

## Project description Rattan business:

### History:

The rattan businesses are the partners of this rattan project in the Greater Mekong region, and are engaged towards implementing cleaner production technologies and a sustainable rattan supply chain. They are leaders in the rattan sector in Cambodia, Laos, and Vietnam.

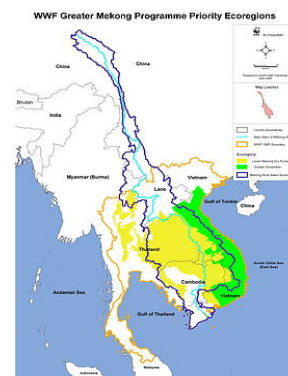
In Vietnam, Bamboo Nature Ltd. f.e. has stably increased the production quantity together with the quality. They are self-supplied up to 70% of raw material sources thanks to 400 ha of bamboo plantation area. They will have expanded their plantation area to 1100 ha in 2015, of which 110 ha will be for rattan. Their main products cover indoor and outdoor furniture such as tables, chairs, shelves, cabinets, screen and bar counters made from bamboo and rattan. Bamboo nature offers not only high quality but also “green quality” products. Their biggest market is Europe which covers now for 80% the sell volume

### Mission statement:

This Rattan business mission is to stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature.

It takes an innovative, collaborative, science-based approach to achieve its twin goals of saving biodiversity and reducing humanity's impact on nature.

Bamboo Nature Ltd. is a good example but many more companies could follow this success story but therefore good knowledge and experience is necessary to expand into the European market further



### Across the region, our client works with communities, governments and industry to:

- Promote sustainable hydropower in the lower Mekong River basin
- Support protected area managers and communities to help maintain and protect forest and freshwater habitats
- Develop responses to threats posed by climate change
- Ensure conservation of viable populations of flagship species
- Capacity-building to create the next generation of environmental leaders



## Needs

Our client was looking for a matchmaking (physical visits) and network exchange company to bring benefits to the organization and to the companies that are associated or involved in our client activities. *Please 'find and bring us suitable buyers that will fit our responsible produces' and 'open you network to create a long term exchange'.*

## Solution

Euwec is a matchmaking company that has worked successfully for this Client before. In order to make the next steps we want to bring suitable Dutch buyers to the Greater Mekong area to convince them of the sustainable solutions from the involved companies and open our network to bring the organizations together by physical visits, matchmaking and deal making.

Physical visits: our intention was to invite at least 5 Dutch high potential buyer and bring them over to visit the Vietnam premises and make them familiar with the entire process from production field to end process. As Euwec we have good knowledge of the buyer field in the Netherlands as well as the European community. Our Database consists of more than 6000 buyers.

Matchmaking: We use the physical visit to build a real matchmaking between Producer, Client and Buyer. We believe that our client logo will help us even to build a long term relationship instead of a relationship 'on the fly'. Euwec has the experience as a relationship builder and the knowledge of making the right match between buyer and producer and vice versa.

Deal making: this long term relationship will be the roots for repeating deals for now and in the future. Euwec wants to make sure that the relationship is maintained and takes care of the right communication flow between both or multiple parties to ensure ongoing deals.