



## FROM THE DESK OF CEO

Dear valued clients,

Greetings from UNISP<sup>e</sup>AK! Hope you have liked our e-newsletter, a new way to build a closer relationship with you by keeping you informed about our latest updates.

It is our honor to have prestigious clients like you in our business portfolio. With several years of business experience, we stand for excellence in marketing solutions. And it has been possible only for your long term support and inspiration. Thank you for choosing us as your service provider.

Client satisfaction is our utmost priority. Our service offerings are always evolving and changing accordingly to the market trends and your changing needs. Our objective is to further develop and expand the scope of the support services we can provide so that we can grow together and build-up new fields with even more clients.

We will continue our endeavor to go the extra mile to give you quality service that will help take your company to the next level.

**Taslim Ahmed**  
Chief Executive Officer

## INITIATIVE FOR DISADVANTAGED PEOPLE



As part of Social Responsibility, the employees of Unitrend Limited donated money for the flood affected people of the Northern Districts of the country.



**Topic: 'Career Building: The Story of a Burger'**  
**Session Speaker:**  
**Mr. Taslim Ahmed**, Chief Executive Officer, Unitrend Limited  
**Time:** 12:50 PM **Date:** September 27, 2017  
**Venue:** ROOM 3002  
**Organized By:** Independent HR Society, School of Business, IUB

Partners:  
**Business TIMES** | **ডায়ালগ** | **সামকাল** | **McCANN** | **Unitrend Limited**

Independent Human Resource Society (IHRS) of Independent University, Bangladesh (IUB) organized a learning session on Career Building for its students on September 27, 2017 under the initiative 'Future Minds'. Unitrend CEO Mr. Taslim Ahmed conducted the learning session. Through this session, students received insights about the required skills to enter into the career life and different aspects in this regard. The Daily Samakal and Ice Business Times were the media partners of this initiative of Unitrend Limited.

## PARTICIPATION IN



Unitrend Limited participated in the grand finale of 'Business Strategy Competition' organized by Bangladesh University of Professionals (BUP) on September 19, 2017. Major General Salahuddin Miaji, rcds, psc, Vice Chancellor of BUP, Mr. Taslim Ahmed, Chief Executive Officer of Unitrend Limited were present in this program with others.



## ADVERTISING INDUSTRY TREND

It was predicted that advertising industry will see a few trends from last year follow through as well as a focus on streamlining operations with agile methodologies and digital tools. A return to brand trust and honoring teams (over individuals) is what marketers and creatives are likely to be attuned to in 2017.

### The industry will ramp up its use of digital marketing and advertising tools to streamline marketing workflow

As brands and ad agencies continue to leverage multiple channels to capture new audiences, eliminating tedious administrative tasks is high on the agenda. Some of the digital tools that the industry is moving towards are: marketing approval workflow software, agency approval workflow software, project management software, online proofing tools and resource management software.

### There is no "i" in team

While every brand and ad agency needs highly skilled individuals on board, in 2017 it's back to basics with a focus on teams to propel businesses forward. Experts are also warning that departments need to stop working in silos and implement processes and tools that offer greater transparency over the entire business. (<http://www.business2community.com/digital-marketing/marketing-advertising-industry-trends-2017-01831806#rFfMwQgpDjZcAd14.97>)

## HEALTH TIPS

### Tips for preventing Diabetes

- Lose excess body fat. Being overweight is a big risk factor for diabetes.
- Follow a plant-based, low-calorie diet. Eat a variety of fruits and vegetables. Avoid foods which are rich in trans fats (also called hydrogenated fat), saturated fat, and sugar.
- Drink water. Studies link sugar-sweetened beverages with obesity and diabetes.
- Move your body. Physical inactivity raises the risk of diabetes. Exercise renders cells more sensitive to insulin.

Source: <https://www.everydayhealth.com/columns/white-seeber-grogan-the-remedy-chicks/change-ways-reduce-risk-tips-for-preventing-diabetes/>

## CLIENTS' CORNER



### Berger Group contributes 1 crore 85 lac taka to Workers Welfare Foundation fund

Berger Group has contributed 1 crore 85 lac Taka from their last fiscal year's profits to the Workers Welfare Foundation fund. On 21<sup>st</sup> September, 2017, Mr Abdul Khakek, Director and CFO of Berger Group headed a 3-member representative team met State Minister for Labor and Employment, Mohd. Mujibul Haque (Chunu) to hand over cheques worth 1 crore 84 lac 88 thousand and 306 Taka on behalf of Berger Paints Bangladesh Limited, subsidiary Jenson & Nicholson (Bangladesh) Limited and associate Berger Baker Bangladesh Limited. Secretary of the Ministry Afroza Khan, Company Secretary of Berger Paints Bangladesh Limited, Khandker Abu Jafar Sadique and Liaison Officer Iqbal Hussain was present during the program.

## ACTION OF THE MONTH

### PARTNERING...

