



Crafting Bamboo to **Great Heights**

Carlo's Bamboocraft Furniture and Furnishing

A young man in Tayum, Abra, who could not make it to college, turned to bamboo crafting instead and used it as his ladder to entrepreneurial success.

ario Baineg never imagined being at the helm of a lerge-scale berriboo crafts production business. Carlo started out with a working desk in a 10-square-meter production area. Above it are recycled tarpaulin materials that serve as a roof smid the thick stands of bemboo in Abra's municipality of Tayum.

A largely upland area of 105.7 square kilometers with just a 50,000 population, Bangued serves as the commercial hub of the province despite its limited agriculture, cottage industries, end trade.

However, Bangued's bamboo industry employs hundreds of people and now showceses the use of this abundantly available and indigenous material that custain the community. Among the industry's members during its infant stage was Carlo's father, who acted as his mentor.

A craft Carlo learned from a young age became the key to his success. He takes pride in their barnboo products, making sure every detail is done right.

SUCCESS TIPS

- Always be good to your employees.
- Evaluate any challenge at hand as to its cause and how it can be surmounted and prevented in the future.
- Always be ready to work hard and remain patient.
- Believe in yourself—whether in good times or bad.
- Be disciplined. As a boss, it is the only way you can discipline others while also sharing virtues with them.
- Always keep trying until you succeed.

The eldest in a brood of 10, Carlo was only 12 years old

Since going to callege was not an option, Carlo pushed

himself to work as hard as he could, making bamboo his

He cut and scraped bamboo, and took various jobs before

working as a driver for a non-government organization that

After 10 years of exposure to full-scale production, he found

The Department of Trade and Industry (DTI), along with

other government agencies like the Department of Science

and Technology, taught him modern finishing techniques in

product development through seminars, and enabled him to

CRAFTING AT A YOUNG AGE

when his father taught him the craft.

medium just as canvas is to the painter's.

produces bamboo-based products.

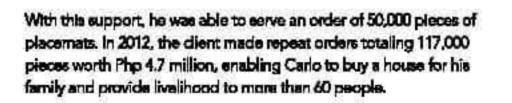
the courage to do it alone in 2004.

Don't succumb to vices and illegal activities. These will ruin your business and your life.









Trade shows arranged by DTI connected him to buyers. Now, his craft has turned into a flourishing business with 130 workers.

"Even if sometimes you really don't make sales in trade fairs, it would come back to you terripid," Carlo says of the many dients, buyers, and exporters he has met and done business with.

SHARING SUCCESS

Success was not just his. "One of my employees even told me that he was able to buy a motorcycle and a house," shares Carlo, who is grateful of DTI's support.

"We were also able to build a house for [my siblings] and send them off to college," Carlo says as his eyes glance along the length of a bamboo pole reaching out for the sky.









THE BAMBOO FURNITURE AESTHETICS

- 1-2. Carlo's business produces a wide variety of bamboo products-from décors and furnishing to furniture.
- 8-4. First, the nodes of the bamboo are smoothened by a plane.
- S. The bamboo is then cut into various lengths and sizes, depending on the production requirement.
- 6. The pieces are then assembled. 7. The craftsmen make sure that the product fits their standards on
- & For the finishing touch, they glaze It with coats of varnish.



DID YOU KNOW?

Bamboo is classified as a grass and is the fastest growing plant In the planet, it can grow up to three feet every day depending on climate conditions.

HOW DTI HELPED

Through DTTs SPIN project (Subcontracting Partners for Innovation Network), Carlo was able to run the production smoothly, making better products both in quantity and quality. Through the **Project Kapatid's Menter** ME program, Carlo and the bamboo craftsmen underwent skills training that improved their production rate to full scale. They also participated in DTI-sponsored Silicat Pincy Trade Fair that brought them buyers, dients, and exporters.

DEPARTMENT OF TRADE AND INDUSTRY

acquire machines.