

F2F HEALTH MATTERS:  
INTERNATIONAL  
DEVELOPMENT OF  
INNOVATIVE EUROPEAN  
HEALTHY FOOD, AND  
SUSTAINABLE BIO-  
BASED TECHNO-  
FUNCTIONAL  
INGREDIENTS AND  
SOLUTIONS, AND BIO-  
SOLUTIONS IN NEW  
GLOBAL MARKETS

# F2F HEALTH MATTERS

**Connecting with Vietnam**

26/04.22

Webinar



**F2F | HEALTH  
MATTERS**



Funded by  
the European Union



INTERNATIONAL



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THE FRANCE-VIETNAM CHAMBER OF COMMERCE



**DAMIEN BAZIN**, DIRECTOR OF MARKET EXPANSION  
& CORPORATE SERVICES AT SOURCE OF ASIA



**MARION CHAMINADE**, AGRI-FOOD COUNSELLOR  
FOR VIETNAM, THAILAND, LAOS, MYANMAR,  
CAMBODIA AND LAOS AT THE EMBASSY OF FRANCE  
IN VIETNAM

SPEAKERS



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# F2F HEALTH MATTERS - PARTNERS



# F2F HEALTH MATTERS - OBJECTIVES

The project aims to provide hands-on support services to European innovative SMEs willing to internationalise their expertise and products in overseas markets.

Duration: 36 months  
Project Start: 16/09/2021  
Programme: COSME - Clusters Go  
International

Expected goals:

- To reach over 500 SMEs
- To provide financial support to 45 SMEs
- To reach 10% increase in workplaces



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# F2F HEALTH MATTERS - SECTORAL AND GEOGRAPHICAL FOCUS

SMEs specialised in:

- healthy food
- bio-based techno-functional ingredients and solutions
- sustainable bio-solutions

Target markets:

- Canada
- Japan
- South Korea
- Vietnam
- United Arab Emirates



*This project was funded by the European Union's COSME Programme.*



ADAM KOULAKSEZIAN, EXECUTIVE DIRECTOR OF THE  
FRANCE-VIETNAM CHAMBER OF COMMERCE





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DAMIEN BAZIN, DIRECTOR OF MARKET EXPANSION &  
CORPORATE SERVICES AT SOURCE OF ASIA





# Vietnam market awareness

26<sup>th</sup> April 2022



Connecting with  
Vietnam

**soa** source  
of  
asia

HERE TO GET YOU THERE



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# SOURCE OF ASIA

1



# About SOA

20

Years  
experience in Asia

45+

Passionate & Multi-  
sectors Experts

1,000<sub>m2</sub>

modern office  
space

400+

Happy  
customers

10K+

Contacts in  
our database

10

CSR  
projects

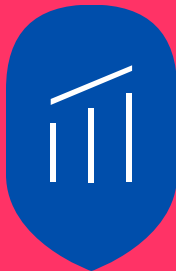
35+

Market reports &  
webinars / year



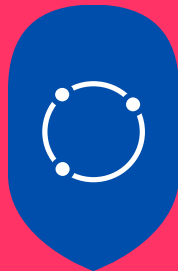
Acting as your international  
development accelerator

# Our solutions



## MARKET EXPANSION

Formulating and implementing tailored growth strategies to successfully transition into your target export countries.



## SOURCING & SUPPLY CHAIN

Optimizing your production organization and outsourcing your whole supply chain management into experts hands.



## CORPORATE SERVICES

Helping you optimize your foothold in Vietnam and beyond in ASEAN countries and manage your set up on your behalf.



## SOA LA CARTE

Addressing an incredibly wide range of unexpected, unusual and urgent requests.  
Just ask us.  
No dummy inquiries.



# **MARKET OVERVIEW: KEY FACTS**

## An ASEAN country



11 countries

655 million inhabitants

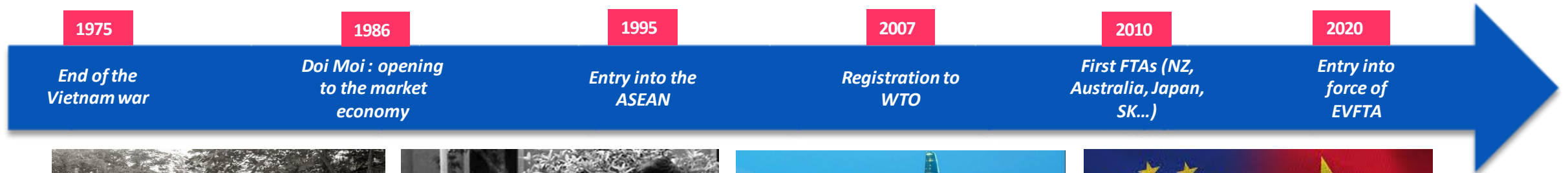
4.47 million sqm

+5.9% GDP growth  
(pre-covid19)





# Entry process to the global market



Airbus has sold more than 200 planes to Vietnamese airline companies

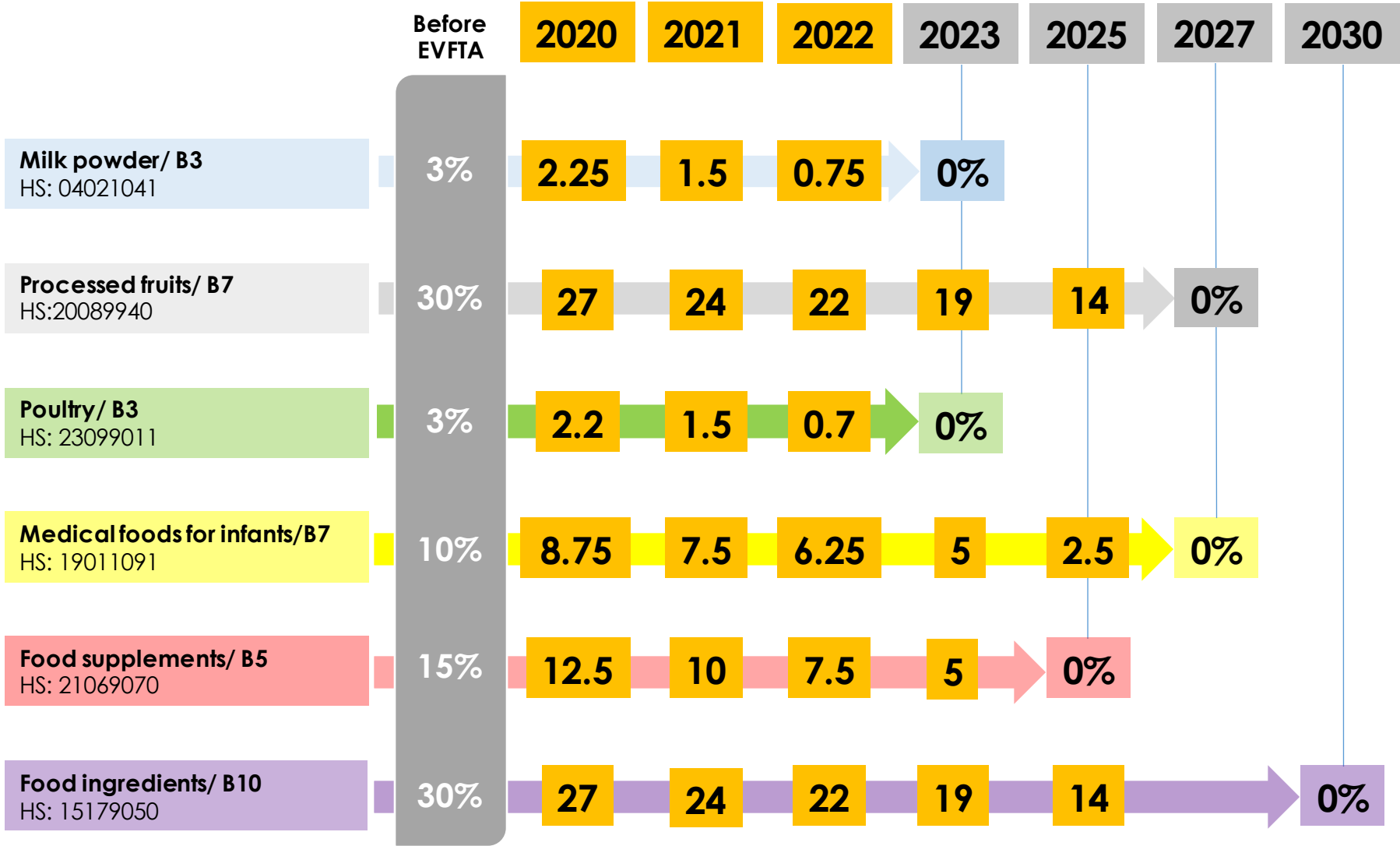


Samsung established its large factories in the country (smartphone and household appliances)



# EU-VIETNAM FREE TRADE AGREEMENT

# Progressive elimination of custom tariffs







# 4 MARKET TRENDS



# Needs & crave for healthy food in Vietnam





A nighttime photograph of a city skyline, likely Shanghai, with the Oriental Pearl Tower and other skyscrapers illuminated. The lights are reflected in the water in the foreground. A large, bold, red number '5' is superimposed over the center of the image, partially obscuring the buildings.

# BUSINESS CULTURE



## The 5 Ps

**P** preparation  
perseverance  
prudence (caution)  
presence  
professionalism





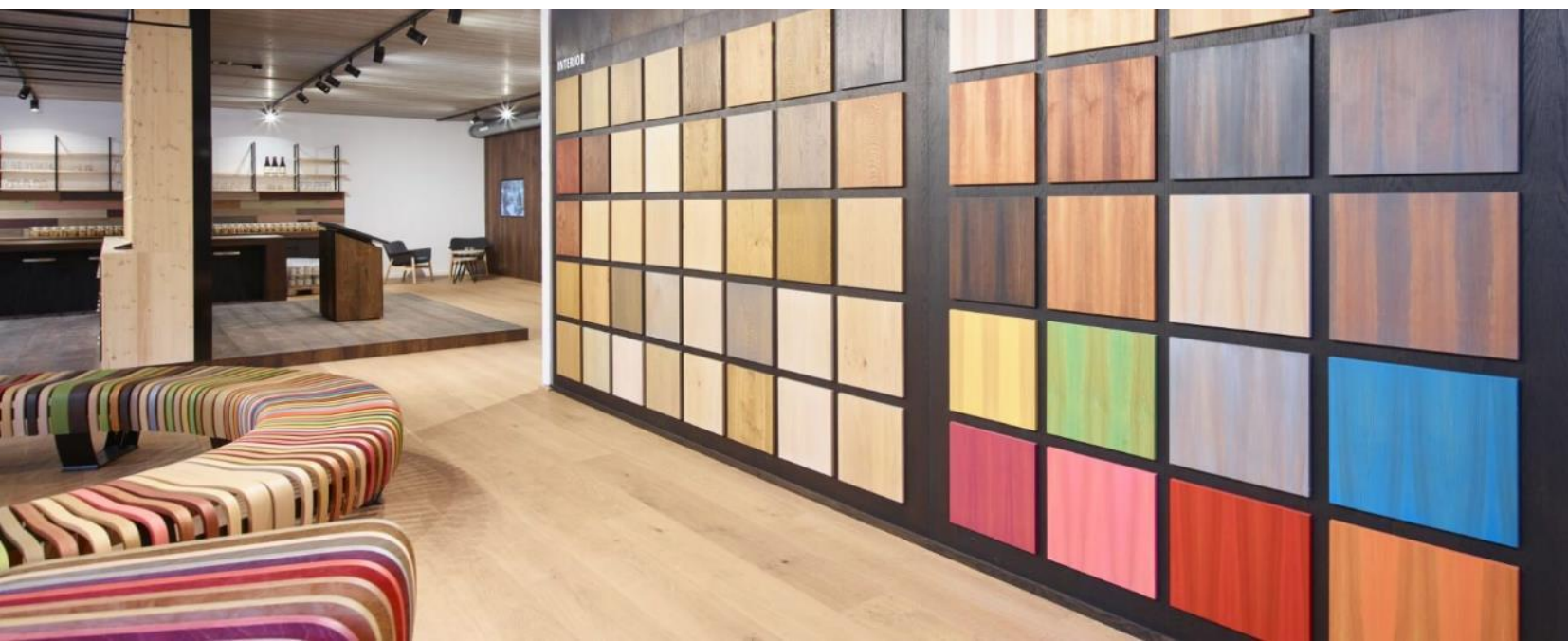
# SUCCESS STORIES

soa source of asia

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## The Rubio model











# **7 NECESSARY KNOWLEDGE**



# Relationships



## Physical presence





## A fragmented market



« Puzzle way ! »





# The key steps

Flexibility

Market Study & Prospection

Sales representation

Wage hosting

Office establishment

Joint Venture

Long-term  
vision

Level of commitment

2 to 5 months

1 year

2 years

3 years +

3 years +



# SO2

Xin Cảm Ơn  
Merci  
Thank you



Source of asia

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*This project was funded by the European Union's COSME Programme.*



MARION CHAMINADE, AGRI-FOOD COUNSELLOR FOR VIETNAM,  
THAILAND, LAOS, MYANMAR, CAMBODIA AND LAOS AT THE  
EMBASSY OF FRANCE IN VIETNAM



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Égalité  
Fraternité*



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# **Institutional environment of the agri-food sector in Vietnam, perspectives of cooperation**

**Marion CHAMINADE Agri-Food Counsellor –  
Vietnam, Thailand, Myanmar, Cambodia, Laos  
| Embassy of France in Vietnam**

26/04/2022





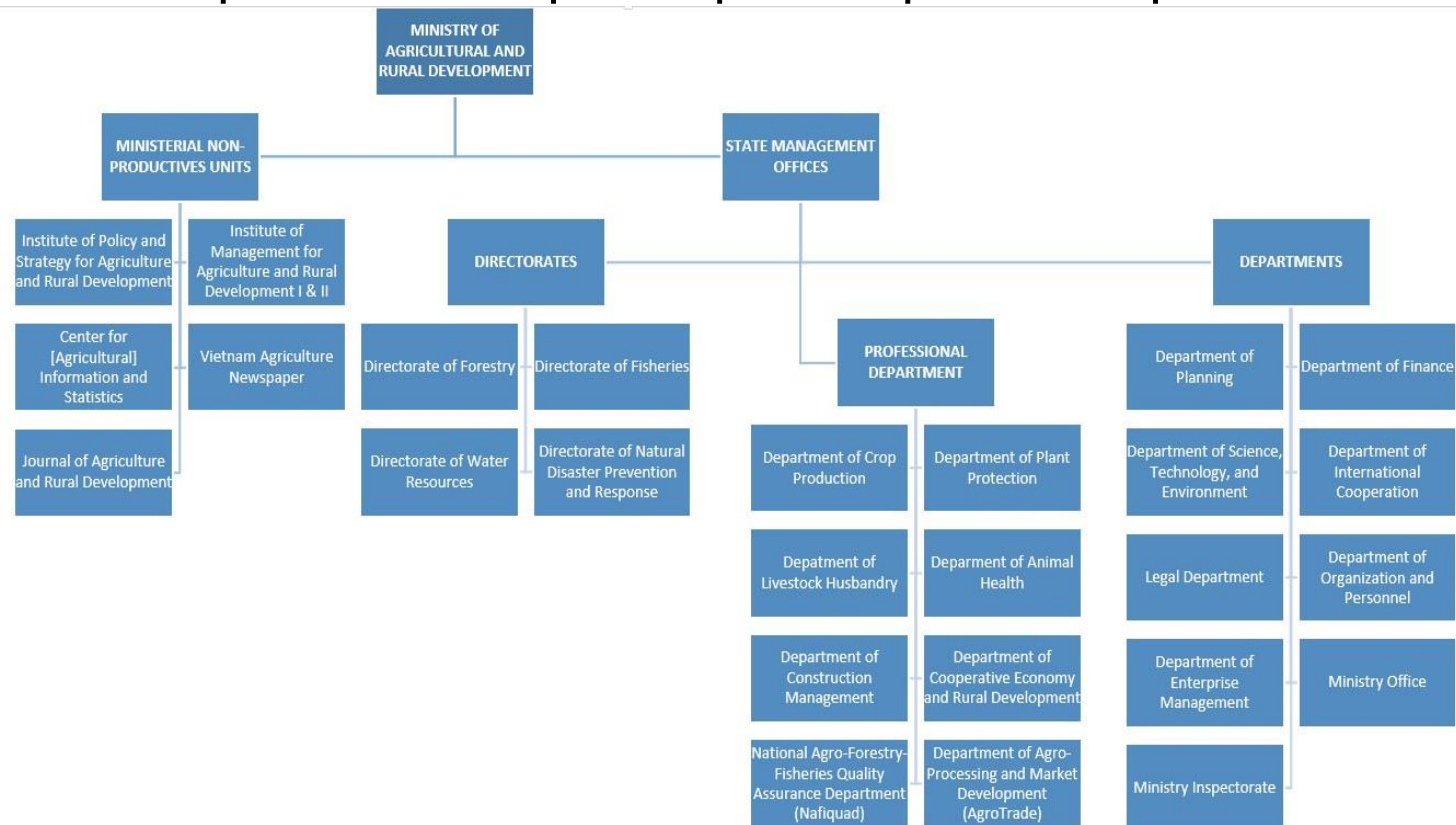
# Plan

- Institutional partners in Vietnam
  - 4 key orientations for the Vietnamese agriculture in 2022
  - Perspectives for a cooperation on innovation
  - *Illustration* : Best practice and learning exchange through a field visit to French competitiveness clusters
-

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# Quick overview of institutional partners in Vietnam

- Since 1995, the political tasks of MARD include developing agriculture and rural areas sustainably, protecting the natural resources (including lands, water and forests) and further gluing the agriculture, forestry and irrigation development with rural development.
- It relies on the research, development and training mainly coordinated under VAAS and involves the promotion of public-private partnership.





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# The sustainable agriculture and rural development strategy for 2021-2030

- The strategy focuses on the **modernization of agriculture production toward high productivity and quality** (e.g. organic agriculture), ensuring **food security and rural development** for the next decade. It came into force on **January 2022**.
- A milestone for Vietnam's ambition to become one of the leading agricultural countries with prosperous rural areas by 2050
- Objectives include :
  - a steady growth of **GDP** (+3%/year), **labor productivity** (+6%/year) and **export value growth** (+6%/year) in agriculture, forestry and fishing
  - Improve rural households' **income and living standards**
  - Reduce the share of agriculture workers to less than 20% of Vietnam workforce
  - Reduce greenhouse gas emission by 10% compared to 2020 with a forest cover rate of 42%

# National action plan for transition to a transparent, responsible and sustainable food system in Vietnam 2021-2030 (draft, December 2021)

- The draft action plan guarantees the coordination between ministries, international organizations and the private sector to develop a **responsible, transparent and sustainable food system**
- Five goals under the responsibility of three ministries : **secure access to safe and nutritious food (MOH) ; transition to sustainable consumption of food (MOH); promote sustainable, responsible, green and low-emission agriculture (MARD, MONROE) ; develop competitive, transparent, inclusive and fair agri-food value chains (MARD) ; strengthen people's resilience to fluctuation shocks and pressures with a focus on vulnerable groups (MARD, MONROE)**
- Creation of steering committees at central level to upgrade policies and at local level to supervise the implantation of the Action Plan



# One Health Partnership (2021-2025)

- The OHP was renewed in **March 2021** by three ministries (MARD, MOH, MONRE) and 29 national and international partners
- OHP : Zoonosis control by an holistic approach (animal, human and environment health)
- If implemented, all supply-chain operators work with each other, share their knowledge and financial resources. Gaps in infrastructure and knowledge are identified and addressed.
- The OHP framework identified **key areas to focus on**, described **the intersections** between them and **concerns/opinions of relevant stakeholders** in order to develop action plans with assessed budgets.
- **Seven focus areas have been identified and five working groups have been created under a brand new OHP Secretariat Office** : antimicrobial resistance, food safety, pandemic, policy and research, communication
- 129 million USD were budgeted for the next five years.

# Establishment of a food innovation hub (draft, mars 2022)

- A multi-stakeholder, interdisciplinary, pre-competitive and neutral organization to strengthen the innovation ecosystem of the Vietnamese food system
  - Combination of physical and virtual platforms, aimed at :
    - Supporting the development of agri-food startups and keeping them in touch with the agri-food sector
    - Promoting innovative technologies (e.g. high-tech agriculture or agro-forestry-fisheries) to smaller companies, cooperatives and farmers to enhance Vietnamese agriculture's sustainability and profits
    - Attracting more investments and human resources to deploy innovation
  - The prime responsibility and coordination is assumed by MARD via a steering committee with members from MOIT, MOST, MPI and MOF
  - Estimated budget to implement FIH is 4.8 millions euros. One third with public funding.
-

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# Perspectives for a cooperation on innovation

- **To facilitate market access** to European exporters (*see next slide*)
  - **To accompany the structuration of a competitiveness cluster in Vietnam** -> to benefit from European experience and know-how to foster the capacity transfer from research to production.
  - **To facilitate the establishments of relationships** via university and scientific cooperation -> to create an environment that favor the implementation of collaborative projects.
  - **To accompany in a personalized manner Vietnamese structures that wish to get closer to the European market** -> To identify contacts in start-up, of innovative solutions...
  - **To favor university exchanges** -> Grant program "France excellence"
-

# Main inputs of the EVFTA towards the facilitation of market access for animal and fish products

- The negotiation of the sanitary framework for market access is facilitated.
- The agreement of exporters, that laid until now on the transmission of an important administrative file and by DAH, is now obtained by simple recognition of the European agreement (“pre-listing”).
- The EVFTA also provides for the acceptance of the zoning principle (ex. Avian influenza, African swine fever).
- Discussion continues with VN authorities to give its full implementation to these SPS measures.

Produits
Animaux vivants
Porcins
Bovins
Caprins
Viandes, Produits carnés
Viande et PABV Porc
Viande et PABV Bovins
Viande et PABV Volailles
Produits de la pêche
produits de la pêche
Lait et produits de laiterie; œufs, miel ...
Lait et produits laitiers
Œufs et ovoproduits
Produits d'origine animale
Génétique porcine
Génétique bovine
Génétique caprin
Génétique volaille
Protéines animales transformées (porcs et volailles)
Farines de sang (porcs et volailles)
Peaux d'ongulés
Plumes

*Markets opened to  
French exports :*

Plantes vivantes
semences
Pomme de terre (destiné à la plantation)
Légumes
Pomme de terre
Fruits
Kiwi
Babykiwi
Pomme
Céréales
Blé tendre ou Blé dur
Malt d'orge



# Plan

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# Welcoming of a Vietnamese delegation in France and Belgium on April 25-30<sup>th</sup>

- Experts identified : IPSARD + ICD/MARD
  - Objective : to benefit from French experience and know-how to establish a cluster and to foster the capacity transfer from research to production, and to initiate a solid dialog between representatives of French clusters of interest and Vietnamese experts.
  - Financed by the French Ministry of Agriculture
  - Visit of 2 competitiveness clusters (Valorial and Vitagora), one higher education and research institution (Institut Agro Dijon), a European Knowledge and Innovation Community (EIT food).
  - In the competitiveness clusters : presentation of the ecosystem and of innovation support services, meeting with various players (enterprises, centers of expertise, development agencies...), discussions on the possibilities of partnership and support of the food innovation hub.
-





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DE FRANCE  
AU VIETNAM**

*Liberté  
Égalité  
Fraternité*

Thank you for your attention !

**Direction générale du Trésor**

[marion.chaminade@dgtresor.gouv.fr](mailto:marion.chaminade@dgtresor.gouv.fr)



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## OPEN CALL

Internationalisation mission  
to Canada planned for  
November 2022

Consultancy services / Travel aids / Elite  
Programme that includes training and coaching

**APPLY NOW!**  
(CALL ENDS 17/05/22)

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# F2F HEALTH MATTERS - AIDS

- Individual dossier - Commercial lead support
  - Work with external expert
  - Receive 3 000€ aids
- Collective missions
  - Travel aids up to 2 000€
  - Benefit B&B meetings organized by expert
- Training programme
  - Knowledge & coaching oriented course





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# NEXT STEP EVENTS

- Connecting with South Korea - 21/06/22
- Connecting with Canada - to be confirmed soon
- Connecting with UAE - 2023
- Connecting with Japan - 2023

The F2F Health Matters project is implemented by the following partners:

