Q1: TITLE OF YOUR CASE STORY
Exploring European outsourcing market opportunities for Bangladeshi companies

Q2: CASE STORY ABSTRACT
Netherlands Trust Fund Project (II) created a platform for SDSL for proving their outsourcing capabilities and was the first step towards entering into European Software Development markets. Since its engagement with the project, SDSL developed business relationships with various clients. The most successful was developing a long lasting business relationship with Danish Company named Exigo.

Q3: LONG DESCRIPTION OF THE CASE STORY
SDSL is a highly specialized software development Centre in Dhaka, Bangladesh. Since its establishment in 1996, it has worked with clients from United States, Australia, and South Africa. It was looking for opportunities to explore European Software development market. The opportunity came when SDSL received EOI invitation from BASIS on 12th January 2012 to join NTF (II) and was finally selected by NTF II on 26th February 2012 along with 7 Bangladeshi companies.

The NTF II Bangladesh project was responsible for the organization of a yearly specialized event in each of the three selected target markets, i.e, Netherlands, Denmark, and Bangladesh. The objective of these events was to promote the Bangladeshi outsourcing capabilities of leading Bangladeshi companies. These events were also meant to generate interest for the matchmaking to take place in Dhaka. The business partners who helped in implementation of the objective of NTF II in IT & ITES sector of Bangladesh are BASIS (Bangladesh Association of Software and Information Services) and DCCI (Dhaka Chamber of Commerce & Industry).

More than 100 B2B meetings were organized with the aid of NTF II. During two matchmaking events in the Netherlands (Amsterdam) and Denmark (Copenhagen), Bangladeshi companies have been able to sign initial pilot contracts. The events improved the European companies’ awareness about the outsourcing capability of Bangladesh. It also enabled Bangladeshi companies to gain a better understanding of the requirements of European markets’ and in identifying concrete business opportunities.

Being a part of NTF II project, SDSL got the opportunity to obtain clients from European countries. For instance, SDSL was selected for providing outsourcing services to Parkingware BV which is a software company from Netherlands and after that has won two contracts from two Danish companies. One of them is Exigo which is a major client in SDSL’s portfolio for three years now.

SDSL is very much thankful to NTF (II) and BASIS for giving this wonderful opportunity to explore European Software Development markets which helped to strengthen SDSL’s position in the IT&ITES sector of Bangladesh.
Q4: Please add here web links to project/programme materials.  
Respondent skipped this question

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Q5: YOUR CONTACT DETAILS
Name: Reffat Zaman
Company or association: Structured Data Systems Limited
Country: Bangladesh
Email Address: reffat@sdslbd.com

Q6: FUNCTION
Private sector

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Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME
Tick the appropriate box(es)
Private sector

Q8: Additional information  
Respondent skipped this question

Q9: START DATE OF PROJECT/PROGRAMME  
Respondent skipped this question

Q10: STATUS OF PROJECT/PROGRAMME
On-going

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME
3-5 years

Q12: COST OF PROJECT/PROGRAMME
Between US$50,000 - US$200,000

Q13: Additional information  
Respondent skipped this question

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME
Grant

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Q15: PROJECT/PROGRAMME TYPE
Multi-country (i.e. 2 or more countries)
Q16: SINGLE COUNTRY/CUSTOMS TERRITORY
Respondent skipped this question

Q17: REGION (If the region does not appear in the drop down menu, please enter manually)
Respondent skipped this question

Q18: MULTI-COUNTRY (Enter all countries or customs territories)
- Denmark
- Bangladesh
- Netherlands

Q19: CASE STORY FOCUS
- Other (please specify)
  Exploring new market opportunities in Europe for providing offshore software development services by Bangladeshi companies

Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME
- Very successful

Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME
- Services sector skills,
- Other (please specify)
  Got contract from new client, opened new opportunity to the European outsourcing market.
Q22: Additional information (maximum 300 words)  
Respondent skipped this question

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMMETick the appropriate box(es)  
Reduction in cost of financing of trade finance,  
Increase in tariff revenue,  
Increase in service exports

Q24: Additional information (maximum 300 words)  
Respondent skipped this question

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMMETick the appropriate box(es)  
Increase in employment,  
Export market diversification

Q26: Additional information (maximum 300 words)  
Respondent skipped this question

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Q27: LESSONS LEARNT Tick the appropriate box(es)  
Importance of good project design,  
Importance of alignment between different development partners in programming,  
Importance of engagement by private sector,  
Importance of attention to long-term sustainability

Q28: Additional information (maximum 300 words)  
Respondent skipped this question

Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)  
Project baselines set

PAGE 17: C.9) ABOUT THE CASE STORY
Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information: International Trade Centre