

# The People Power



### WHY BANGLADESH?

SOURCE DIVERSIFICATION

COMPETITIVE LABOR PRICE (1/5<sup>th</sup> of CHINA, ½ of India)

PREFERENTIAL MARKET ACCESS – EU, USA, Japan, Korea, Australia, India, China

#### 300 mn SQFT DOMESTIC LEATHER EVERY YEAR

1.7% OF GLOBAL LIVESTOCK

EMERGING SUPPLY CHAIN - PACKAGING, LASTS, ADHESIVES, OUTSOLES

DECLARED A 'THRUST SECTOR' WITH A HOST OF POLICY SUPPORT

TED CETP TO BE IN OPERATION (JUNE 2016)

THE TRANS-ASIAN HIGHWAY – will connect the East Asian Countries to sea port

...Exploring new locations and establishing production in certain parts of the world, such as Cambodia, Africa and Bangladesh will also be important



Matt Priest, President FDRA World Footwear, May 26, 2015

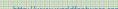


"RECENT EVENTS PRESENT A CHALLENGE FOR EVERYONE, BUT THERE'S NO ALTERNATIVE TO BANGLADESH FOR DOING BIG PRODUCTION VOLUMES"

McKinsey&Company

20th September, 2013, Dawn









# 4<sup>th</sup> Fastest Growing Economy of the World

6.2%

Steady GDP Growth over the last 8 years

6.4%

Monthly Average
Inflation Rate

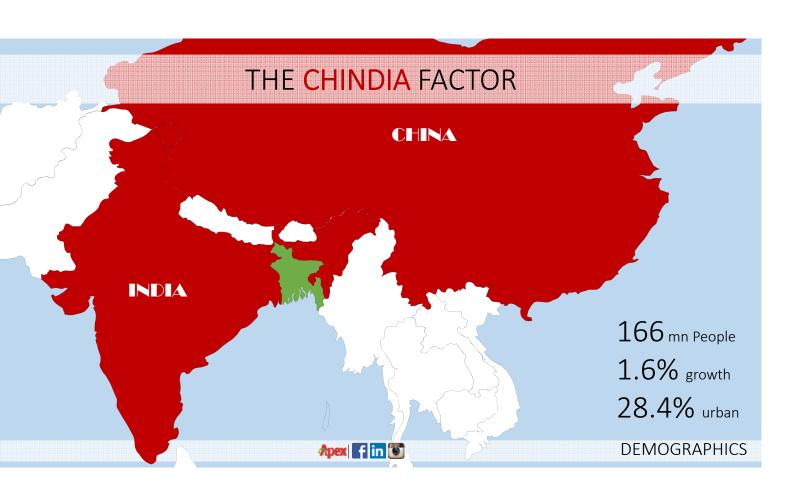
5%

Predictable Wage Growth for workers

Achieved lower-mid income country

Steady 2% appreciation of BDT against USD (2011 - 2015)





# 2nd Largest RMG Exporter

2015 Export Value \$25 bn. 2021 Estimated Value \$50 bn

31% Annual Growth 5600+ Factories

5 mn+ Workers, 80% women

77% Factories Inspected under NTPA (National Tripartite Plan of Action for Fire & Structural Safety) with ILO supervision

1286 Factories inspected under Accord Alliance

"Garment Factories are now safer after inspections" Rob Wayss, ED Accord, BD The Daily Star, May 17, 2015 The RMG Factor

burce: http://www.bgmea.com.bd/chart\_test/factory\_growth\_in\_bangladesl





# The New \$ Billion Industry

200 acre Tannery Estate Dhaka (TED) with central ETP (to be completed by 2016)

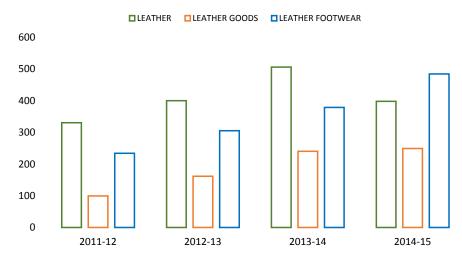
134 Export oriented Leather Goods & Leather Footwear Factories

Total Leather sector export \$1bn; Total Export \$32bn

2<sup>nd</sup> , with almost 4% share of total export (2013-14)

Direct jobs created for 800,000+ people Value addition 85% +

#### LEATHER SECTOR EXPORT SUMMARY





Source: http://www.lfmeab.org/











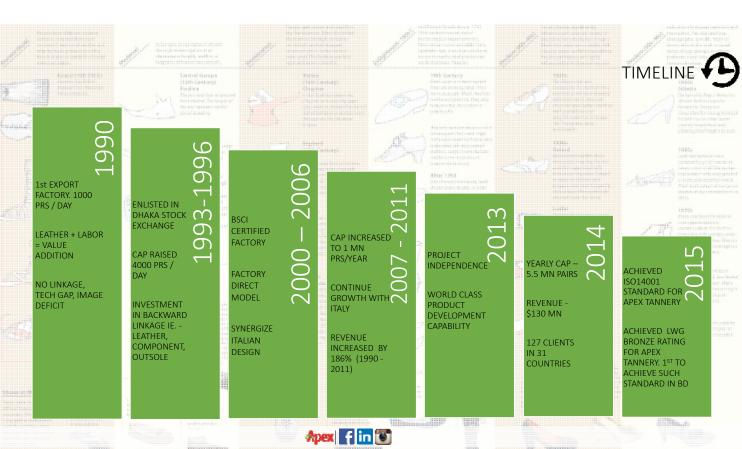




































































ISO14001
DOE certified Green Factory
Effluent Treatment Plant -1996
Automated Water Dosing System (Huni
Process Controls) in Tannery
Carbon Performance Initiative (CPI2)
Reduction of Volatile Organic Compound
(VOC) by 1% per annum



**SOCIAL** 

BSCI (2006 , '09, '11, '15)
Worldwide Responsible Accredited Production
(WRAP) GOLD CERTIFICATION



#### **PRODUCT**

Compliant with PROPOSITION65
REACH & AAFA
Physical lab
LWG Bronze Rated Tannery
(1st ever to achieve such standard in BD)
Working with international testing labs
(ITS, TUV, SGS, UL, BV)















From Ladies to Gents From Formal to Casual

Apex f in 6



# PEOPLE – ATTRACT, MANAGE, RETAIN

8th LARGEST YOUNG POPULATION

2,000,000 WORKERS added EVERY YEAR

 $47_{\text{mn YOUNG PEOPLE}}$ 

Top Business Schools LeatherTech Mobility
Multicultural Exposure
On-the Job Learning Approach

Ownership Allocation
Succession Planning – the theory of redundancy

**RECRUITMENT** 

360' EXPOSURE



**NURTURING LEADERSHIP** 



# COEL – ONGOING SKILL DEVELOPMENT



# APEX - STORY OF ITS PEOPLE

THE PEOPLE'S COMPANY, PEOPLE MADE IT. PEOPLE WILL CARRY IT TO THE FUTURE

COMPLIANT WITH GLOBALLY ACCEPTED ENVIRONMENTAL, SOCIAL & PRODUCT STANDARDS

VERTICALLY INTEGRATED OPERATION – FROM LEATHER TO FINAL PRODUCT

ISO 14001 CERTIFIED & LWG BRONZE RATED IN-HOUSE LEATHER PRODUCTION CAPABILITY

WORLD CLASS PRODUCT DEVELOPMENT

20,000 PRS/DAY FACTORY CAPACITY



# APEX IS HAPPY

