

PRESS BRIEF

7th February 2025

Business Beyond Borders: A Dialogue on Sustainable Development Between Europe and Bangladesh

Sylhet, Bangladesh – Europe Bangladesh Federation of Commerce and Industry (EBFCI) is pleased to announce its upcoming event, *Business Beyond Borders: A Dialogue on Sustainable Development Between Europe and Bangladesh*, to be held on Wednesday 12th February 2025 at the Rose View Hotel Sylhet. The evening promises to bring together regional business leaders, entrepreneurs, and stakeholders to explore new opportunities for collaboration and growth between Europe and Bangladesh, fostering sustainable development across both regions.

This event is Organised by EBFCI and sponsored by Rose View Hotel Sylhet and aimed to exchange ideas on business innovation, sustainability, and economic cooperation.

The evening will be graced by the presence of **H. E. Mr. Michael Millar, Ambassador and Head of the European Delegation to Bangladesh**, who will be the chief guest. His address will reflect the EU's initiatives to fostering collaboration and strengthening economic relations with Bangladesh. The EU Delegation in Bangladesh has expressed its recognition and support for EBFCI's efforts in promoting business growth and sustainable development.

Event Agenda:

6:30 PM – Welcome & Introduction

6:50 PM – Opening Address: Presenting EBFCI by Mr. Mohammad Ali, Executive Director & Bangladesh Country Head, EBFCI

7:00 PM – EBFCI Video Presentation: A brief presentation on EBFCI's recent visit to Bangladesh

7:15 PM – Keynote Address by H.E. Michael Millar, Ambassador and Head of the European Union Delegation to Bangladesh

8:00 PM – Dinner & Networking: An opportunity for informal discussions and relationship building.

9:30 PM – Event Close

About EBFCI

The **Europe Bangladesh Federation of Commerce and Industry (EBFCI)** serves as a vital bridge between Europe, the UK, and Bangladesh, driving economic cooperation, trade, investment, and knowledge exchange. With a diverse membership and an expanding network of international offices, EBFCI is committed to enhancing business collaboration, supporting entrepreneurial initiatives, and facilitating market access for businesses across regions.

Additionally, EBFCI is in the process of developing **business demand-driven solutions** through **consultation, training, and workshops**, particularly in the areas of **tourism and health**, and arranging **trade fair** in Europe. These initiatives are aimed at skill development, fostering collaboration, facilitating knowledge exchange, and supporting businesses in their growth and international expansion. By joining EBFCI as a member, companies can tap into a vast network and resources to engage with European markets and contribute to a more sustainable global economy.

For more information about EBFCI, please visit www.ebfc.org or contact us at info@ebfc.org