



Investment and Export Opportunities for Bamboo

Presentation at the inaugural CARIBAMBOO Symposium

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Outline

- Why Bamboo?
- International Trade in Bamboo
- Why Jamaica?
- Investment Opportunities and Markets
- How JAMPRO can help

Vibrant Global Trade in Bamboo

Global Imports Trend of Bamboo and Bamboo Derivatives



Bamboo is Diverse: Products from food ingredients, to cosmetics, furniture and clean energy



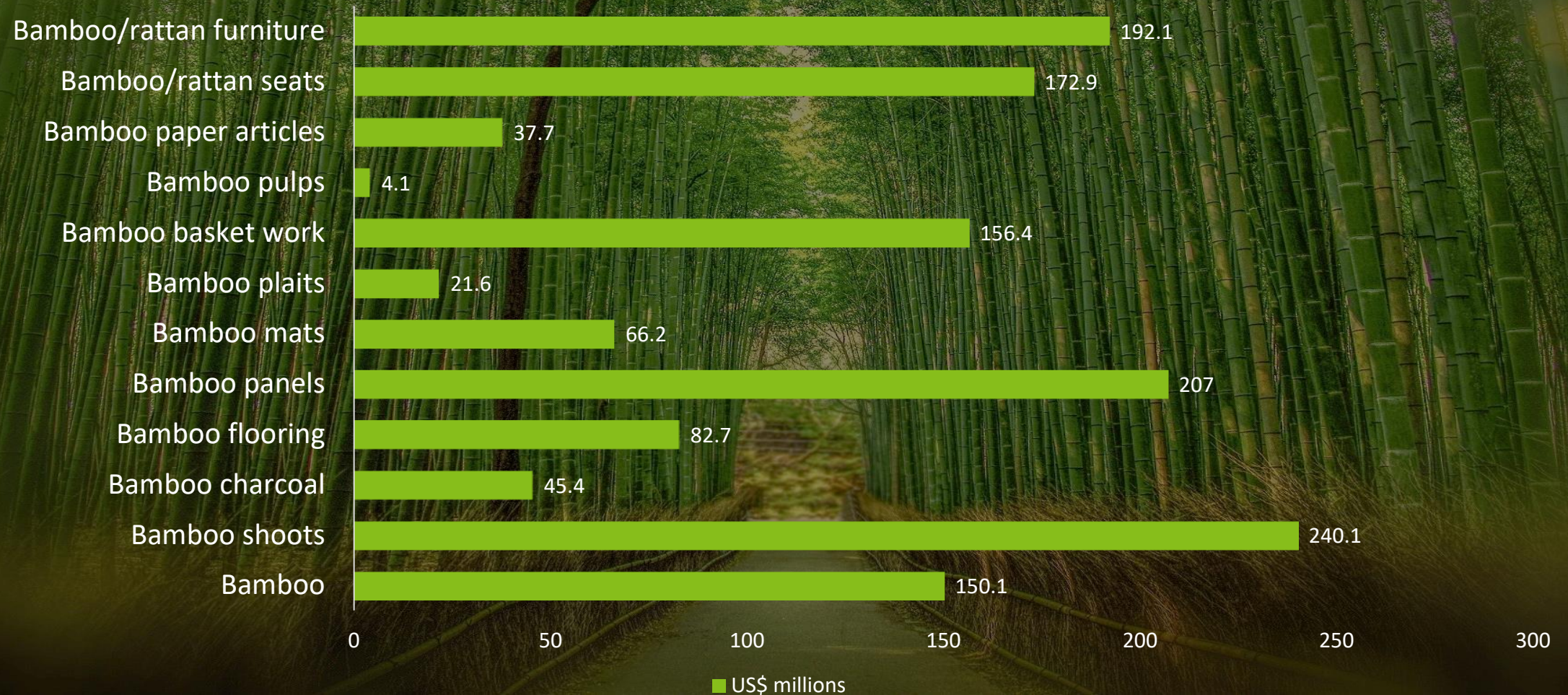
Bamboo is Inclusive: Underserved groups can enter the global value chain from farm to factory



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Global Imports of Bamboo and Bamboo Derivatives 2017



Why Jamaica?



Jamaica is ranked the best country for business among Caribbean countries
- Forbes 2017



Jamaica receives UNCTAD award for excellence in export led investments
- UNCTAD 2013

Jamaica Stock Exchange ranked #1 performer in 2015 globally
- Bloomberg 2016

Why Jamaica?

- Rated 5th Best Economy for starting a business in 2018
- FDI Intelligence Rated Jamaica Top Performing Economy for business friendliness
- 75th of 190 Economies for doing business overall – DBR 2019
- 6th of 190 Economies for starting a business – DBR 2019

Jamaica Context - Export Diversification

US\$ 2.5 billion



US\$1.3 billion

37%

Other
manufactured
goods

Beverages

Food

63%

Mineral
Fuels

Alumina

Bauxite

Farming and Manufacturing Opportunity

- Tradition of production and cultivation
- Enabling environment
 - Government support
 - Standards developed – over 30 standards developed by BSJ to date
- Physical infrastructure
 - 66,000 hectares growing across the island, primarily bambusa vulgaris
- Ease of entry
 - 1 hectare property estimate yield minimum 2,800 culms
 - 30% Internal rate of return

Market Opportunities

- Demand for bio-degradable materials for packaging and food service:
 - bamboo is a possible alternative to plastics and styrofoam
- Other eco-friendly applications
- Domestic Market
 - Use in building construction and as a raw material input into secondary products, chemicals, cosmetics, food ingredients
- Export Markets:
 - Bamboo Panels – US\$207 million market, key destinations: USA, Netherlands
 - Charcoal – US\$45 million market, key destinations: Netherlands, USA, Canada

Target Markets

- **USA**

- Culms US\$23 million, 25, 489 tonnes
- Panels US\$68 million, 41,250 tonnes
- Charcoal US\$4 million 3,598 tonnes

- **Netherlands**

- Culms – US\$16 million, 15,624 tonnes
- Panels US\$34 million, 21,631 tonnes
- Charcoal US\$6 million, 2,776 tonnes

JAMPRO Support

- Investment Opportunity Profiles – 2 already done (Farming & Charcoal)
- Market Intelligence sharing
- Business approvals facilitation
- Market penetration activities
- Business Matchmaking
- Business Advocacy



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Thank You!

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