Vietnam
Retail Foods

Sector Report 2016

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Prepared By:
Kiet Vo

Report Highlights:
Vietnam's food retail sector is dominated by small traditional traders, but modern retail channels are expanding in response to growing consumer demand. Overall economic growth, including a sizable young population, rapid urbanization and concerns about hygiene and food safety are driving changes in consumption patterns.

Post:
Hanoi
SECTION I. MARKET SUMMARY

Vietnam’s retail food landscape is largely dominated by traditional wet markets and small independent stores ideal for small-quantity/high-frequency food purchases. With lower rental and operational costs, traditional retailers benefit from offering convenience, package-size flexibility and competitive prices, especially for fresh produce and dried food. According to Euromonitor’s “Grocery Retailers in Vietnam” report 2016, traditional retailers account for 94 percent of sales while modern retailers only account for 6 percent. Presently, traditional retailers represent the dominant food retail channel in Vietnam. However, industry experts expect the modern food retail sector to account for around 20 percent of sales in Vietnam by 2025.

The modern retail trade concept (supermarkets, hypermarkets, cash and carry wholesale centers, minimarts, and convenience stores) has grown tremendously from only 2 supermarkets in Ho Chi Minh City in the late 1990s to thousands of stores of all types across the country to date (see table 4 and 5 for further details). Vietnam’s strong economic growth, growing middle class with higher disposable income, rapid urbanization and concerns about hygiene and food safety are major factor fueling the rapid growth of the modern retail sector.

Vietnam’s large population of around 93 million, half of which are under 30, is a key reason behind the strong surge in food and beverage products consumption. Furthermore, an average population growth of 1% per year means nearly 1 million new potential customers are born every year, making the country extremely attractive to food retailers.

Vietnam’s GDP growth in 2015 was 6.68% ahead of the projected 6.1%. This positive result was mainly driven by a robust inflow of foreign direct investment (FDI) capital into the country capturing incentives offered by several free trade agreements (FTA). Vietnam has signed several trade deals such as ASEAN FTA, ASEAN-China FTA, ASEAN-Korea FTA, ASEAN-New Zealand & Australia FTA including the not currently ratified Vietnam-European Union (EU) FTA. These FTAs help boost Vietnam’s economic growth, which in turn offers more opportunities to businesses in the food retail sector.

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 $260 in 1995 to approximately $2,000 by the end of 2014, 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 in major cities like Hanoi, Ho Chi Minh City, Hai Phong, Da Nang, Can Tho, and Nha Trang have much higher income than the national average - about 2 to 3 times higher. It is clear that Vietnam’s urban middle-class is a target group for the increasing number of modern retail chains.

The rate of urbanization in Vietnam has increased significantly from 21% in 2008 to 32% in 2013. The urbanization growth rate is expected to reach 38% with 870 urban areas and 45% with 940 urban areas by 2015 and 2020, respectively. Vietnam’s rapid urbanization offers a range of opportunities for modern
food retailers to explore. Consumers living in first and second-tier cities have higher income and more open to new and quality products than shoppers in rural areas.

Unsurprisingly, food safety and hygiene have a significant influence over Vietnamese consumers’ food purchasing decisions. In Vietnam, several food safety incidents have received increased consumer scrutiny in the past few years. According to a World Health Organization report, more than 5,000 people were affected by food poisonings in 2014, of which 80% of the victims were hospitalized and 43 died. The proliferation of social media has increased consumers awareness of food safety issues and incidents. Overall, consumers are more careful about the quality of the products they purchase. 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.

There are many other elements that contribute to the proliferation of modern retail sector in Vietnam. However, the aforementioned five factors are indispensable to current and future development of the sector.

**Table 1: Vietnam’s Grocery Retail Sales by Channel, trillion VND**

<table>
<thead>
<tr>
<th>Retail channels</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Grocery Retailers</td>
<td>30.9</td>
<td>37.3</td>
<td>45.6</td>
<td>58.5</td>
<td>69.2</td>
</tr>
<tr>
<td>Convenience Stores</td>
<td>0.7</td>
<td>1.0</td>
<td>1.2</td>
<td>1.6</td>
<td>2.3</td>
</tr>
<tr>
<td>Hypermarkets</td>
<td>8.5</td>
<td>10.2</td>
<td>14.7</td>
<td>23.2</td>
<td>27.2</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>21.6</td>
<td>26.1</td>
<td>29.7</td>
<td>33.8</td>
<td>39.8</td>
</tr>
<tr>
<td>Traditional Grocery Retailers</td>
<td>708.2</td>
<td>880.2</td>
<td>1,048.4</td>
<td>1,203.9</td>
<td>1,302.2</td>
</tr>
<tr>
<td>Food/Drink/Tobacco specialists</td>
<td>17.5</td>
<td>20.5</td>
<td>23.5</td>
<td>28.3</td>
<td>32.0</td>
</tr>
<tr>
<td>Independent Small Grocers</td>
<td>216.7</td>
<td>258.3</td>
<td>303.2</td>
<td>344.2</td>
<td>374.6</td>
</tr>
<tr>
<td>Other Grocery Retailers</td>
<td>473.9</td>
<td>601.4</td>
<td>721.7</td>
<td>831.4</td>
<td>895.6</td>
</tr>
<tr>
<td><strong>Total Grocery Retailers</strong></td>
<td><strong>739.1</strong></td>
<td><strong>917.5</strong></td>
<td><strong>1,094.0</strong></td>
<td><strong>1,262.4</strong></td>
<td><strong>1,371.4</strong></td>
</tr>
<tr>
<td><strong>% change</strong></td>
<td>29%</td>
<td>24%</td>
<td>19%</td>
<td>15%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Euromonitor

Sales in Vietnam’s food and beverage retail sector are expected to increase at a slower pace during the period 2015/2020. The traditional retail channel is projected to grow by 49.7 percent over the same period, the fastest projected increase among countries monitored by Euromonitor (Source: Euromonitor). Meanwhile, more rapid growth is expected for modern food retail outlets due to urban consumers’ preference for more product diversity, higher regard for the quality of Western food brands, and a more pleasant shopping experience.
Table 2: Number of modern retail outlets and traditional outlets

<table>
<thead>
<tr>
<th>Retail Channel</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Grocery</td>
<td>0.7</td>
<td>0.8</td>
<td>1.0</td>
<td>1.1</td>
<td>1.4</td>
</tr>
<tr>
<td>--Convenience Stores</td>
<td>0.3</td>
<td>0.4</td>
<td>0.5</td>
<td>0.6</td>
<td>0.9</td>
</tr>
<tr>
<td>--Hypermarkets</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>--Supermarkets</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.5</td>
</tr>
<tr>
<td>Traditional Grocery</td>
<td>621.2</td>
<td>629.3</td>
<td>635.3</td>
<td>641.7</td>
<td>647.5</td>
</tr>
<tr>
<td>--Food/Drink/Tobacco Specialists</td>
<td>4.4</td>
<td>4.8</td>
<td>5.3</td>
<td>5.7</td>
<td>6.4</td>
</tr>
<tr>
<td>--Independent Small Grocers</td>
<td>217.3</td>
<td>218.8</td>
<td>220.1</td>
<td>221.5</td>
<td>222.5</td>
</tr>
<tr>
<td>--Other Grocery Retailers</td>
<td>399.5</td>
<td>405.7</td>
<td>409.9</td>
<td>414.4</td>
<td>418.6</td>
</tr>
<tr>
<td>Total Grocery Retail Outlets</td>
<td>621.9</td>
<td>630.1</td>
<td>636.2</td>
<td>642.8</td>
<td>648.9</td>
</tr>
</tbody>
</table>

Source: Euromonitor

Over the next few years, the following prominent trends will shape the growth of Vietnam’s modern food retail sector:

- A growing number of western-minded consumers, especially large numbers of young consumers in urban areas.
- A growing middle class, where both parents have less time available for daily food shopping.
- A high number of women in the workforce, with increased disposable incomes to purchase higher-value food products for their children and families.
- Wider range of food and beverage products on shelves of modern retail stores are perceived as safer products than those being sold at wet markets.
- Increasing consumer acceptance of processed and packaged products. Many products traditionally sold in bulk are now readily available pre-packaged.
- More concerns about food safety which lead consumers to be willing to pay premium for quality, nutritious and hygienic food and drinks.
- Brand loyalty, but still receptive to new products.
- Weekly shopping at modern retailers versus daily shopping at traditional markets

Similarly, growth in the traditional food retail channel is a function of these realities for the Vietnamese consumer:

- Preference to shop daily for fresh food items.
- Preference for fresh products.
- Tight living conditions/small kitchens with little room for storage.
- Traditional markets have cultural value.
Upgrading traditional grocery retailers has been a government priority, especially in remote and low-income provinces. Projects involve renovations and facility improvements in order to ensure better hygiene and food safety.

Table 3: Understanding Vietnam’s Food Retail Sector - Advantages and Challenges

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exports of consumer-oriented products have significantly increased over the past five years, from $6.27 billion in 2011 to $11.79 billion in 2015. This proliferation shows strong demand for imported products.</td>
<td>Exports of consumer-oriented products from modern retail chains investors’ countries (Thailand, S. Korea and Japan) have kept increasing over the past five years.</td>
</tr>
<tr>
<td>Consumers in Vietnam view U.S. products as high quality and safe</td>
<td>Vietnam provides more accesses for products from competitors with the U.S., i.e. beef, apples, pears (French, New Zealand, Korea, Japan)</td>
</tr>
<tr>
<td>Consumer awareness of global retail brands is increasing with more international brands entering Vietnam. Modern retailers’ focus on high-quality and food safety favors U.S. brands.</td>
<td>Registration for new products is costly and burdensome. Some U.S. products are packed in big sizes that limit purchases</td>
</tr>
<tr>
<td>Growing number of western-style fast-food restaurant chains, bakeries and coffee shops, as franchising has been introduced and the retail food sector now transitions to a more modern structure.</td>
<td>U.S. exporters are often perceived as not flexible or responsive enough to importers’ needs or the local business environment.</td>
</tr>
<tr>
<td>Strong GDP growth, higher per capita income, rapid urbanization and more concerns about food safety support the development of modern retail sector</td>
<td>U.S. products are still expensive to middle-class households</td>
</tr>
<tr>
<td>Growing perception of retail outlets as cleaner, safer, more comfortable, more enjoyable and more diverse food and beverage products over wet markets</td>
<td>Reference price list and high import duties make U.S. products less competitive and sometimes discourage importers to diversify their portfolio with U.S. products.</td>
</tr>
<tr>
<td>The more modern retail chains managed by foreigners, the more opportunities for imported products, including those from the U.S.</td>
<td>Products from countries having free trade agreements with Vietnam are more competitive than those from the U.S., partly due to lower import tariffs</td>
</tr>
</tbody>
</table>
SECTION II. ROAD MAP FOR MARKET ENTRY

Entry Strategy

Vietnam has become an important market for U.S. agricultural and ag-related products in general and consumer-oriented products in particular. With an import value of $763 million reported in 2015, Vietnam ranked the 16th largest importer of U.S. consumer-oriented agricultural products. The combination of strong developing modern retail chains and growing consumer demand are making Vietnam an attractive market for U.S. exporters. However, along with business opportunities, new-to-market U.S. exporters should have a proper entry strategy to be successful in this market. Post has some recommendations that may hopefully facilitate market penetration.

Exporters should visit Vietnam to gain a first-hand feel of the market. A great time to visit and showcase products would be during the bi-annual Food & Hotel Vietnam Show organized in Ho Chi Minh City. The show is a USDA-endorsed event with a sizeable U.S. Pavilion. The next show will take place in Ho Chi Minh City, Vietnam, April 25-27, 2017. Next, identifying a local partner is the first step that should be done carefully. The reason being, Vietnam’s regulations on importing and distributing consumer-oriented products are quite complicated, frequently changing and sometimes inconsistent. Consequently, it is necessary to verify if a local partner is knowledgeable about import and distribution procedures, including products registration, labeling and custom clearance procedures. Other information like company background, distribution network and products portfolio could also be very helpful for determining a strategic partner.

When initiating sales to the Vietnamese market, U.S. exporters should also consider having an effective market promotion strategy. To increase sales, exporters must be prepared to integrate brand-advertising and generic-advertising strategies. For example, U.S products benefit from premium brand equity and an established reputation for food safety. The latter helps U.S. products face intense competition from international suppliers, especially from ASEAN members, China, Korea, Japan and Australia. The ASEAN countries’ proximity to Vietnam results in faster delivery and lower transportation cost. Additionally, lower import tariffs obtained from free trade agreements make products from ASEAN countries more competitive than those from non-ASEAN countries including the U.S. Therefore, in order to enter the market, or maintain and expand market shares in Vietnam, U.S. exporters may have to dedicate extra time and effort in enhancing marketing and sales activities. Supporting in-store promotions, product demonstrations, and consumer education are always welcomed and are desirable opportunities on how to add value to existing marketing initiatives.

Flexibility in sales is another important element to consider. Except for some products that local importers can purchase in full container load, such as beef and poultry products or fresh fruits (mainly apples and table grapes), many other products are consolidated containers. Small orders are usually placed to “test the waters” prior to larger ones. It’s worth noting that registering a new product in Vietnam is time-consuming and costly, and marketing a new brand requires even more efforts. So, when local importers decide to “test the waters”, it also indicates that they are committed to the business.
Being flexible with importers is good for the export of consumer-oriented agricultural products to Vietnam.

FAS encourages potential exporters to review the Exporter Guide (VM5017) as well as other trade policy GAIN reports during the market research process. FAS-Hanoi and FAS-Ho Chi Minh City are available to assist you with conducting market briefings and in facilitating initial meetings with potential importers and major retailers.

**Market Structure**

![Market Structure Diagram]

- **Exporters**
  - Local Importers / Distributors / Importing Wholesalers
  - Wholesalers
    - Traditional Retail Channels: Wet Markets, Small Private Shops
    - Modern Retail Channels: Hypermarkets, supermarkets, Wholesales stores, Convenien Stores

- **Agent**
Distribution of imported foods:

Distribution of imported foods follows one of the four basic models as follows:

1) Exporters --> Importers/Distributors --> Big Modern Retailers
2) Exporters --> Importers/Distributors --> Wholesalers --> Retailers
3) Exporters --> Local Agent --> Importers/Distributors/Wholesalers --> Retailers
4) Exporters --> Big Modern Retailers

Models No.1 and No.2 are the most common practice in Vietnam.

Ho Chi Minh City (HCMC), with an estimated population of about 10 million people, is the largest city in Vietnam. The city is also the leading economic and financial center of the country. Though accounting for 0.6% of the nation’s natural resources and about 10% of the total population, the city contributes over 21% to the nation’s GDP. Income per capita in HCMC citizen is 2.5 times as much as the national average, reaching over $5,000. The city is the gateway to Vietnam’s modern food retail sector. Generally, food retail distributors seek to establish their footprints in Ho Chi Minh City before expanding into the burgeoning second-tier cities and the rural areas. To date the city is home to 8 hypermarkets, 85 supermarkets, hundreds of convenience stores and more than 200 food stores.

Hanoi, Vietnam’s capital has over 7 million people, with a large number of employees of the government, foreign missions, and international organizations that are targeted by modern distribution chains. Hanoi’s modern retail trade sector has always lagged behind HCMC, but the former is rapidly closing the gap. The capital is home to 4 hypermarkets, 91 supermarkets and hundreds of convenience stores.

Though modern retail chains are expanding into second-tier and third-tier-cities across the country, Ho Chi Minh City and Hanoi remain the cradles of the modern retail sector in Vietnam. Additionally, the expanding food retail sector in both cities is playing a key role in confronting the supply chain challenges associated with traditional food and grocery retailing. Most of the major food importers and distributors are located in these two important cities.

**Recent development of modern retail sector**

In 2015, Vietnam’s modern retail trade emerged as the most vibrant business sector with several mergers and acquisition (M&A), new establishments and business expansions. Three local pioneers in the sector including Citimart and Maximart in HCMC and Fivimart in Hanoi were either acquired or merged. There was also a wave of M&A among foreign owned chains. Over the past several years, foreign food retailers have quietly been acquiring pieces of Vietnam’s modern retail sector.
For example, Aeon Japan entered the Vietnam market with an ambitious plan to open a large amount of stores. The company bought 49% of the reputable local chain Citimart (27 stores) and renamed it Aeon Citimart. Likewise, Aeon Japan bought Fivimart (22 stores) with 30% share of the retail market. The Fivimart stores in the North were renamed Aeon Fivimart. Additionally, Aeon Japan also opened four new mega stores under its owned brand - two in HCMC, one in Binh Duong province and one in Hanoi. New large buildings with excellent interior decoration, modern facilities, diverse food and non-food products and lots of promotions have made Aeon mega stores favorite destinations for Vietnamese customers of all ages. This Japanese giant has plans to build 30 Aeon malls in major cities across the country. The company also acquired the Ministop convenience stores chain with 66 stores across HCMC.

In 2016, Thailand’s TCC Group acquired 19 Metro Cash and Carry stores, formerly belonging to METRO Group, which was a German-owned company. The new company was renamed the MM Mega Market chain.

Big C with 34 stores, originally owed by the Casino Group, a French-owned company, was fully acquired by another Thai business - Central Group Vietnam.

In December 2015, the Korean E-Mart retailing group officially opened its first store in Ho Chi Minh City with plans to open 30 stores nationwide.

Starting with 4 hypermarkets in 2012, the number of Lotte Mart stores increased to 14 in 2015.

In 2015, Auchan (France) opened 3 stores under the “Simply” brand with plans to open 3 additional stores in the next few years.

Vingroup (Vietnam) has emerged as a new player in the modern food retail sector. The group acquired 3 local supermarket and convenience stores chains, including Maximart, Vinatexmart and Ocean Mart. Vingroup also channeled a significant amount of investment into building 10 department stores and hundreds of convenience stores.

Co.opMart remains the leading food retailer in Vietnam with 84 supermarkets, including 33 stores in HCMC and 51 stores across the country. Its owner, Saigon Coop, has recently developed a Coop Food convenience store chain with 100 stores offering fresh produce across HCMC.

Since 2006, the Hanoi Trading Corporation (Hapro) has invested significant resources in new retail outlets and has upgraded the existing Hapro’s convenience store network. By the end of 2015, the corporation had 1 department store, 21 supermarkets in Hanoi and key Northern cities - Hanoi, Thai Nguyen, Bac Can, Hai Duong, Thanh Hoa, and Ninh Binh. The company also owns 20 convenience stores in Hanoi.
### A. Super Stores, Supermarkets, Hypermarkets or Super Centers, Club and Warehouse Outlets

#### Table 4: Company Profiles

<table>
<thead>
<tr>
<th>Retailer Name &amp; Outlet Type</th>
<th>Ownership</th>
<th>Estimated Sales in 2015 (US$ mil)</th>
<th>No. of Outlets</th>
<th>Locations</th>
<th>Purchasing Agent Type</th>
</tr>
</thead>
</table>
| AEON MEGA MART Hypermarkets | 100% Japanese owned | Not available | 4 | Hochiminh City (3), Hanoi (1) | - Mainly from importers and distributors  
- Direct imports of fresh and frozen products (perishable food products). |
| AEON FIVIMART Supermarkets | Share-holding company, major shareholders include AEON (Japan) and Fivimart (VN) | Not available | 24 | Hanoi | - Mainly from importers and distributors  
- Direct imports of fresh and frozen products (perishable food products). |
| AEON Citimart Supermarkets | Share-holding company, major shareholders include AEON (Japan) and Dong Hung (VN) | Not available | 27 | Mainly in Hochiminh City | Mainly from local producers, importers and distributors |
| AN PHU Supermarket | State-owned Company | NA | 1 | HCMC | Mainly from local producers, importers and distributors |
| BIG C Hypermarkets and Supermarkets | 100% owed by Central Group Thailand | Likely exceeds 800 | 34 | 20 cities/provinces across the country, including Bac Giang, Binh Dinh, Binh Duong, Can Tho, Da Nang, Dong | - Dry foods and beverages mainly from local producers/importers/distributors and wholesalers.  
- Direct imports of fresh and frozen products. |
<table>
<thead>
<tr>
<th>Store Name</th>
<th>Store Type</th>
<th>Location</th>
<th>City</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO.OPXTRA</td>
<td>Hypermarket</td>
<td>Local, belonging to Saigon Coop, operated under co-operative law</td>
<td>Likely exceeds 980</td>
<td>40 cities/provinces across the country, but mainly concentrated in Hochiminh City (32 stores).</td>
</tr>
<tr>
<td>DIAMOND PLAZA</td>
<td>Joint venture b/w VNSteel (VN) and Posco Engineering and Construction (Korean)</td>
<td>NA</td>
<td>1</td>
<td>Hochiminh City</td>
</tr>
<tr>
<td>GIANT Department store</td>
<td>Foreign Invested Company (Singapore)</td>
<td>NA</td>
<td>1</td>
<td>HCMC</td>
</tr>
<tr>
<td>HAPRO</td>
<td>1 department store, 20</td>
<td>State-owned company</td>
<td>Not available</td>
<td>Hanoi and Northern provinces</td>
</tr>
</tbody>
</table>

CO.OPMART Supermarkets - Likely exceeds 980, 80
CO.OPXTRA Hypermart - Joint venture b/w Saigon Coop (VN) and Fairprice (Singapore)
DIAMOND PLAZA Joint venture b/w VNSteel (VN) and Posco Engineering and Construction (Korean)
GIANT Department store Foreign Invested Company (Singapore)
HAPRO 1 department store, 20 State-owned company

- Mainly from local producers/importers/distributors and wholesalers.
- Direct imports of foods and beverages are still small but growing.
- Very strong in doing private labeled products.
<table>
<thead>
<tr>
<th>supermarkets</th>
<th>Ownership</th>
<th>Number</th>
<th>City (Regions)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTIMEX</strong></td>
<td>Joint-Stock Company</td>
<td>14</td>
<td>Hanoi, Haiphong, Hai Duong, Nghe An, Danang</td>
<td>Mainly from importers and distributors</td>
</tr>
<tr>
<td><strong>K-MART Supermarket</strong></td>
<td>Foreign-Invested Company (Korea)</td>
<td>1</td>
<td>HCMC</td>
<td>Mainly from local producers, importers and distributors</td>
</tr>
<tr>
<td><strong>LOTTE MART Supermarket</strong></td>
<td>Foreign-Invested Company (Korea)</td>
<td>14</td>
<td>HCMC (5), Binh Duong (1), Dong Nai (1), Phan Thiet (1), Danang (1), Hanoi (2), Vung Tau (1), Can Tho (1), Nha Trang (1)</td>
<td>Mainly from local producers, importers and distributors Direct imports of fresh and frozen products (perishable food products).</td>
</tr>
<tr>
<td><strong>MM Mega Mart (former Metro Cash &amp; Carry wholesale stores)</strong></td>
<td>100% owned by TTC (Thailand)</td>
<td>19</td>
<td>HCMC (3), Hanoi (3), Dong Nai (1), Binh Duong (1), Vung Tau (1), Can Tho (1), Long Xuyen (1), Quy Nhon (1), Da Nang (1), Hai Phong (1), Vinh (1), Ha Long (1), Nha Trang (1), Buon Me Thuoc (1), Rach Gia (1)</td>
<td>- Mainly from local producers, importers and distributors. Direct imports of fresh and frozen products (perishable food products). Very strong in doing private labeled products</td>
</tr>
<tr>
<td><strong>PARKSON Department Stores</strong></td>
<td>Local Joint-Venture with Parkson of Malaysia</td>
<td>8</td>
<td>HCMC (6), Hai Phong (1) and Da nang (1)</td>
<td>Mainly from importers and distributors.</td>
</tr>
<tr>
<td><strong>Saigon Trading</strong></td>
<td>State-owned Company</td>
<td>3</td>
<td>HCMC</td>
<td>Mainly from local producers, importers</td>
</tr>
<tr>
<td>Corporation (SATRA) Supermarkets</td>
<td>SAPOMART Supermarket</td>
<td>Sup</td>
<td>3</td>
<td>Hanoi</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------</td>
<td>-----</td>
<td>---</td>
<td>-------</td>
</tr>
<tr>
<td>Hiway co., ltd, Private-owned company</td>
<td>TopkoMart JSC, Japanese investment</td>
<td>NA</td>
<td>5</td>
<td>Hochiminh City</td>
</tr>
<tr>
<td>TOKYO MART Independent stores</td>
<td>U.S. Mart Independent stores</td>
<td>Private</td>
<td>NA</td>
<td>Hochiminh City</td>
</tr>
<tr>
<td>VINCOM Department Stores having Vinmart supermarkets</td>
<td>VINMART Supermarkets</td>
<td>Private-owned company</td>
<td>NA</td>
<td>HCMC (7), Hanoi (7), Giang Giang (1), Can Tho (2), Dong Nai (1), Dak Lak (1), Dong Nai (2), Hai Phong (1), Phu Tho (1), Quang Ninh (1), Thai Binh (1) and Bac Lieu (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Nationwide</td>
</tr>
</tbody>
</table>

Note: The sales turnovers are estimated via interviews with trade sources in comparison with other sources, i.e. newspapers, Euromonitor, and are furnished as information with the understanding that no discrimination is intended and no guarantee of reliability is implied.
### B. Convenience Stores, Gas Marts, Kiosks:

Convenience stores have expanded strongly over the past few years, from about 150 stores in 2012 to over 1,000 in 2015. The key players in the sector include Vinmart, Circle K, B’s Mart, Shop & Go, Family mart, Ministop, Satrafood and Co-opfood. The sector is increasingly robust with rising competition especially in light of Seven Eleven plans to open its first store in HCMC in 2017. Vietnam’s increasing urbanization alongside the sector’s core offer of convenience is boosting the count of stores in the country.

**Table 5: Company Profiles**

<table>
<thead>
<tr>
<th>Retailer Name &amp; Market Type</th>
<th>Ownership</th>
<th>Sales in 2015 ($Mil/year)</th>
<th>No. of Outlets</th>
<th>Locations</th>
<th>Purchasing Agent Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Annam Gourmet</strong></td>
<td>An Nam Group (Vietnamese company)</td>
<td>Not available</td>
<td>5</td>
<td>HCMC (4) and Hanoi (1)</td>
<td>Mainly from direct imports</td>
</tr>
<tr>
<td><strong>B’s Mart</strong></td>
<td>Thailand-invested Company &amp; Phu Thai Group</td>
<td>Not available</td>
<td>160</td>
<td>HCMC</td>
<td>Mainly from importers/distributors and wholesalers.</td>
</tr>
<tr>
<td><strong>Circle K</strong></td>
<td>Alimentation Couche-Tard</td>
<td>Not available</td>
<td>217</td>
<td>Mainly in HCMC (153), Hanoi and Binh Duong</td>
<td>-Mainly from importers/distributors and wholesalers.</td>
</tr>
<tr>
<td><strong>Co-opFood</strong></td>
<td>Saigon Co-op, local company operated under co-operative law</td>
<td>Likely 34</td>
<td>96</td>
<td>HCMC</td>
<td>Mainly from local producers/ importers/distributors and wholesalers.</td>
</tr>
<tr>
<td><strong>Co-op Smile</strong></td>
<td>Saigon Co-op</td>
<td>Not available</td>
<td>20</td>
<td>HCMC</td>
<td>Mainly from local producers/ importers/distributors and wholesalers.</td>
</tr>
<tr>
<td><strong>Family Mart</strong></td>
<td>Japanese-invested</td>
<td>Not</td>
<td>65</td>
<td>HCMC</td>
<td>Mainly from importers/distributors</td>
</tr>
<tr>
<td>Convenience stores</td>
<td>Company</td>
<td>available</td>
<td></td>
<td></td>
<td>and wholesalers.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>Foodcomart</strong></td>
<td>Foodcosa, a joint stock company</td>
<td>Not available</td>
<td>38</td>
<td>HCMC</td>
<td>Mainly from importers/distributors and wholesalers.</td>
</tr>
<tr>
<td>Grocery stores</td>
<td><strong>Hapromart</strong></td>
<td>Hapro, state-owned company</td>
<td>Not available</td>
<td>20</td>
<td>Mainly in Hanoi and Northern provinces</td>
</tr>
<tr>
<td>Grocery stores</td>
<td><strong>Ministop</strong></td>
<td>Aeon (Japan)</td>
<td>Not available</td>
<td>66</td>
<td>HCMC</td>
</tr>
<tr>
<td>Convenience stores</td>
<td><strong>Satrafood</strong></td>
<td>Satra group</td>
<td>Not available</td>
<td>100</td>
<td>HCMC</td>
</tr>
<tr>
<td>Food stores</td>
<td><strong>Shop &amp; Go</strong></td>
<td>Malaysian-invested company</td>
<td>Not available</td>
<td>128</td>
<td>Mainly in HCMC and Hanoi</td>
</tr>
<tr>
<td>Convenience stores</td>
<td><strong>Vinmart +</strong></td>
<td>VinGroup</td>
<td>Not available</td>
<td>700</td>
<td>Nationwide</td>
</tr>
<tr>
<td>Convenience stores</td>
<td><strong>Veggy’s</strong></td>
<td>Private-owned company (Golden Garden)</td>
<td>Not available</td>
<td>3</td>
<td>HCMC and Hanoi</td>
</tr>
<tr>
<td>Independent</td>
<td><strong>Vissan</strong></td>
<td>State-owned company</td>
<td>Not available</td>
<td>59</td>
<td>HCMC (51), Binh Duong (1), Hanoi (2), Danang (5)</td>
</tr>
<tr>
<td>Food stores</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

C. Traditional Markets – “Mom and Pop” Small Independent Grocery Stores and Wet Markets

Sub-Sector Profile
Despite the robust growth of modern retail chains as aforementioned, traditional markets continue to be a dominant retail channel in Vietnam. Vendors at wet markets neither wait for business license nor store setup to do business like modern retail chains. A tiny space of one or two square meters is good enough for a butcher or a fresh produce vendor to display and sell their products to housewives who prefer walking to the nearest wet market to buy meat, fish and fresh produce for their families. This shopping habit is also driving the establishment of new wet markets. Wherever a new residential area is built, a wet market is likely formed. As such, it’s hard, if not impossible, to keep track on how many wet markets are operating in Vietnam. The government estimates that there are over 8,500 wet markets - the number in reality might well be far higher.

“Mom and Pop” small independent grocery stores are still a leading player in the food retail sector, not only in rural areas where supermarkets are uncommon but also in big cities. With lower operating cost because of savings from space rental, store setting, no air-conditioning and less or even no staff, small independent groceries are able to sell the same products at cheaper prices. Additionally, buying from nearby shops is a prevalently traditional way to consolidate relationships with neighbors and/or friends. Most importantly, Vietnamese commute by motorbikes and as tradition holds, most drivers stop by small stores along the streets to quickly purchase groceries rather than having to park and line up at busy counters in supermarkets or modern convenience stores.

In short, traditional markets with their flexibility, competitiveness and culture will continue to dominate the retail sector in the coming years. These traditional markets continue to exist because they create and stimulate local economies.
Wet market

“Mom and Pop” Small Independent Grocery Store

SECTION III. COMPETITION

Food safety and hygiene concerns are influencing where Vietnamese consumers purchase food products. As a result, modern food retail outlets are viewed as places where consumers can find out the origin of the food they buy. In Vietnam, consumers believe that modern food retail outlets carry higher quality and safe products compared to traditional markets. This situation is also contributing to the intense competition between modern food retailers and the traditional markets.
Furthermore, Vietnam is a large producer of several fruits and vegetables. The country is also developing a burgeoning food processing and agro-industrial base. As a result, imported food products face strong competition from foods produced domestically. Leading multinationals have established food processing operations in Vietnam, and are able to offer a range of western-style products at reasonable prices. However, the quality of the products may be inferior to imported products due to low grade raw materials including ingredients.

The food retail sector is highly competitive because of the proliferation of FTAs that Vietnam has signed with major trading partners. Vietnam’s economy and the food retail sector have benefited greatly from trade liberalization. As a result, exporters from countries with FTAs with Vietnam enjoy lower tariffs compared to import tariffs for U.S. products.

As noted earlier, an important feature that is reshaping Vietnam’s food retail sector is the inflow of capital from other Asian countries such as Thailand (MM Mega Mart, Big C, B’s Mart), Japan (Aeon, Aeon Citimart, Aeon Fivimart, Ministop, Family mart, Tokyomart) and South Korea (Lotte, K-mart). This feature is also resulting in the proliferation of Asian-branded products on the shelves of food retail outlets across Vietnam.

Table 6: Summary of Retail Food Sector Competition

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Unit</th>
<th>Vietnam Imports 2015</th>
<th>Competitor Market Share</th>
<th>Strengths of Key Supply Countries</th>
<th>Advantages and Disadvantages of Local Suppliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Products</td>
<td>N.A.</td>
<td>N.A. 597.8 26.7%</td>
<td>New Zealand – 34.4%</td>
<td>New Zealand and EU are competitive suppliers of milk powder. Australia and NZ benefit from proximity and lower import tariffs. EU: 19.5%; EU is a prominent supplier of cheese products.</td>
<td>Major local dairy processors such as Vinamilk, Friesland Campina and TH Milk are strong for liquid milk, ice cream, yogurt and condensed milk. On the other hand, they heavily rely on imported dairy ingredients.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Import Quantity</th>
<th>Import Value</th>
<th>Import Value %</th>
<th>Major Suppliers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Nuts</td>
<td>1,000 MT</td>
<td>697</td>
<td>1,548</td>
<td>Ivory Coast – 20.2%; Ghana – 11.6%; U.S. ships almonds, walnuts, and hazelnuts</td>
<td>Vietnam is a leading processor and exporter of cashew nuts but has faced shortage of raw materials</td>
</tr>
<tr>
<td>Fresh Fruit</td>
<td>1,000 MT</td>
<td>969</td>
<td>1,199</td>
<td>China - 72%; Thailand - 15%;</td>
<td>China is the most price-competitive in many fresh fruits. U.S. apples, table grapes and cherries are appreciated for quality and safety reasons. Local produce is well positioned in the market at competitive prices.</td>
</tr>
<tr>
<td>Snack Foods (excluding tree nuts)</td>
<td>1,000 MT</td>
<td>44</td>
<td>175</td>
<td>Indonesia - 43%; Malaysia - 14%; Thailand – 11%</td>
<td>Indonesia, Malaysia and Thailand benefit from proximity and 0% import tariffs Local products are competitive</td>
</tr>
<tr>
<td>Processed fruit and vegetables</td>
<td>1,000 MT</td>
<td>244</td>
<td>1,186</td>
<td>China – 80.7%; Thailand – 11.8%</td>
<td>China exports dried mushroom and dried wood ears (82% of total export value) 83% of Thailand ’s export value in this category accounts for dried fruits U.S. supplies Local products are diverse and cheap</td>
</tr>
<tr>
<td>Product Type</td>
<td>Quantity (Unit)</td>
<td>2000</td>
<td>858</td>
<td>8.8%</td>
<td>Supplier (Country)</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------</td>
<td>------</td>
<td>-----</td>
<td>------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Poultry Meat &amp; Prods.</td>
<td>1,000 MT</td>
<td>699</td>
<td>858</td>
<td>8.8%</td>
<td>Korea 4.2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Brazil – 2.1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Australia – 1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Portugal – 11.7%</td>
</tr>
<tr>
<td>Beef &amp; Beef Products</td>
<td>1,000 MT</td>
<td>702</td>
<td>2,280</td>
<td>1.4%</td>
<td>India - 82%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Australia - 1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Chile - 11.7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>France - 9.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Australia 5.7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Italy 3.7%</td>
</tr>
<tr>
<td>Wine</td>
<td>Hectoliter</td>
<td>150.2</td>
<td>124</td>
<td>9.3%</td>
<td>Chile – 11.7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>France – 9.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Australia 5.7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Italy 3.7%</td>
</tr>
<tr>
<td>Pork &amp;</td>
<td>1,000 MT</td>
<td>80</td>
<td>118</td>
<td>2.4%</td>
<td>Hong Kong –</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Extensive domestic</td>
</tr>
<tr>
<td>Pork Products</td>
<td></td>
<td></td>
<td>76.9%</td>
<td>competes with Canada and EU to supply frozen swine cuts. Demand has increased resulting in larger shipments from all three suppliers.</td>
<td>production and preference for some domestic varieties (black pig).</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------</td>
<td>---------------</td>
<td>-----------------------------</td>
<td>------------------------------------------------------------------</td>
<td>------------------------------------------------------------------</td>
</tr>
</tbody>
</table>

Source: FAS analysis of Global Trade Atlas data
SECTION IV. BEST PRODUCT PROSPECTS

Despite the highly competitive food retail sector as aforementioned, some U.S. consumer-oriented products are making inroads into growing Vietnamese market due to various reasons, including higher consumer awareness of quality, price competitiveness of U.S. imported foods and strong market demand

A. Products Present in the Market Which Have Good Sales Potential

Table 7: Top U.S. Export Prospects

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Best U.S. products in Vietnam (USD thousand)</th>
<th>Variation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2015</td>
</tr>
<tr>
<td>Tree Nuts (mainly Almond, Hazelnut, Walnut, Pecan, Pistachio)</td>
<td>87,480</td>
<td>272,301</td>
</tr>
<tr>
<td>Dairy products (mainly skim milk powder, whey and lactose)</td>
<td>187,509</td>
<td>168,347</td>
</tr>
<tr>
<td>Fish products</td>
<td>38,134</td>
<td>115,316</td>
</tr>
<tr>
<td>Poultry meat and products (mainly quarter leg, dropped due to cheaper price)</td>
<td>104,356</td>
<td>81,964</td>
</tr>
<tr>
<td>Fresh Fruits (apples, table grapes and cherries)</td>
<td>36,988</td>
<td>58,955</td>
</tr>
<tr>
<td>Non-Alcoholic Bev. (ex. juices)</td>
<td>2,181</td>
<td>42,477</td>
</tr>
<tr>
<td>Prepared Food</td>
<td>26,301</td>
<td>37,376</td>
</tr>
<tr>
<td>Beef &amp; Beef Products (dropped due to less transshipments to China)</td>
<td>192,142</td>
<td>32,265</td>
</tr>
<tr>
<td>Processed Fruit</td>
<td>11,369</td>
<td>23,067</td>
</tr>
<tr>
<td>Distilled spirits (fluctuated)</td>
<td>19,344</td>
<td>16,825</td>
</tr>
<tr>
<td>Wine &amp; Beer (dropped due to intense competition from other wine exporting countries)</td>
<td>22,282</td>
<td>12,463</td>
</tr>
</tbody>
</table>

Source: GATS

B. Products Not Present in Significant Quantities but Have Good Sales Potential

There are good opportunities for sales of other U.S. high value items which are not yet in the market in significant quantities, including pork products, cheese, ice cream, craft beer, citrus, fresh potatoes, live seafood (geoduck, lobster, king crab), frozen shellfish, frozen wild salmon and pet food.
C. Products Not Present because They Face Significant Barriers

A U.S. product category that has not been sold significantly in Vietnam in recent years due to restrictive government regulations is edible offals (pork, beef, and chicken). Imports of most offals, which have great potential demand in Vietnam, continue to face a temporary ban. On September 1, 2013, the Ministry of Agriculture and Rural Development indicated that the offal ban would be lifted. However, to date, the import protocol to resume trade on these products has not been finalized. U.S. exporters of these products should contact FAS-Vietnam for an update on the trading status of these products.

SECTION V. POST CONTACT AND FURTHER INFORMATION

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

USDA/FAS Offices in Vietnam

The physical addresses of the FAS Offices are shown below. Contact the FAS Offices for the U.S. and Vietnamese Mailing Addresses:

USDA/FAS Offices in Vietnam
FAS Hanoi, Vietnam
Agricultural Affairs Office
Rose Garden Tower, 3rd Floor, 170 Ngoc Khanh, Ba Dinh District, Hanoi
Tel: (84.4) 3850 5000; Fax: (84.4) 3850 5130
Email: aghanoi@fas.usda.gov
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    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. Vu Van Dung, Clerk / Driver
FAS Ho Chi Minh City, Vietnam
Agricultural Affairs Office
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Tel: (84.8) 3520 4630; Fax: (84.8) 3520 4633
Email: atohochiminh@fas.usda.gov
Contact: Mr. Gerald Smith, Senior Agricultural Attaché
   Mr. Vo Thanh Kiet, Sr. Marketing Specialist
   Mr. Tran Quoc Quan, Sr. Agricultural Specialist
   Ms. Vo Dinh Hoai Thanh, Marketing Specialist
   Ms. Nguyen Mai Van, Financial & Administrative Assistant
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Email: info@amchamhanoi.com
Website: www.amchamhanoi.com
Contact: Ms. Natasha Ansell, Chairwoman

Ho Chi Minh City Chapter
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Tel: (84.8) 38243562
Email: contact@amchamvietnam.com
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Contact: Mr. Herb Cochran, Executive Director

Key Government Contacts

Ministry of Cultural, Sports, and Tourism
No 51 Ngo Quyen Street, Hoan Kiem District, Hanoi
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Website: www bvhttdl.gov.vn
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Tel: (84.4) 3734 4764/ 4592146; Fax: (84.4) 3734 4764
E-mail: Spsvietnam@mard.gov.vn
Website: www.spsvietnam.org.vn
Contact: Mr. Vu Van Minh – Director General

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E-mail: bvtt@mard.gov.vn
Website: www.ppd.gov.vn
Contact: Mr. Hoang Trung, Director General

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Email: ppdsouth@hcm.fpt.vn
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28 Mac Dinh Chi, Dist.1, HCMC, Vietnam
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Email1: danghoanghd@gmail.com
Email2: kdtvv2hcmc@vnn.vn
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MARD/Department of Animal Health (DAH)
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Website: http://www.cucthuy.gov.vn
Email: vanphongcuc@dah.gov.vn
Contact: Dr. Pham Van Dong, Acting Director
Tel: (84.4) 3868-5691

MARD/Department of Animal Health - Regional Animal Health Office No. 6
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Tel: (84.8) 3856-8220; Fax: (84.8) 3856-9050
Contact: Mr. Bach Duc Luu, Director
Email: bachducluu19@yahoo.com.vn
MARD/Department of Animal Health – HCMC Office
151 Ly Thuong Kiet St, District 11, HCMC, Vietnam
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Contact: Mr. Phan Xuan Thao, Director

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10 Nguyen Cong Hoan, Ba Dinh, Hanoi, Vietnam
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Website: http://www.nafiqad.gov.vn
Email: nafiqad@mard.gov.vn
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   Tel: (84.4) 3771 5383

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Email: branch4.nafi@mard.gov
Contact: Mr. Nguyen Duc Hung, Director

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138A Giang Vo Street, Hanoi, Vietnam
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Website: http://vfa.gov.vn
Email: vfa@vfa.gov.vn;
Contact: Dr. Nguyen Thanh Phong, Director

MOH/Institute of Hygiene and Public Health
159 Hung Phu, Dist.8, Ho Chi Minh City, Vietnam
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Email: vienvsytc@hcm.vnn.vn
Website: http://iph.org.vn/
Contact: Dr. Dang Van Chinh, Director
Dr. Le Thi Thanh Thuy, Deputy Director

Department of Health-Ho Chi Minh City
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Website: www.medinet.hochiminhcity.gov.vn
Contact: Dr. Nguyen Tan Binh, Director
Department of Food Safety and Hygiene Ho Chi Minh City
59 Nguyen Thi Minh Khai, District 1, HCMC
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Email: bbt.syt@tphcm.gov.vn
Contact: Mr. Huynh Le Thai Hoa, Director
   Email: hoahlt@tphcm.gov.vn

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Website: http://www.tcvn.gov.vn
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49 Pasteur, District 1, Ho Chi Minh City, Vietnam
Tel: (84.8) 3829-4274; Fax: (84.8) 3829-3012
Website: http://www.quatest3.com.vn/
E-mail: qt-xuctien@quatest3.com.vn; info@quatest3.com.vn
Contact: Mr. Hoang Lam, Director
   Email: h-lam@quatest3.com.vn

General Department of Vietnam Customs
Address: 162 Nguyen Van Cu, Long Bien, Hanoi
Tel: (84.4) 4452-0206/4452-0207; Fax: (84.4) 3872-5959
Website: http://www.customs.gov.vn
Contact: Mr. Nguyen Van Can, General Director
Department of Customs - Ho Chi Minh City
Address: 2 Ham Nghi, District 1, HCMC
Tel: (84.8) 3821-5715; Fax: (84.8) 3829-0912
Website: www.haiquan.hochiminhcity.gov.vn
Contact: Mr. Nguyen Huu Nghiep, Deputy Director

Vietnam Chamber of Commerce and Industry (VCCI)
VCCI Building, 9 Dao Duy Anh Street, Dong Da, Hanoi, Vietnam
Tel: (84.4) 3574-2161/3574-2022; Fax: (84.4) 3574-2020
Website: www.vcci.com.vn
Email: webmaster@vcci.com.vn
Contact: Mr. Vu Tien Loc, President

Vietnam Chamber of Commerce and Industry (VCCI) - Ho Chi Minh City Office
171 Vo Thi Sau St, District 3, Ho Chi Minh City, Vietnam
Tel: (84.8) 3932-7301/3932-5495/3932-6598; Fax: (84.8) 3932-5472
Website: www.vcci-hcm.org
Email: info@vcci-hcm.org.vn
Contact: Mr. Vo Tan Thanh, Director
        Mr. Nguyen The Hung, Deputy Director and Director of Int’l Relation Department
        Email: nthehung@vcci-hcm.org

Ho Chi Minh City's Investment & Trade Promotion Center
51 Dinh Tien Hoang St, District 1, Ho Chi Minh City, Vietnam
Tel: (84.8) 3823-6738; Fax: (84.8) 3824-2391
Website: http://itpc.hochiminhcity.gov.vn
Email: itpc@itpc.gov.vn
Contact: Ms. Cao Thi Phi Van, Vice Director
Useful Websites:
Note: Most Vietnamese websites contain both English and Vietnamese documents.
The Embassy of Vietnam in Washington  http://www.vietnamembassy-usa.org
Ministry of Agriculture and Rural Development  www.mard.gov.vn
MARD/Department of Animal Health  http://www.cucthuy.gov.vn
MARD/Plant Protection Department  http://www.ppd.gov.vn
MARD/ National Agro-Forestry-Fisheries Quality Assurance Department  http://www.nafiqad.gov.vn
Ministry of Health  http://www.moh.gov.vn
Vietnam Food Administration  http://vfa.gov.vn
General Department of Vietnam Customs  http://www.customs.gov.vn/English/
Ministry of Industry & Trade  http://www.moit.gov.vn
HCMC Department of Planning & Investment  http://www.dpi.hochiminhcity.gov.vn/invest/
Vietnam Ag Biotechnology  http://www.agbiotech.com.vn
American Chamber of Commerce in Vietnam  http://www.amchamvietnam.com

Major Media Websites:
Vietnam Economy News  http://news.vneconomy.vn/
Saigon Times Daily  http://english.thesaigontimes.vn/Home
Saigon Times Weekly  http://www.thesaigontimes.vn/epaper/SGTW/
Saigon Tiep Thi  http://www.vnnnews.net/tag/saigon-tiep-thi
Tuoi Tre News  http://www.tuoitrenews.vn/
Thanh Nien News  http://www.thanhnieu news.com