

## Bamboo Pipeline – Te Enterprises

PI has collaborated with Te-Enterprise to explore the feasibility of a business strategy to gain market entry into the U.S. growing green construction material market for Vietnamese bamboo products including but not limited to bamboo flooring, furniture and panels, etc.

Te is a global development and investment firm with a double-bottom-line philosophy: promoting equitable development while generating competitive return for investors. Te's management team has over 20 years of experience in promoting economic security within the Vietnamese Americans in the United States. The Te team has raised millions of dollars to implement projects ranging from affordable housing to small business development and finance, workforce development, and human services.

It is estimated that the U.S. market for green construction materials will grow from \$57 billion in 2008 to over \$80 billion in 2013. Accordingly, Te and PI have engaged a team of four MBA students from the Sloan Business School of the Massachusetts Institute of Technology to complete an industry analysis, evaluate the feasibility of a business to export bamboo products from Vietnam, and recommend a competitive business strategy to gain market entry for bamboo products from Vietnam. The business strategy will also cover technology import issue and certification process for green construction materials.

