

Made in Bangladesh' Campaign with CNN

The BFTI has signed a non-financial Memorandum of Understanding (MoU) with CNN International Commercial (CNNIC) to promote the leading and potential export sectors of Bangladesh globally in the CNN network. This campaign is also to achieve the export-oriented growth strategy of the Government through Public Private Collaboration model. The financial investment of the campaign will be in form of Private Sector Sponsorship. This campaign will be implemented by BFTI through the direct supervision of a Steering Committee formed under the Ministry of Commerce. The co-ordination and fund management will be executed by Spellbound Leo Burnett.