

Atiqul for branding Dhaka globally

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Online Desk: Dhaka North City Corporation (DNCC) Mayor Md Atiqul Islam has called for the formation of an effective advisory committee consisting of related organizations for branding Dhaka in the outside world.

The mayor made the call while addressing the inaugural ceremony of three-day international tourism fair titled ‘Biman-Dhaka Travel Mart 2024’ at Sonargaon Hotel in the city as the chief guest, an official release said here today.

“The current era is the era of branding. We can brand Bangladesh by highlighting the history of our language movement and liberation war in the outside world. Bangladesh is the only country in the world that had waged a movement for mother tongue,” he said.

He underscored the need for acquiring more knowledge about language martyrs, Central Shaheed Minar and the places where the memories of the liberation war are intertwined.

“We believe that if this history can be presented correctly, foreigners will know about Bangladesh and will be attracted to tourism,” he added.

Highlighting that Cox’s Bazar is the longest beach in the world, he also said that it should be presented to the people of the world.

Later, the DNCC Mayor visited different stalls at the tourism fair.

Secretary of the Ministry of Civil Aviation and Tourism Md Mokammel Hossain, Chief Executive Officer (CEO) and Managing Director (MD) of Biman Bangladesh Airlines Shafiul Azim, President of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) Mahbubul Alam, Chairman of Bangladesh Parjatan Corporation AKM Aftab Hossain Pramanik and Chief Executive Officer of Bangladesh Tourism Board Abu Tahir Md Jaber were present, among others, on the occasion.