



SPECIAL EDITION

SOUTH ASIA TRADE FAIR 2025

18-21 September 2025 | ICCB, Dhaka, Bangladesh



**Strengthening Regional Trade, Connectivity
and Cultural Exchange**

Published by: The Federation of Bangladesh
Chambers of Commerce & Industry (FBCCI)



From the Desk of the Secretary General, FBCCI



It is with great enthusiasm that we present this special bulletin dedicated to the **South Asia Trade Fair 2025**, held in the vibrant city of Dhaka from September 18-21, 2025. This signature gathering connected entrepreneurs, industry leaders, policymakers, and innovators from across the region, highlighting South Asia's immense potential as a dynamic hub for trade and investment.

After successful editions in Pakistan and Sri Lanka in 2024, the SAARC Chamber of Commerce and Industry (SCCI) has extended its premier exhibition to Bangladesh, a collaborative effort with the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Ministry of Commerce, and Export Promotion Bureau (EPB), aiming to foster regional economic growth and cooperation.

The trade fair serves as a platform of opportunities, fosters

cross-border partnerships, technological exchange, and sustainable growth. More than 100 exhibitors from SAARC countries, including Bangladesh, Pakistan, Sri Lanka, and Afghanistan, represented diverse sectors such as textiles, fashion & lifestyle, gems & jewelry, cosmetics & luxury goods, handicrafts, processed food, electronics goods, home appliances & kitchenware, etc. The fair reflects the collective strength of our region's economic landscape.

The four-day event saw attendance of nearly 35,000 visitors who not only explored the products but also made significant purchases, connected world producers and industry leaders. Exhibitors reported strong retail sales and a notable volume of business orders.

Beyond being a trading platform, the fair evolved into a

unique platform for business networking, knowledge and idea sharing, innovation, and technology transfer. Two separate business sessions titled "Emerging Trends in Global Politics and Implications in the Global Economic Order" and "Increasing South Asia Economic Cooperation: Options for Enhancing Connectivity, Trade and Investments" were held on the first day at a hotel in Dhaka. The sessions brought together industry leaders, entrepreneurs, economists, innovators, researchers, and other stakeholders from the South Asian region to share their valuable insights.

As we highlight each detail of the fair in the following pages, our aim is to celebrate the remarkable achievements of participating nations and to inspire continued dialogue on trade, innovation, and regional prosperity.

We extend our sincere appreciation to the organizers, exhibitors, participants, and visitors whose dedication and vision have transformed this fair into a resounding success. May this bulletin serve as both a record of accomplishment and a beacon for future cooperation across South Asia and beyond.

Md. Alamgir
Secretary General, FBCCI



SAARC and SAARC Chamber: Background, Origins, and Bangladesh's Role

The South Asian Association for Regional Cooperation (SAARC) is the region's intergovernmental body, uniting eight member states - Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka, to promote economic growth and cultural development. Established with the signing of the SAARC Charter in Dhaka on December 8, 1985, by seven founding members, the organization later welcomed Afghanistan in 2007. The SAARC Secretariat in Kathmandu, Nepal, was set up on January 17, 1987, to coordinate activities and facilitate communication among members.

The intellectual and diplomatic impetus for SAARC came from Bangladesh in the late 1970s. The late President Ziaur Rahman is widely recognized as the key proponent who introduced the concept of an institutional framework for regional cooperation. In May 2, 1980, his formal proposal to South Asian leaders, advocated for structured collaboration to promote peace, stability, and development. This initiative, further detailed in a working paper from Dhaka in November 1980, catalyzed a series of high-level consultations

between 1981 and 1984. This process culminated in the inaugural SAARC Summit in Dhaka on December 7-8, 1985, underscoring Bangladesh's pivotal leadership in the organization's formation.

The SAARC Charter's core objectives are to improve the



welfare of its people and accelerate economic and social progress. It operates on principles of sovereign equality, territorial integrity, and non-interference, allowing for cooperation despite political differences. Over time, the scope of cooperation has expanded beyond trade to include diverse sectors such as agriculture, health, education, technology, and environmental initiatives. The SAARC Secretariat ensures the continuity and institutional memory for these diverse programs. In economic integration,

SAARC's trade architecture evolved in two major steps -

- **SAPTA** (SAARC Preferential Trading Arrangement)—signed in Dhaka on April 11, 1993 and entered into force on December 7, 1995—created a negotiated preferential tariff regime among members. SAPTA was the first formal instrument to reduce barriers and was explicitly conceived as a stepping stone toward a free-trade area.

- **SAFTA** (South Asian Free Trade Area)—signed on January 6, 2004 at the 12th SAARC Summit (Islamabad) and in force since January 1, 2006—laid out phased tariff-reduction schedules (with differentiated timelines for least-developed members) and complementary measures (e.g., trade facilitation, standards harmonization). SAFTA operationalized the longer-term vision of lowering tariffs toward 0–5%, aiming to deepen intra-regional trade.

Despite these frameworks, intra-SAARC trade remains modest compared to the region's immense potential. This is largely due to infrastructural constraints, limited connectivity, and persistent political frictions. This reality underscores the critical importance of private-sector advocacy and problem-solving through business forums.

The SAARC Chamber of Commerce & Industry (SCCI), established by the private sector, serves as the apex business body for South Asia's national chambers. This organization complements the inter-governmental track by advocating for practical measures to enhance the region's trade, investment, and industrial collaboration.

Following extensive deliberations that began at a G-77 chambers meeting in New Delhi in December 1988, and a SAARC-commissioned study on Trade, Manufactures and Services (completed in 1991), governments formally recognized the SAARC Chamber of Commerce & Industry (SCCI) in December 1992 upon the approval of its constitution. The SCCI was then inaugurated in Dhaka in February 1994. Its headquarters, initially at the FPCCI office in Karachi, were subsequently relocated to Islamabad in December 1997.

SCCI represents the eight national apex chambers of its member countries, serving as focal points for business: ACCI (Afghanistan), FBCCI (Bangladesh), BCCI (Bhutan), FICCI (India), MNCCI (Maldives), FNCCI (Nepal), FPCCI (Pakistan), and FCCISL (Sri Lanka). To ensure regional ownership, the SCCI presidency rotates alphabetically among these members. Currently, Mr. Md. Jashim Uddin, a prominent ownership, the SCCI presidency rotates alphabetically among these members. Currently, Mr. Md. Jashim Uddin, a prominent Bangladeshi entrepreneur, holds

the esteemed position of President of the SAARC Chamber. His distinguished career also encompasses roles as the Chairman of Bengal Commercial Bank, Vice Chairman of Bengal Group of Industries, and a former President of FBCCI.

The SAARC Chamber of Commerce & Industry (SCCI) promotes regional economic cooperation through business-led initiatives. It advocates for key policy reforms, including the harmonization of standards, trade facilitation, investment promotion, and cross-border connectivity. Acting as a crucial



link between the private sector and governments, the SCCI provides industry input to SAARC's decision-making processes and facilitates vital business-to-business connections, sector-specific councils, and forums for trade and investment. Over the years, the Chamber has actively supported the objectives of SAPTA and SAFTA by identifying impediments, and recommending solutions to enhance regional value chains.

The organization provides supportive services and schemes, including B2B networking, recommendation letters, and arbitration support. It also facilitates the SAARC Visa Exemption Sticker (SVES) for eligible individuals, enabling business profession

als to travel, meet, and transact more efficiently across the region.

Bangladesh's Contribution

Bangladesh plays a pivotal and sustained role in the advancement of the South Asian Association for Regional Cooperation (SAARC), hosting key milestones like the 1993 signing of the SAARC Preferential Trading Arrangement (SAPTA).

Moving forward, Bangladesh's private sector, through the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), remains a core component of the SAARC Chamber of Commerce and Industry (SAARC CCI). This engagement is instrumental in shaping private-sector agendas and promoting tangible measures to enhance South Asia's trade, investment, and industrial collaboration.

Bangladesh feels that operationalizing the SAARC legacy is key to unlocking the region's potential. The nation is ready to collaborate with member countries on digitizing trade, standardizing regulations, and expanding connectivity. Bangladesh believes that revitalizing the SAARC Free Trade Area (SAFTA) is critical for this integration, as SAARC's nearly two billion people—and its significant youth and small-to-medium enterprise (MSME) demographics—can fuel regional value chains if cross-border frictions are mitigated.

Inaugural Ceremony

Dhaka hosts South Asia Trade Fair 2025



Mr. Mahbubur Rahman, Secretary, Ministry of Commerce, as the chief guest inaugurated the fair. Mr. Md. Jashim Uddin, President, SCCI; Mr. Hasan Arif, Vice Chairman, EPB; Mr. Md. Alamgir, Secretary General, FBCCI; Mr. Bhavesh R Trivedi, Director, SAARC Secretariat; entrepreneurs, business leaders and dignitaries were present in the event.

In his opening remark, Commerce Secretary Mr. Mahbubur Rahman described the fair as an important platform for exchanging ideas, knowledge, technology, and experience among South Asian countries, businesses, and entrepreneurs. He hoped that

The South Asia Trade Fair 2025, a four-day event showcasing the best brands and products from SAARC nations, unveiled on September 18, 2025 at the International Convention City Bashundhara (ICCB) in Dhaka. The fair brings together a wide range of products under one roof, including fashion and lifestyle items, electronics, cosmetics, jewelry, processed foods, technology, home appliances, and kitchenware. The fair concluded on September 21, 2025.

The SAARC Chamber of Commerce and Industry (SCCI), in collaboration with the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Ministry of Commerce, and Export Promotion Bureau (EPB), organized the fair.

Mr. Mahbubur Rahman, Secretary, Ministry of Commerce, as the chief guest inaugurated the fair. Mr. Md. Jashim Uddin, President, SCCI; Mr. Hasan Arif, Vice Chairman, EPB; Mr. Md. Alamgir, Secretary General, FBCCI; Mr. Bhavesh R Trivedi, Director, SAARC Secretariat; entrepreneurs, business leaders and dignitaries were present in the event.



the fair would help strengthen regional trade and investment among the South Asian countries. He called upon the traders and entrepreneurs of SAARC countries to help build a strong economic alliance for mutual benefits of SAARC member countries.



As a special guest at the event, EPB Vice Chairman Mr. Hasan Arif suggested that such fairs be organized not only bilaterally but also in major international hubs like Dubai. He also highlighted EPB's plans to involve local entrepreneurs in branding their products globally.

SCCI President Mr. Md. Jashim Uddin said, Global trade is changing rapidly. New challenges are emerging before us. To strengthen regional trade and the economy, we need to work in a more organized way. He urged business people from SAARC countries to work together in a coordinated way to boost regional trade and the economy.

Speaking at the event, Bhavesh R Trivedi, Director of the SAARC Secretariat (Economy, Trade and Finance) said, South Asia makes a significant contribution to Asia's economy. He emphasized that stronger networking and connectivity within the region could unlock vast potential.

Meanwhile, FBCCI Secretary General Mr. Md. Alamgir urged SAARC nations to reduce trade deficits among themselves, remove barriers, and build bridges to transform South Asia into a robust economic bloc.

He said that through collective action, we can unlock the immense potential of our markets, create jobs, and improve the lives of our citizens.



By removing barriers and building bridges, we can transform our region into a powerful economic bloc.

The opening ceremony was attended by business leaders from various chambers and associations, diplomats, and representatives from SCCI and FBCCI, among others.

Conference on Advancing Global and regional Trade & Investment

Experts call for greater economic integration among South Asian countries

The SAARC Chamber of Commerce and Industry (SCCI) and the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) jointly hosted a business conference titled 'Advancing Global and regional Trade & Investment', on September 18, 2025 at a hotel in the capital.

Mr. Mahbubur Rahman, Secretary, Ministry of Commerce, graced the conference as the chief guest.

The event brought together industry leaders, entrepreneurs, economists, researchers, and key stakeholders to devise strategies for a greater economic integration among South Asian countries.

In his welcoming remarks, SCCI President Mr. Md. Jashim Uddin noted that intra-regional trade in South Asia is comparatively low. He emphasized the need to identify the root causes of this disparity and called for collective action to address them. He stressed the importance of automation in business, addressing cross-border tariff and non-tariff barriers, and eliminating mutual distrust.

Furthermore, he highlighted the need to prioritize trade facilitation through e-commerce and fintech initiatives. Mr. Jashim Uddin also urged SAARC member nations to collaborate to establish South Asia as a robust supply chain hub.



FBCCI Secretary General Mr. Md. Alamgir spoke earlier, stating that if South Asian countries work together to develop key sectors like tourism, information technology, and energy- every nation in the region will benefit. He also urged countries to take necessary steps to leverage their demographic dividend.

He mentioned, to make a meaningful progress, we must move beyond simply trading goods and focus on building integrated regional value chains.

The event featured two separate sessions-

Session 1: Emerging Trends in Global Politics and Implications in the Global Economic Order



Dr. M Masrur Reaz, Chairman of Policy Exchange Bangladesh, presented a comprehensive keynote in the first session. He noted the ongoing shifts in global political dynamics and increasing economic uncertainty, which are impacting trade and investment. To foster the growth of global trade and the economy, he proposed a complete overhaul of the current system.

The first session was moderated by Syed Almas Kabir, General Assembly Member, SCCI.

Session 2: Increasing South Asia Economic Cooperation: Options for Enhancing Connectivity, Trade, and Investment.

The second session's keynote speaker was Dr. Fahmida Khatun, Executive Director of the Centre for Policy Dialogue (CPD). She highlighted several challenges to regional trade in Asia, including political instability, tariff and non-tariff barriers, and institutional inefficiencies. She also provided recommendations to expand trade-



Recommendations:

- Reduce high trading costs: South Asia lacks adequate integration in the global value chain due to the high costs associated with trading. Therefore, it is important to reduce the cost of trading
- FDI-GVC reinforcement: South Asia has a comparative advantage due to its large pool of affordable labour, thus attracting FDI, which can provide the capital needed to leverage this advantage, enabling the region to join and strengthen the global value chain
- Support SMEs and CSMEs: Growth of local small and cottage industries should be encouraged, alongside mobilising investments from local investors
- Harness SAARC Chambers of Commerce: The Chamber should act as a mediator between governments and the private sector, including both large industries and SMEs, to enhance regional value chain participation
- Strengthen industry-academia linkages: Closer collaboration between universities and industries across the region will boost skills, innovation, and research relevant to the GVC
- Collaborative and regional approach: Align national projects with regional plans and harmonise customs to ensure seamless multimodal connectivity
- Public-private engagement: Involve private sector and non-state actors through shared port use, improved logistics, and joint infrastructure projects

- Human resource development: Investment in training and capacity building to boost efficiency in transport and logistics operations
- Leverage natural resources: Utilization of common rivers for cross-border river way transport as an untapped growth opportunity

The second session was moderated by Mr. Amzad Hossain, Chairman, SCCI Young Entrepreneurs Forum.

In his concluding remarks, Commerce Secretary Mr. Mahbubur Rahman stressed that strong political will is essential to transform South Asia into a vital business hub. He cautioned that more non-tariff and para-tariff restrictions might emerge in the future, and urged heads of state to convene and address these challenges collectively.

The conference was attended by Mr. Owais Parray, Senior Economic Adviser, UNDP Bangladesh; Mr. Atif Ikram Sheikh, President, FPCCI; Mr. Chandi Raj Dhakal, Vice President, SCCI; Mr. Showkat Aziz Russell, President, BTMA; Dr. Rohita Silva, Vice President, SCCI; Mr. Anjum Nisar, Vice President, SCCI; Mr. Anwar Ul Alam Chowdhury Parvez, President, BCI; Engr. Ghulam Mohammad Alomgir, Executive Committee Member, SCCI; Mr. Md. Zafar Iqbal, Head of International Affairs, FBCCI. Among others, business leaders from various chambers and associations, representatives from the SCCI and FBCCI were attended the event.



South Asia Trade Fair 2025

The Flavor of South Asia

The air at Dhaka's International Convention City Bashundhara (ICCB) was charged with more than just the buzz of business deals; it was a vibrant celebration of a shared heritage. The South Asia Trade Fair 2025, a four-day event, was not merely a platform for commerce but a living mosaic of the region's diverse cultures, traditions, and aspirations. From the moment one stepped inside, it was clear that this was an event designed to transcend the purely transactional.

Booths were a visual feast, each telling a story of its country of origin. The rich, hand-woven textiles of Bangladesh, with their intricate designs, stood alongside the elegant pashminas, shawls and lifestyle items of Pakistan. The delicate silver and gemstone jewelry from Sri Lanka shimmered under the lights, reflecting a legacy of craftsmanship, while Afghanistan's traditional carpets and artisanal crafts transported visitors to another world. The aromatic spices from across the region filled the air, a sensory journey that highlighted the unique culinary traditions of each nation.



Beyond the products, the fair was a testament to the "people-to-people connectivity" that organizers had envisioned. Entrepreneurs and artisans from various SAARC countries mingled, exchanging not just business cards but stories and experiences. The atmosphere was one of mutual respect and curiosity, where a conversation about trade tariffs could easily shift to a discussion about regional music or folk art. This cultural exchange was an integral part of the fair's success, building a foundation of trust that is essential for long-term economic cooperation.



Adding to the fair's vibrant atmosphere, the event attracted a constellation of influencers and celebrities, generating a palpable excitement and extending its reach. Popular faces such as Bushra Kabir, Barisha Haque, Monica Kabir, and Keya Payel graced the fairgrounds, engaging with exhibitors and the public, transforming the event into a dynamic showcase of public engagement. A significant cultural highlight was a powerful musical performance by Avoid Rafa, which injected a festive and modern rhythm into the trade fair.



With an impressive turnout of about 35,000 visitors, the South Asia Trade Fair 2025 successfully created a multi-faceted platform for networking, business expansion, and cultural exchange.



It proved that a trade fair could be more than just a marketplace; it could be a place where ideas, innovations, and a shared vision for a prosperous tomorrow are exchanged, all while celebrating the rich and diverse cultures of the region.



A Panorama of Regional Industry

The fair's true heart lay within its stalls, a testament to the diverse economic engines of South Asia. As the host nation, Bangladesh proudly presented 17 stalls, showcasing a range of key sectors including plastic and packaging goods, metal, leather goods, processed food and banking, alongside traditional exports like jute goods, local textiles, and handicrafts. Leading Bangladeshi companies, including Bengal Polymer Wares Ltd, Bengal Bank, Akij Resource, and Meghna Group of Industries (MGI), underscored the nation's diverse industrial and consumer products. Other notable participants included Khandaker Tea, Helal & Brothers, Escort Footwear, Expo Accessories, Xclusive Can Limited, WE Hat Bazar, and Solar Ahead Ltd.

Pakistan made a powerful statement with the largest pavilion, featuring an impressive 82 stalls. Pakistani exhibitors brought a wide variety of goods, from intricate textiles and elegant apparel to fine leather goods, gems, and jewelry. Their extensive showcase of processed foods, electronics, and cosmetics highlighted the country's strong export potential and its dynamic, forward-looking industries.

Meanwhile, Afghanistan's five stalls offered a curated selection of their traditional strengths, including dry fruits, wholesome foods, and high-quality cotton and soap. Sri Lanka, on the other hand, presented a more specialized showcase. Its largest and most technologically advanced bio-fertilizer manufacturing company



took the spotlight, offering a wide range of fertilizers specially designed for paddy, tea, and vegetable crops. The company also unveiled innovative products such as Hybrid Pellet, Granular, and NPK Compound Granular Fertilizers, demonstrating the country's progress in agricultural technology.

Each stall, whether large or small, contributed a unique thread to the vibrant tapestry of South Asia, collectively weaving a story of a region ready to collaborate and prosper.

The South Asia Trade Fair 2025, which began on September 18th, concluded its highly successful run on September 21st, the exhibition was accessible



to visitors daily maintaining extensive hours from 11:00 AM to 10:00 PM, ensuring ample opportunity for policymakers, business leaders, and the general public to engage with the showcased innovations.

Meet the Press on South Asia Trade Fair 2025



In a move to galvanize regional commerce and shed light on the forthcoming South Asia Trade Fair 2025, a "Meet the Press" event was convened on September 16, 2025, at the FBCCI headquarter in Motijheel, Dhaka, where the Secretary General of FBCCI Mr. Md. Alamgir and Secretary General of SCCI Mr. Zulfiqar Ali Butt, articulated the core objectives and aspirations underpinning the ambitious trade fair.

Cultural Event

Culture builds Connection

The South Asia Trade Fair 2025 proved to be far more than a simple business event; it was a resounding celebration of the region's shared cultural heritage. Beyond the bustling trade exhibition, a special cultural program was meticulously arranged, reflecting the deep-seated belief that economic cooperation and cultural exchange are two sides of the same coin.

Trade might create prosperity, but it is culture that builds connection. As delegates and visitors from across South Asia gathered, they brought with them not only products but also traditions, values, and stories that have been passed down through generations. The evening (September 18, 2025) became even more special with the magnificent performance by the Bangladeshi musical band Romeo Brothers. Distinguished business leaders from Bangladesh, Pakistan, Nepal, Sri Lanka, and Afghanistan, along with senior dignitaries including the Commerce Secretary of Bangladesh and the President and Vice Presidents of SCCI, truly enjoyed the musical show. Their participation underscored the vital link between culture and commerce in strengthening regional ties.



In essence, the cultural program of the South Asia Trade Fair 2025 was more than mere entertainment. It served as a powerful bridge between economies and societies, a testament to unity through diversity, and a vibrant inspiration for stronger regional cooperation. Guests left not only with potential business opportunities but also with a treasure trove of meaningful cultural experiences and warm memories of Bangladesh's role as a gracious host.

SCCI Executive Committee Meeting & General Assembly



Charts a New Course for Regional Business Collaboration

The 85th Executive Committee Meeting and the 28th General Assembly of the SAARC Chamber of Commerce and Industry (SCCI) were successfully convened on 19th September 2025 in Dhaka, Bangladesh.

The landmark meetings, held under the chairmanship of Mr. Md. Jashim Uddin, President of SCCI, brought together the apex business leadership from across South Asia to deliberate on strategic initiatives for enhancing regional economic integration.

The proceedings commenced with warm welcome remarks by President Md. Jashim Uddin, who expressed his profound gratitude to the dignitaries gathered in Dhaka and those participating virtually. Mr. Zulfiqar Ali Butt, Secretary General of SCCI, confirmed the requisite quorum for the meetings.

The assembly was graced by the presence of senior SCCI leadership, including Vice Presidents Mr. Mian Anjum Nisar (Pakistan), Mr. Chandi Raj Dhakal (Nepal), Dr. M. Rohitha Silva (Sri Lanka) Dr. Maryam Shakila Vice President (Maldives) and Mr. Vinod Juneja, Vice President (India) and Dr. Shakeela Maryam, Vice President (Maldives).

The meeting also welcomed the participation of Mr. Atif Ikram Sheikh, President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), alongside former President Mr. Ruwan Edirisinghe and several Executive Committee members from Pakistan and Sri Lanka who attended online.

In his opening address, President Md. Jashim Uddin underscored the critical importance of collective action in fortifying SCCI's role as the premier regional business body. He emphasized the need for a unified vision to foster a more prosperous and interconnected South Asia, leveraging the collective strength of the private sector.

A key agenda item was the review and formal approval of the meeting agendas, followed by the endorsement of the minutes from the 84th Executive Committee Meeting. Members received a comprehensive briefing on SCCI's recent activities and engaged in fruitful deliberations on new international collaborations spearheaded by the Chamber. Significant updates were also presented on upcoming events and the commendable progress of the SCCI Headquarters Building Project.

Further substantive discussions encompassed the annual membership subscription fee structure, the strategic closure of the Colombo Sub-Office, and the forthcoming handover-takeover of the Presidency, including the necessary nomination procedures. The Assembly demonstrated its commitment to expanding its base by approving new life membership applications, thereby ensuring wider and more diverse representation.

Looking ahead, the date and venue for the 86th Executive Committee Meeting were confirmed, scheduled for December 2025. The distinguished delegates unanimously underscored the imperative of enhancing SCCI's institutional capacity to enable a more dynamic and proactive role in representing the private sector at the regional level.

In a momentous decision, it was announced that the new SCCI Headquarters Building will be inaugurated on SAARC Charter Day in December 2025. This inauguration is poised to symbolize a new era of business-led regionalism, directly aligning with SAARC's founding vision of achieving greater prosperity, stability, and connectivity for nearly two billion people across South Asia.

The meeting concluded on a high note of consensus and commitment, reflecting a shared resolve to advance the region's economic agenda.

Conclusion

A Platform for Partnership and Progress

The South Asia Trade Fair 2025, alongside its accompanying Regional Conference and B2B matchmaking sessions, has successfully positioned itself as a pivotal milestone for accelerating regional economic cooperation. This comprehensive event went beyond a simple exhibition, creating a dynamic forum that showcased the immense vibrancy and diversity of products, services, and cutting-edge innovations across South Asia. By convening policymakers, trade experts, and business leaders, the event established an essential platform for strategic dialogue on regional integration, directly translating these discussions into tangible outcomes through thousands of successful business-to-business connections.

Driving Sustainable Integration

Looking ahead, the SAARC Chamber of Commerce & Industry (SCCI) must now assume a central and proactive role in deepening business linkages among member states. Working in close synergy with national apex chambers, the SCCI's mandate should be to relentlessly advocate for policy harmonization. This includes a commitment to reducing non-tariff and structural trade barriers, harmonizing standards, facilitating the easier movement of goods and professionals, and actively promoting the development of robust, resilient regional value chains. Continuing to host structured platforms for business knowledge exchange and trust-building is crucial, coupled with robust engagement with governments to tackle high-level policy challenges that currently restrict the growth of intra-regional trade.

FBCCI's Vision for a Stronger SAARC

The Federation of Bangladesh Chambers of Commerce & Industry (FBCCI) emphasizes that stronger collaboration within South Asia is not just a



long-term goal but an urgent and highly achievable necessity. The FBCCI specifically encourages the SAARC CCI to concentrate on a few key, practical outcomes that will deliver immediate impact and long-term sustainability-

Facilitating Digital Trade Platforms: Creating secure and accessible digital marketplaces is essential for empowering Small and Medium-sized Enterprises (SMEs) to participate fully in regional commerce.

Encouraging Cross-border Investment: Prioritizing investment in shared infrastructure and logistics is critical to reducing the cost and time of trade across borders.

Promoting Technology and Knowledge-Sharing: Establishing mechanisms for the seamless transfer of technical know-how and best practices will boost regional competitiveness.

Supporting Inclusive Entrepreneurship: Actively integrating women and youth entrepreneurs as primary drivers of regional trade will unlock new sources of innovation and growth.

With this focused vision and a shared commitment, the collective strength of the SAARC CCI, the FBCCI, and other apex chambers can move beyond the promise of South Asia to transform the region's economic reality—forging a powerful network of business linkages, achieving profound economic integration, and securing shared prosperity for nearly two billion people.

FBCCI OFFICE ADDRESS

FBCCI Icon
60 Motijheel Commercial Area, Dhaka- 1000, Bangladesh

FBCCI Extended Office, Gulshan
Tower of Aakash, Level-9, Plot-54, Road-132, Gulshan Avenue, Dhaka-1212,

Phone : 88-02-223380588, 223381470

Fax: 88-02-223355902

E-mail: secretariat@fbcci.org
Website: www.fbcci.org