



FROM THE DESK OF CEO

Dear valued clients,

Welcome to UNISP^eAK, e-newsletter of Unitrend Limited. We hope you will enjoy this new way to keep you informed of recent works, initiatives, industry news and so on. Our services are aimed to be at the forefront of innovative trends in the country. Based on unparalleled solutions, we are geared to offer more innovation to brand, media and impression management & in our offerings so that you get exactly what you want, when you want it. We envision to continue delighting you with unmatched service delivery and satisfaction.

We have gained much confidence in the success of our marketing solutions business specialized in marketing and corporate communication. This has been possible only through your continuous support. It is your appreciation which inspires us to move forward. We appreciate your confidence in us. Thank you for your ongoing support. Looking forward to better meet your changing demands. Wish you all a happy and prosperous Eid-ul-Adha!

Taslim Ahmed
Chief Executive Officer



Mr. Taslim Ahmed, Chief Executive Officer of Unitrend Limited and Mr. Tawhidur Rashid, Managing Editor, ICE Business Times signed the partnership agreement to promote the initiative 'Future Biz' on August 23, 2017. 'Future Biz' is an initiative of Unitrend Limited. The objective of this initiative is to create a vibrant and exciting platform for aspiring business and corporate professionals aiming to create and nurture a strong and diverse base of future business leaders & professionals for the community.

ANNUAL DINNER MEET - 2017



The Annual Dinner Meet of Unitrend Limited was held on February 16, 2017 at The Dhaka Club Limited, Dhaka. Among others were present Mr. Faridur Reza Sagar, Mr. Reaz Ahmed Khan, Mr. Ebne Hasan Khan, Mr. Muneer Ahmed Khan and Mr. Zulfiqar Ahmed.



A learning session (topic: Marketing Communication as a Career) under the initiative 'Future Minds' was organized at United International University on August 5, 2017. Unitrend CEO Mr. Taslim Ahmed conducted this session for the recent graduates of this institution. 'Future Minds' is an initiative of Unitrend Limited through which young individuals can explore and experience new frontiers. Its objective is to encourage young minds who are the thinkers of the society, with possible positive impact on the upcoming future.



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Partnering...



MEDIA WATCH

Prothom Alo Youth Survey:

A total of 80.6 percent of them say they watch TV as recreation in their spare time. The second favourite way to spend their time is 'adda', or hanging out with friends. But there is a wide gap between the two, a 50.4 percent difference. According to the survey, the third most popular recreation is to spend time with family, 43 percent. After these, there are social media and sleep. It is not a negligible number either, with 41 percent enjoying their time in this manner. Then 31 percent of the youth spend time reading newspapers, 30 percent reading books, 24 percent in sports and 24 percent watching sports on TV. And 21 percent of the youth spend time on the internet. Source: <http://en.prothom-alo.com/bangladesh/news/154045/Four-out-of-five-watch-TV-as-recreation>



HEALTH TIPS

Some precautions for Chikungunya:

- Spray aerosols in bedrooms including the closets, bathrooms and kitchens for a few seconds and close the room for 15-20 minutes. The timing of the spray should coincide with the peak biting time of the mosquito, e.g. early morning or late afternoon. Alternatively, mosquito coils, electric mats, vapourizers, etc. can be used.
- Use commercially available insect repellents during the daytime on exposed parts of the body.
- Have infants and others sleep under bednets during the daytime.
- Any member of the household suspected of chikungunya should be made to rest under bednets during the viremic phase which is usually the first four days of illness.
- If possible, install wire mesh/nets on doors and windows.

QURBANI TIPS

- Get a professional butcher.
- Clean the environment after the slaughter with disinfectant.
- Safely dispose off the waste resulting from slaughtering by putting it in disposable plastic bags and discard it at the designated place by the municipality.

ACTION OF THE MONTH

1st TIME IN BANGLADESH
BERGER
FIREGUARD
 Fire intumescent coating for structural steel
 08000-123456
 E-mail: coating@bergerbd.com

আমেরিকা কোয়ার্টার
 বায়োটেকের তেল ছাড়া ফুল পঙ্কুর অম্বাধান? শুধু তেলেই! জাই প্যারামাউট ওয়াক্টার কোয়ার্টার!
 এই তরকারি পরিষ্কার করতে গুলি: হাতে তেল, হাতেই হাতে তেলের স্প্রে সিলি কনসেপ্ট, যা গুলি তরকারি তেল গুলি হাতে হাতে দেয়।

নব্বই প্রতিদিন
 চা-এ জানে অকুননীসু চাদ ও গ্রাম
 চা-এর পাশাপাশি পাশাপাশি
 যা কিনা নিম্ন মিলনে

FOR THE FIRST TIME
HIGH VOLTAGE UNDERGROUND POWER CABLES.
 MADE IN BANGLADESH
PARTEX Cables
 66v | 33v | 11v

JKH COMPLEX
 Exclusive lifestyle apartments at North Gulshan

ANWAR LANDMARK
 Premium apartments

BASHUNDHARA CEMENT IS AT THE APEX OF RECOGNITION ONCE AGAIN!
 Bashundhara Cement has been awarded the 1st International Cement Award for its 100th Anniversary. The award is a testament to the company's commitment to quality and innovation in the cement industry.

