

# Special Report

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Hewlett-Packard (HP) is a leading global provider of computer products, technologies, and services for consumers and businesses alike. It is a company unlike any other. HP serves everyone from consumers to small and mid-sized businesses to enterprises to public sector customers with an extensive portfolio of market-leading solutions specifically designed to meet the needs of each customer segment.

HP invests nearly \$4 Billion (USD) fuels the



Mr. Lee Ki-Bong,  
Vice president, IPG

invention of products, solutions and new technologies producing a staggering 11 (average) patents a day worldwide. HP Labs provides a central research function for the company which is focused on inventing new technologies to improve

customers' lives, change markets and create business opportunities. HP employs 150,000 IT professionals who offer products, services and solutions that are high tech, low cost and deliver the best customer experience. Currently HP is doing business in more than 170 countries.

Hewlett-Packard (HP) South East Asia Imaging & Printing Group (IPG) Vice-President Lee Ki-Bong recently visited Bangladesh. Lee Ki-Bong joined HP in 1985. He held positions from finance, sales as well as marketing where he showed strong initiative in growing the printer market. As Vice president, South East Asia, of Imaging and Printing Group (IPG) Asia Pacific, Ki-Bong is responsible for the growth of IPG business in Indonesia, Malaysia, Singapore, Thailand, Philippines and Vietnam. PC World Bangladesh recently spoke with Mr. Lee Ki-Bong on his first ever visit to Bangladesh.

PC World: Lee, welcome to Bangladesh on behalf of PC World Bangladesh. Thank you for taking the time to chat with us.

LEE Ki-Bong: It is a great pleasure to be here in Bangladesh.

PCW: How would you define HP's mission?

LEE: HP is a technology solutions provider to consumers, businesses and institutions globally. HP has been inventing products and customizing it for business community as well as home users. Our mission is to produce great product and provide a total customer experience with our technology. We produce integrated as well as customized solution to suit the needs of the customer.

PCW: What would make you join HP again?

LEE: Definitely for HP's standards and values, and it's commitment to global citizenship,

employees and HP's employment of new models of engagement and new business and technology solutions. The trust that the company puts it in me, the liberty I enjoy, to put my ideas into practice as well as share information with other employees and of course HP's reputation as the industry leader.

PCW: There's been a lot of talk about convergence. What is HP's vision? Is there one central part of it, or is it different things for different people?

LEE: Consumer Electronics are becoming more and more an integral part of household as well as business institutions. HP has multiple products and a broad perspective rather than just a narrow focus on one kind of product. HP is not only about producing it's about inventing and providing customers with an ultimate solution. We believe we have the breadth and scope to focus on new inventions while continuing to market profitable products. HP products receive huge response and support from our customers and you'll see HP will grow in many more dimensions.

PCW: where do you see HP technology few years from now?

LEE: HP's efforts in invention, development and innovation are known and second to none. We proudly announce that at an average we have 11 patents a day! At HP technology is growing at a staggering pace. If you look at printing where does it stand today? One can click and print a picture in one click. HP has turned printing into a science.

If you look at computing a hand held device now a day pack the power of many Main frames. There is no end to Technology HP promises new customers a new experience and old customer a better experience. IT is hard to predict where the technology grows but I what I can ensure is HP will always be the first in bringing the new and latest to the market at an affordable price.

PCW: Where do you see digital imaging solutions heading?

LEE: Digital imaging has come a long way and its growth has been phenomenal. Digital imaging solutions have significantly gained in quality and are much more. One can now produce professional quality prints with very low priced printers. I see a rise in color printing with the decline in monochrome printing. You might see more all in ones more of color Desk jets and who knows you your camera just might give you a print out like Polaroid!!! I see a rise in use of digital cameras both in business and home users.

PCW: HP is the market leader in printing and digital imaging, what factors will allow HP to retain this position?

LEE: HP rather than selling a product tries to sell a customer experience. We look into customers need try to customize our products to make them look tailor made. Our commitment to invent and develop the standards we set, simplicity of our technology and ease of use of our products. I think our strength lies in our understanding of the customer need

better than others. HP has enjoyed continuous support and endeavour of its partners combined with the loyalty of HP customers HP will continue to lead the market in the printing and imaging arena.

We want to shift some of the market we definitely want to national it trends more involvement bring the experience to the consumer market, increase productivity in the commercial market and we want to bring color to printing. More color jet printing.

PCW: Your strong points over other competitors?

LEE: From the imaging and printing perspective HP has end to end solutions. Today we are in the consumer space, corporate space and we are also in the enterprise space. HP today has the print leadership not only we have the line of products we have the science, technology and the designs we believe are better than our competitors as well as the best channel partner chain in the market. We have very competitive corporate and consumer prices and the time that we have stayed in the market gives the customer necessary faith and trust in our products and services.

PCW: How do you see Bangladesh market for the different Sectors Corporate or SMB?

LEE: Bangladesh today is driven by lot of projects and lot of funds is coming from world organization like World Bank and other organizations. The government policy of going for computerization and its initiatives provides us with lot of opportunity in the corporate sector and this is one sector we definitely would not neglect.

On the SMB if you look at the general business space you'll see that SMB comprises 60% of it. In Bangladesh that particular space though not very well defined still is a big chunk which is growing rapidly. We need to focus on that chunk and which we will in due course of time.

PCW: What are your top priorities going forward?

LEE: More solutions, more products, ensure quality, improved customer support. These are the areas we are currently looking at. Our aim is to reach Bangladeshi people rather than customers. As responsible Global citizens we would also like to contribute to Bangladesh society. Bangladesh market like other markets is sensitive to product quality and HP would like to improve on its brand loyalty here.

PCW: How would you compare Bangladesh market with the markets in the other countries of the region like Pakistan or Vietnam?

LEE: It is not very big right now but it is definitely one of the fastest growing. It has lot of potential. The size is currently smaller than Vietnam or Pakistan but given the proper business environment it definitely will grow. Bangladesh is on the right track and I guess it would become a major market in few years time.