

Department of Entrepreneurship and Supply Chain Management
Department of Marketing, Faculty of Business and Finance
Centre for Business and Management

ENTREPRENEURSHIP, SUSTAINABILITY AND INNOVATION: MY BAMBOO JOURNEY



MR LUCAS LOO ZE XIAN

FOUNDER & EXECUTIVE DIRECTOR
SEAD INDUSTRIES SDN BHD

ABOUT

Bamboo is the fastest growing woody plant in the world, taking up incredible amounts of carbon from the air as it matures. Not only does it thrive on degraded land, it is actually good for degraded land and a more sustainable solution for construction. Recognising the need to accelerate the built environment towards a sustainable future, Lucas founded SEAD Build and SEAD Plant in 2017. As Executive Director of SEAD, Lucas is responsible to develop local bamboo supply chain in Malaysia. SEAD's noble efforts in empowering communities and reviving degraded ecosystems in the country was recognised by winning the Golden Hearts Award 2022, award by The Star and Yayasan Gamuda. The aim of this webinar is to share about his success story in entrepreneurship and the impact they made in the local communities. Besides, he will share the regeneration of heavily degraded land work of the Centre of Resilient Ecosystem (CoRE) project which is SEAD's research collaboration with UTAR on the soil microbes improvement.



**5 APRIL 2023
(WEDNESDAY)**



09:30 AM - 11:00 AM



MICROSOFT TEAMS



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