INTERNATIONAL CORPORATE & BUSINESS PROFILE

UNIQUE EXPERTISE ASSOCIATES LIMITED

Connecting Global Quality with the Bangladesh Market

International Sourcing | Brand Development | Marketing

Dhaka, Bangladesh

Flagship Brand

MY BABY

Care Today. Growing Tomorrow.

Mother & Baby Nutrition | Baby Care | Mother Care | Healthcare & Wellness | Consumer Products

Our Positioning

A Bangladesh-based business organization focused on international sourcing, product development, brand building and nationwide market development.

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COMPANY AT A GLANCE

Who We Are

Unique Expertise Associates Limited

Unique Expertise Associates Limited (UEAL) is a Bangladesh-based business organization focused on international sourcing, product development, brand development and market development in Bangladesh.
We aim to establish long-term business relationships with international manufacturers, suppliers, OEM partners and strategic business organizations.

Quality · Reliability · Professionalism · Partnership · Long-Term Growth

OUR PEOPLE

250+

Manpower

Our growing team supports marketing, field activities, market-development operations and other business functions across Bangladesh.

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OUR BUSINESS APPROACH

From Global Sourcing to Local Market Development

01
International Manufacturer / Supplier

02
Product & Quality Evaluation

03
Commercial & Documentation Review

04
OEM / Brand / Packaging Development

05
Import & Regulatory Process

06
Marketing & Market Development

07
Distribution & Field Network

08
Retail / Professional / Consumer Market

Sustainable market presence

Our objective is to develop products and brands for sustainable market presence rather than short-term transactions.

International Manufacturer / Supplier → Retail / Professional / Consumer Market

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OUR CORE BUSINESS AREAS

Our Business Portfolio

Mother & Baby Nutrition

Infant, child and maternal nutrition products sourced and developed through suitable international manufacturing partnerships.

Baby Care

A developing portfolio covering everyday baby-care requirements.

Mother Care

Personal care, hygiene, wellness and maternity-related product categories.

Healthcare & Wellness

Selected healthcare and wellness products sourced through appropriate manufacturing and business channels.

International Sourcing & OEM

Exploring OEM, private-label and strategic manufacturing partnerships with international companies.

Brand Development & Marketing

Developing professional product identities, market communication and nationwide market-development activities.

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OUR MARKETING & FIELD TEAM

People at Market Level

APPROX.

250+

manpower supporting marketing, field activities and market-development operations.

Network structure

Head Office → Divisional Coordination → District / Local Market → Field Representatives → Retail & Market Partners.

- Product introduction
- Market development
- Retailer and distributor communication
- Product information and market feedback
- Brand visibility and customer relationships
- Availability monitoring and new market identification

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OUR NATIONWIDE MARKET NETWORK

Developing a Strong National Presence

Bangladesh — 8 divisions

- Dhaka Division
- Chattogram Division
- Rajshahi Division
- Khulna Division
- Barishal Division
- Sylhet Division
- Rangpur Division
- Mymensingh Division



Division → District → Upazila / Thana → Local Market → Retail / Business Partner

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OUR MARKET COVERAGE

Local Presence. National Vision.

Market-development focus

Our marketing network is supported by growing human resources and field-level activities designed to progressively develop a structured presence across Bangladesh.

- Urban markets
- District and local markets
- Retail channels
- Pharmacy / business channels where applicable
- Professional communication
- Consumer market development

8 Divisions →

Districts → Upazila / Thana → Field Representatives → Local Markets

Exact numbers of active representatives, districts, upazilas/thanas and business partners should be added after internal verification.

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OUR FLAGSHIP BRAND

MY BABY

Care Today. Growing Tomorrow.

MY BABY

MY BABY is the flagship Mother & Baby brand of Unique Expertise Associates Limited.
The brand has a long-term vision to establish a professional portfolio covering infant, child and maternal nutrition.

Built as a complete portfolio

- Product Quality
- Scientific Information
- Professional Packaging
- Healthcare Communication
- Market Development
- Long-Term Brand Building

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MY BABY FLAGSHIP BRAND

Product Portfolio

Use actual approved product designs and high-resolution product images.

Pre-My Baby — 400 g

Approved image placeholder · Stage/age · Short description

My Baby 1 — 200 g

Approved image placeholder · Stage/age · Short description

My Baby 1 — 400 g

Approved image placeholder · Stage/age · Short description

My Baby 2 — 400 g

Approved image placeholder · Stage/age · Short description

My Baby 3 — 400 g

Approved image placeholder · Stage/age · Short description

My Baby 4 — 400 g

Approved image placeholder · Stage/age · Short description

My Baby Zero Fix — 400 g

Approved image placeholder · Stage/age · Short description

My Baby Pro-Soya — 400 g

Approved image placeholder · Stage/age · Short description

My Baby Cereal — 400 g

Approved image placeholder · Stage/age · Short description

My Baby Mom Care — 400 g

Approved image placeholder · Stage/age · Short description

Each product should include Product Image → Product Name → Stage/Age → Short Description → Scientific Information → Journal.

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QUALITY • PARTNERSHIP • FUTURE

Scientific & Professional Approach

Quality-first, documentation-led

Product quality is supported by product specifications, manufacturer information, quality documentation, laboratory testing where applicable, certificates and reports, packaging verification, labelling accuracy, import documentation, regulatory requirements and product consistency.
Use only approved formulations, manufacturer documentation and verified product information. Add no unsupported medical or nutritional claims.

Why partner with UEAL

OEM | Private Label | Distribution | Brand Development | Market Development | Strategic Partnership

Let's build the future together

We welcome international manufacturers, OEM companies, private-label manufacturers, product suppliers, distributors and strategic business partners.
Our vision is to connect international quality products with the Bangladesh market through transparent relationships, professional standards, responsible product information and long-term market development.

Contact UEAL

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