



VIETNAM NATIONAL UNIVERSITY OF AGRICULTURE

Food value chain in Vietnam

“Lesson learned from this Japanese Factory Visit Tour?”

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Japanese Factory Visit Tour – 2016



MAFF
Ministry of Agriculture, Forestry and Fisheries



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I. The current status of food value chain in Vietnam

SWOT ANALYSIS OF FOOD VALUE CHAIN IN VIETNAM

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STRENGTHS

S

- High potential of agricultural production
- Agricultural diversity
- High labor resources

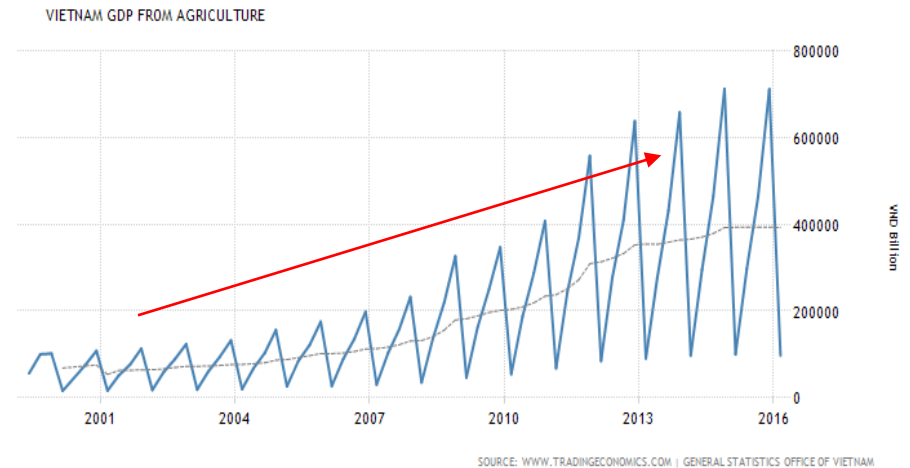


July 2016

GDP: 4096400 VND billion

GDP annual growth rate:
5.55 %

GDP from agriculture:
97253 VND billion



WEAKNESSES

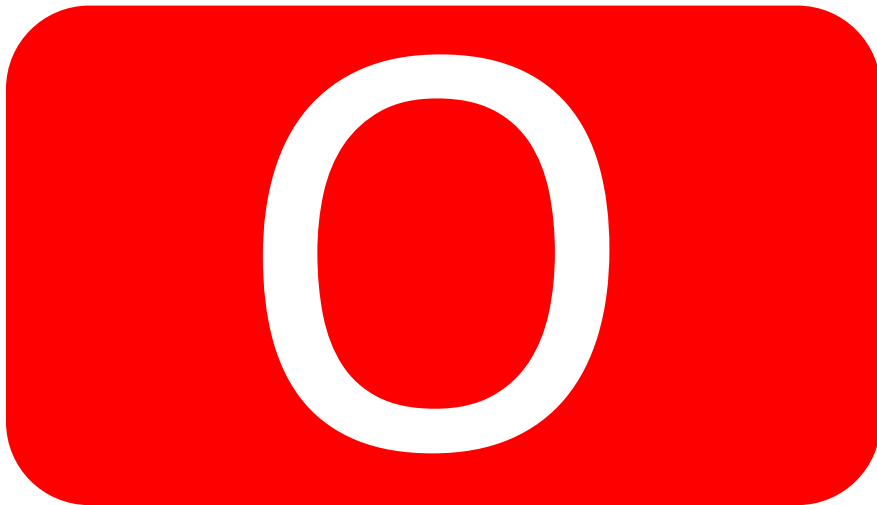
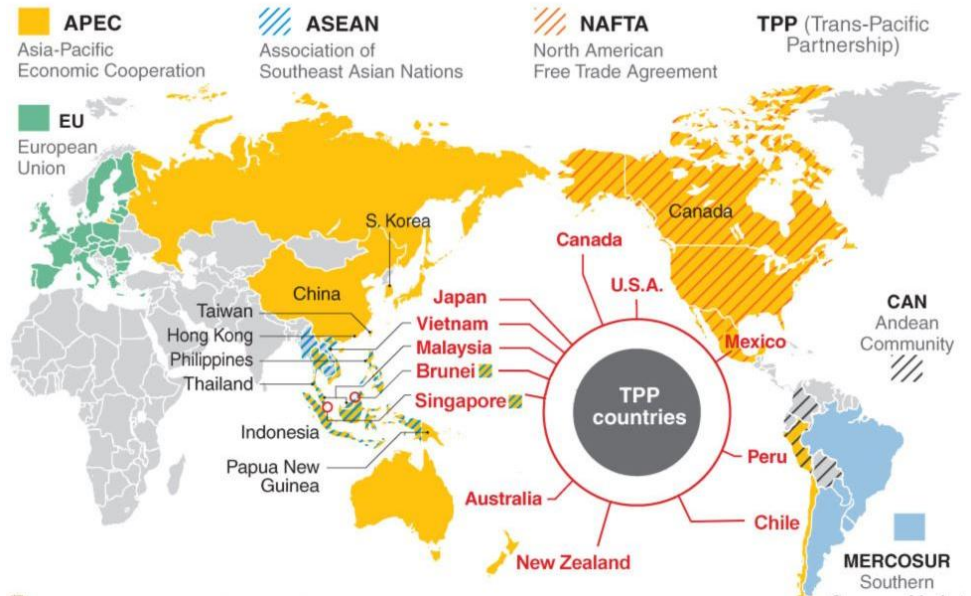
- *Low value in production*
- Lack of support from government
- Lack of information market



OPPORTUNITIES

- Special products
- High market demand
- Global integration

TRANS-PACIFIC PARTNERSHIP PROPOSAL



THREATS

- Competitive products with other countries products
- Technical barriers
- Affect of climate change

Technical Barriers to International Trade		
<u>Country A</u>		<u>Country B</u>
Technical Regulations	C U S T O M S	Technical Regulations
Standards		Standards
Testing, Calibration Inspection		Testing, Calibration Inspection
Certification		Certification
Packaging		Packaging
Labelling		Labelling
Other requirements		Other requirements



II. Lesson learned from this Japanese factory visit tour

INPUT

PRODUCTION

PROCESSING &
DISTRIBUTION

MARKETING

CONSUMER



P A S O N A

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吉野家
YOSHINOYA



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雪印メグミルク



INPUT

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INPUT



- Safe cultivation
- Seed quality assessment
- Assurance quality of vegetable

PRODUCTION

PROCESSING &
DISTRIBUTION

MARKETING



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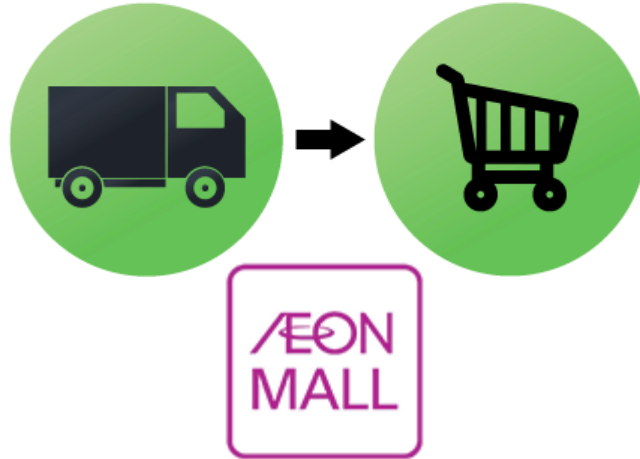
Eat Well, Live Well.

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- Variety of products
- Advanced technology, automatic process
- Sustainability of raw product
- Creative of marketing strategy

PROCESSING &
DISTRIBUTION

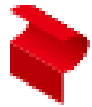
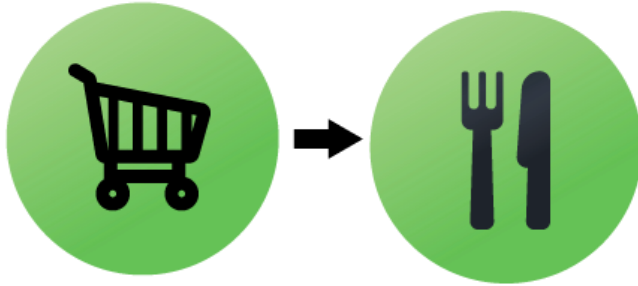
MARKETING



- Variety of products and brands
- Friendly environment for customers
- Effective business method (Ex.: Auction)
- Well organized

MARKETING

CONSUMER

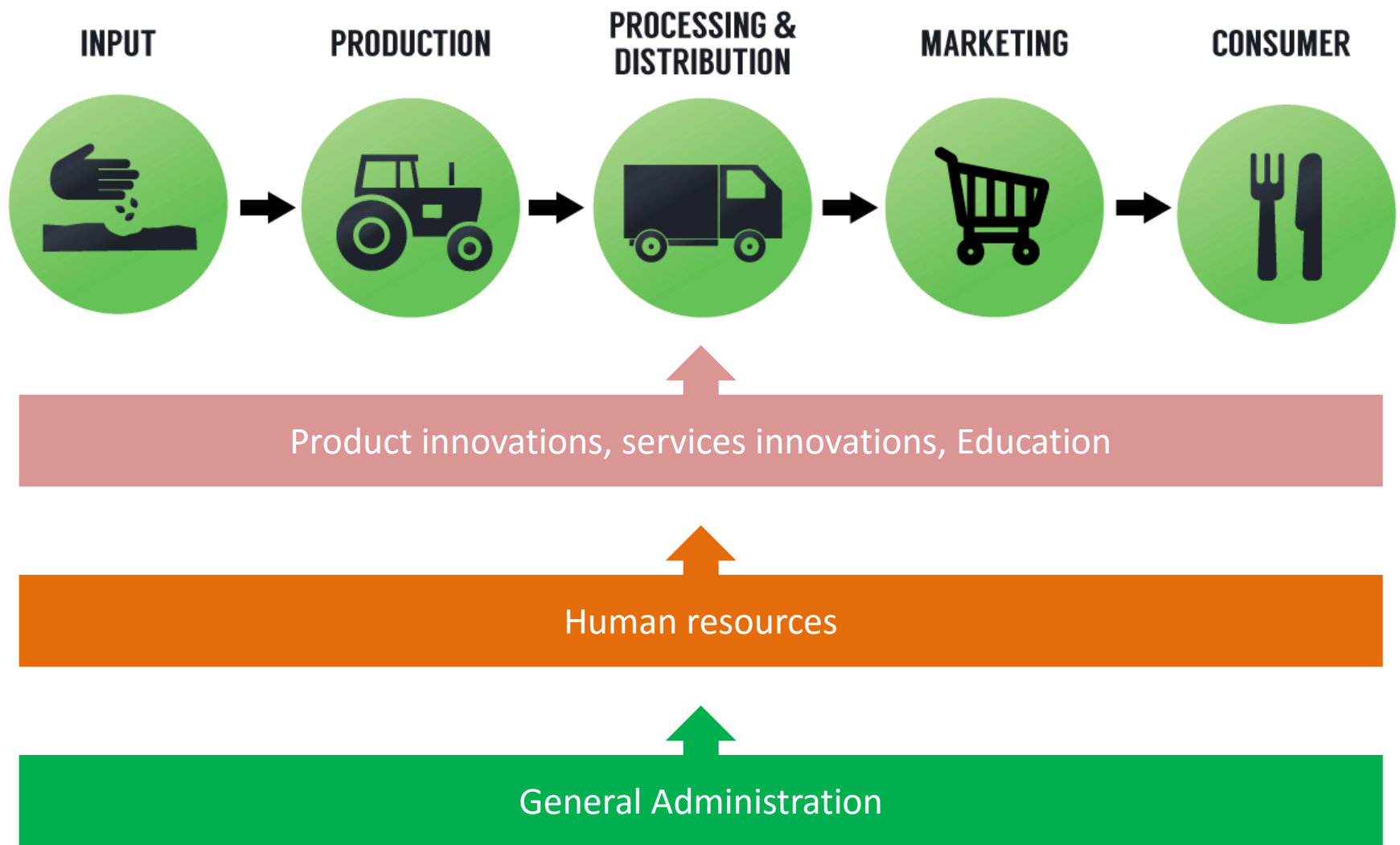


P A S O N A

- Effective tools
- Effective working method
→ Shorten serving time,
increase number of
customers.

- Creative working place
- Friendly environment
- Produce organic product

III. Conclusion



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