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)
“BIG THINKING PRECEDES GREAT ACHIEVEMENT.”

WILFERD A. PETERSON
QUOTESEVERLASTING.COM
“DREAM BIG, START SMALL, ACT NOW.”

ROBIN SHARMA
MAIN STRATEGY ADOPTED

THE GOLDEN TRIANGLE OF SIMON SINEK
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.
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
- 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

- Singapore
- Indonesia
- Malaysia
- Thailand
- Myanmar
- Laos
- Vietnam
- Cambodia
- Brunei
- Philippines
- Indonesia
THE ASEAN BUZZ

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

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

Comparative population size:
- ASEAN: 608,405 million
- India: 1.3 billion
- China: 1.4 billion
- US: 317 million
- EU: 503 million
- Japan: 127 million
'Be confident of role in the world'

DON'T BE SHY: Najib opens Asian
Foreign Ministers Meeting with call
for box to retain
global ascendancy

A new five-year action plan

Kuala Lumpur: The 26th Asean-
India Summit scheduled to be held
here in November is expected to
launch a new five-year plan of
action, the Asean-India Vision
2020, which is being
drafted by a special Asean-
India
Advisory Committee.

Asean, India to adopt new five-year
action plan

The two sides announced new
measures to promote trade and
investment between the two
regions, including the establishment
of an Asean-India Investment Code
of Conduct and a framework
for regional cooperation in
mitigating natural disasters.

Stronger retail network for Asean

As sun sets over the
Annam, Asean leaders
are meeting in
Kuala Lumpur this week
to discuss ways to
strengthen economic
integration

Russia to mark 20 years
of Asean relations

Russia to mark 20 years
of Asean relations

SMEs backbone of Asean economic community

AEC set to enhance SMEs via flagship projects

Investors can move freely in region

Investors can move freely in region

750 media personnel expected at Asean meetings

Moscow eyes milestone
Russia-ASEAN summit in 2016

ASEAN to create unified market

ASEAN to create unified market

ASEAN to create unified market

ASEAN TO CREATE UNIFIED MARKET
Focus State Level
“Kedah Bamboo Agenda” adopted by State of Kedah

KEDAH BAMBOO AGENDA: BAMBOO FOR UNITY & PROSPERITY

Note:
B4UP - Bamboo for Unity & Prosperity  AUIDA - Awareness, Understanding, Interest, Desire & Action  C&I - Creativity & Innovation  ICT - Information, Communication & Technology
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

Sasar industri buluh jana RM1b setahun

Sambutan Hari Buluh Sedunia di Kedah

BERITA HARIAN
26th September 2014

Volvo labur RM75j perluas rangkaian
Sasar industri buluh jana RM1b setahun

Kajian buluh tempatan

Material mesra alam

MasaBisnes
19th September 2014

Sasaran Pergi Malaysia (Pj)
18th September 2014
3rd World Bamboo Day 2014
Post Event Media Coverage
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 (MPOC)

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.
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!

F.A.I.L
“First Attempt In Learning”
E.N.D
“Effort Never Dies”
N.O.
“Next Opportunity”

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