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1.0 Introduction

This article first introduces some of Bangladesh's basic information and then introduces Trompenaars and Hampden Turner's 7 Dimension of Culture and high and low context communication. From the political, cultural and economic aspects, it analyzes the differences between Bangladesh and the United Kingdom. Based on the above differences, some challenges and sensitivities concerning commercial cooperation with Bangladesh have been obtained.

1.1 Introduction of Bangladesh

The People's Republic of Bangladesh is a country in South Asia. Bangladesh is the eighth most populous nation in the world. Dhaka is its capital and largest city. Bangladesh is the largest eastern region in Bangladesh(Saurav,J.,2016). Bangladesh speaks official Bengali at 98% of the total population.(Eyetssemitan,F, Gire,J., 2003).The politically dominant Bengali Muslims make the nation the world's third largest Muslim-majority country.(Law of Bangladesh,2017) Bangladesh is a medium-power country and a developing country. It is one of the largest textile exporters in the world and its main trading partners are the EU, the United States, China, India, Japan, Malaysia and Singapore.

1.2 Trompenaars and Hampden-Turner's 7 Dimension of Culture

Charles Hampden-Turner and Fons Trompenaars found seven cultural differences through research and analysis in the "Riding the Waves of Culture" and identified seven dimensions of culture through these seven differences. (Hampden-Turner, C., Trompenaars, F., 1997)

- 1) Universalism and Specialism
- 2) Communitarianism and Individuals
- 3) Neutrality and Emotions
- 4) Dissolution and Specific Culture
- 5) Achievement and Attribution
- 6) Relationship between Persons
- 7) Relationship between Human and Nature

1.3 High context and low context communication

High context culture and low context culture are terms which used to describe culture based on the clarity of the exchange of information and the meaning of context in a particular context. These concepts were first introduced by anthropologist Edward T. Hall for his book “Beyond Cultures” in 1976. Hall argues that the information exchanged in a high-context culture has an implied meaning of more information than the actual spoken part, whereas in a low-context culture the message has a clear meaning, with no words other than the words used Implied. (Pacific, 2017)

2.0 Main body

Establishing business cooperation with different countries requires a certain level of understanding of different countries. For example, politics, culture and so on. Different politics and cultures between different countries will have a tremendous impact on the cooperation between the two sides.

2.1 Politics

Bangladesh has established a unified constitution. It is a Westminster-style parliamentary republic. The majority of parliamentarians support the prime minister, heads of government and cabinet members. The parliament in Bangladesh which is called Jatiyo Sangshad, and consisting of 350 members. Three hundred members were elected and the other fifty were nominated by political parties for women. Parliaments tend to delay because of the political crisis. The prime minister of Bangladesh is the head of state.(The Daily Star,2011)

Bangladesh promulgated the International Covenant on Civil and Political Rights (ICCPR), "the International Covenant on Economic, Social, and Cultural Rights" (ICESCR), and "The Convention on the Rights of the Child" (CRC), but the enforcement of laws may be weak due to the inadequacy of the domestic legal system. The Constitution guarantees the basic working rights of the people, the people's rights to protection and equal treatment according to law and equal opportunities for women. (Gov.uk,2017)

2.1.1The influence of politic of Bangladesh in doing business

To sum up, we can see that Bangladesh is a country that guarantees human rights very much and has certain protection for women. However, the legal system is not perfect and the implementation of laws is flawed. Therefore, in conducting business cooperation with Bangladesh, we must not show unfair treatment of women, which will arouse their opposition. This is a sensitive issue when doing business cooperation with them.

2.2 Culture

Culture is an important part of a country, and different countries have different cultures. Cultural understanding is crucial when engaging in business cooperation with other countries, and cultural issues are based on economic globalization and an important factor that must be

considered when formulating an international business plan. It is important to take the time to understand the culture of the country with which you are going to do business, because this is a respectable realization for partners and the other person will have a good impression. Moreover, if you do not understand the culture of the other country, it is likely to result in the failure of the cooperation. (IDESLI,2017)

2.2.1 Bribery and Corruption

The define of bribery: There is a point at which gifts no longer reciprocate for courtesy or kindness and become strategic - incurring some obligation or invoking a favour - or ulterior motive gifts - obvious bribes.(HuffPost,2011) The define of corruption: “active or passive misuse of the powers of Public officials (appointed or elected) for private financial or other benefits”. (OECD,2013)

Bribes are against the British and those who live in the United Kingdom. However, bribery and corruption are serious in Bangladesh. Although the media and society are doing their best to improve the situation, they still appear in daily life. In Bangladesh, purchases often lack transparency and are accompanied by significant bureaucratic burdens. Corruption is seen as an obstacle to the effective development of private enterprises. Transparency International's Corruption Perceptions Index for 2016 placing 145 out of 176 countries - compared to 136 in 2013, 144 in 2012 and 120 in 2011. The World Bank's Ease of Doing Business survey for 2016 shows Bangladesh's standing at 176 out of 189 countries compared to 130 in 2014. (Gov.uk,2017)

When doing business with Bangladesh, it is clear that bribery and corruption are a great risk. At this point, Britain and Bangladesh are greatly different. Bribery and corruption are unacceptable in the United Kingdom. It would be a very big conflict if Bengal people bribed Britons in their cooperation with Bangladesh or Bangladeshis wanted the British to give themselves some advantage, Cooperation failed. Moreover, bribery and corrupt practices are not conducive to the normal and effective development of commerce, which will have a negative impact on the development of cooperative projects. At this time a risk in the commercial cooperation with Bangladesh.

2.2.2 Religion

Islam is the largest religion in Bangladesh, accounting for 90% of the total population. Bangladesh is home to the second largest Muslim community.(Pew Research Center's Religion & Public Life Project,2012) Hinduism accounts for 9.5% of the population, most of them Hindus in Bangladesh, and some minorities. Buddhism is the third largest religion, about 0.3%. The Constitution of Bangladesh declares Islam as a state religion, but prohibits religion from becoming the basis of politics. Both Buddhist Christians and other believers receive equal recognition.(U.S. Department of State,2014)

Most people in Britain believe in Christianity,(Meyer,A.,2013) but Bangladesh is a great Islamic nation. There are many conflicts between religious cultures. Although Bangladesh prohibits religion from becoming a political foundation, all people of all faiths receive equal recognition. However, consideration of religious issues is very important when conducting business cooperation with Bangladesh, such as religious etiquette, religious practices and so on. This is a sensitive issue in carrying out business cooperation with Bangladesh.

2.2.3 Language

The official language of Bangladesh is Bengali, which serves as the national language of the country and 98% of Bangladeshi people use Bengali for the first language. English has no official status in government, law, commerce, media and education.(Zemach,D.,2017)

In language, the languages used in Britain and Bangladesh are different. This will have a great impact on the cooperation and exchange between the two sides.

2.2.4 Hierarchy

Bangladesh is a hierarchical society. The main reason people are respected is their age and status. Older people are generally considered to be wise and will be respected by people. In business, Bangladeshis expect people of the highest age or status to make decisions.(Commisceo-global ,2017)

In business cooperation with countries in such a hierarchical society, companies should be given status or older to talk to each other during negotiations. This will make each other think the company attaches great importance to this negotiation, which is a very good impression.

Conversely, it would make the other party think the company is not sincere, leading to failure of cooperation.

2.2.5 The customs and ceremonies of business in Bangladesh

Communication

In Bangladesh, the way to communicate with others depends on the level of mutual understanding. When talking to someone, keeping the distance of one arm is the best. For the same sex, in addition to the formal arrangements or the exchange of strangers, the hand on another person's shoulder, arm contact or handshake is acceptable. Eye contact with same-sex people should be properly maintained, but not long. There is no direct eye contact between the opposite sexes. In general, less eye contact is seen as a symbol of respect. (Communicaid Limited, 2015)

Dress code

Both men and women must wear conservative clothing. Men dressed in conservative dark suits, wearing easy-to-wear shoes. In the meantime, women will wear conservative dresses, suits and blouses, best to avoid tight and exposed clothing. It is not recommended to wear casual clothes such as jeans in the initial meeting. (Export.gov, 2017)

Professional Titles & Business Cards

Titles are very important, individuals should call them Mr. and Mrs., followed by their surnames. Assign business cards after the first greeting and handshake. When sending and receiving business cards, use your right hand and be careful. This means you should avoid writing or crumbling cards on them.

Punctuality

Bangladesh time is not strict. In fact, the average person is quite casual in time: it is customary to be late for meetings, friends may be late for two hours of social time, and time is free unless they want to try to avoid as much as they can. (Moran, A., 2014)

In Britain, the way people communicate is conservative. Therefore, if you communicate with Bangladeshi people, you should respect each other's etiquette. On dress code, the UK Although the rules for business clothing have changed over the past decade, some occupations do not need to be formal, but conservative businesses still expect men to wear

suits and ties and women are well-dressed. In the United Kingdom, business cards are usually provided after the meeting, and it is not impermissible to write on business cards, which is not the same as in Bangladesh. Therefore, care needs to be taken to avoid unnecessary misunderstandings in business cooperation leading to the failure of cooperation. British time control requirements are strict, the meeting will always begin on time. In the cooperation with Bangladesh, there should be a specific understanding about the randomness of time requirements of Bangladeshis.(Commisceo-Global,2017)

2.3 Economic

Despite the political and social turmoil in the country, the economy has proved resilient. The poverty rate in Bangladesh has been reduced from more than half to less than one third, with an average increase of 6 per cent over the past two decades. The 2016 growth rate was 7.05%, from remittances from nearly 10 million Bangladeshi expatriates (\$ 14.93 billion in 2016), clothing exports, rising wages and low inflation. As the macroeconomic stability, credit growth and private investment increase, is expected to continue to grow. According to Statistics Bangladesh, per capita income increased from USD 1,465 to USD 1,602 (an increase of 9.4%) from FY2015 through FY2016. As of February 2017, the inflation rate was 5.31% with a interest rate of 6.75%. Government debt to GDP ratio closed at 27.2%.

Measures are under way to strengthen the banking system governance and improve risk management. To strengthen the financial system, improve energy production capacity, and improve price stability, poverty reduction is a major challenge facing the country. Given the limited financial capacity of Governments, the assistance of bilateral and multilateral donors is crucial to achieving these medium- and short-term goals. (Nordeatrade,2017)

2.3.1 Weak business environment and security issues weigh on the outlook

Weak business conditions and security issues have a negative impact on the outlook. A Doing Business in 2017 survey shows that Bangladesh ranks 176th out of 190 economies. Almost the world has the lowest electricity (ranked 187th) and implementation contract (189th). The corporate bankruptcy resolution framework is also poor (151th).Political environment is fragile. The two major political parties are severely divided, their risk of terrorism is high, and their geopolitical environment is difficult.(Hermes,E.,(2017)

3.0 Conclusion

Politically, we can see that Bangladesh is a very country that guarantees human rights and has certain protection for women. However, the legal system is imperfect and the law is flawed. Therefore, unfair treatment of women can not be demonstrated in the course of commercial cooperation with Bangladesh. This is a sensitive issue when doing business with them.

Culturally, bribery and corruption in Bangladesh are very serious with regard to bribery and corruption. In Bangladesh, procurement often lacked transparency, accompanied by a significant bureaucratic burden. Corruption is seen as an obstacle to the effective development of the private sector. When doing business with Bangladesh, it is clear that bribery and corruption are a big risk. Regarding religion, Britain and Bangladesh have different religious beliefs. When working with Bangladesh, it is important to consider religious issues, such as religious practices and religious activities. This is a sensitive issue of business cooperation with Bangladesh. In language, English has no official status in Bangladesh and very few people speak English, which will have a significant impact on the cooperation and exchange between the two sides. Bangladesh is a country with a hierarchy and the status of the negotiators is very important in the business cooperation with countries in such a hierarchical society. Business practices and ceremonies in Bangladesh include communication, dress code, Professional Titles & Business Cards, Punctuality and more. Communication should pay attention to the way, distance and eye contact. Dress should be conservative while doing business. Professional Titles is very important, take care of your right hand when receiving and sending business cards. For the time requirements, Britain and Bangladesh are also different, the British treat time rigorous, while Bangladesh people more casual time.

Economically, the economy is resilient, despite the political and social turmoil in Bangladesh. Poverty reduction, low inflation and macroeconomic stability. However, the weak business environment and security issues have an impact on the future.

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