



## **BSFF and GAA team up to Facilitate Investment in Coastal Aquaculture Sector of Bangladesh and Promote Export of Bangladesh Aquaculture Products**

Bangladesh Shrimp and Fish Foundation (BSFF) and Sustainable Coastal and Marine Fisheries Project (SCMFP)/ Department of Fisheries (DoF) have signed a contract for implementation of the component on “**Investment Promotion and Market Campaign for Fish and Fishery Products (SD Package No. 8)**” under the World Bank financed SCMFP project of Government of Bangladesh (GoB). The contract was signed by Mr. Kh. Mahbubul Haque, Project Director, SCMFP/ DoF on behalf of the Government of Bangladesh and Ambassador Liaquat Ali Choudhury, Acting Chairman, on behalf of BSFF. As agreed, the contract will be implemented by a team comprising experts from Bangladesh Shrimp and Fish Foundation (BSFF) - the lead consultant and the US based Global Aquaculture Alliance (GAA) which has joined BSFF as a partner for this particular assignment.

The component on investment and market promotion under this assignment is an important component of the flagship project entitled 'Sustainable Coastal and Marine Fisheries Project (SCMFP)' being implemented by DoF in collaboration with World Bank. The SCMFP project will have its main focus on, among others, significantly increasing the contribution of the coastal aquaculture sector of Bangladesh to the growth of GDP, poverty eradication and promotion of sustainable aquaculture practice in Bangladesh, especially, in the coastal region of Bangladesh. In planning for the SCMFP, all significant supply side constraints presently standing in the way of accelerated growth of coastal aquaculture sector including infrastructure deficit and regulatory improvements needed to ensure eco-friendly sustainable development of the sector have been identified. While working within the broader framework of SCMFP, BSFF-GAA team would provide specialized services to promote investment in the coastal aquaculture sector. As part of the investment promotion activities, concrete initiatives would be suggested for implementation for encouraging investment in the vital areas of production of quality seed and feed for the shrimp sector. Opportunities would be explored for the introduction of commercial scale production of such other species like Sea Bass, Mud Crab and Seaweed and encourage potential investors to come forward to invest for the purpose. Under the component of Investment Promotion, BSFF-GAA experts would share with interested stakeholders in Bangladesh important technical know-how on modern cutting edge breeding technologies currently available and being used in the development of the aquaculture sectors in different regions of the world.

In order to enable Bangladeshi stakeholders to benefit from modern production practices, BSFF-GAA team will conduct several training programs on Good Aquaculture Practice (GAQP) and Better Management Practice (BMP). Special efforts would also be made to impart training on Third Party Certification which may be availed by Bangladeshi exporters to brand their products and get better returns for their exports.

With her rich natural endowments, Bangladesh can significantly increase its aquaculture production in the coastal region and increase exports of Bangladesh aquaculture products. The BSFF-GAA team would undertake market trend analysis to identify prospective areas of further increase in exports from Bangladesh, especially specialized services would be provided to fine-tune an effective market promotion strategy, apprising Bangladesh exporters of modern effective tools of market promotion, development of promotional materials as well as widely disseminating initiatives being taken by Bangladesh to ensure production and export of quality products for exports, effective monitoring of backward and forward linkages to ensure better and effective traceability arrangements and similar other relevant important steps. BSFF-GAA will help the Government and interested Bangladeshi exporters to effectively participate in agreed number of trade fairs and organization of buyer-seller meetings on the occasion of such fairs. Designing a web-portal which can be utilized by the Bangladeshi exporters and preparation of a compressive list of print outlets where Bangladesh products can be highlighted has also been suggested.

The BSFF-GAA team would be led by BSFF Board Director and former Secretary, Ministry of Commerce and former Chairman, National Board of Revenue Mr. Md. Ghulam Hussain and comprises, among others, the President of GAA Dr. George Chamberlain, Director of Bay of Bengal Program Intergovernmental Organizations (BOBP-IGO) Dr. Yugraj Singh Yadava and Senior Vice President and Head of BAP at GAA Mr. Gregory V Brown. The project is expected to be completed within a period of 25 months beginning from March 2021.