



**INNOVATIVE BAMBOO HANDICRAFT BUSINESS
MODELS: CASE STUDY IN CHUONG MY DISTRICT,
HANOI, VIETNAM**

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Outline

01



Bamboo production in Vietnam

Main characteristics of bamboo handicraft actors



02

03



Analysis of value added among chain actors

1. Bamboo production in Vietnam

- National bamboo area: **1.5 million ha**, accounting for **15%** of natural forest, 75,000 ha plantation (FSIV, 2009)
- One of the most important NTFPs (Lobovikov et al., 2007; d'Oliveira et al., 2013)
- Main products: chopsticks, paper, handicraft, and poles for construction
- The **export value** of Vietnam bamboo industry in 2018: US\$ nearly **350 million** (MOARD, 2019)
- Providing millions of **jobs** and improving **livelihood** for people in rural and mountainous areas (Nguyen Minh and Usha, 2011; Marsh and Demestre, 2008a).



Bamboo garden in Thanh Hoa province



Local bamboo trader store bamboo, Thanh Hoa province

Original use/ tradition



Traditional transportation



Fish traps

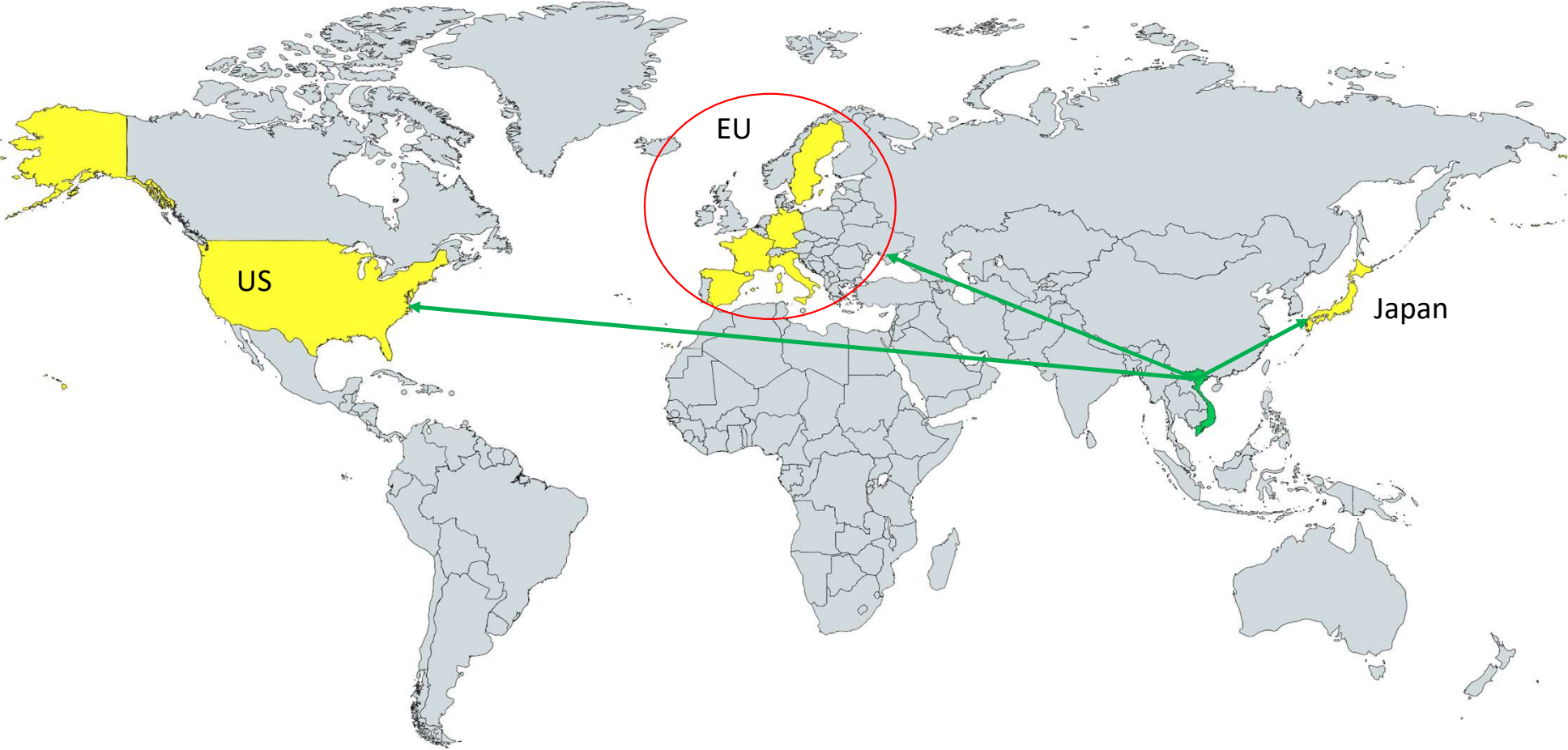


Traditional house

Bamboo products

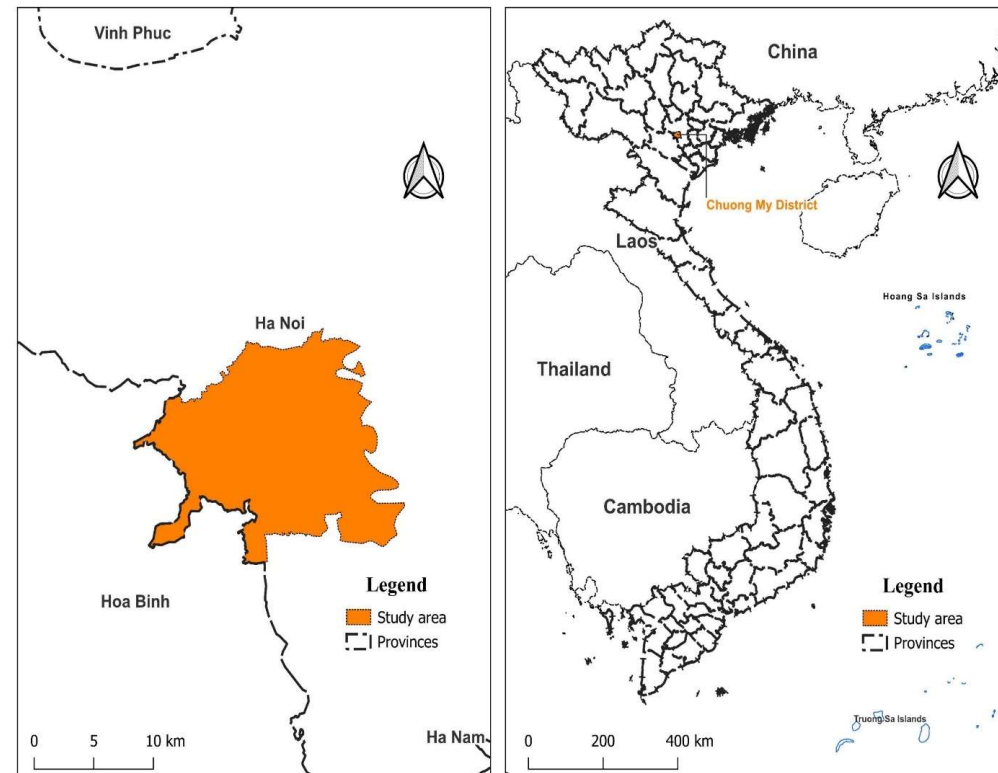


Where Vietnamese Bamboo is primarily exported...



2. Study area: Chuong My district, Hanoi, Vietnam

- Location: Hanoi Capital region
- 27 bamboo and rattan handicraft villages
- 36 bamboo small enterprises
- Bamboo handicraft products: trays, bowls, lamps, storage bins and baskets, and gifts
- Main markets: EU, US, Japan, China
- **Data collection:** in-depth interviews: five enterprises, 17 households, three bamboo traders, and two focus group discussion



Bamboo harvesting and transportation



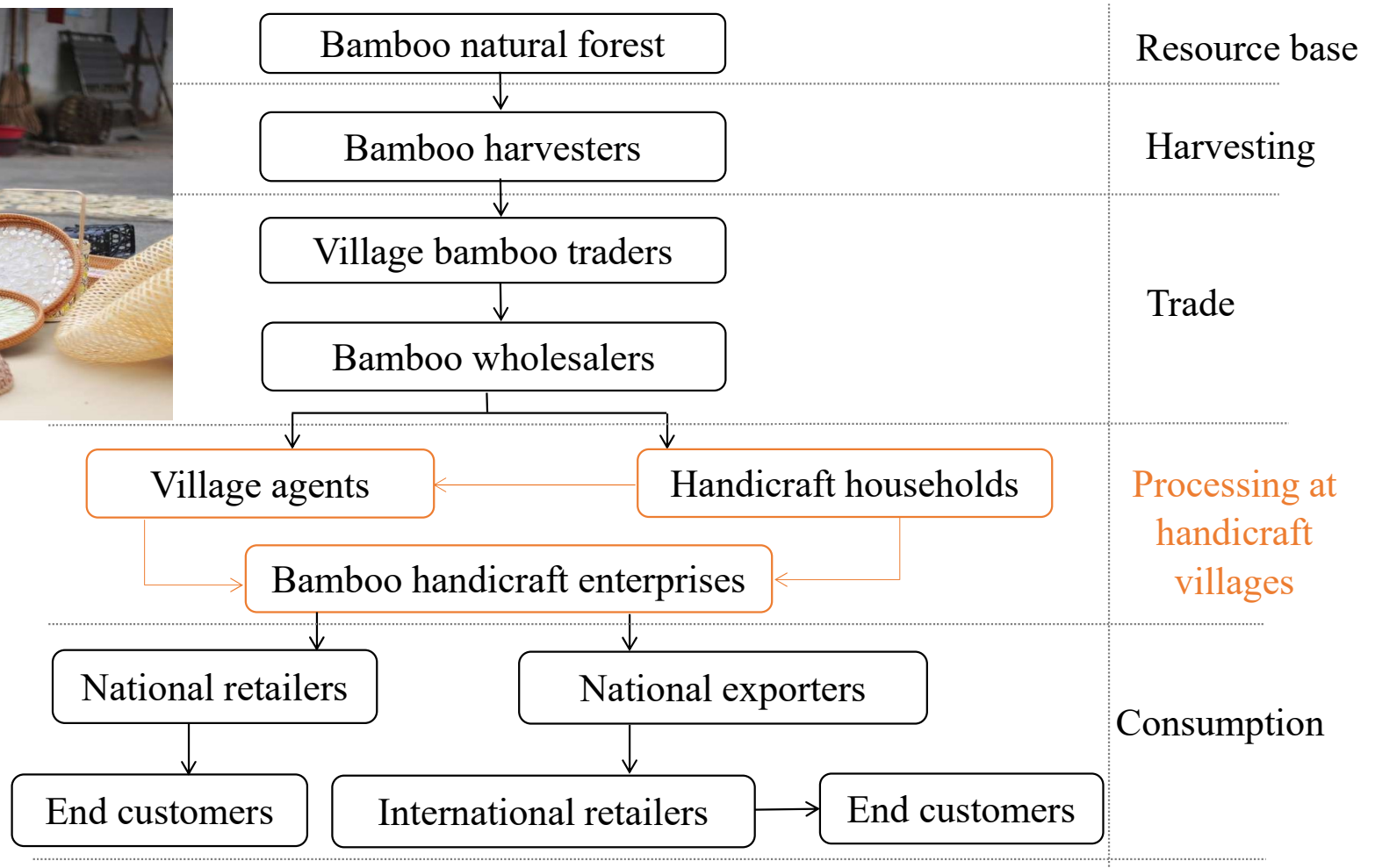
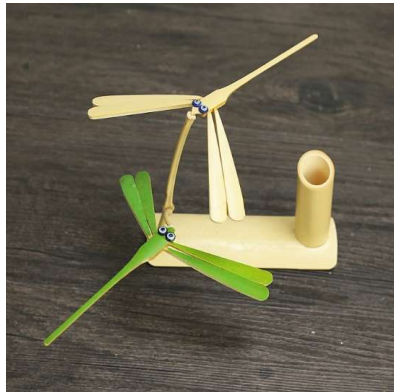
Harvesting manually

Bamboo transportation



Bamboo transportation

3. Handicraft bamboo value chain in Chuong My, Hanoi



Life cycle of a product (i.e. bamboo lamp)

Bamboo species: *Maclurochloa tonkinensis* sp.nov. (“*Giang*” in Vietnamese)
Schizostachyum aciculare (“*Nira*” in Vietnamese)



Bamboo growers



Bamboo traders



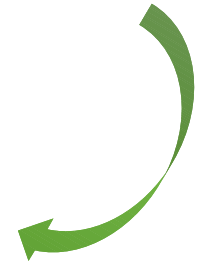
Handicraft households



Bamboo lamps



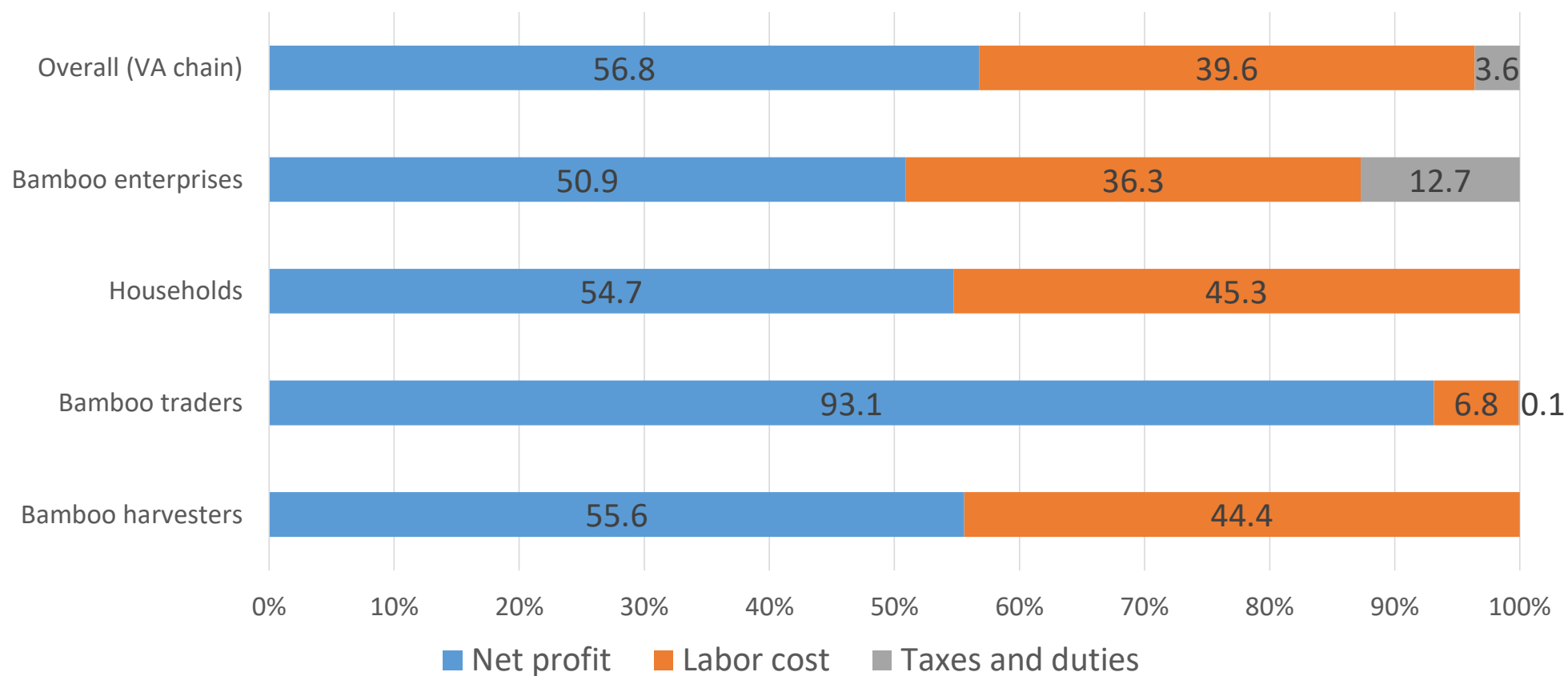
Bamboo craftsmen



Bamboo lamp product

	Net profit (VND/ton)	Labor cost (VND/ton)	Taxes and duties (VND/ton)	Value added (VND/ton)	Percentage
Bamboo harvesters	2,065,000	1,650,000	0	3,715,000	13.17
Bamboo traders	2,062,269	150,000	1,851.9	2,214,120	7.85
Households	7,812,500	6,465,517	0	14,278,017	50.61
Bamboo enterprises	4,075,690	2,909,483	1,018,922	8,004,095	28.37
Total	16,015,458	11,175,000	1,020,774	28,211,232	100

Distribution of value-added across bamboo lamp value chain



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A scenic landscape featuring a wide, muddy brown river in the foreground. On the left bank, there are several large stacks of yellowish-brown bamboo bundles. In the background, a dense green forest covers the hillsides, with several prominent, rounded mountain peaks under a cloudy sky. The overall scene suggests a rural or agricultural setting, possibly related to bamboo processing or forestry.

Thank you

https://youtu.be/Ocyq_3dIAQY