



## Country Information

### ⇒ Opportunities:

- Per capita income growth increasing demand for quality and nutritious food products
- Growing interest in producing quality fish products

- **Capital:** Dhaka
- **Population:** 166,280,712
- **GDP Per Capita:** \$2,100
- **Official Languages:** Bengali & English



## Activities Summary

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program started its activities in 2007 through a Quality Samples Program (QSP) on using value-added soy products in baked and processed foods. An Emerging Market Program (EMP) Market Assessment was conducted in 2012, which serves as a guide for current activities.

Current activities focus on educating companies how to incorporate soy proteins into traditional foods. Technical assistance with soymilk, soy flour, concentrates and isolates is well received by Bangladeshi companies. Future activities include a reverse trade team to the United States; technical assistance with food processing companies; and a Quality Samples Program focusing on soy flour in commercial bakeries.

As the per capita income grows, demand will increase for quality and nutritious food products containing soy protein. In addition to the human side, ASA/WSIHH is exploring programs in the aquaculture sector, funded by organizations such as U.S. Aid for International Development. There is a growing interest in producing quality fish products that can be exported to other countries.

