

Made in Bangladesh Campaign

The 'Made in Bangladesh' Campaign at CNN went on to promote story of pioneering sectors and industries of Bangladesh globally in the CNN network. This initiative is taken by the Ministry of Commerce and coordinated by the Bangladesh Foreign Trade Institute (BFTI) under the visionary leadership of the Honorable Prime Minister through a unique model.

The promotional activities under the Campaign have started from 16 December 2021 with the telecast of a Television Commercial and editorial vignettes across all the countries in their prime-time. Vignettes were promoted with the banner of NEW FRONTIER BANGLADESH. As part of the promotional activities under the campaign, a half an hour show of the campaign has been aired 3 times on 26 March 2022, the Independence Day of Bangladesh and once on 27 March 2022. The show can be seen from the following link: <https://edition.cnn.com/specials/world/new-frontiers>