



BIC joins forces with CARE NGO to implement a Social Business program designed to help women in Bangladesh overcome poverty

Since the month of May 2011, the BIC Group has become a partner of CARE in its “Rural Sales Program” that enables women in Bangladesh to overcome poverty by developing their professional activity.

An innovative project in partnership with CARE

CARE’s “Rural Sales Program” has been in place since 2004. It assists women who are among the poorest, the Aparajitas (“those who never give up”), to develop their own activity by selling articles door-to-door in remote rural areas. Since the partnership between BIC and CARE was signed in May 2011, these women include BIC® shavers in their baskets. To support them, the local BIC distributor and CARE teams provide training in sales and demonstrate the specific features of the products and shaving practices.

Sustainable solutions to fight against poverty

To promote this form of entrepreneurship, BIC and CARE offer these women an appropriate and sustainable solution by providing them with the means to escape poverty and social isolation, and in this way to give them a sense of pride and a new role to play in their community.

Today, this program includes 900 businesswomen and their families. This new distribution method allows the inhabitants of isolated villages to have access to simple, good-quality and inexpensive products.

As Edgar Hernandez, General Manager for Developing Markets of the BIC Group, points out, *“Thanks to CARE’s Rural Sales Program in Bangladesh, we believe we can provide concrete and lasting solutions to the populations that need them. For BIC, it is also an opportunity to test a new approach to distribution in these countries, and to acquire a better understanding of the expectations of their inhabitants.”*

Philippe Lévêque, Executive Director from CARE France, adds, *“This innovative partnership with companies such as BIC enables us to experiment with new ways of reducing poverty. This distribution program, which places emphasis on the social impact it can have among some of the poorest women in Bangladesh, also permits CARE to involve private players outside traditional sponsorship and to learn from their expertise for the benefit of the most vulnerable populations. »*

To know more about the BIC Care program: [YouTube](#).



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About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2010, BIC recorded net sales of 1,831.5 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone and Ethibel Excellence Europe.

For more information, please consult the corporate web site: www.bicworld.com

About CARE

Founded in 1945, CARE is one of the world's leading humanitarian organizations. It is non-partisan and non-sectarian. In 2011, CARE worked in 84 countries and reached 122 million people around the world. In its emergency response and long-term development programs, CARE seeks to fight underlying causes of poverty.

CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to lift whole families and entire communities out of poverty.

To find out more about CARE: www.care.org

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