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OBSERVER

E-commerce website opens

## Book fair to reach across the globe

As Bangladesh steps into the latest e-commerce net, the Bangla Academy book fair this year will virtually be reached across the globe online.

"Anyone staying anywhere across the world will be able to go through all publications in the Boi Mela and buy any books through online orders," Mahbub Zaman of Datasoft, that developed the related website told UNB.

The website, [www.banglabooks.com](http://www.banglabooks.com), also a huge databank of all major Bengali publications from oldest ones to latest pieces, was inaugurated through a premier show in Dhaka on Friday.

As soon as the Boi Mela begins on February 6, anyone will be able to purchase books through this online e-commerce site. The payment could be made by credit cards. America-based Angelnet will coordinate selling system.

"It will be a great opportunity for expatriate Bangladeshis. For domestic buyers, however, there will also be separate arrangement," Mahbub Zaman said.

He said the e-trading is designed not only for the book fair, rather it will be a permanent one. He mentioned that time is not far away when e-commerce will dominate businesses also in Bangladesh.

At present, 31 percent businesses in United States of America take place through e-commerce. By the end of year 2001, experts said the e-commerce will grab 91 percent of total businesses.

Initially, the e-commerce was from "business to consumers" (B2C). Now it is taking shape as

from "business to business" (B2B). We will also launch e-commerce site for second category by April; Mahbub Zaman said.

The first e-commerce website was launched in the country on January 24. Techno Biz Ltd. in cooperation with Corona International introduced the site [www.munshigicom](http://www.munshigicom). It is a multi-storey virtual market.

Experts think e-commerce will bring a lot of foreign exchange for Bangladesh. For India, income through the electronic trading by the end of this year will stand at US dollar 5,000 crore, they said.

Among those present in the launching [banglabooks.com](http://banglabooks.com) on Friday were Dr Anisuzzaman, Sontosh Gupta, Dr Iqbal Mahmud, Prof Jamilur Reza Chowdhury, Dr Zafar Iqbal, Dr Fazlur Rahman, M Hamid, Dr Yasmin Haq, Dilara Hashem, Atiq-e-Rabbani, Nayem Ahmed and Timothi L Forsygh of US Embassy.

Managing Director of Datasoft Mahbub Zaman and Dr Hebab Aziz of US-based Angelnet introduced the selected audience with e-commerce and the latest one that joined the global electronic trading.

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