

BANGLADESH BUSINESS ANALYSIS

20
26

SUMMIT

From Insight to Impact: Business Analysis
Driving Intelligent Enterprises

 www.iibabds Summit.org

Organized by

 **IIBA**® International Institute
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Chapter

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WELCOME TO THE BANGLADESH BUSINESS ANALYSIS SUMMIT 2026

The Bangladesh Business Analysis Summit 2026, the flagship annual conference of the IIBA Bangladesh Chapter, brings together business leaders, policymakers, and technology professionals to explore the evolving role of Business Analysis in shaping intelligent enterprises.

In an era defined by AI, automation, data analytics, and rapid digital transformation, success depends not just on adopting technology but on aligning strategy, driving informed decisions, and delivering measurable value. Business Analysis has emerged as a critical discipline that bridges business vision with execution, enabling organizations to navigate complexity and achieve sustainable growth.

Under the theme “From Insight to Impact: Business Analysis Driving Intelligent Enterprises,” the summit highlights how modern Business Analysis empowers innovation, strengthens digital resilience, and drives impactful business outcomes in an increasingly dynamic world.

BUSINESS ANALYSIS CORE THEMES

Why Business Analysis Matters More Than Ever

Modern business analysis moves beyond documenting requirements, it aligns strategy with technology, drives digital transformation, and builds organizational agility.

- **Strategic Alignment**
Translates organizational vision into executable, value-driven initiatives.
- **Risk & ROI Optimization**
Minimizes delivery risks while maximizing technology investments.
- **Customer-Centricity**
Enhances customer experiences using human-centered design.

Navigating Disruptive Technologies & AI

Technology alone does not guarantee success. Business Analysis ensures innovations like Generative AI, Cloud, Automation, and IoT solve real business problems and deliver measurable outcomes.

- **The AI Opportunity**
While AI automates routine documentation, analysts pivot toward strategic problem framing, AI governance, product thinking, and value realization.
- **Overcoming Challenges**
Addresses critical gaps in AI ethics, bias, data privacy, & organizational change management.

Driving Enterprise Transformation & Data Value

True transformation goes beyond digitizing processes, it requires redesigning how the organization delivers continuous value.

- **Enterprise Transformation**
Integrates business architecture, operating model redesign, & agile execution to align strategy with performance.
- **Data as a New Strategic Asset**
Turns raw data into actionable insights, robust KPIs, & predictive models for evidence-based decision-making.
- **Cybersecurity as a Business Imperative**
Embeds privacy-by-design, regulatory compliance, and risk management into every stage of digital transformation.

The Core Capabilities of the Modern Business Analyst

Domain	Key Focus & Impact
Strategy & Architecture	Business Architecture, Product Management, Enterprise Agility
Data & Intelligence	Process Intelligence, Data Analytics, Predictive Insights
Security & Resilience	Cybersecurity Governance, Business Continuity, Risk Mitigation
Innovation & Growth	AI Adoption, Sustainability Initiatives, Experience Design

PROFESSIONAL DEVELOPMENT & IIBA FRAMEWORK

Business Analysis: Delivering Measurable Value

Investing in business analysis moves organizations from passive operations to proactive, value-driven execution.

- **Drive Strategic Alignment**

Connect corporate strategy directly to IT and operational execution.

- **Optimize Investments**

Maximize project success rates, accelerate delivery, and reduce risk.

- **Enhance Agility & Innovation**

Boost customer satisfaction and adapt rapidly to market shifts.

By the Numbers: The Impact of BA

67% **Higher**

Project success rate with mature BA capabilities
- IIBA / PMI

47% **Failure Rate**

Unsuccessful projects caused by poor requirements
- Industry Benchmark

2X **Likelihood**

Higher project success when strong BA practices are used
- Global Research

30% **Faster**

Customer value delivery in Agile + BA environments
- Agile Studies

42% **Better**

Alignment between strategic goals and executable projects
- Strategic Insights

20% **Higher**

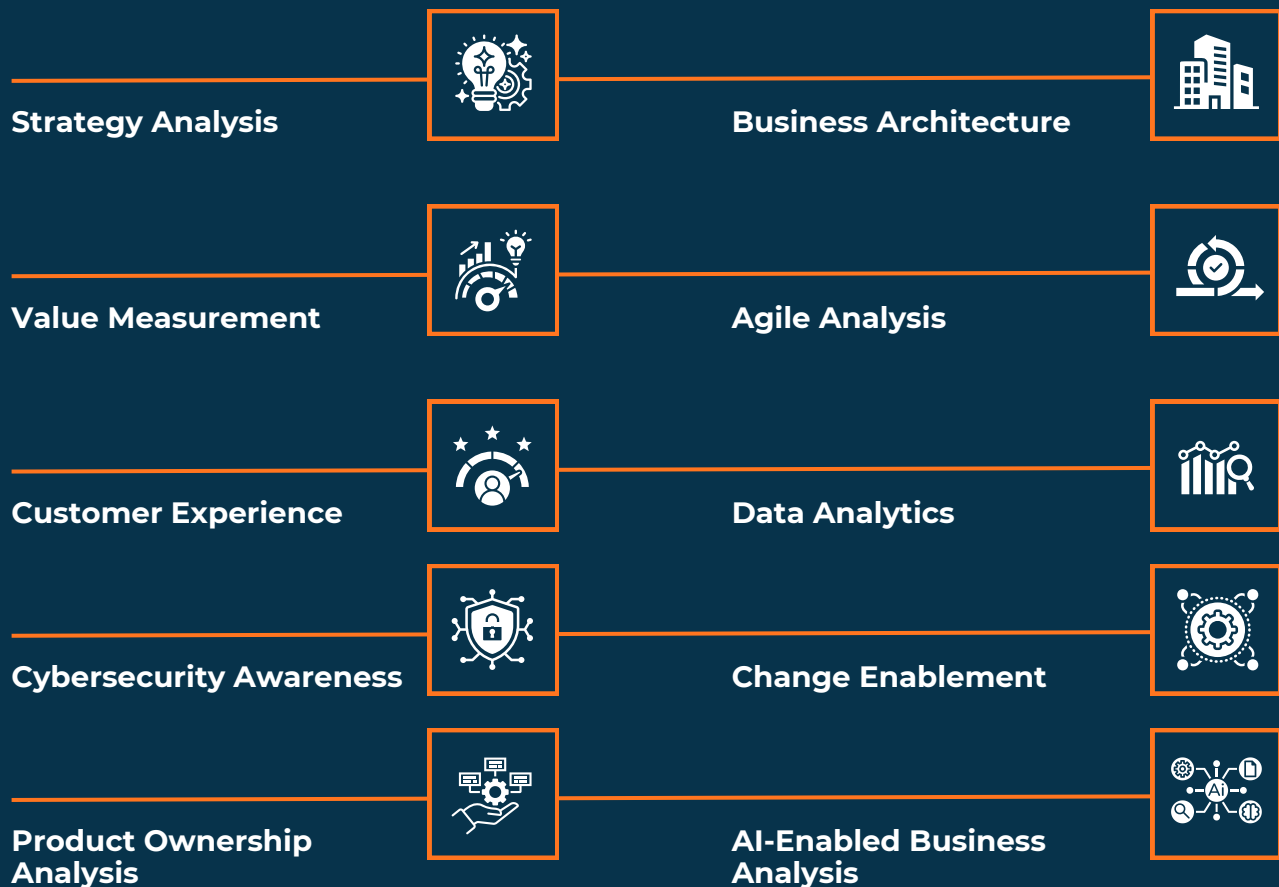
Profitability driven by evidence-based decision-making
- McKinsey / BLS

The IIBA Perspective

The International Institute of Business Analysis (IIBA) defines Business Analysis as the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders. The discipline extends beyond projects and technology to encompass strategic planning, product management, process improvement, customer experience, organizational transformation, and continuous value realization.

PROFESSIONAL DEVELOPMENT & IIBA FRAMEWORK

Modern Business Analysis competencies emphasized by IIBA include



Certifications Offered

	Agile Analysis Certification (AAC)		Entry Certificate in Business Analysis (ECBA)
	Certification in Business Data Analytics (CBDA)		Certification of Capability in Business Analysis (CCBA)
	Certificate in Cybersecurity Analysis (CCA)		Certified Business Analysis Professional (CBAP)
	Certificate in Product Ownership Analysis (CPOA)		

SPONSORSHIP STRUCTURE & EVENT DETAILS, REGISTRATION, TICKETING

Sponsorship Package Comparison

BENEFIT	PLATINUM ₹5,00,000	GOLD ₹3,00,000	SILVER ₹1,00,000
Social Media Mentions/Posts	✓	✓	✓
Complimentary Conference Passes	5 Passes	2 Passes	1 Pass
Logo on Event Website	✓	✓	✓
Logo on Conference Backdrop & Digital Slides	✓	✓	✓
Company Logo on Welcome Banner at Venue	✓	✓	✓
Booth/Table Space at Event	✓	×	×
Speaker Opportunity (Subject to Availability)	✓	✓	×
Souvenir Placement in Delegate Kit (Provided by Sponsor)	✓	✓	✓
Brand Standee at Venue Entry Point (by Sponsor)	✓	✓	✓

Event Details

Saturday 31 October 2026	 9:00 AM – 5:00 PM  Lamda Hall, Gulshan Club, House: NWJ-2/A, Bir Uttom Sultan Mahmud Road (Old Road: 50) Gulshan 2, Dhaka 1212, Bangladesh	Format One-day, in-person flagship summit with selected virtual international participation.
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Registration: Delegate Pricing Matrix

Early Bird Registration	15th September
Regular Registration	20th October

Category	Early Bird	Regular	Condition
IIBA Global Member	BDT 2,500	BDT 3,000	Membership number validated at registration.
Non-member	BDT 3,000	BDT 3,500	Include a membership information offer; no automatic membership claim.
Corporate Delegate	BDT 2,500	BDT 3,000	Invoice/organizational payment; discount for 5+ delegates.
Students (Undergrad Only)	BDT 2,000	BDT 2,000	valid ID; curated for programme fit; limited seat

COMPLETE EVENT ITINERARY

08:30 AM PHASE 1: REGISTRATION & INAUGURATION

- 08:30 – 09:00 Registration, Networking & Sponsor Visits
- 09:00 – 09:10 National Anthem & Welcome Address (IIBA Bangladesh Chapter)
- 09:10 – 09:15 IIBA Global Welcome Address

09:15 AM PHASE 2: MORNING STRATEGY & DISRUPTION SESSIONS

- 09:15 – 10:00 KEYNOTE: From Insight to Impact: BA Driving Intelligent Enterprises
- 10:00 – 10:45 SESSION 1: AI-Augmented BA / CX & Service Design
- 10:45 – 11:00 ☕ Morning Tea & Networking Break
- 11:00 – 11:45 SESSION 2: Business Analysis for Product-Led Organizations
- 11:45 – 12:30 SESSION 3: Enterprise Transformation Through Business Architecture

12:30 PM PHASE 3: MIDDAY BREAK & NETWORKING LUNCH

- 12:30 – 01:00 Midday Transition & Exhibition Viewing
- 01:00 – 02:00 🍽️ Networking Lunch & Sponsor Booth Visits

02:00 PM PHASE 4: AFTERNOON DEEP DIVES & EXECUTIVE PANEL

- 02:00 – 02:45 SESSION 4: Data Analytics & Intelligent Decision Making
- 02:45 – 03:30 SESSION 5: CX & Service Design / Strategy Analysis: Idea to Execution
- 03:30 – 04:00 ⚡ Energizer, Tea Break & Product Demos
- 04:00 – 05:00 EXECUTIVE PANEL: CIO/CEO Perspectives on Transformation

05:00 PM PHASE 5: CLOSING & CELEBRATION

- 05:00 – 05:20 CLOSING KEYNOTE: The Future of Business Analysis in Bangladesh
- 05:20 – 05:45 🏆 Awards, Volunteer Recognition & Closing Ceremony



Disclaimer

Event timings and topics are subject to change without prior notice. We appreciate your understanding.

SNAPSHOTS FROM CHAPTER ACTIVITIES



LAST YEAR SPONSOR



**BHASKAR
ACCOUNTING LAB**

GRACE 21
SMART HOTEL

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Binate

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Payment Method

Bank Details:

A/C Name : IIBA Bangladesh Chapter
A/C No : 0061020011849
Bank : One Bank Ltd.
Branch : Uttara Branch
Routing No : 165264631

Bkash Account Details:

A/C Owner : Sharmeen Akter
Treasurer, IIBA Bangladesh Chapter
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Ensure your presence by
Registering Now!

Deadline
20 October
2026

Upload **Transaction ID** to
confirm your registration



Scan or go to: [Link](#)