

PRESS RELEASE

Sure-fire(d) Hits with UK Buyers

With a renowned pottery history of two millennia, Bangladesh ceramics are hoping to make new 21st century friends in London in September.

Exporters of Bangladeshi tableware, already riding a wave of new export interest in their products, will be in London in September seeking to expand their European trade. At Expo Bangladesh 2005, ceramics manufacturers will be joining other Bangladeshi businesses in promoting trade with this rapidly developing country.

Already growing annually at a rate of 30 - 40%, the ceramics industry has attracted buyers from across the globe. The attraction is the quality of the product on offer.

Shinepukur Ceramics, leading the Bangladeshi presence in London, report that they have been able to develop versatile, high quality designs and customise these to the buyers' needs, with clients including Royal Doulton and Royal Worcester. Industry sources are proud to explain how the quality products of Bangladesh such as dinner sets and tea and coffee sets compare most favourably with similar products of China and India. Their gas firing gives technical quality advantages over much of their rivals' production.

That's why the Swedish market now welcomes a Bangladeshi product where previously they imported Thai and other countries' crockery. Offering quality products at competitive prices has interested the Swedes and it will interest the buyers attracted to Bangladesh's first ever trade expo in the UK.

"Our products are brighter, they shine pretty nice" says Shinepukur. **"We always take risks so the customer does not have to"** says the company that now seeks to meet up with new European buyers looking for a sure-fire and a sure-fired winning product.

EXPO BANGLADESH 2005
15 –17 September 2005
Barbican Exhibition Hall1, Golden Lane, London EC2
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