

GREEN IDEA : FUTURISING MALAYSIAN BAMBOOPRENEURS TOWARDS ASEAN ECONOMIC COMMUNITY(AEC)

Date: 20 September 2015, Sunday

Venue: Damyang Cultural Centre, Damyang County, Korea

by: Dato' Ghazi Sheikh Ramli

Founder/Chairman Global Innovation & Entrepreneurship Foundation (GIEF)



THINK **BIG**
DREAM **BIG**



**“BIG THINKING
PRECEDES GREAT
ACHIEVEMENT.”**

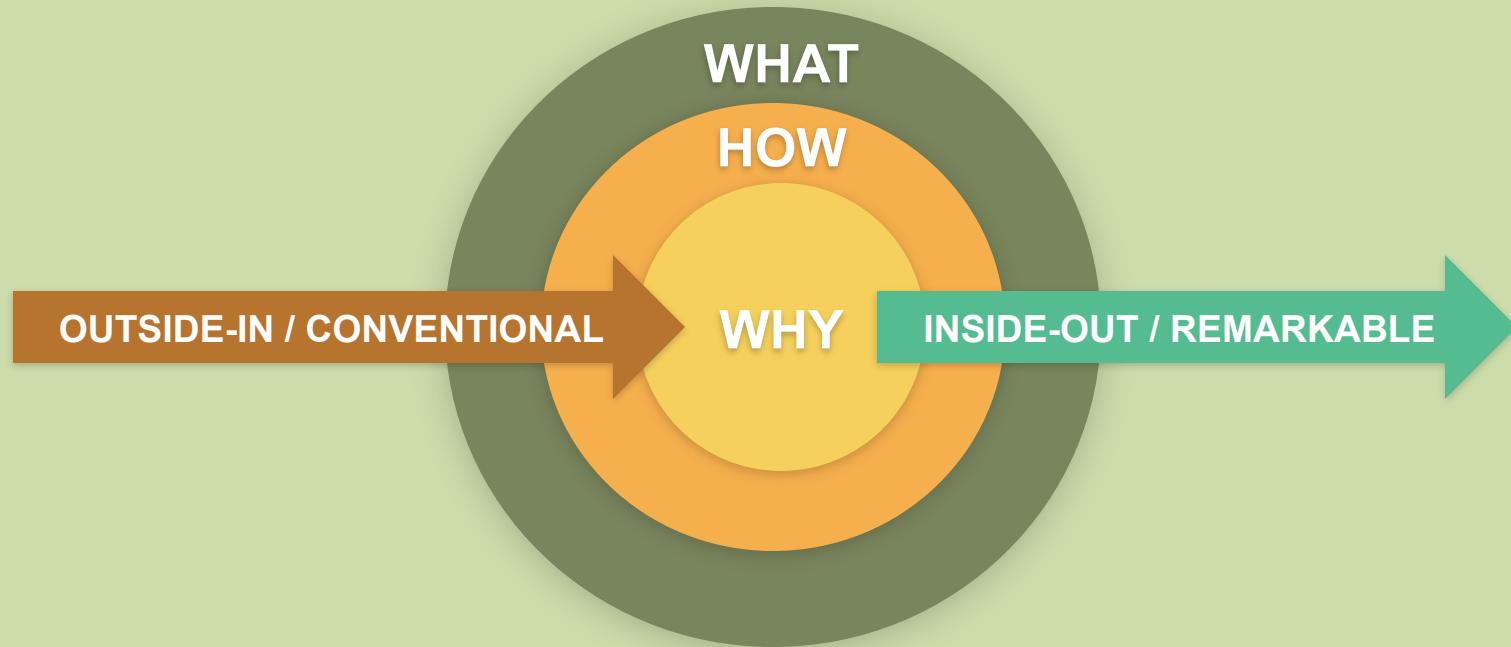
WILFRED A. PETERSON
QUOTESEVERLASTING.COM





MAIN STRATEGY ADOPTED

THE GOLDEN TRIANGLE OF SIMON SINEK



WHY?

We believe in preserving nature and the environment for future generations.

HOW ?

- We promote green lifestyle using bamboo as the iconic material for green technology and sustainability.
- We created the **BAMBOO WORLD** Concept that clearly explains the multiple usage of bamboo in all aspects of life.



WHAT?

We adopted 5, 12 and 60 key different business opportunities under the brand **“Bamboo World”** that act as innovative challenges for wealth creation and sustainability.

Our 5 key focus areas are :

Food, Fashion, Furniture, Construction and Crafts (3F2C).

Our mission is to transform people's perspective:

**From bamboo as
“the poor man's timber”
into 'Nature's Green Diamond'**



ASEAN COUNTRIES

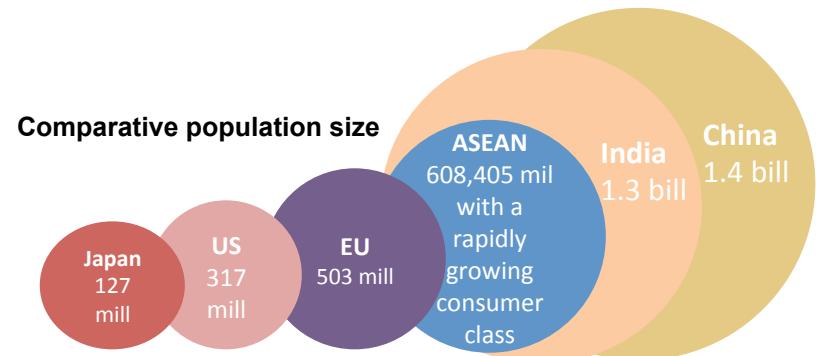


THE ASEAN BUZZ



A total of RM25 trillion will be spent on infrastructure needs in the grouping

ASEAN has a very large supply of rising middle-class consumers, from now into the future

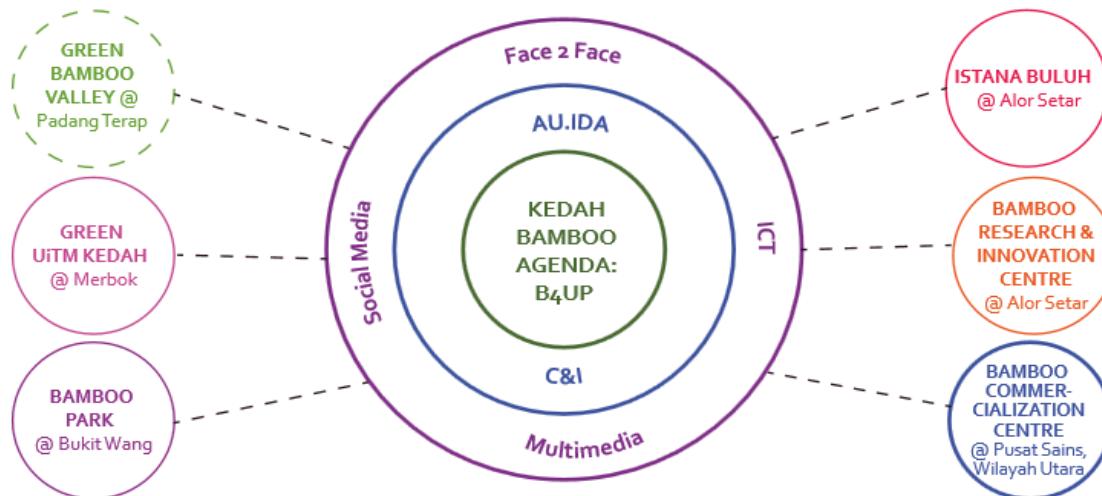


Focus State Level

“Kedah Bamboo Agenda” adopted by State of Kedah



KEDAH BAMBOO AGENDA: BAMBOO FOR UNITY & PROSPERITY



Note:

B4UP - Bamboo for Unity & Prosperity

AU.IDA - Awareness, Understanding, Interest, Desire & Action

C&I - Creativity & Innovation

ICT - Information, Communication & Technology

BAMBOO FLAGSHIP PROJECTS (1)

1. **Plant bamboo** for bamboo shoots.
2. **Innovative food** from bamboo shoots.
3. **Fabric production** from yarn.
4. **R&D on yarn production**
5. **Gifts and Souvenirs**

3rd World Bamboo Day 2014 celebration
jointly organized by
Kedah State Government & GIEF





3rd World Bamboo Day 2014

Pre-Event Media Coverage



3rd World Bamboo Day 2014

Post Event Media Coverage



Kedah rumus strategi pembangunan industri buluh



Agenda Buluh Kedah

Komitmen kerajaan negeri memastikan industri buluh tempatan



仙境
岩

南洋商報
您的创富伙伴

泰国食糖缺斤少两
国乐买家转投仙国



BH Online | 29th September 2014



SCH BULUH, Menteri Sumber Hidup, Datuk

Kosmo | 30th September



Muzik alam Bambunyi

Irama muzik daripada buluh yang

26 • NASIONAL

Kedah manfaat sumber buluh

» Eksploitasi tanaman, maju bidang industri berasaskan teknologi jauh

Cikgu Nahar Tajri

nahar@bht.com.my

► Alter Setar

Kerajaan Kedah akan mengelakti sepeleburu kebuluh dan buluh dalam pelbagai bidang berdasarkan teknologi jauh dan lestar sebagai satu agenda transformasi negara.

Menteri Besar, Dato' Seri Muhyiddin Mohd

berkata semasa



Big potential in bamboo industry

The Star | 30th September 2014

“Jadi dengan komitmen ini, buluh akan berjaya bersaing dengan gawai lainnya dalam teknologi buluh boleh memproduksikan 1,000 unit sebulan dan dengan teknologi apabila hidup iaitu makmur, pekan, berasa, kerdekaan, hubungan dan rasa aman. Selain itu, pada sidang media sebuah majlis perasmian buluh sedang di hadiri oleh 300 ahli politik dan ahli semasa. Terdapat juga 300 ahli kerajaan negeri yang membuka ruang terhadap minat dan peluang buluh sebagai sumber alternatif. Kedah berharap ia akan berkembang dalam kerangka perpaduan dan kesatuan negara pada masa depan.

“Setakat ini masih perlu

segerakan kerajaan negara

menyediakan fasilitas

dan bantuan teknologi

kebuluh dan buluh

“Namun begitu, jika ia boleh dimajukan ia mampu bersaing dengan dunia raya.”

Negara haru tunjuk minat

吉大臣：絕無偏袒承包商
工程招標依能力審核



2nd World Bamboo Day Celebration : 13-21 September 2013



1ST BAMBOO GARDEN IN MALAYSIA AT BUKIT JALIL PARK,
OFFICIATED BY DEPUTY MINISTER,
MINISTRY OF PLANTATION INDUSTRIES & COMMODITIES (MPIC)



BAMBOO FORUM AT UPM, OFFICIATED BY DEPUTY MINISTER,
MINISTRY OF SCIENCE TECHNOLOGY & INNOVATION (MOSTI)

1st World Bamboo Day Celebration : 18-23 September 2012

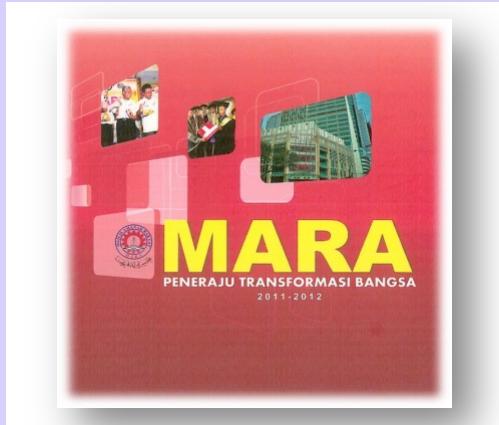


FOCUS NATIONAL LEVEL

National Bamboo Agenda



MARA (Majlis Amanah Rakyat)
under Ministry of Rural and Regional Development



BAMBOO FLAGSHIP PROJECTS (2)

3F 2C:

- FOOD
- FASHION
- FURNITURE
- CONSTRUCTION
- CRAFTS

Marketing & Branding Strategy

Strategy 1: Change old perception from
“Bamboo –

The Poor Man’s Timber”
To

**“Bamboo as Nature’s Green
Diamond”**



Previously known as –
The Wise Man’s Timber – (INBAR 2010)

Marketing & Branding Strategy

Strategy 2: BAMBOOTIQUE !

The “Harvey Norman” model :
retail outlet for Innovative Bamboo Products !

1st outlet in Malaysia



Strategy 3: ASEAN Bamboo Consortium (ABC)



ASEAN Flagship Projects:

- ✓ Thailand – Plantation
- ✓ Philippines – Food
- ✓ Malaysia – Fashion :
“Asean Bamboo Fabric”
- ✓ Vietnam – Furniture
- ✓ Indonesia – Construction

Other Projects Based On Market Needs:

- **Health**
- **Beauty**
- **Energy / Power**
- **Transport**
- **Crafts**
- **Music**



Strategy 4:

“Bambootique” is to be franchised throughout ASEAN and later International market



‘Asean matters to the world’

PILLAR: AEC will allow a seamless flow of goods, services, investments and freer flow of capital and skilled workers

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THE 47th ASEAN Economic Community (AEC) single market, which concluded on a high note yesterday, was rather telling about how this part of the world is being viewed.

Since Myanmar, the final piece of puzzle opened up, the ASEAN grouping and its cohesiveness has got the whole world focused on its potential strengths.

Mostly everyone liked what they saw — the young and vibrant region with its demographics and the development needs — in proximity with the Asian giants, and it

has endeared to global political leaders and the business communities.

The ASEAN Economic Community (AEC) single market will allow a seamless flow of goods, services and investments, and the free flow of capital and skilled workers.

Regional economic groupings are also been keen to get some, if not all the ASEAN countries on their agenda again.

The Regional Comprehensive Economic Partnership (RCEP) is one that visualises a borderless region for trade and investments.

Under the Trans-Pacific Partnership (TPP), which has the United States steering most of the course, the RCEP is more low-key and less ambitious with a tyrrical Asian quietude.

China, which is Malaysia's largest trading partner, was keen to get the upper hand in the RCEP, but got a sticky position with Japan, which could have led to a deadlock until Malaysia graciously played its position as chair, according to officials.

Goodwill things done.

Goodwill things done. Although there were nine rounds of discussions previously between the ASEAN 10 and its six trading partners, namely China, Japan, South Korea, Australia, New Zealand and New Zealand, word had it that things were only "chugging along".

Kuala Lumpur was the tipping point for the RCEP discussions, clearly over the main highlights of the six-day AEM meeting and related meetings.

China, which is Malaysia's largest trading partner, was keen to get the upper hand in the RCEP, but got a sticky position with Japan, which could have led to a deadlock until Malaysia graciously played its position as chair, according to officials.

Each country sought the maximum flexibility, which explained the number of breaks on Monday afternoon until the breakthrough was announced by the meeting chair Datuk Seri Mustapa Mohamed late in the day on the modalities for goods, which is providing a 6% per cent cut in tariffs.

It's the goodwill spirit of the region that has probably made trade negotiators more upbeat than the consultations substantive part of the talks by year-end, leaving the technical issues for early next year.

Clearly it has been the economic plan that has driven this clear process in realising the single market plan, compared to the political and social-cultural pillars. But it does not stop at 2015.

Change

again when Malaysia announces the AEC 2025 Blueprint and the Asian Strategic Action Plan for SME Development 2016-2025.



International Trade and Industry Minister Datuk Seri Mustapa Mohamed (left) with deputy secretary-general of AEC for AEC Dr Lina Hong Hin at the 47th ASEAN Economic Ministers' Meeting in Kuala Lumpur yesterday. Pic by Azmil Hamzah

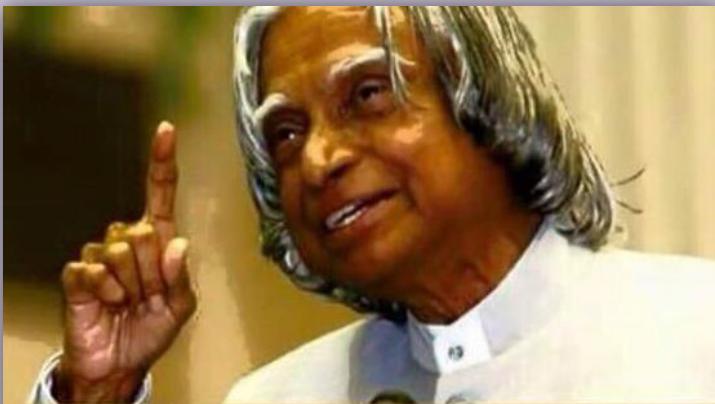


Strategy 5: ASEAN Bamboo Summit 2016 in Kuala Lumpur

- Dialogue
- Exhibition
- Competition :
 - Pitching “Bamboo as Nature’s Green Diamond” – 3 mins
 - Video “Design Your Future With Bamboo” – 3 mins



Final Message : LET'S BE POSITIVE !



If you fail, never give up because
F.A.I.L. means "First Attempt In Learning"

End is not the end, in fact

E.N.D. means "Effort Never Dies"

If you get No as an answer, Remember

N.O. means "Next Opportunity"

So let's be positive

F.A.I.L

**"First Attempt In
Learning"**

E.N.D

"Effort Never Dies"

N.O.

"Next Opportunity"

Q&A

lights camera... action!

