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Vietnam

Retail Foods

Sector Report 2013

Approved By:

Mark Dries, Agricultural Counselor,
US Embassy-Hanoi

Prepared By:

Greg Tyng and Truong Minh Dao

Report Highlights:

Vietnam's food retail sector is dominated by small traditional trade, although modern retail channels are expanding in response to growing consumer demand. Overall economic growth, the increase in disposable income, and a sizeable young population, are driving changes in consumption patterns. Imports of consumer-oriented food and beverages from the United States reached \$657 million in 2012, making Vietnam the 13th largest export market for the category.

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 operation costs, traditional retailers benefit from offering convenience, package-size flexibility and low prices, especially for fresh food. According to Euromonitor's "Grocery Retailers in Vietnam" report from June 2013, traditional retailers accounted for 96 percent of sales (with modern retailers only taking 4 percent). There is no doubt that traditional retailers remained the dominant food retail channel through 2012; however, most modern retail industry contacts estimate that the modern retail channel accounts for around 20 percent of sales in Vietnam.

Modern retailers (supermarkets, hypermarkets, mini-marts, convenience stores, and department stores) appeal to a growing number of consumers in many key urban areas (Hanoi, Ho Chi Minh City, Hai Phong, Danang, Can Tho, Nha Trang, Quang Ninh, Binh Duong). Euromonitor estimates that modern retail market share has increased from 3.4 percent in 2008 to 4.1 percent in 2012. However, as mentioned above, most of Post's trade sources estimate that modern channels currently account for as much as 20 percent of grocery retail.

A young population, rising middle-class incomes and female labor force participation are driving Vietnamese consumerism. 42 percent of Vietnam's population, which surpassed 90 million in 2012 and is growing by 1 percent annually, is under 25 years of age. Vietnam also has a large female working population (49 percent in 2012), making the female consumer ever more important. Over the past decade, the number of middle class households (defined as number of households with income in excess of \$20,000 constant 2005 U.S. PPP\$), has nearly doubled from 1.2 million in 2003 to 2.3 million in 2012 (Source: Global Insight).

Driven by these factors, grocery retail sales are estimated to have increased 130 percent from 2008, reaching VND900.7 trillion in 2012 (approximately \$43 billion).

Table 1: Vietnam's Grocery Retail Sales by Channel

Vietnam's Grocery Retail Sales by Channel, trillion VND

Retail Channel	2008	2009	2010	2011	2012
Modern Grocery	13.5	18.6	24.0	30.9	36.9
--Convenience Stores	1.3	1.7	1.0	0.8	1.1
--Hypermarkets	2.6	4.2	6.1	8.5	9.6
--Supermarkets	9.6	12.8	16.9	21.6	26.1
Traditional Grocery	378.7	442.6	539.3	694.5	863.8
--Food/Drink/Tobacco Specialists	2.6	2.9	3.4	3.9	4.2
--Independent Small Grocers	130.1	148.7	175.6	216.7	258.3
--Other Grocery Retailers	246.0	291.0	360.3	473.9	601.4
Total Grocery Retail Sales	392.2	461.2	563.2	725.3	900.7

Source: Euromonitor

Sales in Vietnam’s retail food and beverage sector are expected to grow 75 percent by 2017 to \$66 billion (Source: Global Insight). The traditional retail channel is projected to grow 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 trade outlets given the preferences of urban consumers for more product diversity, higher quality standards, and a more pleasant shopping experience.

The number of different retail outlets by channel in Table 2 underscores the prevalence of traditional markets for Vietnamese consumers. Supermarkets and Hypermarkets have proliferated in urban areas over the past five years providing ease of access to a wider consumer base. Food products are currently sold at over 421 modern supermarkets, 23 hypermarkets, 19 “Metro Cash & Carry” wholesale centers, 362 mini-marts and convenience stores, hundreds of shopping centers, and hundreds of thousands of traditional wet markets and small private shops. Almost all existing large retailers in Vietnam have committed to further expansion, not only in larger cities like Hanoi and Ho Chi Minh City, but also in many provinces like Can Tho, Da Nang, Hai Phong, An Giang, Kien Giang, Phan Thiet, Binh Duong, Daklak, etc. Grocery retailing remains highly fragmented, with all players other than Saigon Union of Trading Cooperatives (Saigon Co-op), Big C, and “Metro Cash & Carry”, having less than 1 percent market share in 2012.

Table 2: Number of modern retail outlets and traditional outlets

Vietnam’s Grocery Retail Outlets by Channel, units

Retail Channel	2008	2009	2010	2011	2012
Modern Grocery	885	1090	931	726	806
--Convenience Stores	621	785	568	305	362
--Hypermarkets	9	10	16	21	23
--Supermarkets	255	295	347	400	421
Traditional Grocery	596,580	608,269	618,743	623,548	630,402
--Food/Drink/Tobacco Specialists	6,770	7,080	7,380	7,655	7,805
--Independent Small Grocers	212,200	213,800	215,297	216,393	216,865
--Other Grocery Retailers	377,610	387,389	396,066	399,500	405,732
Total Grocery Retail Outlets	597,465	609,359	619,674	624,274	631,208

Source: Euromonitor

Over the next few years, these prominent trends will shape the growth of Vietnam’s modern 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 are working and less time is available for 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.
- Wide range of products offered by large supermarkets, attracting even lower-income consumers.
- Increasing consumer acceptance of processed and packaged products. Many products traditionally sold in bulk are now readily available pre-packaged.
- More concern about and willingness to pay for nutrition, quality, hygiene, and food safety.
- 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.
- Still-low percentage of households has refrigerators and microwaves.
- 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: Advantages and Challenges

Advantages	Challenges
Strong demand for imported grocery products doubled Vietnam’s imports of processed foods over the past five years to \$2.1 billion in 2011 (Note: other trade sources estimate over \$3 billion).	High-level of regulatory uncertainty negatively impacts importers in all channels.
Sales in Vietnam’s retail food and beverage sector are expected to grow 75 percent by 2017 to \$66 billion.	In 2011, U.S. products comprised only 9 percent of processed food imports and 14 percent of imports of all consumer-oriented agricultural products.
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.	Registration for new products, especially functional foods, is very costly and burdensome.
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.	U.S. exporters are often perceived as not flexible or responsive enough to importers’ needs or the local business environment.
Per capita GDP has doubled in 7 years to \$1,560 in 2012 (ranked 155 th globally). In 2009, Vietnam achieved status as a lower middle-income country.	Despite rising disposable incomes, U.S. products are often not price competitive with regional suppliers.
The Vietnamese urban middle- and upper-classes are emerging, and drive consumerism. Over the past decade, the number of middle class households has nearly doubled from 1.2 million in 2003 to 2.3 million in 2012.	For the five years post-crisis (2008 – 2012), Vietnam’s economic growth rate averaged 6 percent and declined to just 5 percent in 2012 (13-year low), signaling a slowdown for middle class growth.
Regionally, Vietnam is a participant in the Trans-Pacific Partnership (TPP) negotiations, through which the United States and 10 other Asia-Pacific partners are seeking to establish a comprehensive, next-generation regional agreement to further liberalize trade and investment.	Until TPP is implemented, ASEAN suppliers face lower duties and continue to develop brand loyalty.

SECTION II. ROAD MAP FOR MARKET ENTRY

Entry Strategy

The ideal starting point for new-to-market exporters is to contact and appoint a local partner for direct import or as an agent to arrange for importing, distributing, and marketing. The appointed local partner should be capable of maneuvering in both traditional and modern retail channels and responsible for the marketing efforts needed to create awareness for your products among consumers. An exclusivity agreement is a common tool used by local partners to monopolize distribution and retail of imported products. Business relationships are very important for success and regular visits with local partners as well as with key retailers should be a priority.

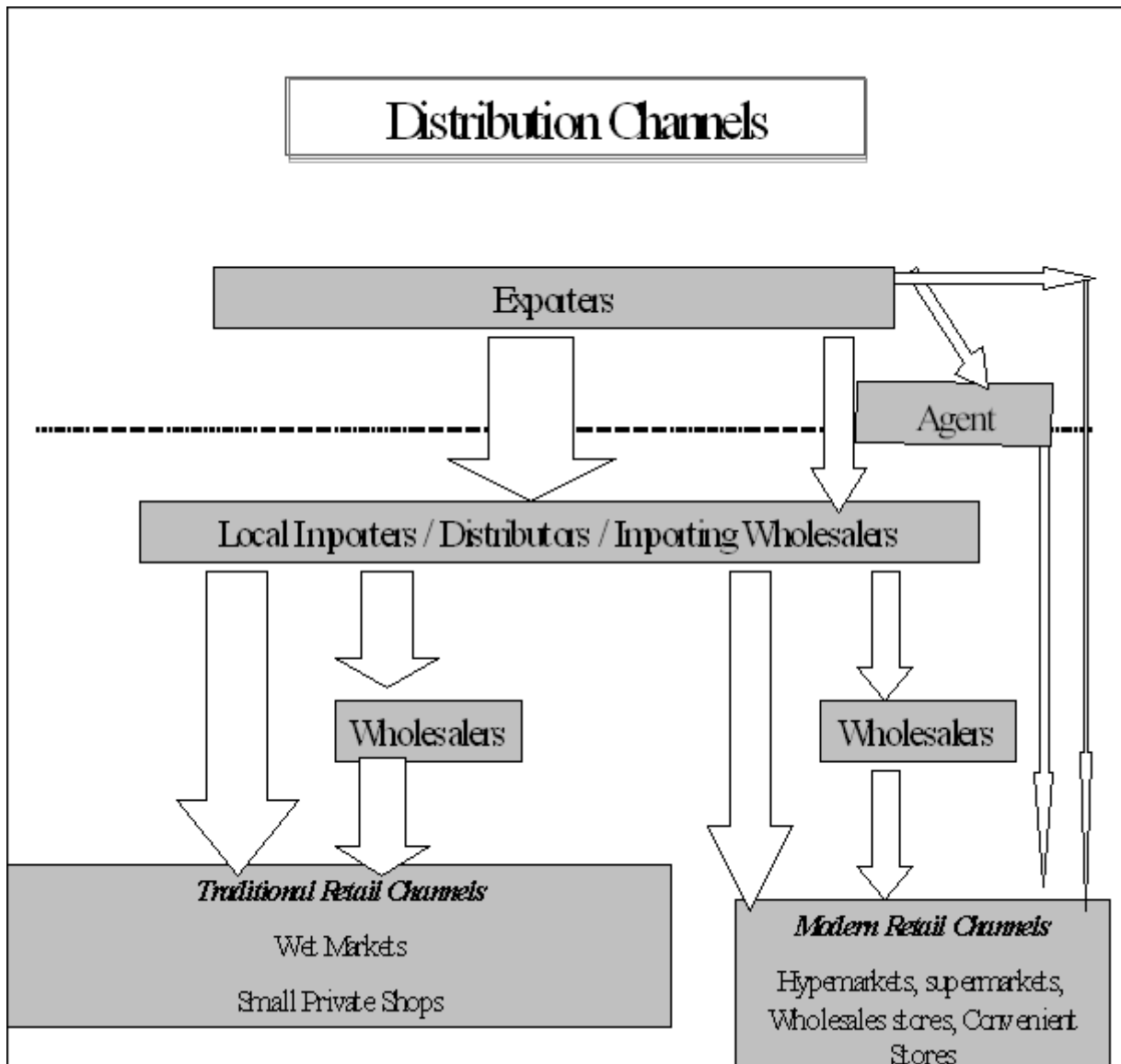
Although some U.S. food products are distributed via traditional retail channels, it is recommended that new-to-market suppliers focus distribution on modern retail establishments for market penetration. It is increasingly important to work with importers/distributors that have demonstrated ability to source U.S. products and navigate a complex regulatory environment with inconsistent enforcement.

It is essential that your local partner is familiar with the existing regulations for customs clearances, testing, certification, labeling, and registration. Trade sources often complain that each individual product is tested at the border adding costs and delays to consolidated shipments with a wide variety of products. New product registration is a particularly onerous task in Vietnam and high-costs constrain the ability of some suppliers to market small quantities or introduce new food items.

U.S. exporters should also consider an effective market promotion strategy when initiating sales to the Vietnamese market. One key success factor for exporters is to set 'reasonable' entry pricing for their products. Although U.S. products benefit from premium brand equity and an established reputation for food safety, price competition is intense among international suppliers. Additionally, exporters should focus on in-store promotions, product demonstrations, and consumer education. It is critical for U.S. exporters to spend time and resources to study potential markets for their products before initiating sales. The current Trans-Pacific Partnership (TPP) negotiations present an excellent context to investigate new product viability in Vietnam given the potential of reduced duties for many U.S. consumer-oriented products. Exporters should also visit Vietnam to gain a first-hand feel of the market. A great time to visit and showcase your products would be during the bi-annual Food & Hotel Vietnam Show organized in Ho Chi Minh City (the next show will be in Ho Chi Minh City, Vietnam, April 21-23, 2015), a USDA-endorsed trade show with a sizable U.S. pavilion.

FAS encourages potential exporters to review the Exporter Guide ([VM1054](#)) as well as our other trade policy GAIN reports during the market research process. FAS-Hanoi or 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



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** (Metro, Saigon Coop, Big C, Maximart, Citimart, Fivimart)

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

In Vietnam, most food importers are also distributors. They often directly move their imported products to big retailers in urban areas, and let wholesalers and their agents help distribute their products to the thousands of small retailers in both urban and rural areas. Due to relatively low purchasing power, most modern retailers source their imported foods through importers and distributors. Only a few big chains like Metro, Big C, Coopmart (Saigon Co-op), Fivimart, Maximart and Citimart have tried buying directly from foreign suppliers.

Vietnam's limited distribution infrastructure and facilities for perishable products is a significant constraint to importing products. The distribution systems are often equipped with out-of-date technology, and transport products using inadequate or fragmented cold chains and with improper handling.

A. Super Stores, Supermarkets, Hypermarkets or Super Centers, Club and Warehouse Outlets

Table 4: Company Profiles

Retailer Name & Outlet Type	Ownership	Estimated Sales (US\$ mil)	No. of Outlets	Locations	Purchasing Agent Type
SAIGON CO-OP COOPMART/ Supermarkets, Food Stores & Convenience Stores	Local company operated under co-operative law	Not available, but likely exceeds 800	63 supermarkets, 61 food stores, 150 small size convenience stores (total of 274 stores)	- Mainly in HCMC and has just expanded to a total of 38 cities and provinces including: Can Tho, Long Xuyen, Hanoi, Phan Thiet, Gia Lai, Ben Tre, Daklak, Binh Duong, Danang, etc. - Plan: Annually, Saigon Co-op plans on opening 8-10 more stores. (note: Saigon Co-op is also establishing two hypermarkets in 2014)	- Mainly from importers/distributors and wholesalers. - Direct imports of foods are still small but growing. - Very strong in doing private labeled products.
Metro Cash & Carry wholesale stores	100% Foreign Invested Company (Germany)	Not available, but likely exceeds 550	19 wholesale stores	- HCMC, Hanoi, Hai Phong, Can Tho, Danang, Binh Duong, etc. - Plan: Annually, MCC plans on opening 2-4 more stores.	- Mainly from importers and distributors. - Direct imports for fresh and frozen products (perishable food products). - Very strong in doing private labeled products
BIG C / Hypermarkets and Supermarkets	Local Joint Venture with Casino Group of France	Not available, but likely exceeds 550	21 hypermarkets, 4 supermarkets, 3 food stores (total of 27 stores)	- HCMC, Dong Nai, Hanoi, Haiphong, Danang. - Plan: Annually, Big C plans on opening 4 more stores.	- Mainly from importers/distributors and wholesalers. - Direct imports are still small but growing - Very strong in doing private labeled products.
VIETNAM TEXTILE	State-owned company	Not available,	36 supermarkets,	HCMC, Dong Nai and other	- Mainly from importers and

CORPORATION VINATEX-MART		but likely exceeds 65	11 apparel stores (total of 47 stores)	provinces	distributors.
MAXIMARK Supermarkets and Department Stores	An Phong Private-Owned Company	Not available, but likely exceeds 50	5	- HCMC, Nha Trang, Can Tho, etc. - Plan: one more in Binh Duong	- Mainly from importers/distributors and wholesalers. - Direct imports are still small
FIVIMART	Private-Owned Company	Not available, but likely exceeds 45	16	- Mainly in Hanoi	- Mainly from importers and distributors - Direct imports are still small
CITIMART Supermarkets and Convenient Stores	Private-Owned Company	Not available but likely exceeds 40	12 supermarkets, 14 convenience stores (total of 26 stores)	- Mainly in HCMC and Hanoi, but also in some provinces including Kien Giang, Binh Duong, Nha Trang	- Mainly from importers and distributors - Direct imports are still small
Intimex Supermarkets and Department Stores	Joint-Stock Company	Not available but likely exceeds 30	14	Hanoi, Haiphong, Hai Duong, Nghe An, Danang	- Mainly from importers and distributors
Saigon Trading Corporation SATRA Supermarkets and convenient stores	State-owned Company	Not available, but likely exceeds 30	3 supermarkets, 26 convenience stores	- Mainly HCMC	- Mainly from importers and distributors
HAPRO supermarkets and convenient stores	State-owned company	Not available, but likely exceeds 20	10 supermarkets, 30 convenience stores (total of 40 stores)	-Hanoi and Northern provinces	- Mainly from importers and distributors
Select Supermarkets	Private-Owned Company	Not available, but likely exceeds 4.5	7 supermarkets	-Mainly in HCMC - Ba Ria Vung Tau	- Mainly from importers and distributors
PARKSON Shopping Center (Department Store)	Local Joint-Venture with Parkson of Malaysia	NA	8 Shopping Centers (Department Stores) (Note: most of the supermarkets inside the Department Store are operated by Citimart)	- HCMC, Hai Phong and Hanoi - Plan: Parkson plans on opening a total of 10 stores.	- Mainly from importers and distributors.
GIANT Supermaket	Foreign Invested Company (Singapore)	NA	1	- HCMC	- Mainly from importers and distributors
Lotte Mart	Foreign-Invested Company	NA	3 hypermarkets 1 supermarket	- HCMC, Danang, Dong Nai	- Mainly from importers and distributors

	(Korea)			- Plan: Lotte Mart plans on opening 4-6 stores in 2014 (HCMC, Hanoi, Can Tho, Vung Tau).	
An Phu Supermarket	State-owned Company	NA	1	-HCMC	-Mainly from importers and distributors
Tiep Thi Gia Dinh Foods Supermarket	Private-owned company	NA	3 supermarkets	- Mainly in HCMC	-Mainly from importers and distributors
CT Group S-Mart Supermarket	Private-owned company	NA	1	- HCMC - Plan: CT group plans on opening a total of 20 stores	-Mainly from importers and distributors
Vincom's Shopping Centers (Department Stores)	Private-owned company	NA	3 Shopping Centers (Department Stores)	HCMC and Hanoi	-Mainly from importers and distributors
Ocean Mart	Private-owned company	NA	4 supermarkets	- Mainly in Hanoi - Plan: Ocean Mart plans on having a total of 50-70 supermarkets by 2015	-Mainly from importers and distributors
Hiway Super Centers	Private-owned company	NA	2 supermarkets	- Hanoi	-Mainly from importers and distributors
Duty-Free Supermarkets	Supermarkets operated along the border of Laos and Cambodia, especially the Moc Bai Duty-Free Economic Zone	NA	3	-Tay Ninh, Lao Bao, An Giang	- Direct imports from overseas.

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.

In Vietnam, the modern retail trade concept (supermarkets, hypermarkets, cash and carry wholesale centers, minimarts, and convenience stores) has grown tremendously in recent years, going from only 2 supermarkets in the early stage (1996/1997) to more than 420 in 2012. Before 1996, open-air wet markets and non-staple food small private shops were the norm, yet in the most recent decade, Vietnam's urban economy has begun a steady transition away from the traditional trade to modern trade. Most of the supermarkets and shopping centers (department stores) are based in HCMC and Hanoi. Today, Hanoi has more than 38 stores, while HCMC has more than 65 modern stores.

Local chains still dominate the market but foreign-invested retailers are also very quickly expanding, creating a competitive environment in the modern Vietnamese retail sector. The key domestically-owned supermarket chains are Saigon Co-op (Coopmart), Vinatex-mart, Maximark, Citimart, Intimex, Fivimart, and Hapro-mart. New comers to the supermarket business are Tiep

Thi Gia Dinh Foods; CT Group; Ocean Group; and Hiway. The five foreign-owned chains are Big C (French-invested Casino group), Metro Cash & Carry (German-invested Metro Cash & Carry), Giant (Singaporean-invested company under Dairy Farm Group), Lotte Mart (Korean-invested group Lotte Shopping), and Parkson (Malaysian-invested Parkson).

As a result of Vietnam's WTO commitments, the retail business sector opened to foreign-owned entities in January 2009. Local retailers are facing significant challenges competing with experienced multi-national retail groups. In response, Vietnamese retail and distribution companies have expanded to build a more vibrant distribution network.

Since 2005, the Viet Nam Garment and Textile Group (Vinatex) has established a chain of 47 stores including 36 supermarkets in almost all big cities and key provinces in the country.

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 2012, the corporation had 10 Hapromarts (supermarkets) in Hanoi and key Northern cities (Hanoi, Thai Nguyen, Bac Can, Hai Duong, Thanh Hoa, Ninh Binh, etc.) and about 30 convenience stores in Hanoi.

In October 2007, Vietnam also established the Vietnam Retail Association (VRA) comprised of 180 retailers, mostly local, 63 of which are involved in the food and agricultural sector. Its aim is to strengthen the development of Vietnamese distribution services through linking of Vietnamese retailers.

Supermarkets in Vietnam carry a wide range of goods, including food, clothing, shoes, and durable products. Most supermarkets devote about 40-60 percent of the physical space to food, and the rest is divided among all the other commodities. The shop-owners are quite willing to rearrange the physical space to boost the floor allocation for whichever goods are doing best that month.

Large hypermarket and wholesale stores provide more space for food. More large supermarket and wholesale stores and shops within multi-store shopping malls (e.g. Maximark, Big C, Coopmart, Lotte Mart) have been built in Vietnam. Most of the shops have made some provision for parking -- more for motorcycles than cars. In the Vietnamese supermarket business, it is estimated that approximately 55 percent of total supermarket sales are from food, of which imported food accounts for a small percentage ranging from 5 percent to 15 percent of total food sales.

The French Invested Casino Group (Big C Chain) currently has a total of 27 stores in Vietnam including 5 stores in HCMC, 4 stores in Hanoi, one store in Dong Nai, one in Hai Phong, and one in Da Nang, etc. The Casino Group of France, who owns the Big-C chain, has announced an investment plan to build 4 more stores, annually.

The largest hypermarket (in terms of checkout lanes, sales and parking spaces) is still the French invested Big-C Hypermarket in Thang Long, Hanoi. Big-C Thang Long boasts 85 checkout lanes and carries a wide assortment of foreign and domestically produced foods and consumer goods.

Recently, Lotte Mart (100% Korean investment) has just entered Vietnam with 4 hypermarkets, two in HCMC, one in Da Nang, one in Dong Nai. Lotte Mart plans to open 4 new stores next year.

Ho Chi Minh City has an estimated population of 8.5-9 million people, and is considered the economic and commercial center of Vietnam. The city has the largest concentration of upper and middle class consumers in Vietnam, and thus investors in retail distribution are particularly interested in HCMC. Hanoi, Vietnam's capital, has nearly 7 million people, with a large number of

employees of the government, foreign missions, and international organizations that can be targeted with modern distribution chains. Hai Phong City – the commercial port area in the north; Can Tho City, the commercial hub for the Mekong Delta region, and Danang City – the commercial hub for the central region are also strategic locations for setting modern retail distribution.

With the highest annual GDP growth rate at the provincial level (over 10 percent in the period of 2001-2012) in Vietnam, HCMC has attracted the most foreign and domestic investment for a wide range of projects. Although the national average GDP per capita is \$1560 per year, in HCMC it is estimated at \$3,600. In conjunction with strong economic growth, the supermarket sector in HCMC has grown tremendously in recent years. HCMC is now home to 65 supermarkets, 3 wholesale centers, and 6 hypermarkets. Until early 1999, the only Western-style shopping center (multiple stores and a parking lot) in Vietnam was the joint venture (Singaporean investors and the Vietnamese Army) Superbowl Shopping Center. Since 1999, there have been at least 25 new shopping centers launched in HCMC. This retail revolution seems certain to continue as all the domestic and foreign-owned chains plan to develop additional shopping centers in HCMC suburbs and surrounding regional cities. According to trade sources, HCMC supermarkets are averaging 100,000 walk-thru customers a day, which is good, but still a very small percentage of a city population of nearly 9 million.

A few years ago, five new upscale shopping centers, 4 from Parkson and 1 from Diamond Plaza, opened in HCMC. Parkson Shopping Centers in HCMC have the goal of creating an attractive shopping space for both foreign tourists and local people. Many additional projects (both large and middle-sized) are due to open in HCMC, Hanoi, and the surrounding regions. Saigon Coopmart (a supermarket chain operated under cooperative law), currently owning 26 stores in HCMC and 37 in other provinces, is holding about 35% share of supermarket sales in Vietnam. Annually, it plans on opening 8-10 new stores. Saigon Co-op is planning to have a total of 100 Coopmart supermarkets by 2015.

Metro first entered Vietnam by setting up two large (each roughly 15,000 square meters) wholesale centers in HCMC in 2002. Those stores are operating as a cash and carry operation nominally for wholesale customers. It offers additional services such as delivery. Currently, Metro has established a total of 19 wholesale stores including 4 in HCMC, 2 in Hanoi, 1 in Can Tho, 1 in Haiphong, 1 in Danang, and other provinces. These stores have currently attracted millions of member customers.

Metro has already had an impact on the grocery sector, but it is important to note that Metro is not directly importing commodities. Metro needs to work with many local (and usually small) importers to source most of the imported goods that it needs. For big product volumes, Metro negotiates directly with foreign suppliers in product quantity and prices and assigns local importers to import the goods.

Three new comers to the supermarket business in HCMC are Tiep Thi Gia Dinh Foods, Giant (a 100% Singaporean Invested Company under Dairy Farm Group), and CT Group (a Vietnamese company). Tiep Thi Gia Dinh Foods currently has 3 upscale supermarkets. Giant just opened its first large-size store in late 2011 in District 7 of HCMC. In late 2012, CT group also opened its first supermarket called S-Mart. CT Group will be opening its second store by the end of 2013. CT Group has set a target of having a total of 20 stores.

Hanoi's modern retail trade sector has always lagged behind HCMC, but it is now rapidly catching up. From 2002-2012, many large supermarkets and hypermarkets opened in Hanoi and key neighboring provinces, especially Hai Phong. Fivimart has been the key player in the modern

supermarket trade in Hanoi with a total of 16 stores in Hanoi. Intimex and Hapro have been key players in the modern supermarket trade in Hanoi and the North of Vietnam. Intimex has 14 stores in Hanoi and northern provinces while Hapro has got a total network of 40 stores including 10 supermarkets in Hanoi and Northern provinces and 30 convenience stores. Recently, the Big C chain has opened 4 big stores in Hanoi. The Big C store has 6,500 square meters of space for a wide range of goods and an additional 6,000 square meters for restaurants. Metro has also opened their second center in Hanoi. Parkson opened its first department store in Hanoi in early 2008. As of September 2013, Hanoi has roughly 38 modern stores. Several of the large domestically-owned chains from HCMC, especially Saigon Co-op/COOPMART chain are looking to open more outlets in Hanoi in the near future after land and supply chain issues are resolved.

Citimart, one of the first supermarket operations in Ho Chi Minh City since 1996 has also established 4 stores in Hanoi (note: it has 18 stores in HCMC).

A newcomer to the supermarket business in Hanoi is Hiway Super Centers and Ocean Group (OGC), a diversified business group. OGC has just established an Ocean Retailing Business Operation called "Ocean Mart". Since early 2013 to now, Ocean Group already established 4 big supermarkets in Hanoi under the supermarket brand "Ocean Mart". Opening 4 supermarkets in such a short period of time indicates that OGC is keen in developing its retail business. The Ocean Group has set an ambitious plan of having 50-70 supermarkets in Vietnam by 2015 and to become one of the biggest supermarket chains in Vietnam. Hiway Supercenters currently has two stores.

The biggest development in the retail sector in Hanoi is the opening of the Vincom Mega Mall complex in summer 2013. In addition to featuring hundreds of retail outlets, the complex includes an Ocean Mart supermarket that carries many international brands.

B. Convenience Stores, Gas Marts, Kiosks:

Table 5: Company Profiles

Retailer Name & Market Type	Ownership	Sales (\$Mil/year)	No. of Outlets	Locations	Purchasing Agent Type
Saigon Co-op	Local company operated under co-operative law	Not available for food stores and small convenient stores	61 food stores, 150 small size convenience stores (total of 211 stores)	- Mainly in HCMC	- Mainly from importers/distributors and wholesalers. - Direct imports of foods are still small but growing.
Vissan	State-owned company	Not available, but likely exceeds 25	125 convenience food stores	- Mainly in HCMC (105); Hanoi (10), Danang (10)	-Mainly from importers/distributors and wholesalers. - Direct imports of foods are still small but growing
Trung Nguyen Coffee	Private-owned company	Not available	Not available	-Not available	-Mainly from importers/distributors and wholesalers.
Shop & Go	Malaysian-invested company	Not available	80 +	-Mainly in HCMC	-Mainly from importers/distributors and wholesalers.
Circle K	Alimentation Couche-Tard	Not available	50 +	-Mainly in HCMC	-Mainly from importers/distributors and wholesalers.
Foodcosa / Foodcomart	Joint stock company	Not available	50	-Mainly in HCMC	-Mainly from importers/distributors and

					wholesalers.
B's Mart	Thailand-invested Company & Phu Thai Group	Not available	40+	-Mainly in HCMC	-Mainly from importers/distributors and wholesalers.
Hapro's convenient stores	State-owned company	Not available	30+	-Mainly in Hanoi and Northern provinces	Mainly from importers/distributors and wholesalers
Citimart B&B	Private-owned Dong Hung Company	Not available	14+	-Mainly in HCMC and Hanoi	- Mainly from importers/distributors and wholesalers. - Direct imports of foods are still small
Ministop	a joint venture between Aeon (Japan) and Trung Nguyen Company	Not available	17	-Mainly in HCMC	-Mainly from importers/distributors and wholesalers.
Annam Gourmet	An Nam Group	Not available	4	-Mainly in HCMC and Hanoi	-Both from direct imports and from local importers /distributors and wholesalers.
Family Mart	Japanese-invested Company	Not available	4	-Mainly in HCMC	-Mainly from importers/distributors and wholesalers.
Veggy's	Private-owned company (Golden Garden)	Not available	3	-In HCMC and Hanoi	-Direct imports

Although overall growth in the number of convenience stores has been somewhat lackluster, among modern trade channels, convenience store sales recorded the fastest growth in current value terms in 2012 over the previous year (Source: Euromonitor). However, the development of convenience stores was limited to major cities such as Ho Chi Minh City and Hanoi, where consumers rely on speed and ease of access for food purchases. Given the busier working environment and increasingly congested traffic in urban areas, convenience store growth is expected to increase.

Strong value growth for convenience stores was from a low sales base compared to other channels in grocery retailers. In 2012, convenience stores witnessed a significant increase in outlet volume from the 2011 low thanks to the rapid expansion of Saigon Union of Trading Cooperatives' CoopFood stores, Circle K's stores, and Shop & Go's chain, as well as the new entry of Family Mart, Ministop, and B's Mart.

Saigon Coop is the leading company in the convenience store business, with 61 CoopFood stores and 150 small-size convenience stores in Ho Chi Minh City.

Vissan, the leading meat processing company in Vietnam, has 125 convenience food stores offering various kinds of meat cuts, fresh vegetables and fruits as well as packaged foods and drinks. Vissan's convenience store business earns about \$25 million a year.

Recently, Trung Nguyen Coffee Corporation has also expanded into the convenience store business by contracting with selected existing "mom and pop" shops to upgrade them to more convenient

and modern stores. It is reported that Trung Nguyen has worked with Aeon (a major Japanese food retail company) to develop a chain of MiniStop convenience stores in Vietnam. MiniStop currently has 17 stores in Ho Chi Minh City.

“Shop & Go” minimarts have been in Ho Chi Minh City since early 2007 and have expanded to over 80 stores, mainly in Ho Chi Minh City. These air-conditioned stores are quite modern in term of product display and cleanliness, and offer a good range of imported packaged food and drink products.

Alimentation Couche-Tard Inc. (Circle K) has engaged in the operation of convenience stores with its ambitious plan of setting up a few hundred stores in Vietnam. Currently, Circle K has reached 50 stores, mainly in HCMC.

Foodcosa, a joint-stock company specialized in rice export business, has recently set up over 50 small convenient stores called “Foodcomart”, mainly in HCMC.

Family Mart (a Japanese company) has been recently restructured and has 4 stores, mainly in HCMC. Family Mart used to have a cooperation contract with a local company in Hanoi and successfully built 40 stores in HCMC in the past. However, the 40 stores have been taken over by a local company. This company has co-operated with a Thailand-based company to form the new chain called B’s Mart. These 40 stores mentioned above are now under B’s Mart.

An Nam Group has also established 4 high-end Gourmet stores, three in HCMC and one in Hanoi. The group focuses more on imported food products. The stores carry more imported food products than any other convenience store chain.

Veggy’s (under Kim Bang Company and/or Golden Garden) has also got two stores, one in Hanoi and one in HCMC focusing on expats living in the area. The stores also carry more imported food products.

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

Sub-Sector Profile

According to the Ministry of Trade, there are about 8,000 traditional wet markets in Vietnam, and hundreds of thousands of small private shops spread all over the country (Euromonitor’s estimate is approximately 631,000 in 2012). Household-owned shops and wet markets are still the most popular destinations for consumers in Vietnam. Most of these outlets offer only the basics with limited selection, lack of refrigeration, fixed prices, no modern technology, and little or no ambience. Floor space normally ranges from 100 to 300 square feet. Outside of HCMC and Hanoi, food distribution heavily relies on these traditional channels. It is estimated that 80 percent of imported foods are distributed through this traditional trade, including select products from the United States.

Dairy Products	MT	218,643	601	30.2%	New Zealand - 34%; EU - 22%; Australia - 4%	New Zealand and EU are competitive suppliers of milk powder. New Zealand benefits from proximity. EU is also a prominent supplier of cheese products.	Local dairy processors such as Vinamilk rely on imports for raw materials.
Tree Nuts	MT	91,505	581	15.0%	Ivory Coast - 28%; Ghana - 22%; Nigeria - 17%	African suppliers are price competitive in cashew nuts. U.S. ships pecans, almonds, walnuts, and hazelnuts.	African suppliers compete with locally produced cashews. Vietnam is a leading producer and exporter of cashew nuts.
Prepared Foods	MT	133,574	545	7.5%	EU - 33%; Singapore 20%; Thailand - 10%	EU supplies mostly malt extract as well as a small share of infant foods and food preps. Singapore and Thailand also compete in the infant foods market. U.S. supplies food preps (210690).	Local products are more competitively priced.
Fresh Fruit	MT	105,174	134	15.3%	China - 52%; Thailand - 20%; Australia - 4%	China is the most price-competitive in many fresh fruits. However, consumers prefer U.S. table grapes and apples for quality and safety reasons.	Local produce is well positioned in the market at competitive prices.
Snack Foods NESOI	MT	36,751	127	0.4%	Indonesia - 35%; Philippines - 31%	Indonesia is a principal supplier of cookies, Philippines for chewing gum. U.S. mainly ships potato chips.	Local products are more competitively priced.
Processed Vegetables	MT	27,104	125	7.9%	Cambodia - 50%; China - 31%	Cambodia is a principal supplier of cassava, China ships other dried vegetables. U.S. supplies preserved vegetables (e.g. pickles).	
Poultry Meat & Prods. (ex. eggs)	MT	61,362	96	77.9%	Brazil - 11%	The U.S. is principal supplier of frozen leg quarters. Brazil is increasingly competitive in the frozen poultry import market.	Strong local production at a competitive price.
Fresh Vegetables	MT	70,176	46	0.5%	China - 85%	China is the main supplier of fresh vegetables to Vietnam. The U.S. does ship a small quantity of potatoes for grocery retail.	Local produce is well positioned in the market at competitive prices.
Beef & Beef Products	MT	8,382	36	12.1%	India - 59%; Australia - 23%	Urban demand for high-quality U.S. beef products is increasing. Currently, India is the principal supplier and offers a	Limited domestic production. Imports, particularly from U.S. and Australia carry significant brand equity.

						more competitive price and shipping cost.	
Wine & Beer	MT	N/A	29	4.5%	EU - 38%; Thailand 21%; Chile - 16%; Australia - 7%	Although small quantities of U.S. wine are available at high-end retail outlets, France, Australia, and increasingly Chile have a greater market share. Chilean wines are the most price-competitive.	Local producers are beginning to increase output as demand for imported products rises (Dalat). Local producers face a significant quality and brand disadvantage.
Pork & Pork Products	MT	7,213	17	34.7%	Canada - 37%; EU - 26%	The U.S. competes with Canada and EU to supply frozen swine cuts. Demand has increased resulting in larger shipments from all three suppliers.	Extensive domestic production and preference for some domestic varieties (black pig).
Fruit & Vegetable Juices	MT	N/A	12	22.4%	Israel - 23%; Brazil - 15%	Brazil is the main supplier of orange juice, followed by Israel. The U.S. ships mixed fruit juices.	
Processed Fruit	MT	5,020	12	26.1%	China - 32%; Thailand - 13%	China has the proximity and price advantage in this market. U.S. raisins are preferred by consumers and demand is growing.	
Meat Products NESOI	MT	1,428	9	17.4%	Australia - 40%; China - 21%	Australia is the main supplier of sheep and goat meat, China is the low-cost supplier of offals. U.S. exports of sausages held a dominant market share until 2010.	

Source: FAS Analysis of UN COMTRADE Data

SECTION IV. BEST PRODUCT PROSPECTS

U.S. consumer oriented products continue to have a favorable outlook in the Vietnamese market. The average applied tariff for consumer oriented products was approximately 22% in 2010, and may fall significantly following implementation of a Trans-Pacific Partnership agreement. Over the past five years, U.S. consumer oriented product exports to Vietnam have increased 62 percent. The following product categories represent best prospects for future growth:

Table 7: Top U.S. Export Prospects

Product Category	2008 U.S. Exports (mil \$)	2012 U.S. Exports (mil \$)	5-year Growth Rate
Tree Nuts	24.2	162.2	569%
Beef & Beef Products	130.7	160.7	23%
Dairy Products	84.5	139.7	65%
Fresh Fruit	15.9	37.9	137%

Prepared Food	4.8	28.7	496%
Wine & Beer	1.8	15.2	765%
Processed Fruit	1.9	14.5	686%
Non-Alcoholic Bev. (ex. juices)	0.6	8.7	1346%
Snack Foods NESOI	2.6	6.1	136%
Chocolate & Cocoa Products	0.9	3.9	357%
Processed Vegetables	2.3	3.5	50%

Source: GATS

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

Of U.S. products that are already present in the Vietnamese market, tree nuts, dairy products, beef & beef products, fresh & processed fruit, prepared food, and wine & beer continue to have the best sales prospects. The next most important U.S. sales items in the retail sector are non-alcoholic beverages, snack foods, and processed vegetables. Some of the most dynamic processed food categories include: baby food, processed fruit, prepared/preserved seafood, syrups & sweeteners, and non-alcoholic beverages.

Table 8: Top U.S. Processed Food Export Prospects

Processed Food Category	2008 U.S. Exports (mil \$)	2012 U.S. Exports (mil \$)	5-year Growth Rate
Processed/Prepared Dairy Products	69.5	108.3	56%
Food Preparations	46.5	67.2	44%
Syrups & Sweeteners	12.1	34.9	187%
Alcoholic Beverages	6.7	25.0	276%
Prepared/Preserved Seafood	5.8	24.7	328%
Processed Fruit	1.8	14.5	685%
Non-Alcoholic Beverages	2.8	11.1	300%
Fats & Oils	2.4	7.4	206%
Snack Foods	2.6	6.7	155%
Chocolate and Confectionery	0.9	4.3	385%
Baby Food	0.0	2.9	20964%
Spices	0.2	2.4	1525%
Processed Food Total	189.4	317.6	68%

Source: GATS

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

There are good opportunities for sales of other U.S. high value items. Many of these are not yet in the market in significant quantities. These include: pears, cherries, snack food items besides popcorn and potato chips, spices, chocolate and confectionery, other-than-raisin dried fruits and nuts, and condiments & sauces.

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.

Another product group that has not sold well is bourbon whiskey. Although imports are not prohibited, regulations make imports very costly and difficult to market. For whiskey, in general, due to its high import duty and Government disapproval of public advertisement on whiskey, retailers that serve the middle and lower income segment report difficulties in selling American whiskey due to its high prices and limited consumer awareness of its quality.

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:

Foreign Agricultural Service / Agricultural Affairs Office (Ag Hanoi)

U.S. Embassy – Annex Building
Rose Garden Building, 3rd Floor
170 Ngoc Khanh, Ba Dinh District, Hanoi, Vietnam
Tel: 84-4-3850- 5000 Fax: 84-4-3831- 4573
Email: AgHanoi@fas.usda.gov

Contacts:

Mr. Mark Dries – Agricultural Counselor
Mr. Mike Ward – Agricultural Attaché
Ms. Bui Thi Huong - Agricultural Specialist
Ms. Nguyen Thi Huong – Agricultural Assistant
Ms. Phan Thi Thu Huong - Administrative Assistant

Foreign Agricultural Service / Agricultural Affairs Office (ATO - HCMC)

U.S. Consultant General – Annex Building
Saigon Center Building, 9th Floor
65 Le Loi Street, District 1, Ho Chi Minh City, Vietnam
Tel: 84-8-3825-0502 Fax: 84-8-3825-0503
Email: AtoHoChiMinh@fas.usda.gov

Contacts:

Mr. Dwight Wilder, Agricultural Attaché
Mr. Truong Minh Dao - Senior Marketing Specialist
Mr. Tran Quoc Quan - Agricultural Specialist
Ms. Nguyen Mai Van - Administrative Assistant & Trade Show Coordinator

American Chamber of Commerce (AmCham) –Hanoi and Ho Chi Minh City

Hanoi Chapter
Press Club, 5th Floor
59A Ly Thai To Street, Hanoi, Vietnam

Tel: 84-4-934-2790; Fax: 84-4-934-2787
Email: adam@amchamhanoi.com
Website: www.amchamhanoi.com
Contact: Mr. Adam Sitkoff, Executive Director

Ho Chi Minh City Chapter
76 Le Lai Street, District 1, Ho Chi Minh City, Vietnam
Tel: 84-8-824-3562; Fax: 84-8-824-3572
Email: herb.cochran@amchamvietnam.com; amcham@hcm.vnn.vn
Website: www.amcham.org.vn
Contact: Mr. Herb Cochran, Executive Director

Key Government Contacts

Ministry of Cultural, Sports, and Tourism
Vietnam National Administration of Tourism (VNAT)
Add: 51 Ngô Quyền Street, Hoàn Kiếm District, Hà Nội, Vietnam
Tel: (84-4) 04.3.9438231 Fax: (84-4) 3.9439009
Contact Mr. Nguyen Van Tuan, General Director
Website: <http://www.vietnamtourism.gov.vn/english/index.php?cat=0105>

Ministry of Industry and Trade (MOIT)
54 Hai Ba Trung, Hanoi, Vietnam
Tel: 844-2220 2222 Fax: 844-2220 2525
Contact: Mr. Vu Huy Hoang, Minister
Tel: (844) 22 202 268
Email: HoangVH@moit.gov.vn
Mr. Nguyễn Kim Sơn, Assistant to Minister
Tel: (844) 38291011
Email: SonNK@moit.gov.vn
Website: <http://www.moit.gov.vn>

Ministry of Industry and Trade -HCMC Rep. Office
45 Tran Cao Van, District 1, HCMC, Vietnam
(848) 38 299 220/ 38 225 954/ 38 225 957 Fax:(848) 3829 0852
Email: VPDDTPHCM@moit.gov.vn
Contact: Mr. Phan The Hao, Chief Rep
Tel: (848) 38 232 239/112
Email: HaoPT@moit.gov.vn
Mr. Le Ngoc Trung, Deputy Chief /Acting Manager, Administrative and General co-ordinative Dept.
Tel: (848) 38 299 220/105
Email: TrungLN@moit.gov.vn

HCMC Department of Industry & Trade
163, Hai Bà Trưng, Ward 6, District 3, HCMC
Office 2 : 59-61 Lý Tự Trọng District 1, TP.HCM
Tel: (848) 38296 283
Fax: (848)38 221 778 - 38224536
Website: <http://www.congthuong.hochiminhcity.gov.vn>
Email: stm@tphcm.gov.vn
Contact: Mr. Nguyen Van Lai, Director (Email: lainv@tphcm.gov.vn)
Ministry of Agriculture and Rural Development (MARD)
2 Ngoc Ha Street, Ba Dinh, Hanoi, Vietnam

Tel: (844)38468161, Fax: (844)38454319
Contact: Mr. Cao Duc Phat, Minister (Tel: 37335718, 08043181)
Mr. Nguyen Van Viet, Chief of MARD Office
Tel: 38438690; Email: vp@mard.gov.vn
Website: <http://www.mard.gov.vn>

MARD/International Cooperation Department
2 Ngoc Ha Street, Ba Dinh, Hanoi, Vietnam
Tel: (844)38459670; Fax: (844)37330752
Email : htqt@mard.gov.vn
Website: icd.mard.gov.vn
Contact: Mr. Tran Kim Long, Acting Director General (Vu Hop Tac QT)

MARD
National SPS Notification and Enquiry office
Room 105a, A10 Building, MARD, No.2 Ngoc Ha street, Ba Dinh, Hanoi
Tel: 844-3734 4764/4592146; Fax: 844-3734 4764
E-mail: Spsvietnam@mard.gov.vn
Mr. Vu Van Minh – Director General
Website: www.spsvietnam.org.vn

MARD
Plant Protection Department (PPD)
149 Ho Duc Di Street, Dong Da District, Hanoi, Vietnam
Tel: 84-4-38519451; Fax: 84-4-35330043
E-mail: ppdvn@fpt.vn
Website: www.ppd.gov.vn
Contact: Mr. Nguyen Xuan Hong, Director General (Tel: 84-4-35535054)

MARD
Plant Protection Department – HCMC Office
28 Mac Dinh Chi, Dist.1, HCMC, Vietnam
Tel: 848-38248803; Fax: 848-3824 4187
Email: ppdsouth@hcm.fpt.vn

MARD
Plant Protection Department/Phytopsanitary Sub- Dept Zone II.
28 Mac Dinh Chi, Dist.1, HCMC, Vietnam
Tel: 848-38238948/8294568 Fax: 848-3829-3266
Email1: danghoanghd@gmail.com
Email2: kdtvv2hcmc@vnn.vn
Contact: Mr. Dang Van Hoang, Director

MARD
Department of Animal Health (DAH)
No 15, Gate 78, Giai Phong St., Phuong Mai, Dong Da District, Hà Nội, Vietnam
Tel: 844-38696788 Fax: 844-38691311
Contact: Dr. Pham Van Dong, Director General
Tel: 844- 38685691
Email: dongdah@yahoo.com

Website: <http://www.cucthuy.gov.vn>

MARD

Department of Animal Health-Regional Animal Health Office No. 6
521/1 Hoang Van Thu St., Tan Binh District, HCMC, Vietnam
Tel: 848-3948-3039 Fax: 848-3948-3031
Contact: Mr. Nguyen Xuan Binh, Director

Department of Animal Health-Ho Chi Minh City
151 Ly Thuong Kiet St, District 11, HCMC, Vietnam
Tel: 848-3853 6132/38444204 Fax: 848-3853 6131
Contact: Mr. Phan Xuan Thao, Director

National Agro-Forestry-Fisheries Quality Assurance Department (NAFIQAD)
10 Nguyễn Công Hoan, Ba Đình, Hà nội
Tel: (844)38310983 – 44591801, Fax: (844)38317221 - 37714695
Contact: Dr. Nguyen Nhu Tiep, Director General
Tel: 44591848, 37715383
Email : nafiqad@mard.gov.vn
Website: <http://www.nafiqad.gov.vn>

National Agro-Forestry-Fisheries Quality Assurance Department-Regional (Nafiqad Branch No. 4)
30 Ham Nghi, Ben Nghe Ward, District 1, HCMC, Vietnam
Tel: 848-3821 0815/3914-6943/3821-4089 Fax: 848-3821 2613; 848-3914 2161
Email: branch4.nafi@mard.gov
Contact: Mr. Nguyen Duc Hung, Director

Ministry of Health (MOH)
Vietnam Food Administration
138A Giang Vo Street, Hanoi, Vietnam
Tel: 844-3846 5300/3846-3839/3846 4489; Fax: 844-3846 3739
Email: cucqltp@hn.vnn.vn; vfa@vfa.gov.vn
Contact: Dr. Tran Quang Trung, Director General
Website: <http://vfa.gov.vn>

MOH/Institute of Hygiene and Public Health
159 Hung Phu, Dist.8, Ho Chi Minh City, Vietnam
Tel: 848-3855 9719 Fax: 848-3856 3164
Email: vienvsyttcc@hcm.vnn.vn
Contact: Dr. Nguyen Thi Hiep, Deputy Director

Department of Health-Ho Chi Minh City
59 Nguyen Thi Minh Khai St, District 1, Ho Chi Minh City, Vietnam
Tel: 848-3930 9349 Fax: 848-3930 9088
Contact: Dr. Le Truong Giang, Deputy Director

Department of Food Safety and Hygiene Ho Chi Minh City
59 Nguyen Thi Minh Khai, District 1, HCMC
Tel: (848)3930-7033, fax: (848) 3930 7033
Mr. Huynh Le Thai Hoa, Director
Email: hoahlt@tphcm.gov.vn

Vietnam Directorate For Standards and Quality (STAMEQ)

08 Hoang Quoc Viet, Nghia Do, Cau Giay, Ha Noi

Tel: (844)37563900; Fax: (844)38361556

Email: ttt@tcvn.gov.vn

Website: <http://www.tcvn.gov.vn>

Contact: Mr. Ngo Quy Viet, General Director

ĐT: (848) 37911607 Fax: (844) 37911595 Email: ngoquyviet@tcvn.gov.vn

QUATEST 1 (Quality Assurance and Testing Center 1)

No.8 Hoang Quoc Viet Street – Hanoi

tel: 844-38361399/fax: 844-8361199

E-mail: Quatest1@fpt.vn; Quatest1@vnn.vn; contact@quatest1.com.vn

Contact: Mr. Nguyen Canh Toi, Director

Tel: (844)3836 3795

QUATEST 3 (Quality Assurance and Testing Center 3)

49 Pasteur, District 1, Ho Chi Minh City, Vietnam

E-mail: qt-xuctien@quatest3.com.vn or quatest3@hcm.vnn.vn

Phone: (84-8) 382 94 274 Fax: (84-8) 382 93 012

Website: <http://www.quatest3.com.vn/>

Contact: Mr. Tran Van Dung, Director

Email: tv-dung@quatest3.com.vn

Ministry of Planning and Investment (MPI)

Add.: 6B Hoàng Diệu, Ba Đình, Hà Nội

Tel: 844-8435-5298/ 08042560, Fax: 844-8234453

Contact: Mr. Bui Quang Vinh, Minister

Tel: 080.43980

Email: vinhbq@mpi.gov.vn

Mr. Dang Huy Dong, Deputy Minister

Tel: 08046868

Email: danghuydong@mpi.gov.vn

Website: <http://www.mpi.gov.vn>

MPI/ Investment Promotion Center in the South (IPCS) (Trung Tam XucTienDau Tu Phia Nam)

Address: 178 Nguyen Dinh Chieu, Street, District 3, HCMC

Tel: (848) 3930-6671 (20 lines) Fax: (848) 3930-5413

Contact: Mr. Nguyen The Hung, Director/ Ms. Le Huong Giang, Deputy Director

Email: ipcs@mpi.gov.vn or ipcs@ipcs.vn

Website: <http://ipcs.vn>

HCMC's Department of Planning and Investment

Address: 30-32 Le Thanh Ton Street, District 1, HCMC, VN

Tel:(848)38294356/ 3829 4356/ 3827 2191

Fax: (848) 829 5008

Email: skhdt@tphcm.gov.vn

Website: <http://www.dpi.hochiminhcity.gov.vn/>

Contact: Mr. Thai Van Re, Director

General Department of Vietnam Customs

Address: Lô E3 - Đường Dương Đình Nghệ, Phường Yên Hòa, Quận Cầu Giấy, TP. Hà Nội

Tel: (844) 39440833 Ext 8624 Fax: (844) 39440636
Contact: Mr. Nguyen Ngoc Tuc, General Director
Website: <http://www.customs.gov.vn>

General Department of Vietnam Customs – Southern Rep. Office
15B Thi Sach Street, Ben Nghe, District 1, HCMC
Tel: (848) 38299676/ 38243055/ 38220809, Fax: (848) 38243056

Department of Customs in Ho Chi Minh City
Address: 2 Ham Nghi, District 1, HCMC
Tel: 848-38215715 Fax: 848-38290912
Contact: Mr. Nguyen Huu Nghiep, Deputy Director
Website: www.haiquan.hochiminhcity.gov.vn

Chamber of Commerce and Industry of Vietnam (VCCI)
Trade Service Company, General Trading & Consultancy Department
9th Floor, VCCI Building,
9 Dao Duy Anh Street, Hanoi
Tel: (844)35742022 Fax: (844)35771459
Email: vcci_tsc@yahoo.com
Contact: Mr. Dao Duy Tien, General Manager

Vietnam Chamber of Commerce and Industry (VCCI)
VCCI Building, 9 Dao Duy Anh Street, Dong Da, Hanoi, Vietnam
Tel: 844-3574-2161/(04) 574 2022; Fax: 844-3574-2020
Email: vcci@fmail.vnn.vn
Contact: Mr. Vu Tien Loc, President
Website: <http://www.vcci.vn/vcci/>

Vietnam Chamber of Commerce and Industry (VCCI) - Ho Chi Minh City Office
171 Vo Thi Sau St, District 3, HCMC, Vietnam
Tel: 848-3932 7301/ 3932 5495 / 3932 6598 ; Fax: 848-3932 5472
Email: vcci-hcm@hcm.vnn.vn
Contact: Mr. Vo Tan Thanh, General Director, Email: votanthanh@vcci-hcm.org
Mr. Nguyen Thanh Binh, Deputy Director and Director of International Relation Department
Email: ngthanhbinh@vcci-hcm.org.vn

Ho Chi Minh City's Investment & Trade Promotion Center
51-53 Dinh Tien Hoang St, District 1, Ho Chi Minh City, Vietnam
Tel: 848-3824-2391 Fax: 848-3822-2983
Email: itpc@hcm.vnn.vn
<http://itpc.hochiminhcity.gov.vn/>
Contact: Ms. Pho Nam Phuong, Director
Email: phuongpn@itpc.gov.vn

Useful Vietnamese 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
<http://www.agroviet.gov.vn/en/Pages/default.aspx>

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 (of MOH)
<http://vfa.gov.vn>

General Department of Vietnam Customs
<http://www.customs.gov.vn/English/Default.aspx>

Directorate for Standards, Metrology & Quality
www.tcvn.gov.vn/ or <http://en.tcvn.vn>

Ministry of Industry & Trade
<http://www.moit.gov.vn>

Ministry of Planning and Investment (MPI)
<http://www.mpi.gov.vn/>

HCMC Department of Planning & Investment
<http://www.dpi.hochiminhcity.gov.vn/invest/index.html>

Vietnam Tourism Administration
http://www.vietnamtourism.com/e_pages/news/index.asp

National Assembly of Vietnam
<http://www.na.gov.vn>

Ho Chi Minh City's Website
<http://www.eng.hochiminhcity.gov.vn/eng/news/>

Vietnam Ag Biotechnology
<http://www.agbiotech.com.vn>

Yellow Pages
<http://www.yellowpages.vn/indexus.php?flag=1>

American Chamber of Commerce in Vietnam
<http://www.amchamvietnam.com>

Major Media Websites:

Vietnam News
<http://vietnamnews.vnagency.com.vn/>

Vietnam Economy News
<http://news.vneconomy.vn/>

Vietnam Investment Review
<http://www.vir.com.vn/news/home>

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>

TuoiTre News
<http://www.tuoiitrenews.vn/>

Thanh Nien News
<http://www.thanhniennews.com/Pages/default.aspx>