



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

**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.

## PRIVATE SECTOR CASE STORY TEMPLATE

**Q4: Please add here web links to project/programme materials.**

*Respondent skipped this question*

### PAGE 5: C.1) ABOUT THE CASE STORY

#### Q5: YOUR CONTACT DETAILS

Name: Reffat Zaman  
Company or association: Structured Data Systems Limited  
Country: Bangladesh  
Email Address: reffat@sdsldb.com

#### Q6: FUNCTION

Private sector

### PAGE 6: C.2) ABOUT THE CASE STORY

**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

### PAGE 7: C.3) ABOUT THE CASE STORY

**Q15: PROJECT/PROGRAMME TYPE**

Multi-country (i.e. 2 or more countries)

# PRIVATE SECTOR CASE STORY TEMPLATE

## PAGE 8: C.3) ABOUT THE CASE STORY

<b>Q16: SINGLE COUNTRY/CUSTOMS TERRITORY</b>	<i>Respondent skipped this question</i>
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## PAGE 9: C.3) ABOUT THE CASE STORY

<b>Q17: REGION(If the region does not appear in the drop down menu, please enter manually)</b>	<i>Respondent skipped this question</i>
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## PAGE 10: C.3) ABOUT THE CASE STORY

<b>Q18: MULTI-COUNTRY(Enter all countries or customs territories)</b> Denmark Bangladesh Netherlands
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## PAGE 11: C.4) ABOUT THE CASE STORY

<b>Q19: CASE STORY FOCUS</b> Tick the appropriate box(es)	Other (please specify) Exploring new market opportunities in Europe for providing offshore software development services by Bangladeshi companies
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## PAGE 12: C.5) ABOUT THE CASE STORY

<b>Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME</b> Tick the appropriate box	Very successful
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## PAGE 13: C.6) ABOUT THE CASE STORY

<b>Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME</b> Tick the appropriate box(es)	Services sector skills, Other (please specify) Got contract from new client, opened new opportunity to the European outsourcing market.
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## PRIVATE SECTOR CASE STORY TEMPLATE

**Q22: Additional information(maximum 300 words)**

*Respondent skipped this question*

### PAGE 14: C.7) ABOUT THE CASE STORY

**Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME** Tick 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*

### PAGE 15: C.8) ABOUT THE CASE STORY

**Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME** Tick the appropriate box(es)

Increase in employment,  
Export market diversification

**Q26: Additional information(maximum 300 words)**

*Respondent skipped this question*

### PAGE 16: C.9) ABOUT THE CASE STORY

**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

PRIVATE SECTOR CASE STORY TEMPLATE

**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