

Govt eyes \$2b export earnings from jute products in 2-3 yrs: Nanak

January 28, 2024

Online Desk: Textiles and Jute Minister Jahangir Kabir Nanak has said the government eyes to increase yearly export earnings from jute and jute goods to \$2 billion within next two-three years.

“Every year, Bangladesh exports on an average jute and jute goods worth \$1 billion. We want to double the export earnings within the next 2-3 years. We will formulate and implement work-plans as per the goal,” he told a press conference at EPB Booth in Ambiente Fair in Frankfurt, Germany on Saturday.

Nanak is currently on an official visit to the prestigious Ambiente Fair- 2024 as the visit underscores Bangladesh’s commitment to fostering international partnerships and promoting its vibrant textile and jute industries on the global stage, said a press release received here today.

The minister emphasized the potential of Bangladesh’s textile and jute sector in the global market and highlighted the significance of events like Ambiente Fair in promoting Bangladesh’s exports and attracting international investments.

Nanak underscored Bangladesh’s commitment to enhancing its global presence in the consumer goods industry and strengthening international partnerships.

Bangladesh Ambassador to Germany Mosharraf Hossain Bhuiyan and Minister (Commercial) of the Bangladesh Embassy in Berlin Saiful Islam also attended the press conference.

Ambiente Fair, held annually in Frankfurt am Main, Germany, has earned worldwide recognition as the premier international trade fair for consumer goods since its inception in 1967.

With its rich history and global reach, Ambiente serves as a vital platform for showcasing the latest trends, innovations, and emerging brands in the consumer goods sector, spanning dining, living, and giving segments.

Ambiente 2024, taking place from January 26 to 30, 2024, has attracted over 150,000 visitors from around the globe, making it a hub for networking and business opportunities. This year, more than 4,500 exhibitors are presenting their products, with nearly 50 companies from Bangladesh participating under various schemes, including Export Promotion Bureau (EPB) and CBI.

During his visit, Jahangir Kabir Nanak inaugurated the Bangladesh Pavilion on Friday, where Bangladeshi companies are showcasing their products under the supervision of the EPB and the coordination of the Bangladesh Embassy in Berlin.

He engaged with exhibitors and visited individual Bangladeshi stalls, accompanied by officials from the Ministry of Textiles and Jute and EPB.

In addition, Nanak held productive discussions with officials from Messe Frankfurt, expressing his commitment to facilitating increased participation of Bangladeshi companies in future editions of the fair.

During the fair, Ambiente Fair Head of International Stefan Sunder paid a courtesy call on the minister. Frankfurt Fair South Asia’s chief executive Omar Salauddin was present.