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**Report Highlights:**

This report serves as a practical guide for U.S. exporters wishing to initiate or increase exports of U.S. consumer-oriented and edible fish products to Vietnam. It provides an overview of the market potential, practical tips, consumer preferences and trends, food standards and regulations, import and inspection procedures, and useful contacts.

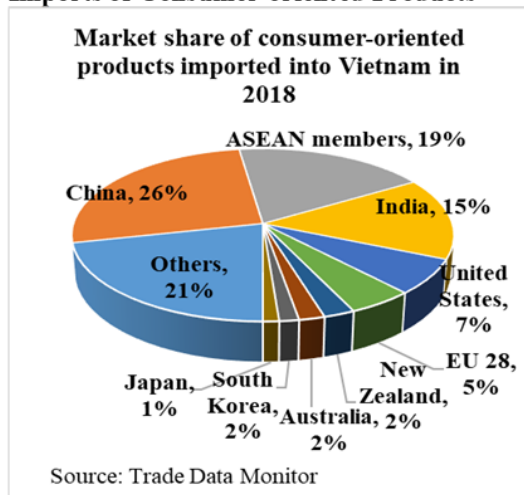
## Market Fact Sheet: Vietnam

### Executive Summary

Vietnam is one of the fastest growing economies in Asia, with gross domestic product (GDP) growth in 2018 reaching a 10-year-high of 7.1 percent. 2019 GDP growth is forecast at 6.5 percent (World Bank).

In 2018, Vietnam's imports of agricultural and related products were estimated at \$34.5 billion, up about 2 percent over 2017 (Trade Data Monitor). That year, U.S. exports of agricultural and related products to Vietnam hit a record high of \$4.5 billion, up 51 percent over 2017. This significant increase made Vietnam the 7<sup>th</sup> largest agricultural and related products market for the United States. Vietnam imported about \$14.5 billion of consumer-oriented products in 2018, up 4 percent over 2017. U.S. exports of consumer-oriented products to Vietnam hit a record \$977.1 million, up 21 percent over 2017.

### Imports of Consumer-oriented Products



### Retail Food Industry

Small, traditional retailers still dominate Vietnam's food retail sector, but modern retail channels are expanding in response to growing consumer demand. In 2018, Vietnam's total retail sales of goods and services were \$191 billion, up 11.7 percent over 2017. For more information, please see GAIN report [VM2019-0067](#).

### Hotel Restaurant and Institutional Industry

The hotel, restaurant, and institutional (HRI) food service sector has steadily grown over the last five years. The compound average growth rate (CAGR) of the accommodation, food, and beverage service sector increased 12 percent from 2013 to 2017. Please refer to GAIN report [VM9005](#) for more details.

### Food Processing Industry

The food and beverage (F&B) manufacturing industry registered 9,428 companies in 2016 and employed more than 600,000. Food manufacturing sales were \$54 billion in 2016, accounting for 19 percent of total revenue of the processing

### Quick Facts 2018

**Total imports of Consumer-Oriented Products:** \$14.5 billion.

**Imports from the United States:** \$977 million (about 7 percent market share)

#### Top 10 U.S. products exported to Vietnam

Tree nuts	Non-alcohol beverages (ex. juices)
Dairy products	Prepared food
Poultry meat and products (ex. eggs)	Pork and pork products
Fresh fruits	Processed Vegetables
Beef and beef products	Chocolate & Cocoa products

#### Food Industry by Channels (US\$ billion)

Net revenue of food manufacturing (2015)	\$45.8
Net revenue of beverage manufacturing (2015)	\$4.6
Exports of fishery products (2018)	\$8.8
Exports of fruits and vegetables (2018)	\$3.8
Exports of cashew nuts (2018)	\$3.4

**Total retail sales of goods and services:** \$191 billion

#### Top 10 Vietnamese Retailers

Aeon Mega Mart	Vinmart
MM Mega Market	Circle K
Big C	7 Eleven
Co.op Mart	Bach Hoa Xanh
Lotte Mart	Satra Food

#### GDP/Population

Population	97 million
GDP	\$241.3 billion
GDP per capita	\$2,564

Sources: TDM; GATS; Vietnam's General Statistics Office (GSO), Vietnam Customs, Post Vietnam, IMF

Advantages	Challenges
U.S. products are perceived as safe and of premium quality.	U.S. products are still more expensive than their peers, partly due to higher tariffs and freight costs.
Growing market demand and increased focus on food safety	Free trade agreements reduce tariffs on competitors' products.

### Contact: FAS Vietnam

#### Office of Agricultural Affairs in Hanoi

Tel.: 84-24-3850 6106; Email: [aghamoi@fas.usda.gov](mailto:aghamoi@fas.usda.gov)

#### Office of Agricultural Affairs in Ho Chi Minh City

Tel.: 84-28-35204630; Email: [atohochiminh@fas.usda.gov](mailto:atohochiminh@fas.usda.gov)

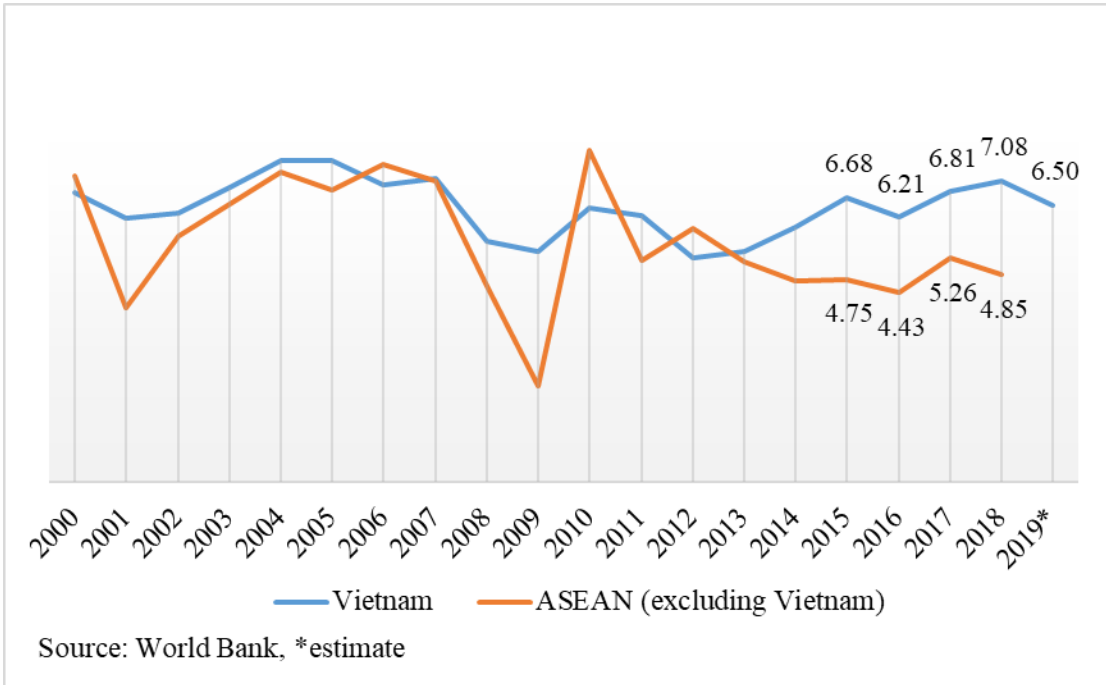
**SECTION I: MARKET OVERVIEW**

Vietnam’s large population, strong and stable economic growth, growing middle class with higher disposable income, concerns about hygiene and food safety, and rapid development of the food service and modern retail food sector are some of the major factors driving market demand for consumer-oriented and edible fish products.

While Vietnam has a large population of 97 million, much of the growth in the consumer-oriented and edible fish sectors is due to the fact that half of the country is under the age of 31. In addition, the average population growth of 1 percent annually means that nearly one million new potential customers are born every year.

Vietnam’s gross domestic product (GDP) continued its strong growth in 2018, at 7.1 percent (World Bank). Vietnam’s 2019 GDP is projected to slightly decelerate to 6.5 percent due to a number of factors, including global economic uncertainties and the ongoing African swine fever (ASF) outbreak (see GAIN report [VM2019-0067](#) for further information); however the country’s economic growth is still far beyond the average for other members of Association of Southeast Asian Nations (ASEAN). This sustainable growth is driven by robust inflows of foreign direct investment (FDI) following a series of free trade agreements (FTAs) that Vietnam has signed with diverse trading partners. See Section III for further detail on FTAs and tariffs.

**Figure 1: Vietnam’s GDP Growth (annual percent)**



Vietnam’s increasing global economic integration and market-oriented reforms have generated broad development gains over the past two decades. These economic gains include raising per capita income from \$430 in 2000 to approximately \$2,564 by the end of 2018 (World Bank), which dramatically reduced poverty levels and propelled Vietnam into the ranks of the world’s lower middle-income countries. Vietnam also has Southeast Asia’s fastest-growing middle class, which is expected to reach 33 million people in 2020, up from 12 million in 2014. Urban dwellers have fared particularly well during Vietnam’s economic transformation. Citizens living in first and second-tier cities have income about two to three times higher than the national average and are more open to new and high-value food products than shoppers in rural areas.

Consumers’ awareness of food safety issues has also greatly improved due to the proliferation of social networks. Warnings and reports of unsafe food and food poisonings are regularly shared on Facebook and other social media networks. Vietnamese consumers are becoming more cautious of products they purchase and eat. Since brand awareness is still limited, Vietnamese food shoppers associate a product’s country-of-origin as a key indicator of quality, and most food products imported from developed economies are welcomed for their safety.

For in-depth information about the food retail, HRI/food service, and food processing sectors, please refer to [VM9005](#) (HRI/Food Service), [VM2019-0067](#) (Retail Food), and [VM2019-0056](#) (Food Processing) reports.

**Table 1: Advantages and Challenges**

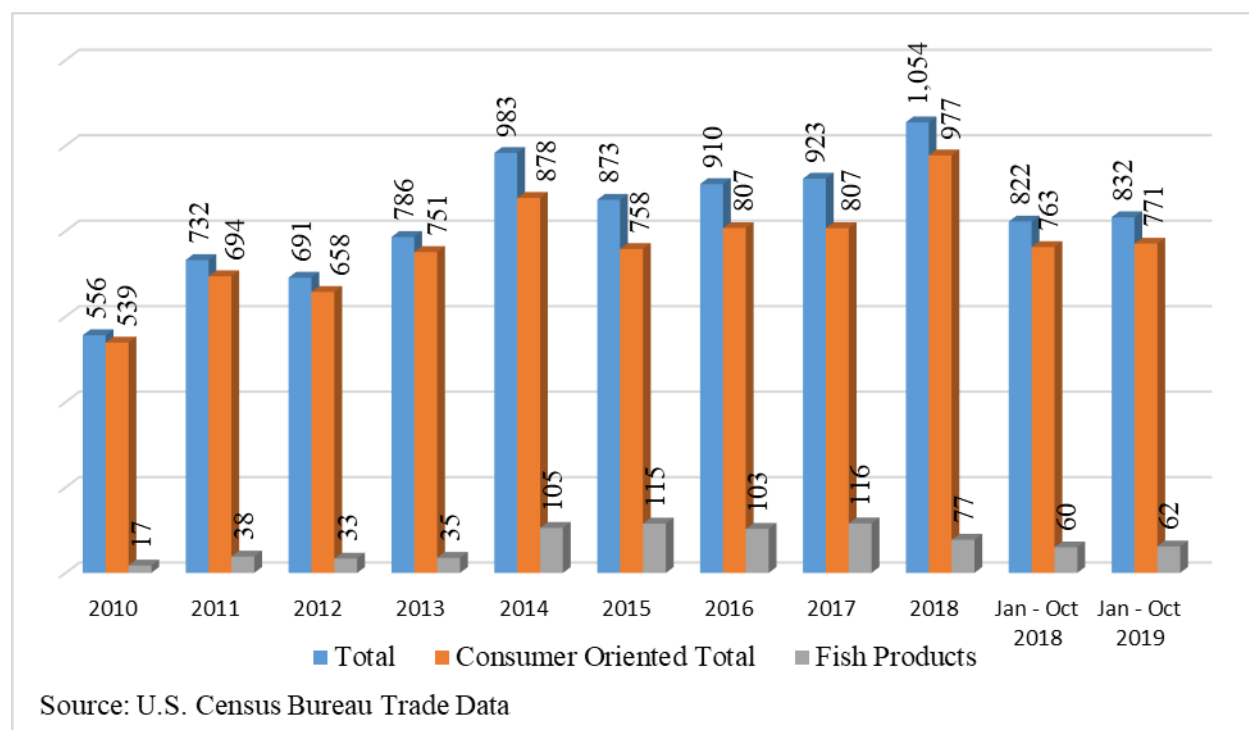
Advantages	Challenges
Demand for high-value consumer-oriented and seafood products has steadily increased over the past five years.	The majority of low and middle-income households in small cities and rural areas cannot afford imported products due to widening income inequality and a lack of modern retail establishments.
Growth of the modern food retail, HRI, and food processing sectors offer more opportunities for imported food products, including those from the United States	U.S. products, specifically poultry, meat, fruits, dairy products, confectionery, and wine and spirits, have become less competitive than those imported from ASEAN members and Vietnam’s FTAs partners due to higher tariffs.
Vietnamese consumers view U.S. products as high quality and safe.	U.S. products, in particular, are still expensive to low and middle-class households.
Growing international tourist arrivals	Western tourists, who usually pay a premium for quality foods, accounted for only 25 percent of total

	tourist arrivals. International arrivals may also decrease as tourist cities are becoming more polluted and crowded, and therefore less attractive.
Vietnam’s continued economic integration and its FTA negotiations allow more openings for foreign products in general.	Technical barriers to trade, sanitary and phytosanitary issues, and high tariffs limit imports of U.S. consumer-oriented products.
Local food processors continue to increase production capacity and improve product quality to meet the growing market demand.	U.S. food ingredients face fierce competition with local products.
Growing convenience food stores, full-service restaurants, convention and wedding centers, and fast food chains create opportunities for quality food and food ingredients.	Rising, and already high, rental costs increase retail prices.
Food safety concerns boost demand for imported food products, especially from developed countries.	

**SECTION II: EXPORTER BUSINESS TIPS**

Vietnam has become an important market for U.S. consumer-oriented and edible fishery products. U.S. exports of these two product categories to Vietnam increased from \$910 million in 2016 to just over \$1 billion in 2018, making Vietnam the 13<sup>th</sup> largest country export market worldwide for U.S. consumer-oriented and edible fishery products. Exports of these two product categories will continue to remain high in 2019 with sales during the first 10 months of this year already reaching \$832 million, up \$10 million over the same period last year.

**Figure 2: U.S. Exports of Consumer-Oriented and Fishery Products to Vietnam (million USD)**



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

### 1) Local Business Customs

- The full name of an average Vietnamese person usually consists of three components that are placed in the order of family name – middle name (s) – given name. This order sometimes confuses Westerners. Remember that most Vietnamese people refer to each other by their given name. Using “Mr.” or “Ms.” and then given name is a common and respectful way to communicate, especially in the first meeting.
- Travel to Vietnam to meet with new customers or to reach out to existing clients is highly recommended. Such visits help U.S. exporters better evaluate partnerships and build up connections, as well as identify new opportunities, existing issues, and potential obstacles. Vietnamese highly appreciate face-to-face meetings with new-to-market exporters in the initial stages. Additionally, a personal introduction or recommendation from U.S. government offices, trade associations, and/or existing trade partners will enhance a firm’s credibility and acceptance.
- Remember to always bring business cards wherever you go. Even casual meetings begin with an exchange of business cards. Failure to provide business cards may reduce credibility. Additionally, Vietnamese people usually offer their business cards with both two hands to show their respect. They would highly appreciate the same greeting.

- It is essential to conduct intensive research to identify the most appropriate entry strategy. Market demand, market access regulations, prices, consumers' preferences, competitors, distribution channels, and taxes are some of the most critical issues.
- Trade show participation is a very important marketing tool to advertise products to the target market. USDA has endorsed a "USA Pavilion" at the Food and Hotel Vietnam show in Ho Chi Minh City since its inception in 2004 and will endorse a "USA Pavilion" at the Food and Hotel Hanoi show 2020. Additional information about the shows is available at <https://foodnhotelvietnam.com/> and <https://foodnhotelhanoi.com/en-us/>.
- Do not arrange business meetings on or near Vietnam's national holidays, including Lunar New Year ("Tet"), whose date varies each year from mid-January to mid-February, Liberation Day (April 30), Labor Day (May 1), and the Hung King Festival (10<sup>th</sup> day of the third lunar month). Vietnamese people usually begin celebrating Tet a week before the official holiday and fully resume working a week afterwards. During those time periods, communications with local businesses will slow down as people take vacations and/or return to their hometowns to spend time with family.
- Taking an interpreter to the first meetings with new customers is strongly advised. Many Vietnamese businessmen are proficient at reading and writing in English, but are not always comfortable speaking English. Try to speak with your Vietnamese counterparts in short, simple, and jargon-free sentences to make sure they fully understand. What may sound simple and clear to you may not be so simple and clear in Vietnamese, or in the Vietnamese business context.
- After the first approach, additional follow-up visits, phone calls, and emails play an important role in building the business relationship.
- Vietnamese businesses have a tendency not to reply to offers that they are not interested in. They may show strong interest at the beginning of discussions, but might lose interest when facing difficulties in implementing details.
- Vietnamese small and medium enterprises are unlikely to be aware of many trade policies and regulations and are therefore vulnerable to adverse effects caused by recent changes. When facing problems, businesses tend to overcome issues individually. Therefore, it is necessary to verify if a local partner is knowledgeable about import and distribution procedures, including products registration, labeling, and custom clearance procedures.
- Vietnamese businesses tend to be more price than quality sensitive and often seek exclusive import and distribution rights and financial support when launching new-to-market products and marketing activities.

- Flexibility in sales is important to consider when doing business with Vietnamese partners. Small orders are usually placed to “test the water,” but this does not mean that the local importer is not committed to the business.
- Payment should be seriously considered when doing business with new customers, even when the local partner is well-established. If they cannot accept a 100 percent telegraphic transfer (T/T) in advance, an irrevocable letter of credit (L/C) at sight is likely the most secure payment term.

## **2) General Consumer Tastes and Trends**

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

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

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

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

## **SECTION III: IMPORT FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES**

### **1) Customs Clearance**

Vietnamese customs officers may require different certificates depending on the nature of imported products in question. U.S. exporters are advised to reference the most updated FAIRS reports through the FAS website: <https://gain.fas.usda.gov/#/search> or contact FAS/Vietnam regarding any export documents concerns.

### **2) Documents Generally Required by the Country Authority for Imported Food**

Below is some brief guidance for U.S. exporters that are new to the Vietnamese market:



### a) Meat, Poultry, and Aquatic Products

Exporters that wish to export chilled and frozen meat, poultry, and seafood products to Vietnam must register with the Ministry of Agricultural and Rural Development (MARD)/Department of Animal Health (DAH). Once DAH approves a registration, they will list the establishment on their Department website: <http://www.cucthuy.gov.vn/>, after which the company's registered products can be imported and circulated in the Vietnamese market.

For beef and pork and poultry products registration, please refer to the attached *Updated Form 9 Decree 15 Instruction (2019)* and *Updated Form 9 Decree 15 (2019)* and contact [usda4circ25@gmail.com](mailto:usda4circ25@gmail.com) for further details.

For seafood other than live seafood, please refer to instructions on the National Oceanic and Atmospheric Administration (NOAA) website: <https://www.fisheries.noaa.gov/export-requirements-country-and-jurisdiction-n-z#vietnam>.

#### *Special notes*

- *Health (export) certificate(s) are strictly required*
- *The health certificate number MUST MATCH the certificate number on box labels. MARD/DAH will reject shipments with discrepancies.*
- *Export (health) certificates for Vietnam MUST BE endorsed PRIOR to the shipping (bill of lading) date. Vietnam will reject ALL animal product shipments where the export (health) certificate is dated AFTER the shipment date of the product. Please refer to this link for further details: [https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/export/iregs-for-animal-product-exports/sa\\_international\\_regulations/sa\\_by\\_country/sa\\_v/ct\\_product\\_vietnam](https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/export/iregs-for-animal-product-exports/sa_international_regulations/sa_by_country/sa_v/ct_product_vietnam)*
- *Consolidated shipments which include products from unregistered facilities are subject to burdensome paperwork and face heavy fines or rejection.*

### b) Live Aquatic Products

A health certificate is required. New-to-market live aquatic species NOT included in the *List of Live Aquatic Species Eligible for Trade in Vietnam* as prescribed at Appendix VIII, Decree 26/2019 guiding the implementation of the Fishery Law,<sup>1</sup> are subject to a “Risk Assessment Process.” Please refer to the attached “*Appendix VIII Decree 26*” and “*20190729-Guidance for the Importation of Live Aquatic Species to Vietnam for Food Use*” for further details.

### c) Fresh Produce

A phytosanitary certificate is required. Fresh produce is subject to plant quarantine and fresh fruits, roots, living plants, and living parts of plants are subject to a pest risk assessment (PRA).

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<sup>1</sup> Decree 26/2019 guiding the implementation of the Fishery Law is available [here](#)

Please refer to [VM4057](#) for quarantine and PRA regulations and [VM5047](#) for a list of HS codes subject to plant quarantine regulations for further details. To date, Vietnam has officially granted access for six varieties of U.S. fresh fruits: apples, cherries, grapes, pears, blueberries and oranges and U.S. fresh potatoes (not seed potatoes). For more details about which varieties have been approved for import into Vietnam, please refer to the attached “*List of U.S. Fresh Produce Approved for Import to Vietnam.*” Fresh fruits from other countries that have also been approved for import to Vietnam can be found in the attached “*List of Fresh Fruit Varieties Approved for Import to Vietnam.*”

Exporters can also visit Vietnam’s Plant Protection Department website:

<https://www.ppd.gov.vn/quy-dinh-kdtv-cua-viet-nam/danh-muc-vat-the-thuoc-dien-kiem-dich-nhap-khau-vao-viet-nam-theo-thong-tu-so-30x002f;2014x002f;tt-bnnptnt-ngay-05x002f;9x002f;2014.html> for further information.

#### **d) Processed Foods and Beverages**

Local importers should register new products. U.S. exporters should work with their local importers by providing government required certificate(s) and product samples.

##### ***Special notes***

*On October 29, 2018, MARD issued Circular 15/2018 on the promulgation of HS codes for specialized import and export goods subject to its management. Accordingly, products listed in Section 1, Section 6, Section 11 of Circular 15, except some items which are in sealed packaging for retail, must be accompanied by either a health or phytosanitary certificate. Please refer to GAIN report [VM9002](#) for further information.*

*Wine, beer, and spirits are subject to a special consumption tax (SCT), which is currently 35 percent for wine (less than 20 percent alcohol by volume) and 65 percent for beer and spirits (20 percent alcohol by volume and above). The Vietnamese government has shifted taxation from the import prices to the “selling (retail)” price. Please refer to [VM6056](#) for more details.*

#### **3) Country Language Labeling Requirements**

Labeling requirements for goods circulated in the Vietnamese market, including imported food, are stipulated by Decree 43/2017. In short, all imported foods, except for those products destined for further processing and repackaging in Vietnam, must have secondary labels listing contents in Vietnamese that are consistent with the original label and supplement other mandatory contents that are required by the nature of the goods. Please refer to GAIN report [VM7031](#) for further details.

#### **4) Tariffs and FTAs**

Tariffs on products imported into Vietnam can be found on the website of the Vietnam Customs Department at: <https://www.customs.gov.vn/SitePages/Tariff-Search.aspx?language=en-US>.

As a member of ASEAN, Vietnam is party to ASEAN-China, ASEAN-Korea, ASEAN-Japan, ASEAN- New Zealand-Australia, and ASEAN-India FTAs.

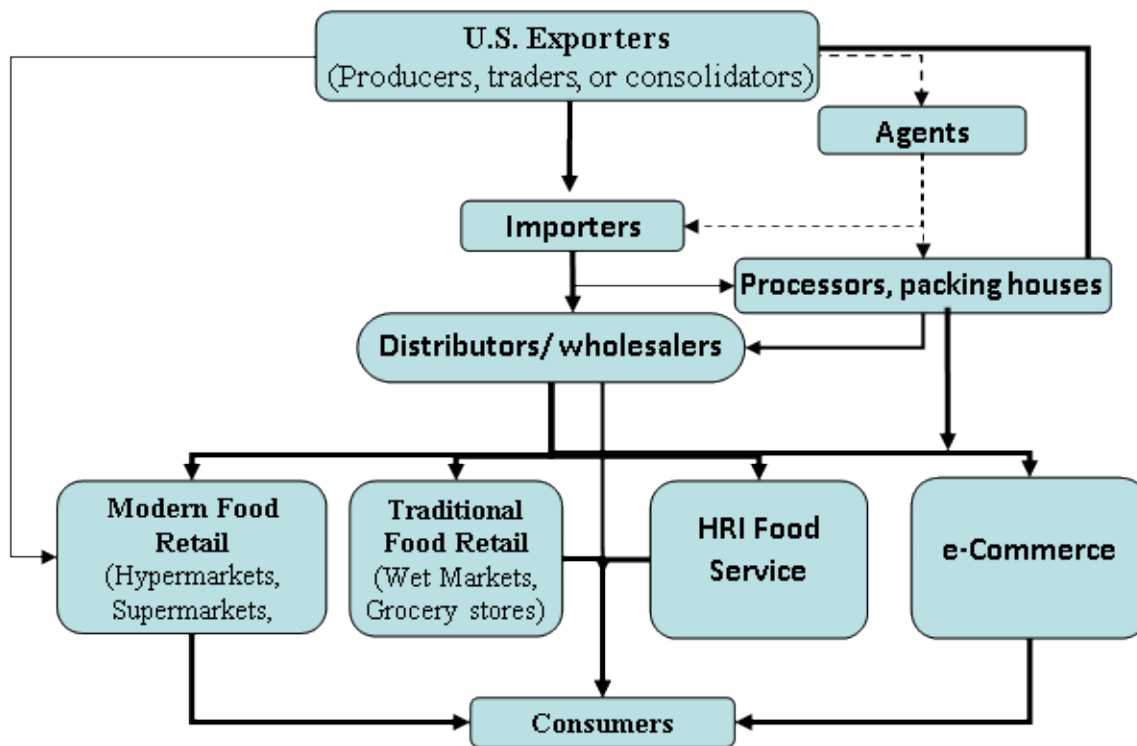
Individually, Vietnam has signed the Vietnam-Japan FTA, Vietnam-Korea FTA, Vietnam-Chile FTA, the Vietnam-Eurasian Economic Union (EAEU), and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). At the time of the publication of this report, Vietnam is still in the process of ratifying several other FTAs, including an FTA with the EU.

Through these FTAs, Vietnam boosts exports and attracts more FDI. In exchange, Vietnam has committed to lowering import tariffs, eliminating quotas, increasing market access for goods and services, strengthening protections for intellectual property rights (IPR), enhancing legislative and regulatory transparency, and improving commercial dispute settlement and trade facilitation processes. FTAs with other trading partners, especially the reduction and elimination of tariffs, threaten the competitiveness of U.S. food and agricultural exports.

#### SECTION IV: MARKET SECTOR STRUCTURE AND TRENDS

Figure 3 outlines distribution channels of imported U.S. products in the Vietnamese market, not including transshipments or re-exports. U.S. exporters can review and pick the most appropriate channel(s) for their respective products.

**Figure 3: Distribution Channels**



## Market Trends

Tet creates high-demand for a variety of consumer-oriented products and beverages, including meat and meat products, fresh fruit, processed fruits, sweets and snacks, soft drinks, and alcoholic beverages. Traditionally, Vietnamese businesses gift Tet baskets filled with imported goods to contacts. Modern retailers, restaurants, and bars also utilizing Western holidays, such as Black Friday, Valentine’s Day, and Christmas as events to attract consumers with special promotions.

E-commerce has rapidly surged in Vietnam over the past three years, from \$4.0 billion in 2015 to \$7.8 billion in 2018, according to the Vietnam E-Commerce and Information Technology Agency. Notably, food and beverages are among the top ten product categories purchased online. Vietnam’s high internet penetration rate (70 percent of the population in 2018, according to World Bank), prominent role of social networks, especially Facebook with about 45 million users in 2019 (46 percent of the total population), high smartphone penetration rate, and the proliferation of fast delivery services are the main drivers for the country’s e-commerce development. Advertising and sales on social media networks, e-commerce platforms, vendors’ websites, and phone applications have become popular with Vietnamese consumers, particularly young people, in first and second tier cities.

## SECTION V: AGRICULTURAL and FOOD IMPORTS

**Table 2: Global and U.S. Exports of Consumer-Oriented and Agricultural Related Products to Vietnam**

Values in Thousands of dollars	Global Exports			U.S. Exports			U.S. Market Share		
	2016	2017	2018	2016	2017	2018	2016	2017	2018
<b>Consumer-oriented products</b>									
Tree Nuts	2,451,539	2,182,219	1,838,416	331,262	308,088	287,248	14%	14%	16%
Dairy Products	722,964	825,825	841,998	119,666	112,443	145,080	17%	14%	17%
Poultry Meat & Prods. (ex. eggs)	607,463	388,509	735,567	79,261	76,328	109,756	13%	20%	15%
Fresh Fruit	1,370,882	2,051,396	2,020,506	66,933	72,150	102,166	5%	4%	5%
Beef & Beef Products	2,438,410	2,720,667	2,430,362	39,890	60,569	81,913	2%	2%	3%
Non-Alcoholic Bev. (ex. juices)	432,799	506,658	562,839	47,418	48,158	58,426	11%	10%	10%
Prepared Food	762,894	796,380	930,640	46,351	44,094	50,496	6%	6%	5%
Pork & Pork Products	199,178	123,063	316,619	4,948	12,122	34,967	2%	10%	11%
Processed Vegetables	984,619	1,224,698	1,670,951	9,965	19,468	32,389	1%	2%	2%
Chocolate & Cocoa Products	59,027	70,646	85,880	12,997	18,414	28,474	22%	26%	33%
Processed Fruit	327,250	384,333	384,832	23,408	15,410	15,505	7%	4%	4%
Wine & Beer	126,299	131,732	146,535	9,985	8,787	13,415	8%	7%	9%
Snack Foods NESOI	170,667	190,406	207,815	8,419	5,817	7,906	5%	3%	4%
Dog & Cat Food	28,274	25,456	29,354	218	242	2,806	1%	1%	10%
Condiments & Sauces	61,001	80,834	111,823	1,439	1,598	1,480	2%	2%	1%
Meat Products NESOI	189,072	319,157	341,443	1,932	337	1,237	1%	0%	0%
Fruit & Vegetable Juices	21,620	26,130	24,478	1,193	935	1,089	6%	4%	4%
Fresh Vegetables	742,741	914,426	919,726	185	231	943	0%	0%	0%
Eggs & Products	7,794	9,100	10,712	451	527	606	6%	6%	6%
<b>Ag. Related products</b>									
Distilled spirits	1,225,929	1,222,343	1,201,332	46,716	29,210	64,787	4%	2%	5%
Fish Products	5,362,905	6,478,503	4,503,634	102,872	115,707	77,376	2%	2%	2%
<b>Total</b>	<b>18,293,327</b>	<b>20,674,498</b>	<b>19,315,462</b>	<b>955,509</b>	<b>950,635</b>	<b>1,118,065</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>

Source: Trade Data Monitor and U.S. Census Bureau Trade Data

## SECTION VI: KEY CONTACTS AND FURTHER INFORMATION

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

FAS has two offices in Vietnam, one at the U.S. Embassy in Hanoi and the other at the U.S. Consulate General in Ho Chi Minh City.

#### **FAS Hanoi, Vietnam**

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

Tel: (84.24) 3850-5000

Email: [aghanoi@fas.usda.gov](mailto:aghanoi@fas.usda.gov)

#### **FAS Ho Chi Minh City, Vietnam**

8<sup>th</sup> floor, Diamond Plaza, 34 Le Duan Blvd, District 1, HCMC

Tel: (84.28) 3520-4630

Email: [atohochiminh@fas.usda.gov](mailto:atohochiminh@fas.usda.gov)

### 2) State Regional Trade Groups

<http://www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups>.

### 3) USDA Cooperators

U.S. exporters should also contact U.S. non-profit trade associations, also known as “USDA Cooperators” which represent specific U.S. agricultural commodities. These industry groups have strong resources, such as market insight and connections with local stakeholders, that can help facilitate market penetration and expansion. Please find contacts for these groups in the attached list of “*USDA Cooperators Active in Vietnam*”.

### 4) American Chamber of Commerce in Vietnam

The American Chamber of Commerce in Vietnam (AMCHAM) serves as point of contact and exchange for members of the American business community. AMCHAM has active Food and Beverage and Agriculture committees that represent member firms with stakeholders on issues concerning food, agriculture, and agribusiness.

#### **American Chamber of Commerce**

Hanoi (<http://www.amchamhanoi.com>)

Ho Chi Minh City ([www.amchamvietnam.com](http://www.amchamvietnam.com))

## 5) Key Government Contacts

**MARD/Plant Protection Department (PPD)**

[www.ppd.gov.vn](http://www.ppd.gov.vn)

**MARD/Department of Animal Health (DAH)**

[www.cucthuy.gov.vn](http://www.cucthuy.gov.vn)

**MARD/Directorate of Fisheries**

<https://tongcucthuysan.gov.vn/vi-vn/>

**Vietnam Food Administration (VFA)**

[www.vfa.gov.vn](http://www.vfa.gov.vn)

**Department of Science and Technology**

[www.moit.gov.vn](http://www.moit.gov.vn)

## Attachments:

[Updated Form 9 Decree 15 Instruction \(2019\).doc](#)

[Updated Form 9 Decree 15 \(2019\).doc](#)

[Appendix VIII Decree 26.docx](#)

[20190729-Guidance for the Importation of Live Aquatic Species to Vietnam for Food Use.pdf](#)

[List of U.S. fresh produce approved for import to Vietnam.pdf](#)

[List of fresh fruits approved for import to Vietnam.xlsx](#)

[USDA Cooperators active in Vietnam.pdf](#)