

HP Celebrated Bijoy Utsob 2012

‘HP has deep respect on Bangladeshi culture, celebrations and events, thus always HP extends special benefits and promotions for Bangladesh during the celebrations of Bijoy Dibosh, Bangla Noboborsho and Eid.’ said Shabbir Shafiullah, Hewlett-Packard’s Regional Manager of Asia Emerging Countries. In the grand reseller get-together in the occasion of Bijoy Dibosh 2012, he also requested the business partners to uphold our language and culture with utmost respect, as we are the nation who gave lives to establish our language and we had to fight to earn our freedom. More than 200 HP resellers, HP premium partners and HP high officials were present in this event.

Shabbir Shafiullah also said, “HP always invests to invent and develop latest printing technologies. Our HP Bangladesh Team and our HP Business Partners ensures that we introduce and offer these latest technology products in Bangladesh market to give our valued end-user the best printing experience and best value for their money.” He also highlighted the environmental responsibility, Social Citizenship of HP and some other guiding principles that are deeply ingrained in HP values.

This Bijoy Utsob ceremony was hosted by Quazi Shamim Hasan, Trade Marketing Manager, PPS. Sydur Rahman, Market Development Manager, Printing Division, Md. Abdul Munnaf, Enterprise Development Manager, PPS and S.M. Asaduzzaman, Partner Business Manager, PPS were also present at the event.

Sydur Rahman focused on the Ink Advantage Printers. He said, “HP Ink Advantage Printers are built to give one an affordable printing experience.” He described how these Ink Advantages Printers are giving higher quality printing with ultra-low-cost. Sydur also added, “This easy-to-use printer lets one print, scan and copy with minimal fuss. With its simple set-up and intuitive control panel, one can start printing within minutes. With the quality and reliability associated with Original HP inks at such an affordable price, one needn’t consider aftermarket alternatives or competitive printing systems to cut costs.”

S.M. Asaduzzaman highlighted the original HP print cartridges. He requested the partners to highlight ‘why to use original HP print cartridges’ to the end users. He said, “Counterfeit products are highly harmful to the environment. So we should be aware of

the counterfeit products.”

Md. Abdul Munnaf focused on latest products of HP specially on multifunction printers and also highlighted the advantages of e P r i n t technology, auto on-auto off technology and instant on technology.

A cultural program was also arranged to celebrate the Bijoy Utsob 2012 event. Bangali victory theme was reflected by



Shabbir Shafiullah



Bijoy theme dances and songs by one of the most popular singer Porshi. The venue was also decorated with victory theme.

Under this promotion customers got the chance to stand gifts includes digital camera, blanket, cup set, HP branded sweater, back pack, mobile holder, colorful mug and wallet with purchase of selected Laserjet, Deskjet, Officejet & All-in-one printers and HP original Laserjet & Inkjet Print Cartridges. Quazi Shamim Hasan briefed the partners regarding gift collection and redemption procedure which will be available in all re-seller outlets. Also the HP reseller outlets in the BCS Computer City, Multiplan Centre and other Computer Markets across the country were decorated with victory day theme posters, banners and buntings. The HP Resellers also distributed Leaflets containing features with victory day theme with selected products in this

promotion.

HP Bijoy Utsob road-show with Horse Carriage added extra attraction to this promotion. Many horse carriages were branded by HP promo theme. Road-show was also conducted with branded pickup van. The road-show team visited different areas of the country including IT & other markets, educational institutions and public places to make aware the

promo message to the people specially the end users.

Printer of the Year

HP LaaserJet flow MFP525c printer has declared as “Printer of the Year” by Inc’s ‘Best Business Gadgets of 2012’.

Hewlett-Packard (HP), the world’s largest technology company holds #1 position in world-wide market-share for Laser Printers. HP is committed to providing customers with inventive, high quality products and services that are environmentally sound and to conduct operations in an environmentally responsible manner. That commitment continues to be one of the guiding principles that are deeply ingrained in HP values. It is from this history and these values that HP has become a leader in delivery of environmentally sustainable solutions for the common good 