

PRESS RELEASE

Eastern Style Set to Impress

The Bangladesh garment industry produces over 2 billion metres of fabric annually in over 1500 factories, for H&M, Sainsbury's, Tesco's and other major high street stores.

The exquisite silks, jamdani textiles and kantha embroidery for which Bangladesh is famous, and which are the result of centuries of tradition and highly skilled craftsmanship, are starting to grab the attention of the international fashion scene.

Ethnic trends are on the rise in the UK in all areas of lifestyle, including fashion, décor, food, health and beauty. The Western attraction to Eastern styles and products is strong. The East has much to offer in a whole range of household and lifestyle products. **Expo Bangladesh 2005 (15 – 17 Sep)** will give a taste of what lies at the heart of this vibrant, enchanting scene. Buyers can access unique products and quality goods from a developing economy. In addition to a dynamic catwalk showcase on Sat 17 Sep by **Ethical Fashion Forum UK** there will be a broad representation of exhibitors with high quality ready made garments, accessories, footwear and textiles.

There will also be a wide range of "lifestyle" products including furniture, handicrafts, herbal medicines and ceramics. One group who will be represented are **Chittagong Women Entrepreneurs (CWE)** with a range of craft works. CWE promotes and develops the skills of existing and potential businesswomen of Bangladesh. CWE believes that if women are provided with the proper assistance and guidance, they can go a long way and CWE is right there to provide the assistance and guidance they need with a variety of services. In Chittagong, women are leading in boutiques, beauty parlours, hotels, shipping, stock exchange, small industries, laundry, jewellery, day care, furniture, poultry, dairy, hatchery, horticulture, dry fish, jute products, leather products, vegetable dyeing, catering, food and beverage, trading, export-import, spices, pickle, agro-business, handicrafts, restaurants and IT Sector.

"Business sectors are very often based on the great tenacity of the women on the bottom layer. Real business growth can only be achieved by supporting and encouraging them".

Baroness Uddin (the only Bangladeshi member of The House of Lords)

EXPO BANGLADESH 2005 **15 –17 September 2005**
Barbican Exhibition Hall1, Golden Lane, London EC2
Tel (Information – public and buyers) **0207 247 5525**
www.expobangladesh2005.com

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