

## CURRICULUM VITAE OF MD. JOYNAL ABDIN



### Md. Joynal Abdin

Founder & CEO, Trade & Investment Bangladesh  
House – 487, 2nd Floor (North)  
Adorsho Girls School Road  
North Dhaniala, Dhaka – 1236  
Bangladesh

Cell: +88 01553 676767

Email: [me@mdjoynalabdin.com](mailto:me@mdjoynalabdin.com)

Website: <https://mdjoynalabdin.com>

<https://tradeandinvestmentbangladesh.com>

### Short Profile:

Md. Joynal Abdin is a **Business Consultant, Digital Marketer & Author**. He is Founder & CEO of **Trade & Investment Bangladesh**, One of the Leading Business Consultancy & Digital Marketing Agencies in Bangladesh. Mr. Abdin is the Secretary General of Brazil Bangladesh Chamber of Commerce & Industry (BBCCI) based in Dhaka, Bangladesh. A **Full Member (Code is M103)** of Institute of Management Consultant Bangladesh (IMCB). Previously he was **Executive Secretary** of the Dhaka Chamber of Commerce & Industry (DCCI); **Executive Director** of DCCI Business Institute (DBI), and **Team Leader** of DCCI USAID's AVC Project.

### Specializations:

*Business Mentorship, Entrepreneurship Development & New Business Creation, Business Research, Export Market Selection, Product Positioning, Buyers-Sellers Matchmaking, Website Development, SEO, Social Media Marketing, Email Marketing, Facebook Boosting, YouTube Promotion, Google Ads etc.*

### Professional Involvements:

1. Trade & Investment Bangladesh, from October 2022 to till date as Founder & CEO.
2. Dhaka Chamber of Commerce & Industry (DCCI) from January 2020, to September 2022 as Executive Secretary.
3. Dhaka Chamber of Commerce & Industry (DCCI) from January 2019, to December 2019, as Acting Secretary.
4. Dhaka Chamber of Commerce and Industry (DCCI) from July 2017, to December 2018 as Additional Secretary & Executive Director.
5. Planning, Monitoring & Evaluation Wing of the SME Foundation from July 2014, to June 2017, as Deputy Manager.
6. Policy Advocacy and Research Wing of the SME Foundation from August 2010, to July 2014, as Programme Officer.
7. Research & Development Department of the Federation of Bangladesh Chambers of Commerce and Industries (FBCCI) from March 2008 to August 2010, as Assistant Secretary.

**Foreign Tour, Trainings, Conferences, Workshops & Scholarships:**

- 1) 20<sup>th</sup> BioAisa 2023 at Hyderabad, India, 23-25 February 2023.
- 2) Global Investors Summit at Indore, India, 8-12 January 2023.
- 3) World Halal Summit 2022 at Istanbul, Turkey, 24 – 26 November 2022.
- 4) Dhaka Chamber Business Delegation to West Bengal India, 25 - 30 May 2022
- 5) First India-Bangladesh Stakeholders Meet, 21-23 October 2019
- 6) Technology Senate Bangla, 25-26 September 2019
- 7) Regional Workshop on 'Political Communication in IT Age', 19 – 23 April 2013, Kathmandu, Nepal. Organized by the Friedrich Naumann STIFTUNG, Germany.
- 8) ITC Workshop on Analyzing Market Access Measures, 3 – 6 December 2012, Chennai, India. Jointly organized by the SAARC Trade Promotion Network & GiZ.
- 9) Training program on 'Entrepreneurship and Small Business Promotion', January 02 to February 10, 2012. Under the ITEC Scholarship program of the Government of India held at the "Entrepreneurship Development Institute of India (EDI), Ahmedabad, Gujrat, India.
- 10) Training program on 'Introduction to Concept, Tools and Methods for South Asian Economic Integration, 13 – 16 May 2009, Orchard Hotel, Singapore. Jointly Organized by the Asian Development Bank (ADB) and The Federation of Indian Chambers of Commerce and Industry (FICCI).

**Local Training:**

1. PGD in Graphics, Audio & Video Editing at Bangladesh Computer Council, February 2024 to June 2024.
2. PGD in Digital Marketing at Bangladesh Computer Council, February 2023 to June 2023.
3. Digital Marketing for SMEs, May 24-25, 2023 at SME Foundation Training Academy, by SME Foundation.
4. Social Commerce for SMEs, May 17-18, 2023 at SME Foundation Training Academy, by httpool Bangladesh.
5. Project Management, May 13-23, 2018, organized by Dhaka Chamber of Commerce and Industry (DCCI), Conducted by Light Castle Center for Advanced Learning.
6. Non-Tariff Barriers, May 23-24, 2018, CIRDAP Auditorium, Organized by South Asian Network on Economic Modeling (SANEM), Supported by WTO Cell, Ministry of Commerce, Government of Bangladesh.
7. Monitoring, Evaluation, and Reporting, 28 – 31 May 2016, BIAM Auditorium, organized by the INSPIRED Project funded by EU.
8. Research / Study Techniques for SME Development, 20 – 24 March 2016, BIAM Auditorium, organized by the INSPIRED Project funded by the EU.
9. Statistical Data Management Tools: SPSS, 17 – 21 January 2016, National Academy of Planning and Development (NAPD), Organized by the INSPIRED Project funded by the EU.
10. Cluster Development, 10 – 12 February 2015, BRAC Center for Development and Management, organized by the INSPIRED Project funded by EU.
11. Monitoring and Evaluation of Development Projects, 08 – 12 March 2015, Bangladesh Academy for Rural Development (BARD), Kotbari, Comilla.
12. Knitwear Merchandising, 16 February to 09 July 2007, BGMEA Institute of Fashion & Technology (BIFT).
13. Investment Targeting and Trade Flow Analysis, 23 – 24 March 2010, the Dhaka Chamber of Commerce and Industry (DCCI), Jointly organized by The International Trade Center (ITC) and DCCI, Funded by USAID.

14. SPS Agreement, 10 – 11 August 2009, Bangladesh Foreign Trade Institute (BFTI), Jointly Organized by the World Trade Organization (WTO) and BFTI.
15. Special English Course, 05 April to 05 June 2000, Saint Jude's Tutorial.
16. WTO Notification Procedures and Obligations, 19 – 21 July 2009, Bangladesh Foreign Trade Institute (BFTI), Jointly Organized by the World Trade Organization (WTO) and BFTI.
17. Efficient Business Management, 12 – 14 December 2009, the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Organized by Strengthening of FBCCI Research Base Project.
18. Project Proposal Preparation and Management, 23 – 25 June 2009, the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Organized by Strengthening of FBCCI Research Base Project.
19. SME Management & Development, 22 – 24 May 2009, the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Organized by Strengthening of FBCCI Research Base Project.
20. Environmental Impact Assessment of Development Project, 26 – 18 May 2009, the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Organized by Strengthening of FBCCI Research Base Project.
21. Promotion and Development of Service Sector, 22 – 24 November 2009, the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Organized by Strengthening of FBCCI Research Base Project.

#### **Academic Qualification:**

- 1) Master of Business Administration (MBA) major in Marketing, completed in the year 2008 with CGPA 3.85 on a scale of 4.00 from the Southeast University, Dhaka, Bangladesh.
- 2) Bachelor of Business Administration (BBA) major in Marketing, completed in the year 2007 with CGPA 3.80 on a scale of 4.00 from the Green University of Bangladesh, Dhaka, Bangladesh.
- 3) Higher Secondary Certificate (HSC) Science, completed in the year 2002 with First Division from Banskait Barrister Rafiqul Islam Mia Degree College.
- 4) Dakhil, completed in the year 2000 with First Division from Kaziatal Dakhkhin Para Islamia Dakhil Madrasha.

#### **List of International Publications:**

##### **Books:**

- a) Research Manual: Handbook for Conducting Socioeconomic Studies, <https://www.amazon.com/dp/1545027501>
- b) Cluster Development Handbook: To Guide Your Development Interventions in a Cluster, <https://www.amazon.com/dp/1544209401>
- c) Most Prospective Sectors to Invest in Bangladesh: To Guide Your Investment into a Viable Sector, <https://www.amazon.com/dp/1543049060>
- d) The Mirror of Bangladesh Economy: Industry, Service and Agriculture, <https://www.amazon.com/dp/3659845833>
- e) Bangladesh's Journey to Economic Development: Dreaming a Developed Bangladesh, <https://www.amazon.com/dp/3659974536>

##### **Book Chapters:**

1. Role of SME Clusters in Bangladesh Economy, SMEs in Bangladesh (November 2018), Volume. 04, Jointly Published by Bangladesh Rating Agency Limited & SME Foundation.
2. The Nature and Evolution of Capitalism in Bangladesh (May 2017), The Nature and Evolution of Capitalism in All World, By Prof. Dr. Viktor Barhatov, Chelyabinsk State University, Chelyabinsk, Russia. Link is <http://www.ieoscience.org/articles>

#### **Journal Articles:**

- 1) Abdin, M.J. (June 2018). Role of SME clusters in Bangladesh economy, Arts & Humanities Open Access Journal, Volume – 2, Issue – 3, 2018;2(3):163–165.
- 2) Abdin, M.J. (November 2016). Challenges to Internationalize Bangladeshi SMEs, Arts and Social Sciences Journal, Volume 7, Issue 6,
- 3) Abdin, M.J., Rahman, M.M. (November 2015). Joynal and Mizan (J.M.) Model for Cluster Development, Journal of Entrepreneurship & Organization Management, Volume 4, Issue 3,
- 4) Abdin, M. J. (September 2015). Investment Climate in Bangladesh: Performance and Possibilities, International Journal of Economics & Management Sciences, Volume 4, Issue 9,
- 5) Abdin, M.J. (July 2015). Foreign Direct Investment (FDI) in Bangladesh: Trends, Challenges and Recommendations, International Journal of Economics & Management Sciences, Volume 4, Issue 8,
- 6) Abdin, M.J. (September 2015). Foreign Direct Investment (FDI) in SAARC Countries, Global Journal of Management and Business Research: C Finance, Volume 15, Issue 8, Version 1.0, Page 13-20, the Year 2015.
- 7) Abdin, M.J. (June 2015). Cluster-Based SME Development: Could be an Effective Tool for Industrialization. Journal of Socialomics, Vol. 4, Issue. 1,
- 8) Abdin, M.J., Rahman, M.M.; (July 2015). Cluster Development Models: Challenges and Opportunities. International Journal of Economics, Finance and Management Sciences. Vol. 3, No. 4, 2015, pp. 358-366.
- 9) Abdin, M.J., Rahman, M.M.; (July 2015). Cluster Development Models: Challenges and Opportunities. Journal of Economy and entrepreneurship. Vol. 9, Nom. 7,
- 10) Abdin, M.J. (June 2015). Foreign Direct Investment (FDI) in Bangladesh: Trends, Challenges, and Recommendations. International Journal of Sustainable Economies Management. Volume – 4, Issue – 2.
- 11) Begum, A.A; Abdin, M.J. (March 2015). Employment Generation and Poverty Alleviation through SME Cluster Development in Bangladesh. Turkish Economic Review. Volume - 2, Issue - 1.
- 12) Abdin, M.J. (December 2014). Cluster Development for Inclusive and Sustainable Economic Growth. Professionals Center for Business Research. Volume 1- December 2014 (12).
- 13) Abdin, M. J. (March 2014). The Agar Wood Industry: Yet to Utilize in Bangladesh. International Journal of Economics & Management Sciences. Volume: 3, Issue: 1.
- 14) Abdin, M. J. (June 2014). The Bangladeshi Agarwood Industry: Development Barriers and Potential Way Forward. Bangladesh Development Research Working Paper Series BDRWPS 22 (June 2014). Bangladesh Development Research Center (BDRC), 2508 Fowler Street, Falls Church, VA 22046-2012, U.S.A.
- 15) Abdin, M. J. (2009). An Analysis of SAFTA in the Context of Bangladesh. Bangladesh Development Research Working Paper Series BDRWPS 6 (May 2009). Bangladesh

Development Research Center (BDRC), 2508 Fowler Street, Falls Church, VA 22046-2012, U.S.A.

#### **International Magazines:**

1. Abdin, M.J. (2016), Bangladesh: Emerging Regional Economic Corridor, the Indian Economist, New Delhi, India.
2. Abdin, M.J. (2016), Economic and Trade Co-operation under SAARC, IndraStra Global: Analysis, On the Dot / ISSN 2381-3652, New York, USA.
3. Abdin, M. J. (2013), Using Diplomacy as an Effective Tool of Economic Development, the Diplomacy & Foreign Affairs Magazine, New Delhi, India (Volume 11, Issue 7, September 2013).
4. Abdin, M. J. (2013), Regional Economic Integration: Learning from South Asia and the World, the Diplomacy & Foreign Affairs Magazine, New Delhi, India (Volume 11, Issue 6, July 2013).
5. Abdin, M. J. (2013), Achieving Economic Integration of South Asia, the Diplomacy & Foreign Affairs Magazine, New Delhi, India (Volume 11, Issue 5, May 2013).
6. Abdin, M. J. (2010), searching for a new export sector, the China Sourcing, China on March 08, 2010.
7. Abdin, M. J. (2010), a fresh look into Intellectual Property Rights, the Legist, India.
8. Abdin, M. J. (2009), Urging initiatives to cope with globalization, the Brunei Times on September 14, 2009.
9. Abdin, M. J. (2009), Advantages of the bilateral free trade agreement (BFTA), the 'Indian Business Center on June 18, 2009.
10. Abdin, M.J. (August 31, 2013), Agar the First Potential Premium Product, Taylor Scott International, Taylor Scott.
11. Abdin, M.J. (June 2014); Devising strategies to face non-tariff barriers in Bangladesh, BicharDabali, Nepal on June 03, 2014.

#### **List of Columns and Research Articles in National Dailies:**

He wrote more than 300 research articles in various National Dailies; Full list of articles is available upon request. Few of these are as follows:

- 1) Development with inclusiveness and sustainability, Published by the Business Post, on April 26, 2022.
- 2) Coping with the Fourth Industrial Revolution, Published by the Business Post on October 04, 2021.
- 3) Why we should treat SME clusters as special economic zones, published by the Business Post on August 10, 2021.
- 4) New facets of SCM ecosystem and business management, Published by the Business Post on July 27, 2021.
- 5) Proposed national budget 2021-2022: A flawed but pro-local industry endeavor, Published by the Business Standard on June 23, 2021.
- 6) Upcoming Industrial Policy: Some suggestions, Published by the Financial Express on February 13, 2021.
- 7) Upcoming industrial policy in the post-Covid Bangladesh, Published by the Business Standard on January 13, 2021.
- 8) Role of the private sector in post-Covid economic recovery, Published by the Financial Express on January 05, 2021.

- 9) Time for a comprehensive private sector development policy, Published by the Business Standard on December 28, 2020.
- 10) How to strengthen the D-8 Organization for Economic Cooperation, Published by the Business Standard on December 12, 2020.
- 11) An evaluation of the proposed national budget for FY20-21, Published by the Daily Sun on June 16, 2020.
- 12) Important Learning from Coronavirus Disease, Published by the Daily Sun on June 05, 2020.
- 13) Capacity building of the trade bodies to boost private sector development, Published by the Business Standard on June 01, 2020.
- 14) Stimulus packages to recover the corona-hit economy, Published by the Daily Sun on May 06, 2020.
- 15) Make trade organizations effective, Published by the Daily Sun on April 20, 2020.
- 16) Doing businesses during the Covid-19 crisis and afterward, Published by the Daily Sun on April 15, 2020.
- 17) Challenges in Front of Human Civilization, Published by the Daily Sun on March 20, 2020.
- 18) Evolution of Bangladesh economy, Published by the Independent on March 11, 2020.
- 19) Lifelong learning in the age of the fourth IR, Published by the Independent on February 17, 2020.
- 20) Policy advocacy for private sector development in Bangladesh, Published by the Independent on January 14, 2020.
- 21) Private sector development requires regulatory reforms, Published by the Financial Express on January 14, 2020.
- 22) Policy Advocacy for Private Sector Development, Published by the Daily Sun on January 12, 2020.
- 23) Economic Integration of South Asia, Published by the Independent on January 10, 2020.
- 24) How to strengthen trade facilitation reforms, Published by the Financial Express on December 19, 2019.
- 25) Impacts of trade facilitation, Published by the Independent on December 18, 2019.

#### **Received Awards:**

- a) Kazi Nazrul Islam Award 2019, in the field of “Business & Social Services”, on July 09, 2019, at Sawquat Osman Memorial Auditorium, Central Public Library, Organized by Simanto Cultural Foundation.
- b) Victory Day Memorial Award 2022, on the occasion of Asian Business Partnership Summit at Pan pacific Sonargaon Hotel on 30<sup>th</sup> December 2022 by Agrabami Media Vision.

#### **References:**

- A. Mr. Farooq Ahmed, Secretary General and CEO, Metropolitan Chamber of Commerce and Industry, Dhaka (MCCI), Mobile: 01711543172
- B. Dr. Syed Ehsanul Karim, Director, BITAC & Former Managing Director, SME Foundation, Mobile: 01746176997