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IMA at the DTG show in Dhaka, Bangladesh

*An interview with Mr. M. Borhan Uddin Ahmed,
Managing Director of IMA Far East Ltd.*

Maintaining a large share of the Bangladesh market thanks to a high degree of trust from customers

At the DTG show in Dhaka, Bangladesh, which was held from February 15 to 18, JSN had the opportunity to interview Mr. M. Borhan Uddin Ahmed, Managing Director of IMA Far East Ltd. Many users and potential customers flocked to the IMA Far East booth at the DTG show all day, where they engaged in a lot of business talk. A summary of the interview follows.

IMA Far East Ltd. was established as the Bangladesh-based sales partner of IMA Italy in 2019 by the late Mr. Sardini and Mrs. Mirella. The company



Mr. M. Borhan Uddin Ahmed, Managing Director of IMA Far East Ltd.



currently has 35 employees, including 16 engineers. The company also has two service offices, which are located in Dhaka and Chittagong. In 2019, IMA Far

East Ltd. peaked in terms of sales, selling 14 IMA Typhoon Cutters (an automated cutting system) in one year. IMA's track record of sales in Bangladesh dates back to 2009. At the time, the company conducted sales through Pacific Associates.

In Bangladesh, IMA has sold a total of 450 spreading machines and 85 automated cutting systems to 83 corporate customers, and IMA's major customers included the Ha-Meem Group, Echotex, Apex, Crystal Martin, Knit Concern, Comfit, Shovon, Four H Group-Chittagong, Ken-Park-Regency, Nassa group and Robintex.

IMA's greatest strength is its reliability. More specifically, the company offers comprehensive after-sales service—including



IMA Bangladesh team at the DTG show in Dhaka, Bangladesh



IMA booth at the DTG show in Dhaka, Bangladesh

spare-parts inventory control and quick delivery—as well as low maintenance costs. For these reasons, IMA Far East saw repeat orders of around five to six units per year even from 2020 to 2022 (during the COVID-19 crisis), achieving stable, albeit modest, sales. Currently, CAM has only spread to around 10 to 15% of all factories in the Bangladesh market. Therefore, according to Mr. Ahmed, there is still plenty of room for sales growth, and—given that IMA currently has the top share of the Bangladesh spreading machine market and the second largest share of its automated cutting machine market—he is convinced that his company will claim the top share of this market as well within the next five years.

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