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The country is officially known as the People's Republic of Bangladesh. With 130 million people living in an area not quite twice the size of New Brunswick, Bangladesh is one of the most densely populated countries in the world- and a sizable market. While still an LDC, relatively high growth rates in recent years have created a growing middle class with increased purchasing power and demand for various products and services. Basic food items, such as wheat and pulses, remain in demand.

Since the early 1990s, Bangladesh has adopted a number of policies to facilitate the expansion of the private sector, recognized as the engine of growth, and increase the inflow of foreign direct investment (FDI). Although the transition process from agrarian to an industrial economy has only recently begun, there is agreement among the political parties on the need for a market oriented economic policy and foreign companies are welcome. The Bangladesh economy is in need of major investment to upgrade its infrastructure and the size of the investments needed are beyond the capacity of the public sector. Investment opportunities exist in power generation, telecommunications, transportation and a wide range of related and complementary services. To encourage these investments, Bangladesh offers one of the most liberal FDI regimes in South Asia, with no prior approval requirements, no limits to equity participation, and no restrictions on repatriation of profits and income.