

UNIQUE EXPERTISE ASSOCIATES LIMITED

Connecting Global Quality with the Bangladesh Market

Import | 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, import, brand building and nationwide market development.

Who We Are

Unique Expertise Associates Limited

Unique Expertise Associates Limited (UEAL) is a Bangladesh-based business organization focused on international sourcing, product development, import, 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.

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

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.

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

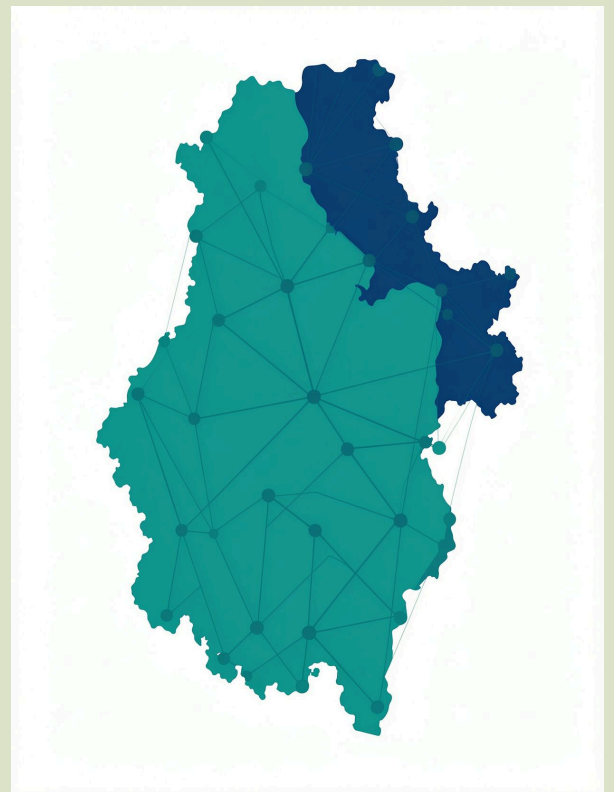
Brand visibility and customer relationships

Availability monitoring and new market identification

Developing a Strong National Presence

Bangladesh – 8 divisions

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



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.

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

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.

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 | Import | 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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