■

# Let's get IT training

From

# Real American Institution!!

1000+ Clients in Bangladesh

## 100% Guaranteed Job for US Immigrants

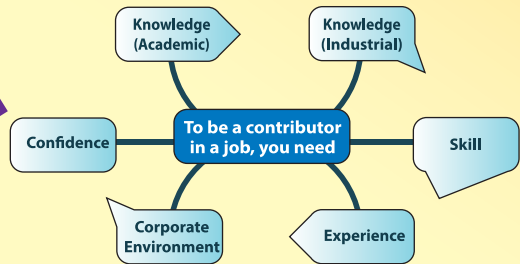
## 5,000+ Job Placement

## \$80K to \$200K Salary

## We Start from Scratch

## Strong Job Placement Team

We Prepare You For All And Confirm Your Dream Job



Helpline

**+88 01799 446655**  
**+88 01611 446699**

Visit Our website for more info:

**www.piit.us**

We Create Top Contributors  
Not Employees



151/7 Green Road (7th Floor), Dhaka, Bangladesh |

- 1604 Spring Hill Rd, Third Floor, Suite # 302, Vienna, VA 22182 |
- 32-72 Steinway Street, Suite # B02 & 302, Astoria, NY 11103 |
- 546 McDonald Avenue, Ground Floor, Brooklyn, NY 11218 |
- 2709 Fairmount Ave, 2nd Floor, Atlantic City, NJ 08401 |
- 6796 Market St 2nd Floor, Upper Darby, PA 19082 |
- JMD Megapolis, Unit# 52, Ground Floor, Sector - 48, Sohna Road, Gurgaon, HR - 122018 (India) |



**BASIS  
SOFT EXPO 2017**

February 1-4, 2017



Best Wishes From

**SSLCOMMERZ**

**easy**  
com.bd

**etunes**  
.com.bd

**AS**  
Mobile & Web Solutions

**APP TRACK**

**Ngage**  
Digital Marketing Services

**Field xpress**

**ALIEN KULT**

**Symantec**  
Registered Partner

**ca**  
technologies



Powered by

**SSL WIRELESS**®

93 B, New Eskaton Road, Dhaka – 1000, Bangladesh

+880 9612 221000, 8315056    /SSLWirelessbangladesh    contact@sslwireless.com

www.sslwireless.com