What makes Small Bamboo and Rattan Handicraft Enterprises Successful? 
A Case Study from Chuong My District, Hanoi, Vietnam

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INTRODUCTION

- Vietnam is reputed for the production of handicraft bamboo and rattan products such as kitchen utensils, home decor objects, storage bins, trays, baskets, and gifts.
- Small bamboo and rattan handicraft enterprises (SBRHEs) in Vietnam create employment opportunities and contribute to rural poverty reduction (Nguyen Minh and Usha, 2011)
- Most SBRHEs currently face significant constraints such as the use of outdated technology, lack of product innovation, shortage of capital, unstable labor resource, and poor market access. This puts SBRHEs at high risk of the disappearance and may lead to unemployment and increasing poverty among handicraft households (Fanchette and Nicholas, 2009; Marsh and Demestere, 2008).

OBJECTIVE

Determine key factors affecting small bamboo and rattan handicraft enterprises upgrading

METHODOLOGY

Case Study design
- 33 key informant interviews
- OI-group discussion
- Direct observation
- Reviews of official documents

Structure Analysis and MICMAC computer software
(Nader Zali et al., 2015)
- Collecting the list of factors
- Specifying the relations between factors
- Identifying key factors

Fig. 1: Vietnam with study site

CONCLUSIONS

- SBRHEs are considered to have a potential development
  However,
  - Highly depending on handicraft households
  - Being small scale and shortage of capital
  - Experiencing difficulty in expanding the markets

REFERENCE


Fig. 2: Bamboo handicraft value chain

Current situation of SBRHEs

Institution conditions
- Interest rate and tax reduction
- Lack of training services and providing information

Material supply
- Price increase
- Bamboo trader

Production
- Cooperation with handicraft households
- Lack of skilled labors from handicraft villages
- Outdated machines

Fig. 3: Direct influence x dependence map

Key factors affecting SBRHEs upgrading

- Household (H0), technology (TE), innovation (IN), credit access (CA), and entrepreneur (EN) are key factors which have both strong influence and at the same time, strong dependence power
- Other factors: location (LO), raw material (RM), institutional conditions (IC) have limited impact as well as dependence on others

Fig. 4: Direct influence graph

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