

DESIGN GREEN

World Bamboo Workshop

VIETNAM 2022

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Bamboo for Green Life and **Sustainable Development**

■ CONNECTING MINDS, CREATING THE FUTURE



The World Bamboo Workshop is an international event focused on bamboo for sustainable development, with global exposure to show the world your brand, company, organization, city, culture and country. The WBW is an event that also supports the tourist and cultural growth of the event venue, paying homage to the traditional role of bamboo in the Vietnamese history.

Welcome Message



President of World Bamboo Organization
Associate Director of World Bamboo and Rattan (Chinese Academy of Forestry)

■ Michel Abadie | France

WBO President

It's time to be imaginative with bamboo!

In our recent history, throughout this crisis period, we have begun to realize it is time to create a new world. And, by experience, every World Bamboo Workshop is « the right moment » to share and participate to expand our bamboo vision.

For the 4th World Bamboo Workshop 2022 we have accepted the invitation of Phu An village, Binh Duong province in Vietnam. It will be a great opportunity to discover, in a place dedicated to innovation, the millenary tradition of bamboo culture, the Vietnam bamboo culture. The skill and the gesture of local artisans will enhance our capacity to draw a new perspective for a future built on bamboo.

This open-air experience of learning, building, and sharing days with passionate bright minds will bring a new energy and inspiration to all who come to engage and imagine.

So - we are counting on you for this unique «right moment » for bamboo!

Thank you and see you soon,

Michel Abadie



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What is WBW

World Bamboo Workshop is an event organized by World Bamboo Organization (WBO), with an objective to reveal the traditional use and application of bamboo of a particular place or region of the world and at the same time investigate the scientific, technical and innovative global knowledge available at that particular place.

This time the Phu An Bamboo Village in Binh Duong Province, Vietnam will be holding this exciting event from 16-21 September 2022.

This is the fourth workshop in the series; the first was held in Mexico in 2017, second in Peru in 2018 and third in India (Manipur) 2019. The five-day event at Phu An Bamboo Village will have lectures, hands-on training, exhibitions, product expo and more. Participants from all over the world are expected to join the workshop.

It will be an ideal showcase to show the potential of Vietnam in terms of bamboo, both for the qualities of its territory, culture and geographical location, as for its strength in manufacturing, industry, economic and social development.



Bamboo makes up 42% of the total forest cover in Vietnam, in total approximately 14 million hectares, allowing Vietnam to be the 6th largest bamboo producer in the world.

There is a large natural diversity of bamboo, with 28 genera and 233 species.

The most common types with high volume are Dendrocalamus (Luồng, Bương/ Mạnh tông); Bambusa (Lùng); Thyrsostachys (Tầm vông); Gigantochloa (Le); Phyllostachys (Trúc); and Indosasa (Vầu). There is a very small amount of FSC certified bamboo forest area (2 certificates: 2.369 ha + 3045 ha), however there is great emphasis to improve this.



Bamboo is better because it is an eco-friendly, highly renewable resource

Bamboo is a vital resource for mankind. Its wide distribution throughout the world overlaps with billions of people, animals, and invertebrates who depend on it as a daily essential. With thousands of uses, as food, clothing, paper, fiber, shelter, and inspiration, bamboo has traditionally contributed to the multiple physical requirements and spiritual needs of mankind. No other plant has such myriad of uses; bamboo can be transformed into hundreds of products, such as shoots for food, poles for agriculture and structures, panels and composite materials for houses and buildings, versatile household products (furniture, kitchen utensils, etc), vehicles for transportation (such as boats, bicycles, skateboards, and even ultra-light airplanes), pulp and paper, fiber for textiles, medicinal and biochemical products (including bio-plastics and biofuels), charcoal for cooking and heating, and so much more.

For centuries bamboo has played an indispensable role in the daily life of millions of people around the world, and this is especially true in Vietnam. Recently it has gained an increasing importance worldwide as a substitution for timber and for a wide range of other innovative products and potentials. Sustainably managed bamboo plantations can stimulate social and economic development, and serve important ecological and biological functions to improve Planet Earth.

The relevance of this Workshop will allow participants to visualize the ways in which bamboo can be a global tool for a better future.

Venue

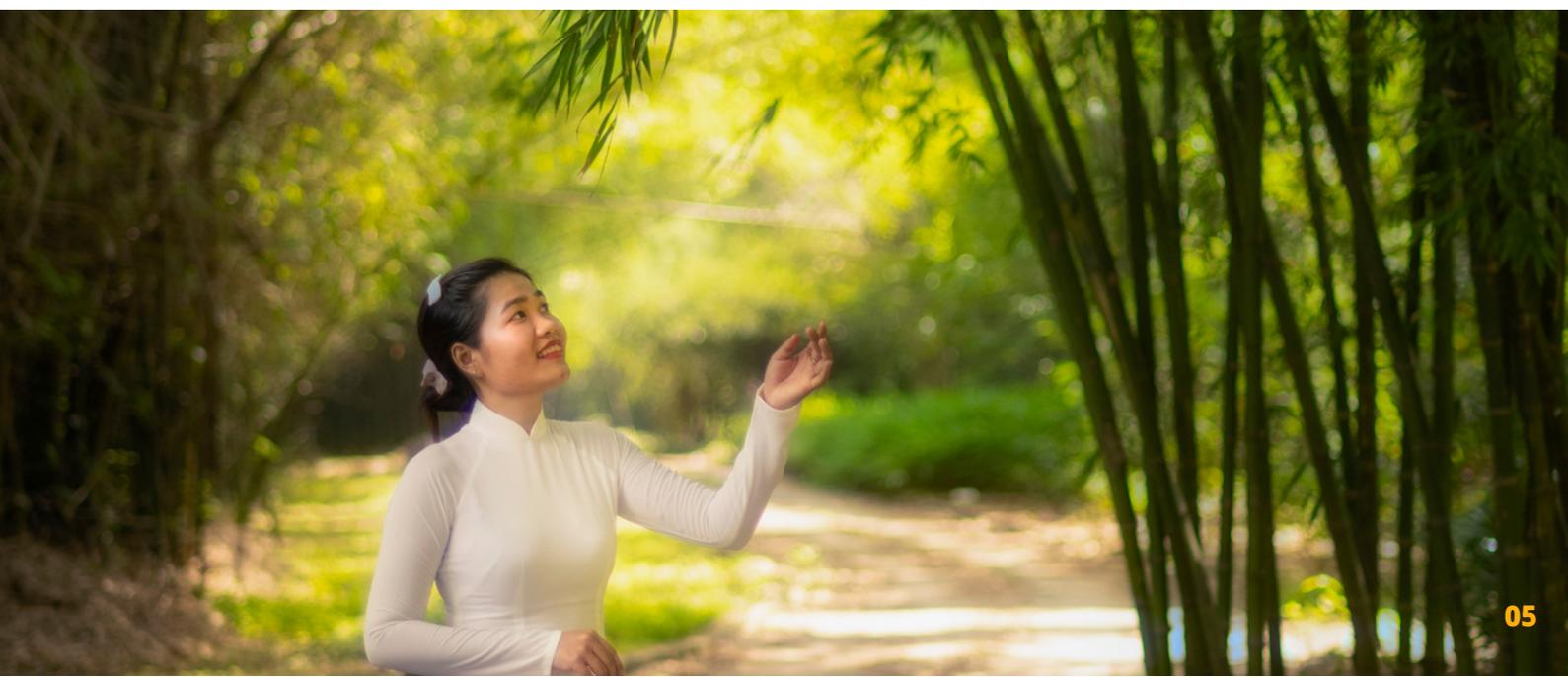
Phu An Bamboo Village



The village of Phu An, located north of Saigon, was heavily bombed during the Viet Nam (American) War. The Bamboo Village of Phu An has created an Eco-Museum of Bamboo and Botanical Conservatory with the aim of conserving biodiversity, protecting the region's bamboo forests, and helping to "transform the iron triangle into a green triangle." The initiative carries out conservation activities to protect and restore Viet Nam's bamboo, including endangered species from across the country.

It is a place for visitors to relax and enjoy nature but also a place to HONOR BAMBOO in Vietnam and to raise awareness of the community to the value of bamboo.

If the 4th World Bamboo Workshop in Viet Nam's visions and values are in alignment with yours, we encourage you to contact us to explore the possibilities of becoming a sponsor or an exhibitor. Your business will benefit from our marketing and media campaign before, during and after the event.





What we Offer?

The WBW Vietnam 2022 invites you to **be an event sponsor!**

This is an opportunity for all enterprises to meet target markets in this special niche environment, and a chance to build relationships with decision-makers in the bamboo industry.

- You will meet the people who decide on which products and services are available to purchase in the marketplace. Business sponsorship is a primary source of funding for many events.
- More and more companies have discovered this form of support to be a powerful marketing tool. Building and strengthening your brand through effective visibility is one of the key essentials in business strategy.
- Our strength is in combining sponsors and attendants, creating links between them, for opportunities of future business or alliance between them.

Be part of this unique event for a better future, become a WBW Vietnam 2022 Sponsor and help **#KeepBambooStrong**.

Please contact us for any custom packages that you would like to discuss: info@worldbambooworkshop.com



What **exposure** will you get?

Your sponsorship extends beyond just the 4th WBW Vietnam event. Along with our on-site attendance, you can be ensured of a highly-engaged global audience that are looking for the latest developments in the bamboo.

Facebook group : **over 16,000 members**

Instagram : **approximately 2,500 followers**

LinkedIn group : **over 2,000 members**

Twitter : **over 3,000 followers**

E-News mailing list : **4,900 people**

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DIAMOND SPONSORSHIP | \$5,000 usd

This brings maximum exposure in and around the Workshop, before, during and after.

- Gratitude: Acknowledgement on the main stage by the chairperson of your support
- Website: Company logo on website with link.
- Workshop Bag: Promotional item(s) in the delegate bag (provided by sponsor)
- Exhibit Area: Two (2) complimentary booth or raw space in prime position.
- E-Newsletter: Logo in e-mail newsletter.
- Tickets: Three (3) complimentary Workshop delegate registrations
- Social Media Promotion: Facebook, Instagram, Twitter and LinkedIn promotion
- Video: Your logo on the after-event Video credits

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PLATINUM SPONSORSHIP | \$3,000 usd

- Gratitude: Acknowledgement on the main stage by the chairperson of your support
- Website: Company logo on website with link.
- Workshop Bag: Promotional item(s) in the delegate bag (provided by sponsor)
- Exhibit Area: Two (2) complimentary booth or raw space in prime position.
- E-Newsletter: Logo in e-mail newsletter.
- Tickets: Two (2) complimentary Workshop delegate registrations
- Social Media Promotion: Facebook, Instagram, Twitter and LinkedIn promotion
- Video: Your logo on the after-event Video credits

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GOLDEN SPONSORSHIP | \$1,000 usd

- Website: Company logo on website with link.
- Workshop Bag: Insert advertising materials to the Workshop bag.
- Exhibit Area: One (1) complimentary booth or raw space in prime position.
- E-Newsletter: Logo in e-mail newsletter.
- Tickets: One (1) complimentary Workshop delegate registrations
- Social Media Promotion: Facebook, Instagram, Twitter and LinkedIn promotion
- Video: Your logo on the after-event Video credits

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SILVER SPONSORSHIP | \$500 usd

- Website: Company logo on website with a link.
- Workshop Bag: Insert advertising materials to the Workshop bag.
- E-Newsletter: Logo in the e-mail newsletter.
- Registration Tickets: One (1) complimentary Workshop delegate registrations
- Social Media Promotion: Facebook, Twitter, and Instagram promotion
- Video: Your logo on the after-event Video credits

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