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Date: 12/28/2017

GAIN Report Number: VM7067

Vietnam

Exporter Guide

Exporter Guide 2017

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Report Highlights:

This report serves as a practical guide for U.S. exporters wishing to initiate or increase exports of U.S. consumer-oriented agricultural products to Vietnam. It provides an overview of market potential, practical tips, consumer preferences and trends, food standards and regulations, import and inspection procedures, and useful contacts. The report also helps identify best prospects for high-value consumer-oriented goods and edible fishery products. Since the publication of the last version of Exporter Guide in 2015, the United States announced its withdrawal from the Trans-Pacific Partnership (TPP).

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SECTION I. MARKET OVERVIEW

Vietnam is a growing market for consumer-oriented and edible fish and seafood products. World exports of consumer-oriented products to Vietnam have continually accelerated over the past five years, rising from \$7.6 billion in 2012 to \$12.5 billion in 2016, up 5.4 percent over 2015. Likewise, global fish and seafood exports to Vietnam sharply increased from \$2.5 billion in 2012 to \$5.3 billion in 2016, up 22.2 percent over 2015. Vietnam's large population, strong and stable economic growth, growing middle class with higher disposable income, concerns about hygiene and food safety, and rapid development of the modern food retail sector are some of the major factors driving market demand for these products.

Vietnam's population of around 94 million, half of which is under 30, is one of the key reasons behind the strong surge in consumption of consumer-oriented and edible fish and seafood products. Furthermore, an average population growth of 1 percent annually means that nearly one million new potential customers are born every year, making the country extremely attractive to all stakeholders in the food supply chain.

Vietnam's gross domestic product (GDP) continued to grow in 2017, at an estimated rate of 6.7 percent. This is likely driven by robust inflows of foreign direct investment (FDI) following a series of free trade agreements (FTAs) that Vietnam has signed with diverse trading partners.



As a member of ASEAN, Vietnam is party to ASEAN-China, ASEAN-Korea, ASEAN-Japan, ASEAN-New Zealand-Australia, and ASEAN-India FTAs. Individually, Vietnam has signed the Vietnam-Japan FTA, Vietnam-Korea FTA, Vietnam-Chile FTA, and the Vietnam-Eurasian Economic Union (EAEU). Currently, Vietnam is in the process of negotiating several FTAs, including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and an FTA with the EU. Through these FTAs, Vietnam boosts exports and attracts more FDI. In exchange, Vietnam is committed to lowering import tariffs, eliminating quotas, increasing market access for goods and services, strengthening protections for intellectual property rights (IPR), enhancing legislative and regulatory transparency, and improving commercial dispute settlement and trade facilitation processes. These FTAs with other trading partners, especially the prospects of reducing and eliminating tariffs, threaten the competitiveness of U.S. food and agricultural exports.

Vietnam's increasing global economic integration and market-oriented reforms have generated broad development gains over the past two decades. These economic gains include raising per capita income from \$430 in 2000 to approximately \$2,185 by the end of 2016, dramatically reducing poverty levels and propelling Vietnam into the ranks of the world's lower middle income countries. Urban dwellers have fared well during Vietnam's economic transformation. Citizens living in first and second-tier cities have income about 2 to 3 times higher than the national average and are more open to new and high-value food products than shoppers in rural areas.

Consumers' awareness of food safety issues and incidents has greatly improved due to the proliferation of social networks. Warnings about unsafe food and food poisonings are regularly shared on Facebook and other social media networks. Food poisonings in Vietnam are reportedly common, despite the continuing efforts of all levels of government to reduce the incidence. According to the Vietnam Ministry of Health, in 2016, 129 serious cases of food poisonings were reported, which resulted in over 4,100 injuries and 12 deaths. Therefore, Vietnamese consumers are becoming more cautious of products they purchase and/or consume. Since brand awareness is still limited, a perceived quality associated with a product's country-of-origin is becoming a key indicator for food shoppers in Vietnam. Most food products imported from developed economies are welcomed for their safety.

Additionally, the proliferation of the modern food retail sector in recent years has offered local consumers more shopping options outside of traditional wet markets. Key players (hypermarkets, supermarkets) include, Coopmart, Vinmart, MM Mega Mart, Big C, Lotte Mart, Aeon, Aeon-Citimart, Aeon-Fivimart, and Auchan. Meanwhile, there are hundreds of convenience stores chains opening such as Circle K, Family Mart, B's Mart, Vinmart+, Ministop, 7-Eleven, and Shop & Go. The growing modern retail channel plays a critical role in bringing in high-value food products and helping change consumers' purchasing behavior. More information about the modern food retail sector is available in GAIN report [VM6081](#), "Vietnam Retail Foods Sector Report, 2016."

In short, market demand for high-value and safe consumer-oriented foods and edible fishery products continues to grow in Vietnam.

Table 1: Advantages and Challenges

Advantages	Challenges
Demand for high-value consumer-oriented and seafood products has steadily increased over the past five years.	Registration for new items is costly and burdensome.
Strong GDP growth, higher per capita income, rapid urbanization, and concerns about food safety continue to drive the growth of the modern food service, food retail, and food processing sectors.	U.S. products, in particular poultry, meat, fruits, dairy products, confectionery, wine and spirits, have become less competitive than those imported from ASEAN members, as well as countries with FTAs/potential FTAs with Vietnam (China, Japan, South Korea, New Zealand, Australia, Chile, India, and the EU), due to higher tariffs, high shipping costs, and being subjected to custom value determination. ¹ Therefore, U.S. market share has not kept pace with overall market growth.
Consumers in Vietnam view U.S. products as high quality and safe. Since awareness of food safety is increasing, consumers are more willing to pay a premium for safe food.	U.S. products are still expensive to low and middle-class households.

¹ Custom value determination: Vietnam Customs has developed a specific procedure called “custom value determination” that it believes combats fraud on a variety of products including poultry, meat, grapes, cherries, and wine and spirits. Based on a database of historical import prices that Customs maintains, a reference price list was built and is regularly updated to compare with imported prices. If importers declare prices lower than the reference prices, Customs will carry out a price consultation process with the firms.

Often, the reference prices set by Vietnam Customs are higher than the prices declared by importers. Higher prices mean importers must pay greater import tariffs.

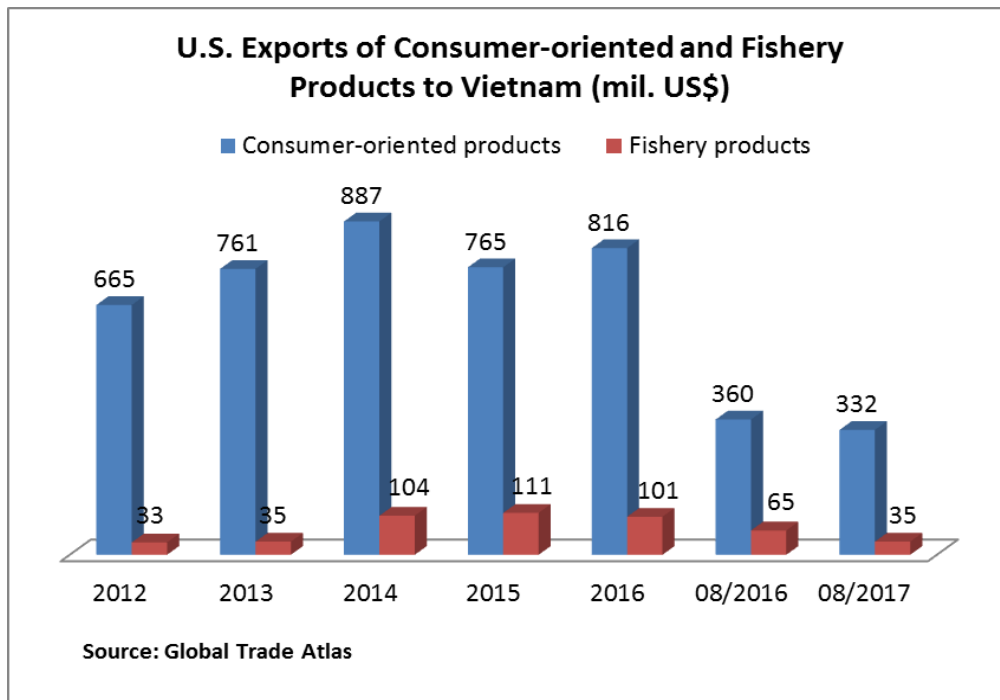
Submitting supportive documents, including electronic export information, commercial invoices, contracts, bank transfer receipts, or even correspondences between the exporter and importer about the transaction, is a common practice that importers are using to negotiate with local custom officers. The importers are also providing documents notarized by a U.S. Notary Public, translated and authenticated by Vietnam’s Embassy to the United States to fortify the evidence. This is a “de facto” procedure, not official import protocol, by which importers try to convince Customs officials to accept the invoiced prices. Though the efforts are not always successful, presenting these supporting documents is likely the best option available for the time being.

Modern food retail outlets are acknowledged as cleaner, safer, more comfortable, more enjoyable, and more diverse than wet markets.

Modern retail chain investors usually favor products coming from their home countries, and most chains are not U.S.-owned.

SECTION II. EXPORTER BUSINESS TIPS

Vietnam has become an important market for U.S. consumer-oriented and edible fishery products. In 2016, U.S. exports of these two product categories to Vietnam reached \$816 million and \$101 million respectively, a 6.7 percent increase and 9.2 percent decrease over 2015, giving the United States 6.5 percent and 1.9 percent market share.² U.S. fishery products exports dropped likely due to the decline in exports of U.S. lobsters³ to Vietnam. This made Vietnam the 14th largest importer of U.S. consumer-oriented agricultural products and the 11th largest market for U.S. seafood products.



² Global Trade Atlas

³ HS code: 030622, Lobsters (Homarus Spp.), Live, Fresh, Chilled, Dried, Salted or In Brine, or Cooked by Steaming or Boiling in Water, Not Frozen

Even though there are vast business opportunities, Vietnam is also a challenging market with fierce competition, complex regulations, high import tariffs, and heavy bureaucracy. U.S. exporters should have proper strategic approaches for entering the market. FAS/Vietnam recommends the following:

1) Local Business Customs

- The full name of an average Vietnamese person usually consists of three components that are placed in the order of family name – middle name (s) – given name. This order sometimes confuses Westerners. Remember that most Vietnamese people refer to each other by their given name. Using “Mr.” or “Ms.” and then given name is a common and respectful way to communicate, especially in the first meeting.
- Travel to Vietnam to meet with new customers or to reach out to existing clients is highly recommended. Such visits help U.S. exporters better evaluate partnerships, build up connections, and identify new opportunities, existing issues, and potential obstacles. Vietnamese highly appreciate face-to-face meetings with new-to-market exporters in the initial stages. Additionally, a personal introduction or recommendation from the U.S. government offices, trade associations, and/or existing trade partners will enhance the firm’s credibility and acceptance.
- Remember to bring business cards with you wherever you go. Even casual meetings begin with an exchange of business cards. Failure to provide business cards may reduce credibility. Additionally, Vietnamese people usually offer their business cards with both two hands to show their respect. They would highly appreciate the same greeting.
- It is essential to conduct intensive research to identify the most appropriate entry strategy. Market demand, market access regulations, prices, consumers’ preferences, competitors, distribution channels, and taxes are some of the most critical issues.
- Trade show participation is a very important marketing tool to advertise products to the target market. Among a series of food shows in Vietnam, Food and Hotel Vietnam (FHV) show has stood out as Vietnam’s main food and hospitality sourcing and networking trade event. Unlike most of the food shows that are open to the public, the FHV show serves “trade-only” business stakeholders, researchers, and administrators in the food and hospitality sector. The USDA has sponsored a “USA Pavilion” at the FHV show since its inception in 2004. The USDA-endorsed USA Pavilion is a partnership between FAS and diverse USDA Cooperators, providing invaluable industry knowledge to Vietnamese companies seeking to import diverse consumer related food and fishery products from the United States. The next shows are scheduled on November 28 through 30, 2018, in Hanoi and from April 24 through 26, 2019 in HCMC. Additional information about the shows is available at <http://foodnhotelvietnam.com/>.

- Try not to arrange business meetings on or near Vietnam’s national holidays, including Lunar New Year (“Tet”), which varies each year from between mid-January to mid-February, Liberation Day (April 30), Labor Day (May 1), and the Hung King Festival (10th day of the third lunar month). Vietnamese people usually begin celebrating Lunar New Year a week before the holiday and only fully resume working a week after the official holiday. During those time periods, communications with local businesses will slow down as people take vacations and/or go back to their hometown for family reunions.
- Taking an interpreter to the first meetings with new customers is strongly advised. Many Vietnamese businessmen are proficient at reading and writing, but are not always comfortable speaking English. Try to speak with your Vietnamese counterparts in short, simple, and jargon-free sentences to make sure they fully understand you. What may sound simple and clear to you may not be so simple and clear in Vietnamese, or in the Vietnamese business context.
- After the first approach, additional follow-up visits, phone calls, and emails play an important role in building the business relationship.
- Vietnamese businesses have a tendency to not reply to offers that they are not interested in. They may show strong interest at the beginning of discussions, but easily run out of steam when facing difficulties in implementing details.
- Vietnamese SMEs are unlikely to be aware of many trade policies and regulations, and are therefore vulnerable to adverse effects caused by changes. When facing problems, businesses tend to overcome issues individually. Therefore, it is necessary to verify if a local partner is knowledgeable about import and distribution procedures, including products registration, labeling, and custom clearance procedures.
- Vietnamese businesses tend to be more price than quality sensitive and often seek exclusive import and distribution rights and financial support when launching new-to-market products and marketing activities.
- Flexibility in sales is important to consider when doing business with Vietnamese partners. Small orders are usually placed to “test the waters,” but this does not mean that the local importer is not committed to the business.
- Payment should be seriously taken into account when doing business with new customers, even when the local partner is well-established. If they cannot accept 100 percent telegraphic transfer (T/T) in advance, irrevocable letter of credit (L/C) at sight is likely the most secure payment term.

2) Consumer Preferences

Average Vietnamese households spend a sizeable portion of their income on basic food items, including rice, salt, sugar, eggs, meats and fish, vegetables, cooking oil, and sauces and condiments. The majority of Vietnamese consumers:

- Shop daily for food items at wet markets and/or groceries stores in their neighborhood
- Purchase products that are fresh and available in the market, with priority given to known and trusted vendors
- Bargain with vendors over prices and are happy with even small discounts

However, shopping habits are gradually changing due to the strong development of the modern food retail sector and growing food safety concerns. Consumers are coming to modern retail food channels more frequently because:

- The shopping environment is cleaner and more pleasant
- Food products are perceived as more diverse, better controlled and stored, more hygienic, and safer than food items at wet markets and/or traditional groceries stores
- The availability of diverse non-food products, including household products, cosmetics, garments, footwear, toys, electronics and small appliances. Additionally, playgrounds for kids, fast food stores, and food courts add value to the consumer experience

3) Food Standards and Regulations

It is a challenge for any food exporter to fully understand the complex environment caused by overlapping and frequently-changing food standards and food safety regulations in Vietnam. U.S. exporters, especially those new to the Vietnamese market, are advised to refer the following reports to have an overview of Food Standards and Regulations, as well as required certificates:

- The 2016 FAIRS country report [VM6077](#) provides an update on the food laws and regulations currently in force in Vietnam.
- The 2016 FAIRS Export Certificate Report [VM6078](#) provides an overview of the health and quarantine certificates needed for exporting food and agricultural products to Vietnam.

FAIRS and GAIN reports are regularly updated online to keep U.S. exporters up to speed with Vietnam's food standards and safety regulations. U.S. exporters can find the most recent reports pertaining to their respective interests by navigating the website:

<https://gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx>.

Additionally, new-to-market U.S. exporters are advised to look into export requirements for Vietnam updated by USDA agencies, including FSIS (www.fsis.usda.gov), APHIS (www.aphis.usda.gov), and AMS (www.ams.usda.gov).

4) General import and inspection procedures

The red tape in Vietnam is quite complex and regulations change frequently. Additionally, enforcement of regulations is not always consistent since it is interpreted differently from port to port. Do not assume that the same rules apply to all imports and all ports equally. Below find brief guidance for U.S. exporters that are new to the Vietnamese market:

4.1 Registration for meat, poultry, and aquatic products

Exporters that wish to export meat, poultry, and seafood products to Vietnam must register with MARD/Department of Animal Health (DAH). Once approved, the establishments will be posted on DAH's website <http://www.cucthuy.gov.vn/> and be allowed to export their registered products to Vietnam. Current exporters who wish to ship new products to Vietnam must re-submit a revised Appendix 3 indicating the facility's desire to ship those products to Vietnam.

For registration, U.S. companies are required to fill out the Appendix 3 template⁴ and send it to FAS Vietnam via e-mails at usda4circ25@gmail.com; aghanoi@fas.usda.gov for review and consultation. Then the final version with signature must be mailed to FAS Hanoi, which will submit it to DAH for approval.

Special note for live aquatic species:

*U.S. exporters of live aquatic species are advised to look into appendix 05 of Circular No. 04/2015/TT-BNTPTNT dated February 12, 2015, issued by MARD to identify whether the species they want to export to Vietnam are included in the **list of live aquatic species permitted to be imported as food**. If not, the exporter must coordinate with local importer(s) to get import permit(s) from Vietnam's Directorate of Fisheries before bringing the products to Vietnam. More information about the Circular 04 is available at [VM5035](#).*

4.2 Registration for processed foods & beverages

Registration for new products will be done by local importers. U.S. exporters would have to support them by providing certificate(s) and product samples which are required by local government.



Appendix 3 Template
June 2014.doc

⁴ Appendix 3 template:

Special note for alcohol beverages:

Wine, beer, and spirits are subject to a special consumption tax (SCT). SCT rates have increased 5 percent every year, from 2016 to 2018, and taxable prices have been shifted from import prices to selling prices. Please refer to [VM6056](#) for more details.

4.3 Fresh produce

Fresh produce is subject to plant quarantine, and fresh fruits, roots, living plants, and living parts of plants are subject to pest risk assessment (PRA). Please refer to [VM4057](#) for quarantine and PRA regulations and [VM5047](#) for a list of HS Codes subject to plant quarantine regulations for further details. To date, Vietnam has officially granted access for four varieties of U.S. fresh fruits (apples, cherries, grapes, and pears), U.S. fresh potatoes (not seed potatoes), and plant origin products listed in the attached list.⁵

4.4 Inspection procedures

New-to-market U.S. exporters should be aware of certificates required by Vietnamese authorities for their respective products. Shipments can be rejected due to lack of required certificates or even late submission. Review USDA agencies' websites as noted above, and verify which certificates are required with FAS Vietnam, U.S. Trade Associations (or USDA Cooperators), or your local partners before you ship to minimize the risk of shipment detention or rejection.



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Please note that this list is continually updated on the website of Vietnam's Plant Protection Department. For the most recent list, please contact FAS Vietnam

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

As aforementioned, Vietnam is a growing market for consumer-oriented and edible fishery products due to many factors, including: a large, young, and growing population; strong and stable economic growth; greater integration with other economics; increased disposable income; and, public food safety concerns. These factors are fueling the rapid growth of the food retail, HRI/food service, and food ingredients sectors. For in-depth information about each sector, please refer to [VM5053](#) (HRI/Food Service), [VM6081](#) (Food Retail), and the forthcoming 2017 Food Ingredients report, available on the [FAS GAIN system](#).

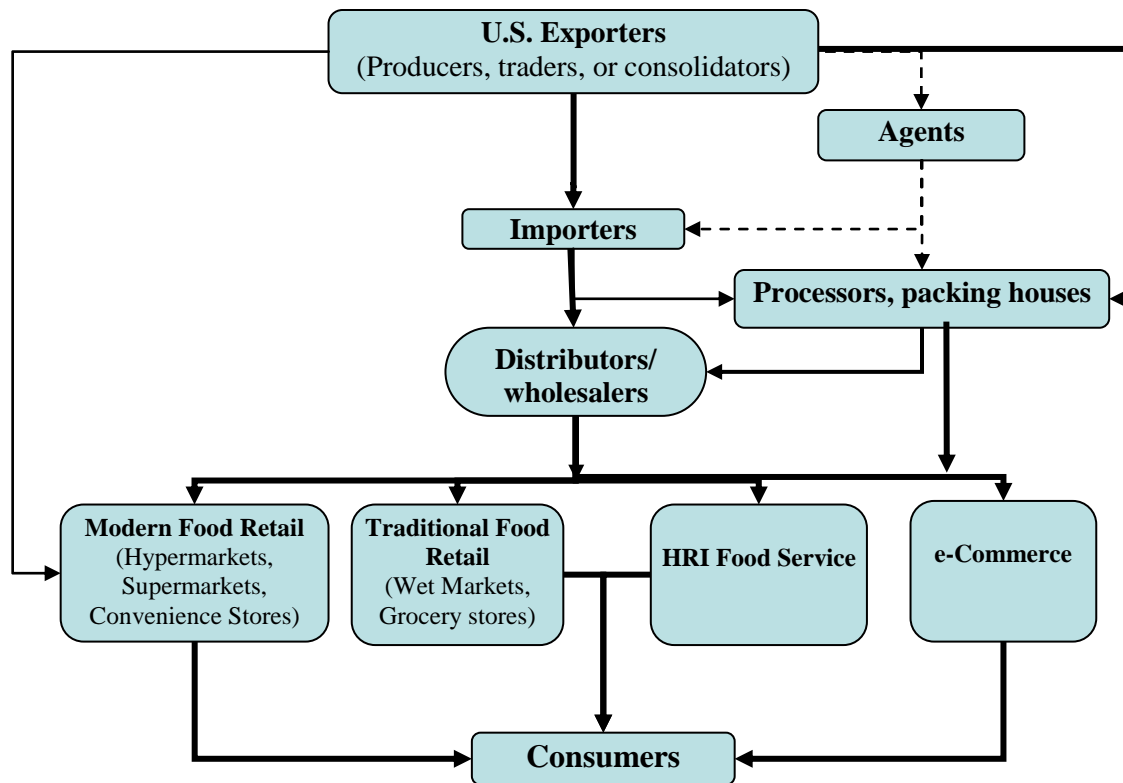
Gift exchanging is an important custom in Vietnam. It is common to exchange /offer gifts on certain occasions such as anniversaries, mid-Autumn Festival, Christmas, and Tet. Tet is the biggest and the most important holiday in Vietnam, and the best time to sell consumer-oriented products and beverages.

Families tend to purchase more food for consumption directly prior to the Tet because prices usually increase rapidly during the holiday period. Vietnamese people have a tradition of visiting relatives and friends in the first days of Tet. Families often host visitors with traditional cakes, confectionery, and both non-alcoholic and alcoholic beverages drinks. In exchange, visitors may bring gifts to the host, including beer, wines, spirits, gift packages, and money for the host's children.

Gift-exchanging during Tet is also extensively practiced in the business community. Gifts are usually exchanged two or three weeks before the first day of Tet. The value of the gifts varies depending on different factors, including the nature of business and the relationships. This custom helps tighten business relationships and show appreciation to clients and business partners. In 2016, the U.S. Consulate delivered 671 Tet gift baskets to its business contacts and partners.

As a result, demand for high-value consumer-oriented products and beverages goes up significantly during this period. All stakeholders in the supply chain usually get well prepared ahead of time to capture this annual golden opportunity. Importers/processors often schedule shipment arrival two to three months prior to Tet, i.e. by November or December, to assure the supply of goods for their clients.

Below is a chart describing distribution channels of imported U.S. products in the Vietnam market, not including transshipments or re-exports. U.S. exporters can review and pick the most appropriate channel(s) for their respective products.



- 1) Exporters → Agents → Importers → Distributors/Wholesalers → Modern Food Retail/ Traditional Food Retail/HRI/e-Commerce → Consumers
- 2) Exporters → Importers → Distributors/Wholesalers → Modern Food Retail/Traditional Food Retail/ HRI/e-Commerce → Consumers
- 3) Exporters → Importers → Modern Food Retail/Traditional Food Retail/HRI/e-Commerce → Consumers
- 4) Exporters → Modern Food Retail → Consumers
- 5) Exporters → Agents → Importers → Processors/Packing Houses → Distributors/ Wholesalers → Modern Food Retail/Traditional Food Retail/HRI/e-Commerce → Consumers
- 6) Exporters → Importers → Processors/Packing Houses → Distributors → Modern Food Retail/Traditional Food Retail/HRI/e-Commerce → Consumers
- 7) Exporters → Processors/Packing Houses → Modern Food Retail/Traditional Food Retail/HRI/e-Commerce → Consumers

Models 3, 6, and 7 are the most common in Vietnam. Most food importers, processors, and packing companies often play the role of distributors in Vietnam.

Some large modern food retails import “hot” items directly, including fresh fruits, beef products, confectionery, and non-alcohol beverages for their outlets, as described in Model 4.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

Table 2: Top ten U.S. food products with the best prospects for U.S. export opportunities

Product Category	2016 total imports (mil. US\$)	CAGR ⁶ (%)	Import tariff rate ⁷							Key Constraints over Market Development	Market Attractiveness for USA
			MFNs ⁸	ASEAN (ATIGA)	ASEAN – CHINA	ASEAN-KOREA	AANZFTA ⁹	ASEAN-IDIA	VIETNAM-CHILE		
Frozen beef cuts; boneless or bone-in ¹⁰	2,203	20.9	14 - 20	0	0	0	5 ¹¹	12	13	Subject to custom value determination	Food service, modern food retail, and rising food safety concerns are driving market demand U.S. beef products a hot items due to their premium quality
Frozen poultry cuts ¹²	602	0.3	20	5	5	5	20	12	20	Subject to custom value determination	Market demand keeps growing. U.S. poultry products including quarter legs, thighs, drumsticks are preferable due to their safe quality and

⁶ CAGR: Compound Average Growth Rate, 2012 - 2016

⁷ Import tariff rates of a specific product can be searched online by accessing <https://www.customs.gov.vn/SitePages/Tariff-Search.aspx?language=en-US>

⁸ MFN: Most Favorite Nations, the United States is included

⁹ AANZFTA: ASEAN – Australia – New Zealand

¹⁰ HS code 02022000, 02023000

¹¹ Tariff for beef will drop to 0 in 2018.

¹² HS code 020714

											competitive prices
Dairy products ¹³	303	-5.3	5	0	0	0	0	7	5	Fierce competition with New Zealand products which enjoy 0% import tariff	Market demand keeps growing while local production is negligible
Fresh fruits ¹⁴	1,409	22.2	10	0	0	0	0-5	7.5-15	11-16	Fierce competition with countries that enjoy lower import tariffs due to FTAs with Vietnam. More types of fresh fruits from other nations have access to the Vietnam market while only four fresh fruits are eligible to export from the U.S. to Vietnam (apples, cherries grapes, and pears)	Growing demand along with expanding modern food retail
Tree nuts ¹⁵	2,434	2.5	10-30	0	0	0	0-5	15	13-21	High import tariffs	Growing market demand
Non-alcoholic beverages ¹⁶	441	30.8	20-35	0	0-5	0-10	5	15-20	20-23	High import tariffs	Growing market demand
Frozen French	13.7	41.6	13	0	0	0	5	15	17	High import tariffs	Growing market demand, especially from fast food chains

¹³ HS code 0402: Milk and cream, concentrated or containing added sugar or other sweetening matter.

¹⁴ Fresh fruits include apples, cherries, grapes and pears

¹⁵ Tree nuts include products under HS codes: 0801, 0802

¹⁶ Non-alcoholic beverages include products under HS codes: 2201, 2202

fries ¹⁷											and modern retail expansion
Chocolate and cocoa products ¹⁸	57.6	13.1	10-25	0-5	0-5	0-10	0-5	4-18	11-21	High import tariffs	Growing market demand from modern retail expansion
Snack foods (ex. Nuts) ¹⁹	212.5	17.5	10-40	0-5	0-20	0-10	0-5	10-20	13-40	High import tariffs	Growing market demand from modern retail expansion
Fish and seafood products ²⁰	5,279	20.0	10-35	0	0	0	5-25	20-25	20-33	High import tariffs. Fierce competition with Vietnam's FTA partners	Growing market demand from HRI and modern retail expansion

¹⁷ Frozen French fries is under HS code: 200410

¹⁸ Chocolate and cocoa products are under HS codes: 1803, 1805, 1806

¹⁹ Snacks foods include products under HS codes: 100590, 170410, 170490, 190190, 1905, 200520, 200819, 210690

²⁰ Fish and seafood products under HS codes: 0302, 0303, 0304, 0305, 0306, 0307, 0308, 1604, 1605

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

1) U.S. Department of Agriculture / Foreign Agricultural Service (USDA/FAS)

First point of contact for updated reports and trade data is the USDA/FAS Web Page:

<http://www.fas.usda.gov>

FAS has two offices in Vietnam, one at the U.S. Embassy in Hanoi and the other at the U.S. Consulate General in Ho Chi Minh City. The two offices are located at the major political and economic hubs of Vietnam in order to actively assist U.S. exporters of agricultural and agricultural related products, including consumer-oriented food products and fishery products. U.S. exporters seeking assistance for market access issues or any other trade issues in Vietnam can contact FAS Vietnam through the following:

FAS Hanoi, Vietnam

Agricultural Affairs Office

Rose Garden Tower, 3rd Floor, 170 Ngoc Khanh, Ba Dinh District, Hanoi

Tel: (84.24) 3850-5000; Fax: (84.24) 3850-5130

Email: aghanoi@fas.usda.gov

Contact: Mr. Robert Hanson, Counselor for Agricultural Affairs

Mr. Benjamin Petlock, Agricultural Attaché

Ms. Bui Thi Huong, Sr. Agricultural Specialist

Ms. Nguyen Thi Huong, Agricultural Specialist

Ms. Pham Minh Thu, Agricultural Specialist

Ms. Do Thi Minh Hang, Financial & Administrative Assistant

Mr. Tran Viet Cuong Viet, Clerk / Driver

FAS Ho Chi Minh City, Vietnam

Agricultural Affairs Office

8th floor, Diamond Plaza, 34 Le Duan Blvd, District 1, HCMC

Tel: (84.28) 3520-4630/3520-4636; Fax: (84.28) 3520-4633

Email: atohochiminh@fas.usda.gov

Contact: Mr. Gerald Smith, Senior Agricultural Attaché

Ms. Megan Francic, Agricultural Attaché

Mr. Tran Quoc Quan, Sr. Agricultural Specialist

Mr. Vo Thanh Kiet, Sr. Marketing Specialist

Ms. Vo Dinh Hoai Thanh, Marketing Specialist

Ms. Nguyen Mai Van, Financial & Administrative Assistant

Mr. Truong Van Phuoc, Clerk / Driver

2) State Regional Trade Groups

The State Regional Trade Groups (SRTG) are four regionally focused, non-profit trade development organizations that help U.S. food producers and processors sell their products overseas. The STRGs are funded by FAS, State Departments of Agriculture, and the food and agriculture industry. These organizations carry out promotional activities that help to increase exports of U.S. high-value food and agricultural products. Activities include: international trade exhibitions, overseas trade missions, reverse trade missions, export education, in-country research, and point-of-sale promotions in foreign food chains and restaurants around the world. The SRTGs also administer a cost-share funding program called the “Branded” program, which supports promotion of brand name foods and agricultural products in overseas markets.

The SRTGs are the Western U.S. Agricultural Trade Association, (WUSATA) in Vancouver, WA; the Food Export Association of the Midwest in Chicago, IL; the Southern U.S. Trade Association (SUSTA) in New Orleans, LA; and Food Export USA-Northeast in Philadelphia, PA. Refer to the FAS website for more details: <http://www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups>.

3) USDA Cooperators

U.S. exporters should also contact U.S. non-profit trade associations, also known as “USDA Cooperators” that represent specific U.S. agricultural commodities. These USDA Cooperators play a critical role in conducting promotional and marketing programs that promote their respective sector in Vietnam and other Asian markets. Their market insights and strong connections with local stakeholders are extremely important resources facilitating market penetration and expansion. Please note, some of these organizations have local representatives in Vietnam, and others have regional offices in neighboring countries, such as Singapore, Thailand, and Hong Kong.

United Base Company Ltd

5th floor, B10, Lot C4-1, Hoang Van Thai St., Phu My Hung, District 7

Ho Chi Minh City, Vietnam

Tel: (84.28) 54136550

Contact: Mr. Francis Lee

Cell phone: 84. 909 901 913

Email: francis.lee@unitedbaseco.com.vn

Representing: Washington Apple Commission, California Table Grape Commission, Pear Bureau Northwest, Northwest Cherries, Food Export Midwest, Food Export Northeast

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Contact: Ms. Phuong Dang

Cell phone: +84. 903 305 749

Email: phuongd@prcon.com

Representing U.S. Dairy Export Council, Raisin Administrative Committee, Potatoes USA,
Wisconsin Ginseng

U.S. Meat Export Federation, Singapore Representative Office

627A, Aljunied Road, 04-04, Biztech Centre, Singapore 389842

Tel: (65) 6733-4255 Fax: (65) 6732-1977

Contact: Ms. Sabrina Yin, ASEAN Director

Cell phone: +65 9758 1998

Email: syin@usmef.org, singapore@usmef.org

Vietnam office contact:

Unit 623-2, Level 6, Me Linh Point Tower, 2 Ngo Duc Ke Street, District 1

Ho Chi Minh City, Vietnam

Contact: Mr. Nguyen Dang Minh

Cell phone: +84. 934 000 410

Email: dmnguyen@usmef.org

U.S. Highbush Blueberry Council

C/o Thomas J. Payne Market Development

865 Woodside Way, San Mateo, CA 94401-1611 USA

Contact: Mr. Thomas J. Payne

Email: tpayne@blueberrytech.org

Vietnam representative:

Ms. Hana Huynh

Cell phone: +84. 948 240 446

Email: hana@blueberrytech.org

U.S. Pecan Growers Council

Vietnam contact: Ms. Le Thi Ngoc Anh

Cell phone: +84. 909 581 856

Email: lethingocanh78@gmail.com

USA Poultry and Egg Export Council

#15-04 Liat Towers, 541 Orchard Road, Singapore 238881

Tel: (65) 67371726

Contact: Ms. Margaret Say, Regional Director

Email: msay@usapeec.org.sg

CCI & CI representative in Vietnam

167, Dang Van Ngu, Phu Nhuan District, HCMC

Tel: (84.28) 39911172

Contact: Mr. Vo Manh Hung (William)

Cell: 84. 903059594

Email: vhung@cotton.org

AGS Co

13F Hanoi Towers, 49 Hai Ba Trung, Hanoi

Tel: (84.24) 39343968

Contact: Mr. Tran Trong Chien

Cell phone: +84. 913211579

Email: ags@agsco.vn

Representing: U.S. Grains Council, U.S. Soybean Export Council

Lieu Marketing Associates Pte Ltd

48 Toh Guan Road East

#02-129 Enterprise Hub, Singapore 608586

Tel: (65) 6515 6113

Contact: Ms. Richard Lieu

Email: Richelieu@lieumktg.com.sg; lieumktg@singnet.com.sg

Representing: California Wine Institute, the Popcorn Board, WUSATA

Agrisource Co., Ltd

Suite 416, 76/1 Soi Lang Suan

Ploenchit road, Bangkok 10330, Thailand

Tel: (662) 251 8655

Contact: Ms. Dee Richmond

Email: dee@agrisource.co.th

Representing: USA Dry Pea & Lentil Council, USA Dry Bean Council

4) American Chamber of Commerce in Vietnam

The American Chamber of Commerce in Vietnam serves as point of contact and exchange for members of the American business community. The Chamber has an active Food and Agribusiness Committee which represents member firms to deal with stakeholders on issues concerning food, agriculture, and agribusiness.

American Chamber of Commerce - Hanoi

M Floor, Business Center, Hilton Hanoi Opera, No. 1 Le Thanh Tong Street, Hanoi, Vietnam

Telephone: (84.24) 3934-2790; Fax: (84.24) 3934-2787

Website: <http://www.amchamhanoi.com>

Email: info@amchamhanoi.com

Contact: Mr. Adam Sitkoff, Executive Director

American Chamber of Commerce - Ho Chi Minh City

76 Le Lai, District 1, Ho Chi Minh City, Vietnam

Tel: (84.28) 3824-3562; Fax: (84.28) 3824-3572

Website: www.amchamvietnam.com

Contact: Mr. Herb Cochran, Executive Director

Email: herb.cochran@amchamvietnam.com

5) Key Government Contacts

Government Regulatory Agency Contacts

Ministry of Agriculture and Rural Development (MARD)

2 Ngoc Ha Street, Hanoi,

Tel: (84.24) 38459670; Fax: (84.24) 37330752

Contact: Mr. Tran Kim Long, Director General of International Cooperation Department

Email: htqt@mard.gov.vn

MARD/Plant Protection Department (PPD)

149 Ho Dac Di, Hanoi

Tel: (84.24) 38519451; Fax: 84.24.35330043

Website: www.ppd.gov.vn

Contact: Mr. Hoang Trung, Director General,

Email: hoangtrung.bvtv@mard.gov.vn

MARD/Department of Animal Health (DAH)

15/78 Phuong Mai-Dong Da Hanoi

Tel: 84.24.38696788; Fax: 84.24.38691311

Website: www.cucthuy.gov.vn

Contact: Mr. Pham Van Dong, Director General

Email: TY@mard.gov.vn

MARD/Directorate of Fisheries

10 Nguyen Cong Hoan, Hanoi

Tel: (84.24) 37245371; Fax: (84.24) 37245120

Email: tcts@mard.gov.vn

MINISTRY OF HEALTH (MOH)

Vietnam Food Administration (VFA)

138A Giang Vo, Hanoi

Tel: (84.24) 38464489-38463702; Fax: (84.24) 38463739

Email: vfa@vfa.gov.vn;

Website: www.vfa.gov.vn;

Contact: Mr. Nguyen Thanh Phong, Director General
Ms. Tran Viet Nga, Deputy General Director.

MINISTRY OF TRADE AND INDUSTRY (MOIT)

Department of Science and Technology

54 Hai Ba Trung, Hoan Kiem, Ha Noi

Tel: 84.24.22 202 222

Fax: 84.24.22 202525

Website: www.moit.gov.vn

Email: VKHCN@moit.gov.vn

Contact: Mr. Nguyen Phu Cuong, Director General

List of inspection bodies assigned by MARD

PPD/Plant Quarantine Sub-Department of Region I

2 Tran Quang Khai, Hai Phong

Tel: 84.225.3821839; Fax: 84.225.3842593

Email: kdtv1hp@yahoo.com

Management area: Hai Phong, Thai Binh, Hung Yen, Hai Duong, Quang Ninh

PPD/Plant Quarantine Sub-Department of Region II

28 Mac Dinh Chi, District 1, Ho Chi Minh City

Tel: 84.28.38.251.401; Fax: 84.28.38.293.266

Email: kdtvv2hcm@vnn.vn

Management area: Ho Chi Minh City, Ninh Thuan, Binh Thuan, Lam Dong, Binh Duong, Binh Phuoc, Tay Ninh, Dong Nai, Long An, Tien Giang, Ben Tre, Dong Thap, Ba Ria Vung Tau

PPD/Plant Quarantine Sub-Department of Region III

146 Hoang Dieu, Da Nang

Tel: 84.511.3821622; Fax: 84.511.3873099

Email: kdtv3@vnn.vn

Management area: Da Nang, Quang Tri, Thua Thien Hue, Quang Nam, Quang Ngai

PPD/Plant Quarantine Sub-Department of Region IV

66 Le Hong Phong, Quy Nhon, Binh Dinh

Tel: 84.256.3822964; Fax: 84.256.3822964

Management area: Binh Dinh, Phu Yen, Khanh Hoa, Kon Tum, Gia Lai, Daklak, Dak Nong

PPD/Plant Quarantine Sub-Department of Region V

149 Ho Duc Di, Dong Da, Hanoi

Tel: 84.24.35.331302; Fax: 84.24.35332118

Email: cckdvt5@fpt.vn

Management area: Ha Noi, Bac Ninh, Bac Giang, Vinh Phuc, Phu Tho, Ha Tay, Ninh Binh, Nam Dinh, Ha Nam, Hoa Binh, Son La

PPD/Plant Quarantine Sub-Department of Region VI

28 Tran Phu, Vinh city, Nghe An;

Tel: 84.238.3837796;

Email: cckdttv6@hn.vnn.vn

Management area: Nghe An, Thanh Hoa, Ha Tinh, Quang Binh

PPD/Plant Quarantine Sub-Department of Region VII

98B Ngo Quyen, Dong Kinh ward, Lang Son

Tel: 84.205.3875797; Fax: 84.205.3875797

Email: chicuckdvt7@gmail.com

Management area: Lang Son, Cao Bang, Bac Kan, Thai Nguyen

PPD/Plant Quarantine Sub-Department of Region VIII

7 Nguyen Hue, TP Lao Cai

Tel: 84.214.3830503

Management area: Lao Cai, Ha Giang, Tuyen Quang, Yen Bai, Lai Chau, Dien Bien

PPD/Plant Quarantine Sub-Department of Region IX

386B Cach Mang Thang 8, Can Tho

Tel: 84.292.3826709; Fax : 84.292.3828408

Email: kdtvv9@hcm.vnn.vn

Management area: Hau Giang, An Giang, Kien Giang, Ca Mau, Bac Lieu, Tra Vinh, Soc Trang, Vinh Long

Department of Animal Health /Regional Animal Health Office I

Phuong Mai, Dong Da, Ha Noi

Tel: 84.24.38686971; Fax: 84.24.38685390

Department of Animal Health /Regional Animal Health Office II

23 Da Nang, Ngo Quyen District, Hai Phong

Tel: 84.225.3836304; Fax: 84.225.3551698

Department of Animal Health /Regional Animal Health Office III

51 Nguyen Sinh Sac, Vinh City, Nghe An

Tel: 84.238.3854390; Fax: 84.238.3584159

Department of Animal Health /Regional Animal Health Office IV

12 Tran Quy Cap, Hai Chau district, Da Nang

Tel: 84.236.3887714

Department of Animal Health /Regional Animal Health Office V

Buon Ma Thuat, Dak Lak

Tel: 84.262.3877795

Department of Animal Health /Regional Animal Health Office VI

521/1 Hoang Van Thu, Tan Binh District, Ho Chi Minh City

Tel: 84.28.39830722

Department of Animal Health /Regional Animal Health Office VII

88 Cach Mang Thang 8, Can Tho

Tel: 84.292.3767048

List of Food Safety Inspection Bodies assigned by MOH and MOIT (as of December 2017)

No.	Institute	Assigned by MOH	Assigned by MOIT
1	National Institute of Nutrition 48 Tang Bat Ho, Hanoi Tel: (84-24) 3971 7090 Email: ninvietnam@viendinhduong.vn	x	x
2	National Institute for Food Control (NIFC)	x	x

No.	Institute	Assigned by MOH	Assigned by MOIT
	65 Pham Than Duat, Hanoi Tel: (84-24) 3933 5741 Email: vienkiemnghiem@moh.gov.vn		
3	Pasteur Institute in Nha Trang 8-10 Tran Phu, Nha Trang City Tel: (84-258) 3822 406 Email: info@ipn.org.vn	x	
4	Pasteur Institute in Ho Chi Minh City 167 Pasteur, Ward 8, District 3, Ho Chi Minh City Tel: (84-28) 3823 0352 Email: pasteur@pasteur-hcm.org.vn Website: www.pasteurhcm.gov.vn	x	
5	Institute of Public Health in Ho Chi Minh City 159 Hung Phu, Ward 8, District 8, Ho Chi Minh City Tel: (84-28) 3855 9503 Email: vienytcc@iph.org.vn	x	x
6	Quality Assurance and Testing Centre 1 (QUATEST1) 8 Hoang Quoc Viet, Hanoi Tel: (84-24) 3836 1399 Email: contact@quatest1.com.vn	x	x
7	Quality Assurance and Testing Centre 2 (QUATEST2) 02 Ngo Quyen, Da Nang Tel: (84-23) 6383 3009 Email: quatest2@quatest2.com.vn	x	x
8	Quality Assurance and Testing Centre 3 (QUATEST3) 49 Pasteur street, District 1, Ho Chi Minh City Tel: (84-28) 3829 4274 Email: info@quatest3.com.vn	x	x
9	Hai Phong Preventive Medicine Centre 21 Le Dai Hanh street, Minh Khai, Hong Bang, Hai Phong city, Vietnam Tel: (84-22) 5382 1247	x	x
10	Da Nang Preventive Medicine Centre	x	x

No.	Institute	Assigned by MOH	Assigned by MOIT
	315 Phan Chu Trinh street, Hai Chau, Da Nang City Tel: (84-23) 6382 1469 Email: khoaxetnghiemnk@gmail.com		
11	Ho Chi Minh City Branch of Vinacontrol 80 Ba Huyen Thanh Quan, District 3, Ho Chi Minh City Tel: (84-28) 3931 6323 Email : vinahochiminh@vinacontrol.com.vn	x	x
12	Quang Tri Preventive Medicine Centre Hoang Dieu street, Dong Ha city, Quang Tri Province Tel: (84-233) 852 582		x
13	VinaControl Certification Joint Stock Company 54 Tran Nhan Tong street, Hanoi Tel: (84-24) 3943 3840		x
14	Tay Ninh Preventive Medicine Centre 628 Lane 30/4, Block 1, Ward 3, Tay Ninh town, Tay Ninh Tel: (84-276) 3822 474	x	
15	Tay Nguyen Institute of Hygiene and Epidemiology 34 Pham Hung, Tan An, Buon Ma Thuot, Dak Lak Tel: (84-262) 366 3979 Email: info@tihe.org.vn Website: http://tihe.org.vn	x	

APPENDIX – STATISTICS

Table A: Key Trade and Demographic Information in 2016

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%) - (<i>Global Trade Atlas</i>)	\$22,920 million/ 11.6%
Consumer Oriented Agricultural Food Imports From All Countries (\$Mil) / U.S. Market Share (%) - (<i>Global Trade Atlas</i>)	\$12,742 million/ 6.5%
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%) - (<i>Global Trade Atlas</i>)	\$5,279 million/ 1.9%
Total Population (Millions) / Annual Growth Rate (%) (<i>GSO</i>)	92.7 million/ 1.07%
Urban Population (Millions) / Annual Growth Rate (%) (<i>GSO</i>)	32 million/ 34.5%
Number of Major Metropolitan Areas	5
Size of the Middle Class (Millions) / Growth Rate (%)	33 million/ 12.9% ²¹
Per Capita Gross Domestic Product (U.S. Dollars) (<i>World Bank</i>)	\$2,107
Unemployment Rate (%) (in urban areas) (<i>GSO</i>)	3.23%
Per Capita Food Expenditures (U.S. Dollars) (<i>GSO</i>)	280
Percent of Female Population Employed (<i>GSO</i>) ²²	55%
Exchange Rate (US\$1 = X.X local currency) <i>As of November 201, by Vietcombank</i>	US\$ 1 = VND 22,675

²¹ [BCG Perspective Research estimates for Vietnam in 2020](#)

²² Percent against total number of women (15 years old or above)

Table B: Consumer Food and Edible Fishery Product Imports (value in thousand US\$)

Calendar year	World exports to Vietnam			U.S. exports to Vietnam			U.S. market share		
	2014	2015	2016	2014	2015	2016	2014	2015	2016
Consumer-oriented Total	10,593,294	11,831,045	12,472,730	887,042	765,029	815,998	8.4 %	6.5 %	6.5%
Beef & beef products	2,419,868	2,303,860	2,203,416	22,137	32,265	39,906	0.9%	1.4%	1.8%
Pork & pork products	130,334	118,399	64,632	2,223	3,824	4,948	1.7%	3.2%	7.7%
Poultry meat & prods (ex. Eggs)	699,204	897,319	602,160	71,674	83,603	79,491	10.3%	9.3%	13.2%
Meat products NESOI	439,015	879,947	556,614	156	188	1,932	0.0%	0.0%	0.3%
Eggs and products	11,745	9,353	7,793	1,221	285	451	10.4%	3.0%	5.8%
Dairy products (ex. Cheese)	694,107	561,902	469,302	263,684	168,347	119,666	38.0%	30.0%	25.5%
Fresh fruit	968,270	1,199,313	1,409,349	91,080	58,955	66,933	9.4%	4.9%	4.7%
Processed fruit & vegetables	1,001,827	1,193,655	1,282,143	29,819	30,062	33,315	3.0%	2.5%	2.6%
Fruit & vegetable juices	11,308	14,437	20,145	1,561	1,150	1,193	13.8%	8.0%	5.9%
Tree nuts	1,345,716	1,548,097	2,433,735	286,000	272,301	331,262	21.3%	17.6%	13.6%
Chocolate & cocoa products	43,579	42,965	57,652	7,981	6,703	12,997	18.3%	15.6%	22.5%
Snack foods NESOI	179,294	175,097	212,514	6,739	5,210	8,461	3.8%	3.0%	4.0%
Breakfast cereals	9,322	8,208	9,055	216	189	198	2.3%	2.3%	2.2%
Condiments & sauces	35,021	50,175	59,555	1,289	1,699	1,439	3.7%	3.4%	2.4%
Prepared food	509,151	495,854	583,054	51,939	37,376	46,351	10.2%	7.5%	7.9%
Wine	111,378	124,217	90,530	20,906	12,463	9,985	18.8%	10.0%	11.0%
Beer	35,400	45,539	25,883	965	1,835	717	2.7%	4.0%	2.8%
Non-alcoholic beverages (ex. Juices)	295,244	384,635	440,956	18,379	42,477	47,418	6.2%	11.0%	10.8%
Pet food	30,247	41,246	26,524	92	104	218	0.3%	0.3%	0.8%
Other consumer-oriented products	16,071	15,667	16,543	265	561	942	1.6%	3.6%	5.7%
Fish and seafood products Total	4,628,930	4,319,528	5,279,573	103,878	111,399	101,180	2.2%	2.6%	1.9%

Source: Global Trade Atlas, U.S. Census Bureau Trade Data

Table C. Top 15 Suppliers of Consumer Foods and Edible Fishery Products to Vietnam

No	Reporting Country	Millions U.S. Dollars			% Change 2015-2016
		2014	2015	2016	
	Total	15,222	16,151	17,752	9.9%
1	India	3,687	3,117	3,508	12.6%
2	China	2,062	2,646	2,875	8.7%
3	Hong Kong	2,199	2,573	1,715	-33.3%
4	Thailand	849	925	1,268	37.1%
5	Ecuador	623	784	1,113	42.0%
6	United States	991	876	917	4.6%
7	Australia	735	665	668	0.5%
8	Indonesia	401	589	610	3.6%
9	Ghana	60	180	534	196.8%
10	Cote d'Ivoire	157	313	523	67.1%
11	Singapore	445	452	445	-1.5%
12	Iran	221	256	394	54.0%
13	Malaysia	264	297	325	9.4%
14	Japan	230	235	234	-0.3%
15	New Zealand	288	251	233	-7.4%
	Others	2,011	1,992	2,390	20.0%

Source: Global Trade Atlas