

PALM OIL TRADE FAIR & SEMINAR (POTS) 2014

October 28 – 29, KUALA LUMPUR

BANGLADESH

A POTENTIAL PALM OIL DESTINATION

IS MALAYSIA HARNESSING IT FULLY?



Presented by: TARIQ AHMED
DIRECTOR (OPERATIONS & MARKETING)
T. K. GROUP OF INDUSTRIES

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HIGHLIGHTS

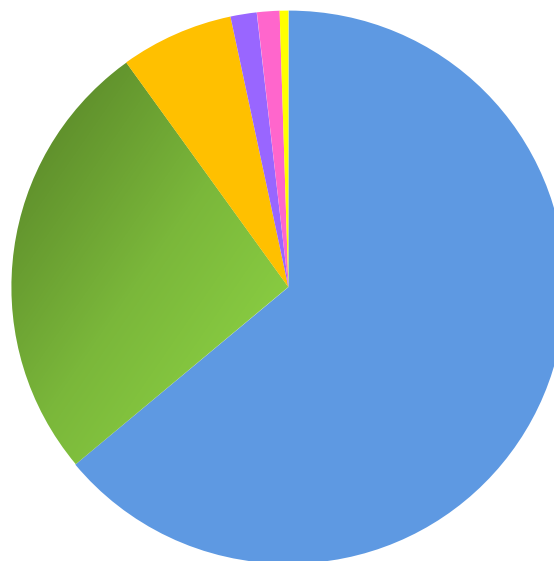
- **POPULATION : 160 Million**
- **AREA : 147,000 Sq. Km.**
- **ECONOMY SIZE : US\$ 200 Billion**
- **FOREIGN EXCHANGE RESERVE : US\$ 20.2 Billion**
- **AGRICULTURE : Self Sufficient in Rice (Staple Food) & Vegetables**
- **APPARELS : World's No. 2 after CHINA**
- **GDP GROWTH : 6.2% in 2014**

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OILS & FATS CONSUMPTION

2013 (In '000 M. Tons)

Palm Oil	: 1260
** Soyabean Oil	: 515
* Canola / Mustard	: 130
Butter	: 30
Coconut Oil	: 26
Palm Kernel Oil	: 10
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** Includes both CDSBO and Oil equivalent from seeds.

* Oil equivalent from seeds.

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PALM OIL IMPORTS

(In '000 M. Tons)



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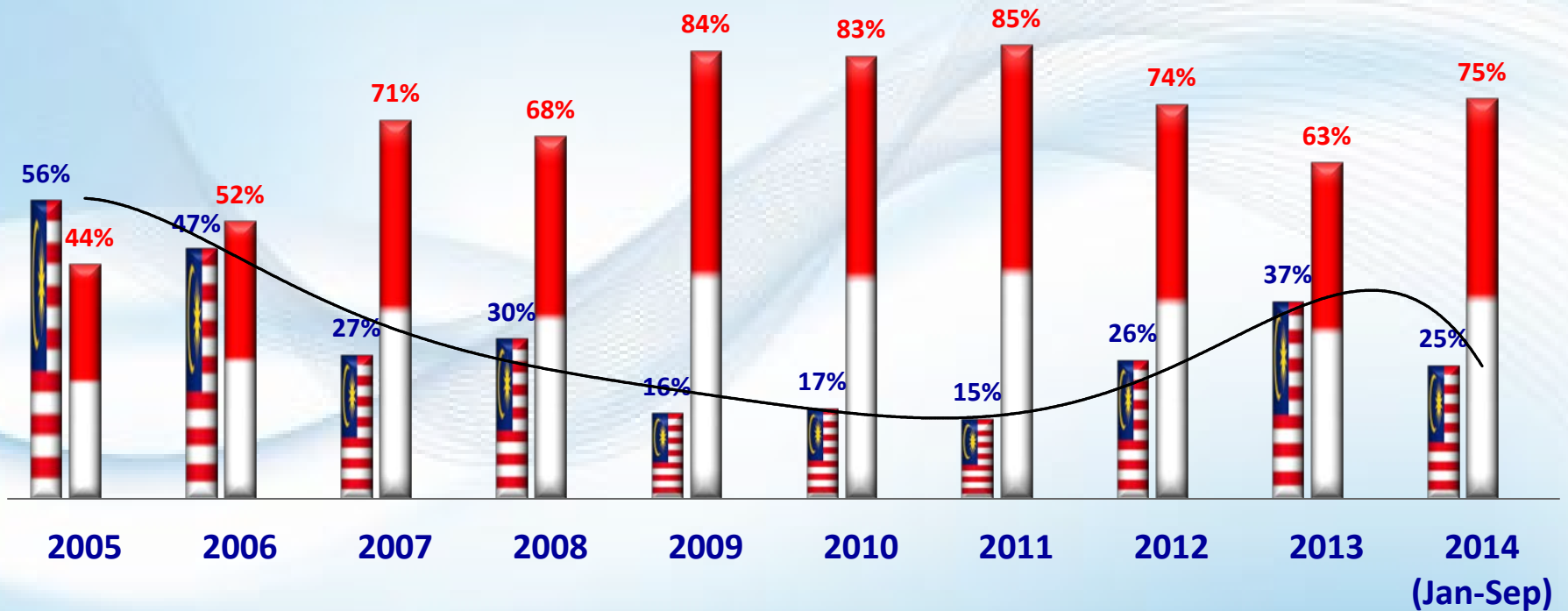
PALM OIL MARKET SHARE



MALAYSIA vs.



INDONESIA



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KEEP IT STRAIGHT AND SIMPLE

Bangladesh Market to be viewed as a Primary Destination

Quick Response on a Day to Day Price Offers

Strengthen Marketing Team to Build Sustainable Competitive Advantage

Put Logistics in Place – Vessel Sizes 8000 - 10000 M. Tons

Match Indonesian Price



Many Thanks

&

God Bless Us All

