SUPPORTING THE BHUTANESE HANDICRAFT TEXTILE VALUE CHAIN

Events in relation to the Output 3 of the project i.e. high-value handicraft textile products, were organized in partnership with the Agency for Promotion of Indigenous Craft (APIC), the Ministry of Economic Affairs (MoEA) and handicraft Civil Society Organizations in Bhutan including the Bhutan Association of Women Entrepreneurs (BAOWE), the Handicraft Association of Bhutan (HAB) and Tarayana Foundation.

TEXTILE HANDICRAFT WORKING GROUP MEETING WITH PROJECT STAKEHOLDERS – 27 JULY 2018

17 stakeholders from the textile handicraft sector joined a meeting organized on 27 July 2018 in Thimphu. The meeting contributed to ensure ownership and buy-in, reach a common understanding on and validate the selected approach for the rollout of the project activities.

TRAINING WORKSHOPS ON MARKET EXPECTATIONS AND GENERAL TRENDS – 25 JULY AND 31 JULY 2018

Organized in the cities of Thimphu on 25 July and Bumthang on 31 July 2018, these 2 trainings gathered 53 participants - in majority women - members of associations, designers, master weavers and intermediaries. Participants benefited from a mix of market trend presentations and practical exercises to improve their understanding of end-consumer lifestyles and to adapt Bhutanese textile handicraft products to the demand in target markets.

BILATERAL MEETINGS WITH HANDICRAFT TEXTILE SECTOR STAKEHOLDERS, GOVERNMENT BODIES AND CIVIL SOCIETY ORGANIZATIONS (CSOs) – 23 JULY-3 AUGUST 2018

These bilateral meetings were detrimental in understanding each actor’s involvement within the sector value chain and their main challenges; identifying the type of support the project provides to its beneficiaries and relevance for the project objectives; assessing their product line potential for export and select samples for the market test.

VALUE CHAIN ANALYSIS – JULY-NOVEMBER 2018

A market-led value chain analysis was carried-out by a team of national and international experts, in partnership with APIC and CSOs. A final report will be produced and restitution workshops held in Thimphu and Bumthang, with participants from Luenthse, to share the outcomes of the analysis with smallholders and stakeholders along the value chain.

MARKET DEMAND FEEDBACK COLLECTED FROM INTERNATIONAL DESIGNERS AND POTENTIAL BUYERS ON BHUTANESE TEXTILE HANDICRAFT PRODUCTS - AUGUST-NOVEMBER 2018

A market test of selected product samples conducted towards potential international buyers and designers, to collect feedback and adapt the product quality and designs according to the needs and requirements of end-consumer in selected European markets. Selected products featured in a catalogue produced for potential buyers include interior decoration, including cushions, bed-throws, blankets, table sets and runners, as well as fashion accessories such as scarves.