

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



The image features a central framed graphic. The frame has a light beige border. Inside, the background is a photograph of a long, straight asphalt road stretching into the distance under a bright blue sky with scattered white clouds. The road is flanked by dry, desert-like terrain with sparse green and yellow shrubs. In the far distance, low mountains are visible. Overlaid on this background is a quote in large, bold, white capital letters with a black drop shadow. At the bottom of the frame, the author's name is written in blue capital letters with a black drop shadow, and the website URL is in white capital letters with a black drop shadow. To the left of the frame, there is a stylized green plant with long, pointed leaves.

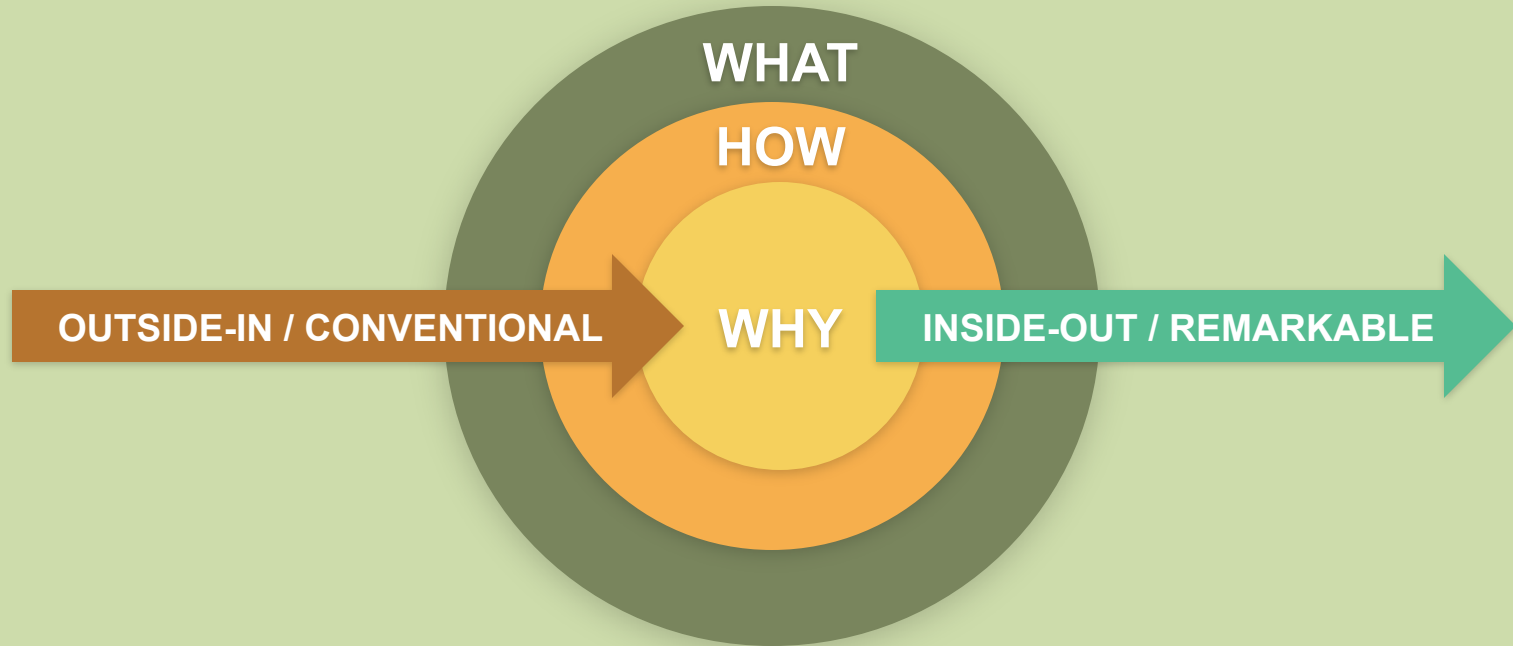
**“BIG THINKING
PRECEDES GREAT
ACHIEVEMENT.”**

WILFERD 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



Laos



Vietnam



Myanmar



Cambodia



Philippines



Thailand



Brunei



Malaysia

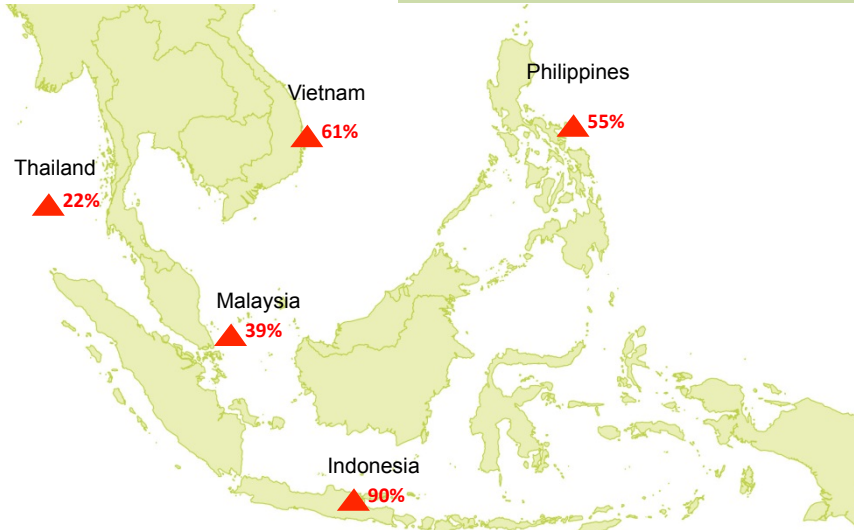


Singapore



Indonesia

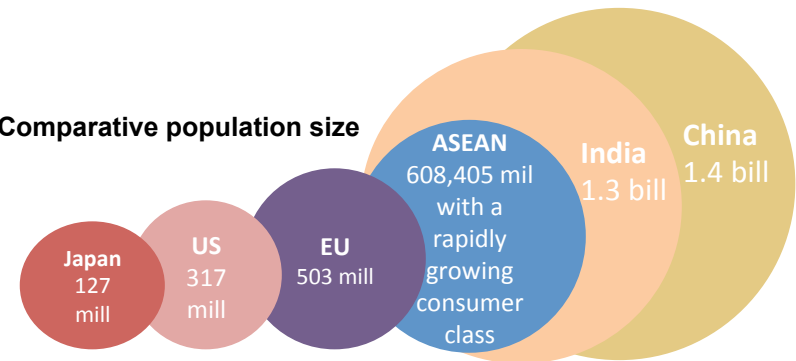
THE ASEAN BUZZ



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

Comparative population size



Focus State Level

“Kedah Bamboo Agenda” adopted by State of Kedah

Opening Ceremony 2nd Issue: November 2014

BAMBULLETIN

Second Issue published by Global Innovation & Entrepreneurship Foundation (GIEF) in conjunction with World Bamboo Day (WBD) 2014 for the purpose of advancing the Bamboo Agenda.

Highlights of the Official Launching of World Bamboo Day (WBD) 2014, on 29th September 2014, by Menteri Besar YAB Dato' Seri Hj Mukhriz bin Tun Mahathir



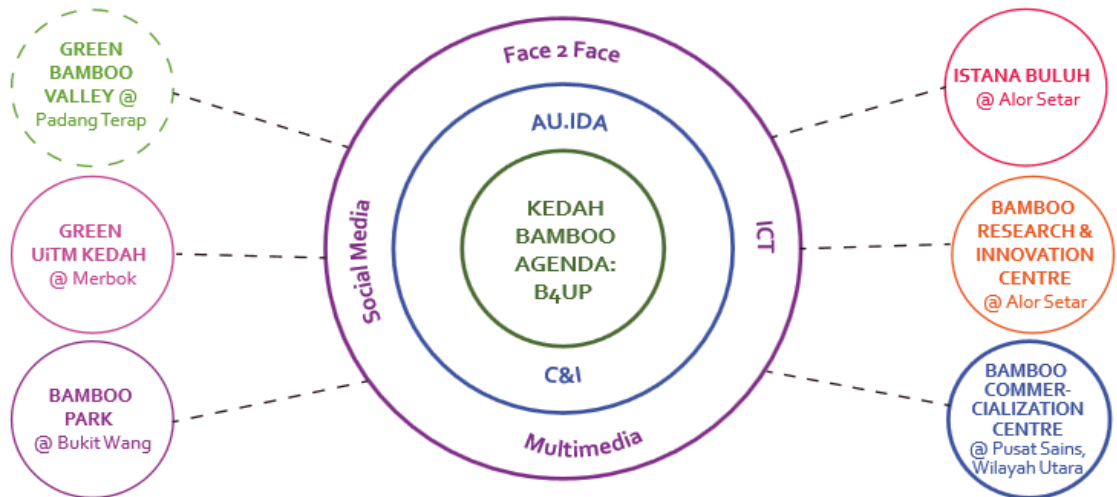
Kedah Menteri Besar admiring model of Balai Buluh together with YB Norsabrina & YBhg Dato' Ghazi

Pihak kerajaan negeri amat menghargai kerana diberi peluang untuk mengorganisasikan acara perayaan tahun ini dengan kerjasama sebuah NGO - Global Innovation and Entrepreneurship Foundation (GIEF) yang memberi fokus kepada mempromosi gaya hidup hijau melalui inovasi. Kelainan GIEF dengan NGO-NGO lain yang ada dalam negara ini ialah GIEF hanya memberi fokus kepada satu bahan sahaja iaitu BULUH sebagai ikon untuk teknologi hijau dan lestari.

Peserta-peserta yang hadir pada hari ini adalah terdiri daripada pelbagai golongan. Anak muda dari universiti, para usahawan dan balak usahawan, perampas masyarakat, pegawai kerajaan dan juga ahli korporat. Oleh itu saya ingin membuat seruan supaya setiap sektor yang saya sebut, tadi mengambil inisiatif sendiri untuk memahami potensi buluh yang sebenarnya. Pihak kerajaan sentiasa bersedia untuk membantu dengan apa cara sekalipun bagi menyokong industri perindustri kecil dan sederhana khususnya dalam industri buluh.

- Dato' Seri Mukhriz
- YB Sabrina

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





YB NORSABRINA with BAMBUNYI
(also with Dato' Ghazi & Mr. Lee Yu-Ok from Damyang)



BAMBUNYI



BAMBUTIK FASHION SHOW



BAMBUTARI



BAMBUNYI



BAMBUTIK



Model of BALAI BULUH to be built at Taman Jubli Emas, Alor Star



BAMBUTARI



MEMORABLE GRAND FINALE GROUP PHOTO
Bambunyi, Bambutik, Bambutari

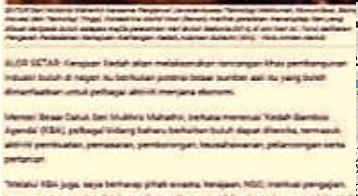


3rd World Bamboo Day 2014

Post Event Media Coverage



Kedah rumus strategi pembangunan industri buluh



Agenda Buluh Kedah

Komitmen kerajaan negeri memartabatkan industri buluh tempatan



Muzik alam Bambunyi

Irama muzik daripada buluh yang



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

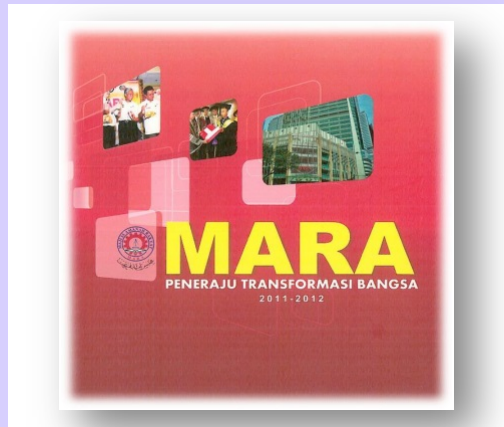


FOCUS NATIONAL LEVEL

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

FRANCHISE



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!

