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Exporter Guide

1999

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Report Highlights: This guide is intended to assist suppliers target the Vietnam market, one of the more challenging in Asia. Sections on business tips, market structure, best-bet prospects and key contacts are provided.

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Hanoi [VM1], VM

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Executive Summary

This guide is a first brush effort to provide basic information on exporting food products to Vietnam. With a dynamic, well-educated population nearing 80-million eager consumers, Vietnam is at once an opportunity and a challenge for exporters. At times, the maze of apparently conflicting regulations is a formidable barrier to trade. But Vietnam is evolving; it is becoming more integrated within ASEAN neighbors and aspires to the WTO.

Trade in imported consumer-ready food products is expanding. Official trade data indicate VN imported \$162 million of consumer-ready food products in 1998; the actual level is probably higher given VN's porous borders. Also, VN receives over \$1.0 billion in remittances from overseas, a large portion of which is spent on consumer goods. But how to reach this potential demand? We have observed that U.S. suppliers are either unfamiliar with the market or unable to evaluate a potential importer. Moreover, the current small size of orders (i.e., typically case-lot, not container) is at times a disincentive to target this market. Some U.S. products are re-exported or transshipped through the efficient regional entrepôts of Hong Kong and Singapore.

This report should be used in accompaniment with our AgAffairs offices in both Hanoi and Ho Chi Minh (HCMC). Our staff is ready to assist you in fine tuning your efforts to target Vietnam with your products (see **Key Contacts**, below). Some of you may feel inspired to assess market prospects first-hand, and we encourage you to do this. Each year our office organizes a USA Pavilion at the major international food & agriculture show. For some of you, this may be a very focused approach of assessing the market.

As all things change, so does the market, and some of the information contained herein may become dated. Please let us know if this guide is helpful.

I. Market Overview

Over the past several years, Vietnam's urban economy has begun a steady transition from the traditional open-air wet market to modern supermarkets and shopping centers. This trend alone has greatly increased the importation of Western food products. Today, Hanoi has over 25 mini-marts and supermarkets and Ho Chi Minh City has in excess of 30. The most recent entrant is Seiyu Supermarket, a Japanese joint-venture in Hanoi.

The largest supermarket is the newly opened (1998), French invested, Cora Hypermarket in Dong Nai Province, 45 minutes outside of Ho Chi Minh City (HCMC). Cora boasts 37 check-out lanes and carries a wide assortment of foreign and domestically produced goods.

Until recently, the only shopping center in Vietnam was the Singapore/ Vietnamese Army invested Superbowl, in HCMC. In 1999, several Vietnamese businessmen began transforming vacant urban lots (earmarked for commercial building projects that are currently on hold) into temporary (3 years) shopping centers.

In addition, the Taiwanese invested Thuan Kieu Plaza in District 5 HCMC has opened as a 4 story, 22,000 square meter shopping complex, plus three high-rise apartment buildings. The shopping center is averaging 30,000 walk-thru customers a day. The Korean invested Diamond Plaza in District 1 HCMC, will open its attached 4 story shopping mall in June 2000.

While the Asian Economic Crisis has had an impact on Vietnam's economy, the urban centers have tended to maintain economic growth on the consumer side. The newly imposed 5 day work week, coupled with adequate earning power of the urban dweller has assisted the trend of purchasing ready to eat food, snack food and food luxury items.

Local food producers have begun to supply shoppers with ready to eat and pre-prepared food items, such as instant noodle soup. The pre-prepared food items consist of various food ingredients, chopped/sliced and wrapped as a package for home use. This is a new trend and its introduction is expected to trigger the demand for more varieties of ready to eat and pre-prepared dishes.

Advantages	Challenges
Fascination with American culture (language, music, movies, fashion) carries over to American Food.	Shipping costs much higher than Europe & Asia
Recognized high quality and value for the price	Transportation lead time is longer
Strong tie between the U.S. dollar and the Vietnamese Dong (less currency risk)	Overall preference by hotel/restaurant buyers for European food items
Low level of U.S. competition in the market	Low level of experimentation by urban dwellers with Western food

II. Exporter Business Tips

- The Vietnamese Government restricts the importation and distribution of all products to Vietnamese companies (State and privately owned). Thus, foreign companies must find a suitable importer/distributor. In some cases the importer is a separate company and it takes a small fee for importing the product. The goods would then move to market through a local distribution company.
- In other cases, the local company has the proper importation and distribution license. This is usually a better choice. As the local company takes both physical and legal custody of the goods, it is important to only sell goods against an irrevocable L/C, at sight. No other credit terms should ever be contemplated.

There have been many cases of local companies locked in payment disputes with the foreign suppliers.

- Therefore, it is important for the American supplier to have a relationship with a local company that has the financing to enter into a business relationship. This local distributor will give credit terms to buyers and collect payment due.
- Foreign companies can enter the market and establish a Representative Office. This license, issued by the Ministry of Trade, will allow the foreign company to monitor marketing and sales activities of the distributor. It does not give the foreign company the right to manage the distributor, sell products or collect payments.
- Local consumers have begun to purchase U.S. fresh fruit, canned goods, condiments, sauces, snack food, nuts, soups, wine, and a variety of other products. While local products continue to be strong sellers because of price, the quality of the produces have not yet reached international standards and at some point, the local consumer will begin to demand a higher level of quality.

Customs Procedures

There are two primary entities responsible for carrying out inspection at customs points. The first is technically referred to as a State Controlled Body (SCB) and carries out inspection and clearance related to quality control, health and sanitation requirements on behalf of government bodies such as the Ministry of Health. The second is the General Department of Customs, whose officials check imports to evaluate and collect import duties, and assess violation of, or agreement with, import quotas and product bans on behalf of the Ministry of Trade and the Ministry of Finance.

The following outlines regulations and procedures for customs inspections. Local importers are expected to handle all of these formalities themselves.

Inspection Format

Damage During Shipment

Technically, the cargo's "external appearance and sensorial perception" cannot be altered or compromised during shipment. If so, this may trigger deeper inspection by an SCB.

Permits

All necessary documents must be compiled into one dossier and presented with Vietnamese-language translations.

The necessary documents include:

- Registration for inspection form;
- Copy of trade contract or letter of credit (L/C);
- Bill of Lading;
- Invoice;
- Packing List; and
- Documents certifying the quality of the cargo and certificates of quality already granted to the cargo.

Note: Additional documents might be necessary, based on the nature of the shipment.

Samples

Customs and health inspectors and inspecting bodies may require samples of every item in the shipment, as well as extra samples for reference against future shipments of the same item. Exporters should consult with their importer and freight forwarder prior to shipment regarding necessary samples and proof of inspection documentation. Foreign quality control and inspection companies, such as SGS Vietnam, are also a good source of information.

Location of Inspection

Cargo, especially perishables, may be inspected in certified bonded warehouses, rather than directly at the port, if the receiving party submits a Certificate of Inspection to customs authorities, available from local customs officials.

Inspection Procedure

An import company representative, or someone authorized to accept the goods on their behalf, meets with inspection officials at the port or certified warehouse. Customs officials will simply assess and collect import duties, and ensure that the shipment falls under quota if relevant and does not violate a product ban. The SCB will check the quality and safety of the products in the shipment by any of the following:

- ☐ passing the goods without inspection
- ☐ conducting a reduced inspection in which only a representative sample of the cargo is inspected (used mainly for commonly imported goods)
- ☐ conducting a full inspection (this entails individual verification of every item imported).

If the goods pass inspection, then the SCB issues a Certificate of Attainment of Import Quality to the receiving party. If the goods or samples do not meet the necessary requirements, then the SCB is required to send the import company notification and explanation for the cargo's failure.

If the Certificate of Attainment expires before the cargo is removed from customs storage by the importing company, or the packaging is changed while awaiting pick-up, then the importer must apply for re-inspection of the cargo.

Fees

The total cost of import duties and inspection fees levied will also be calculated by the SCB. Import duties are based on the cargo's cost, insurance and freight (CIF) value. Inspection (customs) fees are calculated based on the total retail value of the cargo inspected.

The total fee for inspection is 0.1% of the retail value of the goods, but the total amount cannot be less than approximately \$24 or more than approximately \$400.

Traders also say that enforcement of regulations governing imports is inconsistent. Moreover, laws and duties are often changed and are almost impossible to predict. The best means of finding up-to-date information

regarding food export to Vietnam is to contact people working in the country. Vietnamese government agencies can provide information, but response time may be slow and miscommunication between ministries and regional offices is possible. Contacting the AgAffairs Offices in Hanoi and HCMC is a good starting point.

Goods may only be legally imported into Vietnam by a licensed import and export company. The licenses are granted by the Ministry of Trade for private, locally owned, and Vietnamese state-owned enterprises (SOEs). Foreign-invested businesses are granted import and export licenses for materials and products directly related to their business, but there are few of these businesses in the high-value food industry.

Once a company has received a license to import goods into the country, it must then apply for a quota permitting it to import a certain quantity of a given item.

The quota system allows the government further regulation over what is brought into the country. This system affects various food products differently; fruits, for example, enjoy essentially limitless quotas. Yet in 1997, quotas for the import of confectionary goods were not issued, effectively banning their importation. The change was unexpected by many importers and forced many companies to change their annual turnover projections.

Accurately determining the true level of quotas available at any given time or that will be available in the future is extremely difficult. Even importers and companies that hold licenses to receive quotas are not always aware of how much quota is or will be available at any given time, nor how much they will actually receive.

Moreover, the government has been known to re-classify products to fall under different categories that may be under stricter import quotas. The reason for the lack of a predictable import quota regime is that quotas are one of the government's most commonly used tools to control imports into the country. Anytime during the year, if the government wishes to immediately restrict the importation of a particular good, it will reduce or cease issuance of quotas for that product without warning. As a result, trying to predict availability of quotas or getting reliable information on the level of quotas for any given product at any given time is very difficult.

The Ministry of Health is charged with establishing all hygiene-related standards for food imports into Vietnam. Decision #2481/BY-QD, issued by the Ministry in December, 1996, defines the technical requirements for all food products brought into Vietnam. If there is no defined food standard for a particular import, then international standards apply, so long as they are not "below those of Vietnam."

All imported food products are technically required to be registered with the Ministry of Health before they can be legally imported into the country. The Ministry often authorizes smaller government bodies (SCBs) to do this work which is typically performed when the goods arrive in Vietnam.. The product, and its packaging, must conform to the Ministry's requirements, which vary by product. Exporters should contact their Vietnamese partner to determine what packaging requirements their product must meet. However, products meeting U.S. standards will most likely meet the requirements of the Ministry of Health.

The Ministry of Health also technically requires that each product have:

- a label, printed, engraved or glued onto the package
- a trade name, printed on the package
- the name of the manufacturing establishment
- the address of the manufacturing establishment

- Ⓒ the static weight of the packed food
- Ⓒ the date of expiration prominently displayed
- Ⓒ the manufacturer's registration number (please note that this is not required in the U.S.).

Bulk food containers must clearly list:

- Ⓒ the country of origin
- Ⓒ the manufacturer's name
- Ⓒ the name of the packing and bagging center.

Food items manufactured outside of Vietnam will be required to have Vietnamese language on the package from March 1, 2000. Details of the new Labeling Regulations are available in GAIN Report, VM9029. The new regulations require Vietnamese labels on all imported goods, to include major ingredients, manufacture and expire dates etc. This information may be added after importation. The label and trademark name must be approved by the Epidemic Prevention Department of the Ministry of Health, which is responsible for registering the identity and safety of all imported food products. (Note: This registration may be carried out by one of several inspection agencies working at the port.)

A clear expiration date, visibly placed on individual containers, is especially important for passing customs inspections. Some importers have had to repack or even return their shipments because customs officials could not easily identify the expiration date on the product package.

Many food importers stress that the Ministry of Health's laws are not consistently applied. Registration of food items is often conducted once the shipment of a certain product arrives in Vietnam—even if the product has been registered previously from overseas, at that location or at another point of entry. Completing the inspection process smoothly is often dependent upon the importing company and its relationship with the local authorities.

III. Market Sector Structure and Trends

The largest near-term opportunity for U.S. food products is in the Hotel, Restaurant and Institutional (HRI) market. This includes the food retailing sector. The food service industry has yet to become well established and the food processing sector has a large component of local companies, with the bulk of the ingredient purchases being made from Asian countries. For the future, the food processing sector offers opportunities.

The HRI sector does have a strong preference for Australian and French products, as the majority of the chefs and Food & Beverage Managers come from these countries. Moreover, Australian products enjoy both a freight advantage and a delivery time advantage. U.S. products in most cases are new to market.

The best way to enter the Vietnamese market is to work with one of the better known local food trading companies that have existing relationships with supermarkets, hotels and restaurants. These companies will order product and consolidate shipments to Vietnam. As these companies tend to be somewhat transient, it is advisable, if practical, to visit Vietnam and research the company's customer lists and achievements.

Currently, there are only a handful of well-organized food distribution companies in Vietnam, so the selection process need not take too long. There is typically some sort of foreign involvement in each of the better known companies, so meetings can be conducted in English.

In-store promotion is very popular and recommended part of an advertising campaign. Point of purchase (POP) displays and other advertising material are important to attract local consumers that still have a limited knowledge of foreign food products.

IV. Best High-Value Product Prospects

Vietnamese consumer confidence in Western products is high. Perception of American-made goods is automatically one of premium quality. Vietnam's import infrastructure and general level of economic development are in the beginning stages of expansion. So, too, is the level of brand awareness. Therefore, different products will face different opportunities and challenges. Establishing an early base during the country's developing stage is considered essential for future success by many companies eyeing this market.

Chilled and Frozen Meat

Meat consumption is rising in Vietnam. Pork has long been the country's major meat product. During the past several years, more and more imports of Australian, New Zealand and U.S. beef have been coming into the country. To date, sales of these products have mostly gone to high-end outlets such as luxury hotels and restaurants aimed at expatriates. This trend seems set to continue in the near future so U.S. meat exporters should focus on these high-end outlets for sales in the near future.

Frozen Poultry

Affordable chicken is widely available in Vietnam, and while the product quality is considered good by Vietnamese, it is below international standards. Fresh chicken can be found in most markets, but as more women join the labor force sales of convenient pre-cooked chicken products should increase as long as prices remain affordable. Vietnamese tend to prefer wings and legs (dark meat) rather than chicken breast meat.

Tree Nuts

Vietnam currently boasts a large local supply of certain nuts, such as cashews and peanuts, which the government is actively promoting. The problem is that the Government exports the better quality nuts, leaving local consumers with a poor selection. Until the last three years pistachios and almonds were almost unknown on the local market. Recent efforts to introduce California produced pistachios and almonds have been successful. Strong marketing programs to introduce premium nuts and nuts not grown domestically in Vietnam could yield good results.

Snack Foods

American-made snack foods are extraordinarily popular with consumers who can afford them. Many shop owners, from street stalls to new mini-supermarkets, report high turnover of snack products such as biscuits and cookies. Several Japanese companies have established factories and joint venture partnerships with Vietnamese confectioners. Pringle's potato chips are very well received, particularly in Ho Chi Mich City. Now other Asian potato chip manufacturers have begun production in Vietnam.

Snack foods have traditionally been subject to stiff import rates, especially as investment in domestic manufacturing increases. Some importers report having difficulties bringing many snack items into the country. But as Vietnamese are consummate snackers, exporters should find a way to service this market with a higher

quality product than is available today.

Beer & Still and Sparkling Wines

Alcoholic beverage sales is one of the fastest-growing sectors in Vietnam's food market. Beer leads this growth, due largely to the availability of cheap, locally made beers. Whisky is also extremely popular. Wine, seen primarily as a luxury good, is also realizing increased sales, though at a slower rate. Several mid-range California brands have entered the market. Heavy import tariffs and dubious handling capabilities of perishables, such as white wine, impede greater distribution of these products. Wine will continue to remain a luxury good and confined to consumption primarily in restaurants and hotels over the next few years. However, as wealth and living standards increase, it is anticipated that Vietnamese consumers will increase purchases of wine to entertain guests in the home and for home consumption. Wine is a new product to the Vietnamese and they will need to be educated about this product.

Fresh Deciduous Fruit

Fruit is a central part of the Vietnamese diet, and consumption of fresh deciduous fruits is high. Products such as Washington apples and California grapes have become increasingly popular in the past years. However, inadequate handling and distribution facilities hinder greater sales of these products, which are sold at a premium to domestic varieties. Fierce competition from Australia, New Zealand, France, Canada, South Africa, and Chile has developed over the past three years. Paradoxically, improved storage blurs the distinct seasonality of production among northern and southern hemisphere suppliers and also increases competition.

Sales in Hanoi are rising as well, but the city's small number of high-end markets, less frequent shipping links to major ports, and proximity to China -- a major source of cheap fruit -- all thwart higher sales. Fruit sales in Ho Chi Minh City are strong and continue to do well despite fierce competition..

Fresh Citrus Fruit

Large quantities of pineapples and citrus fruit (oranges and limes) are grown locally and sold at very low prices during harvest season. Some importers have reported attempting sales of higher-value American fruits, such as California oranges, and have met with limited success against cheaper oranges and Clementines from China. U.S. exporters will need to convince consumers that their products are of a quality superior enough to justify a premium price. Florida juicing grapefruit would go well in international hotels and up-market restaurants.

Canned Fruit & Vegetables

Canned fruit and vegetables enjoy strong demand. This is in part due to the lack of cold storage, but also because of the slow and fragmented distribution system. One vendor claimed that he would like to be able to sell harder-to-find goods like canned asparagus and olives. Development of this market will take time in Vietnam.

Canned Meat Products

As with canned fruit and vegetables, canned meat products is another area that is doing well but crowded because of the wide assortment of both imported and local product. Spam and other similar imported products

are selling particularly well.

V. Key Contacts and Further Information

Government Contacts

Ministry of Trade (MoT)

31 Trang Tien Street, Hanoi, Vietnam

Tel: 844-825-3881 Fax: 844-826-4696

Contact: Mr. Nguyen Dinh Luong, Director, International Relations

Ministry of Trade (MoT)

VINACONTROL

Rice Department

No.80 Ba Huyen Thanh Quan Str. Distr.3, HCMC

Tel.: (848) 8441115

Contacting person: Mr. Bui Duy Trinh, Manager

Ministry of Planning and Investment (MPI)

2 Hoang Van Thu, Hanoi, Vietnam

Tel: 844-823-0202 Fax: 844-823-2494

Contact: Mr. Duong Duc Ung, International Relations Dept.

Ministry of Planning and Investment (MPI)

Investment Transaction Center

178 Nguyen Dinh Chieu, District 3, Ho Chi Minh City, Vietnam

Tel: 848-822-3905 or 848-829-9418 Fax: 848-829-9413

Contact: Mr. Nguyen The Hung, Industrial Investment Division

Ministry of Health (MoH)

138A Giang Vo Street, Hanoi, Vietnam

Tel: 844-846-4050 Fax: 844-846-4051

Contact: Dr. Thrinh Dang Hop, Director, International Cooperation Dept.

Ministry of Agriculture and Rural Development (MARD)

2 Ngoc Ha Street, Hanoi, Vietnam

Tel: 844-845-9670 Fax: 844-845-4319

Contact: Mr. Le Van Minh, Director, International Cooperation Dept

Ministry of Agricultural and Rural Development (MARD)

Federation of Commodities Control (FCC)

No.45 Dinh Tien Hoang Str. ; Distr.1, HCMC

Tel.: (848) 8100303

Fax: (848) 8290202

Contacting person: Mr.Le Tuan Anh, Manager

Hanoi People's Committee
Department of External Relations
81 Dinh Tien Hoang
Hanoi, Vietnam
Tel: 844-826-7570 Fax: 844-825-3584
Contact: Prof. Dr. Le Van Vien, Director

Ho Chi Minh City People's Committee
Department of External Relations
6 Alexandre de Rhodes, District 1
Ho Chi Minh City, Vietnam
Tel: 848-829-7553 Fax: 848-829-7665
Contact: Mr. Vu Hac Bong, Director

Chamber of Commerce and Industry of Vietnam (VCCI)
9 Dao Duy Anh Street
Hanoi, Vietnam
Tel: 844-574-2022 Fax: 844-574-2020
Contact: Mr. Pham Chi Trung, American Desk

Chamber of Commerce and Industry of Vietnam(VCCI)
171 Vo Thi Sau Street, District 3
Ho Chi Minh City, Vietnam
Tel: 848-823-0598 Fax: 848-829-4472
Contact: Mme. Ho Thi Huong, Director

Chamber of Commerce and Industry of Vietnam
Trade Service Company, General Trading & Consultancy Department
79 Ba Trieu Street
Hanoi, Vietnam
Tel: 844-826-5667 Fax: 844-826-6649
Contact: Mr. Nguyen Duc Khanh, General Manager

American Chamber of Commerce (AmCham)
Hanoi Chapter
59A Ly Thai To Street
Hanoi, Vietnam
Tel: 844-934-2790; Fax: 844-934-2787
Contact: Ms. Melissa Karr, Executive Director

American Chamber of Commerce (AmCham)
Ho Chi Minh City Chapter
76 Le Loi Street
Ho Chi Minh City, Vietnam
Tel: 848-824-3563; Fax: 848-824-3572
Contact: Mr. Herb Cochran, Executive Director

Agricultural Affairs Office (FAS)
U.S. Department of Agriculture
Saigon Centre Building, 9th Floor
65 Le Loi Street, District 1
Ho Chi Minh City, Vietnam
Tel: 848-825-0502; Fax: 848-825-0503
e-mail: fas.hcmc@hcm.vnn.vn

Agricultural Affairs Office (FAS)
U.S. Department of Agriculture
Rose Garden Office Building
(until February 1, 2000, c/o U.S. Embassy/Hanoi
7 Lang Ha Street, Ba Dinh District)
Hanoi, Vietnam
Tel: 844-843-1500; Fax: 844-843-8932
e-mail: AgHanoi@fas.usda.gov

LIST OF IMPORTERS IN HO CHI MINH CITY
(the following is only a partial list)

Nam Chan Trading Co

Mr. Nguyen Hong Son
337/2/63 Le Van Sy, W2, Tan Binh, HCM
Tel: 848-990-7263; Headphone: 09074 1442
Pager: 130-11907
E-mail: Namchan.co@hcm.fpt.vn
Fruit importer

Vy Vy Company

Ms. Nguyen Ngoc Yen/Director
94/C12 Hung Vuong, Ward 9, District 5, HCM
Tel: 848-832-3697; 821-7077; Headphone: 09081-0677
E-mail: hh.vinh@bdvn.vnd.net
Assistant Ms Huong: headphone: 09093-6495
Fruit importer/supermarket

TCT (Trade-Construction-Travel) Co

Mr. Nguyen Manh Ha/Director
107/10 Truong Dinh, District 3, HCMC
Tel: 848-930-0709
Fax: 848-829-5844
E-mail: tcthcm@hcm.vnn.vn
Assistant: Mr Lam, Mr Tuan, Ms Quyen
Supermarket (Fivimart Hanoi)

Tagida Incorporated

Mr. Pham Quoc Hung/Managing Director

189 B Cong Quynh St, District 1, HCMC
Tel: 848-833-0879
Tel: 848-833-0880
Fax: 848-833-0876
E-mail: tagida@saigonnet.vn
Importer of canned food, Tang, dried fruit

Incomex Saigon

Mr. Lu Quoc Minh/Vice Director
22A Nguyen Van Troi, Phu Nhuan District, HCMC
Tel: 848-824-9726; Headphone: 09090-5111
Fax 848-844-3479
Food importer

NESCO

Mr. Do Van Xinh/Director
16/24 Lu Gia, Ward 15, District 11, HCMC
Tel: 848-865-0348; Headphone: 09082-1756
Fax: 848-864-1479
Assistant: Mr. Bui Quang Toan
Import fresh fruit, raisin

Vfood Trade import export

Mr. Phan Tung
24 A1 Lam Son St., Phu Nhuan Dist., HCMC
Tel: 848-848-6215; Fax 8452 233
HP 09094 1137
in Hanoi, Vietnang Co., LTD
55 B Hang Bai St., Hanoi
Tel: 844-822 8466; Fax 822 8704
Mr. Le Quoc Minh
Categories: meat (beef, turkey), Salmon

Nhat Nam Co (former name is the International Fine Food)

Ms. Ho Thi Kim Oanh, Director
Mr. Norbert Ehrbar
54/31 Pho Quang St., Tan Binh Dist., HCMC
Tel: 848-847 9216 / 847 9217; Fax 847 9215
Categories: meat (beef, turkey), salmon

Sunimex

121 Yersin ST., Dist.1, HCMC
Tel: 84.8.821 7270; Fax 822 2572
Mr. Le Viet Ha - Vice Director (HP 09080 8462)
Categories: food & food stuff, meat (beef, turkey), salmon

Fideco (Cofidec's consignee)

28 Phung Khac Khoan St., Dist.1, HCMC

Tel: 84.8.829 0933; Fax 822 1038

Mr. Tran Huu Chinh - General Director / Mr. Nguyen The Hau - Director

Cofidec

908 Dien Bien phu St., Dist.10, HCMC

Tel: 830 3326 / 830 2844 / 8302846; Fax 830 2847

Mr. Vo Hue Tran

Categories: seafood

Trung Son Co.,

18A Ngo Van Nam St., Dist.1, HCMC

Tel: 848.849 5329; Fax 84.8.860 8280; email: trungson@hcm.vnn.vn

Mr. Ngo Thanh Hau - Director (09084 8922)

Categories : salmon (imported) , seafood & meat processing for export to Russia

The Food Pros

Mr Philippe Hill/.Manager

8A/3D1 Thai Van Lung, District 1, HCM

Tel: 848- 822-8487; Headphone: 09080-3855

Fax: 848- 822-8486

Assistant Mr Ba, Mr Tien (09081-7974)

Food, frozen food, meat, wines/spirit importer/food services

Hoang Lan Trading Co., Ltd

Mdm. Huynh Thi Nuong/Director

120 Ly Tu Trong Street, District 1, HCMC

Tel: 848 839-8465; 848-825-0130

Fax 848-832-4441

Importer (food and foodstuff)

Gannon

Mr. Walter Blocker

101 Tran Hung Dao, District 1, HCMC

Tel: (84-8) 837-3029

Headphone: 09093-3147

Fax: (84-8) 836-1263

Assistant Mr Giang (MB:09092-7431)

Categories: Import US beef + frozen potato/ Petfood / Nutrition / U.S Cosmetic

Sinhanco

Mdm. Huynh Lien Thuan/Director

2/16 Ham Nghi, District 1, HCMC

32-34 Ly Thuong Kiet, Vung Tau (064-854041; 09080-8623)

Tel: 848-822-3088/ 824-1527; Headphone: 09080-5393

Fax: 848-824-1406

Assistant Ms. Nguyen Thi Lan, 09080-1343

Importer/supermarket/distributor

Kim Hai Trading Co., Ltd

Mdm. Nguyen Thi Trung Nghia/Director
2A Phung Khac Khoan, D1, HCMC
Tel: 848-822-1386; Headphone: 09083-5800
Fax: 848-825-1044
E-mail: nhvt 268@hcm.vnn.vn
Importer (meat, potato)/distributor for Lamb-Weston

Vissan Import Export Corporation

Mr. Le Quang Nhuong/General Director
420 No Trang Long, Binh Thanh district, HCMC
Tel: 848-843-3900; 843-3907; Headphone: 09080-5697
Fax: 848-843-2372
Assistant: Van Duc Muoi, Mang. of Planning and Investment Dept. 09082-5098
Food processing/importer (meat, MDB, etc.)

Vinamilk

Mdm. Mai Thi Kieu Lien/Director
36-38 Ngo Duc Ke, District 1, HCMC
Tel: 848-829-9644/ 829-1988
Fax: 848-829-4845
E-mail: Vinamilk@netnam2.org.vn
Assistant: Ms. Nhung
Importer (milk powder, concentrated fruit juices)

Duc Thang Company

Mr. Huynh Van Nghien/Mr. Do Hoai Phuong
115 Nguyen Thong, District 3, HCMC
Tel: 848-843-6984
Fax: 848-844-0021
Importer (butter, dairy, cheese, shortening)

Hong Linh Co

Ms. Nguyen Thi Hong Linh
215 A-B Hoang Van Thu, Phu Nhuan District, HCMC
Tel: 848-844-9631
Fax: 848-842-3960
Importer (beer, wine)

Minh Thu Trading Co

18 Tran Quang Khai, District 1, HCMC
Tel: 848-843-8900
Fax: 848-843-9851
Snack food, confectionary

Quoc Hung Trading Co., Ltd

Mr. Nguyen Quoc Hung
117/72C Xo Viet Nghe Tinh, Binh Thanh District, HCMC
Tel: 848-899-6209/ 840-2785

Fax: 848-899-6209

Butter, dairy

Thanh Phat Co

Mr. Nguyen Van Thanh

80/7 Mac Dinh Chi, District 1, HCMC

Tel: 848-825-1902

Fax: 848-825-1903

Snack food, confectionery, foodstuff, cakes, alcohol and beer, soft drinks

Van Hanh Co

Mr. Pham Thi Lien Phuong

59/D2 Van Thanh, Binh Thanh District, HCMC

Tel: 848-898-3100/ 898-0085

Canned food

Thien Minh Co

Ms. Nguyen Ngoc Thuy

39 Phung Khac Khoan, District 1, HCMC

Tel: 848-823-7198; headphone 09096-9798

Fax: 848-823-7200

Wine

Binh Tay Trading Co

Mr. Ho Xuan Vinh

94-96 Thap Muoi, District 6, HCMC

Tel: 848-855-4576/ 855-6379

Fax: 848-855-6379

Foodstuff

Cholimex

Mr. Ho Kim Truong

631-633 Nguyen Trai, District 5

Tel: 848-855-5674/ 855-2473

Fax: 848-855-5682

Department Store Co (Desexim)

Mr. Nguyen Binh Minh

16 Ton That Thiep, District 1, HCMC

Tel: 848-829-1448/ 829-3239

Fax: 848-821-1751

Dong Khanh Commercial Center

Mr. Mai Minh Cuong

549 Tran Hung Dao B, District 5, HCMC

Tel: 848-855-1862/ 855-0043

Fax: 848-855-2118

HCMC General Department Store

Mr. Ta Van Thu

135 Nguyen Hue, District 1, HCMC

Tel: 848-822-4743

Fax: 848-829-9973

Ben Thanh Tourist Co

Mr. Nguyen Van Hon
4-6 Ho Huan Nghiep, District 1, HCMC
Tel: 848-829-9379
Fax: 848-829-5060

Saigon Tourist Co

Mr. Do Van Hoang
23 Le Loi, District 1, HCMC
Tel: 848-822-5874/ 829-5000
Fax: 848-829-1016

Duy Anh Co., Ltd.

4AB Le Loi St., District 1, HCMC
Tel: 848-829-2113
Fax: 848- 823-2759
Contact: Director Mr. Tran Thuong Nghia
Ritz cookies

Kim Lien Trading Co., Ltd. (Lotus)

251/1 Nguyen Van Troi St., Phu Nhuan District, HCMC
Tel: 848-842-2195/ 844-1477
Fax: 848-842-2195/ 847-5886
Contact: Director Ms. Nguyen Thi Kim Chi
Foodstuff, Frisolac milk powder

A Long Co., Ltd.

80 Ngo Duc Ke St., District 1, HCMC
Tel: 848-822-5880
Fax: 848-821-3124
Contact: Director Mr. Pham Quang Hang
Mac cereal, Mac coffee.

AAA Trading Co., Ltd.

72/6 Tran Quoc Toan St, District 3, HCMC
Tel: 848-820-5451
Contact: Director Ms. Phan Thi Minh Tu
Milk powder nutrition products.
Agent of Johnson & Johnson Co.

Saigon Food Corp.

80 Nguyen Hue St, District 1, HCMC
Tel: 848-825-0355
Contact: Director Mr. Bui Van Nam
Trading in wine and spirits, and consumer goods.

Trung Thong Co., Ltd

Ms. Nguyen Thi Huong, Director
189 Khanh Hoi, Ward 3, District 4, HCMC
Tel: 848-940-0668
Fax: 848-940-1005

Ovaltine milk, other milk products

Dat Tien Co., Ltd

Mr. Ha Tuan Duc, Director

101 Tran Hung Dao Street, District 1, HCMC

Tel: 848- 837-3031

Fax: 848-836-4108

Email: dattienco@hcm.vnn.vn

Ms. Dien, Sec

M&M chocolate, Ezma milk powder, Promil powder

Tan Hung Thinh Co., Ltd

Ms. Lam Thi Hue, Director

3 Lo A Road No. 5, ward 11, District 6, HCMC

Tel: 848-876-6920

Fax: 848-876-6717

Milk, canned fish, Peanut butter

Saigon Fruit and Vegetable Im-Ex Company

169B Lac Long Quan Street, District 11, HCMC

Tel: 848-861-7251

Canned fruit juice concentrate

Food and Technology Company

Mr. Nguyen Minh Thai, Director

103 Nguyen Thi Minh Khai Street, District 3, HCMC

Tel: 848-839-0941

Fax: 848-832-4974

Canned foods

LIST OF SUPERMARKETS IN HO CHI MINH CITY

(the following is only a partial list)

No	Name	Address	Phone note: 848 prefix	Fax note: 848 prefix	Freezer/ Chiller	Fruit	Contact
1	Coop-mart Dam Sen	3 Hoa Binh Street, District 11	836-0143/832-5239/839-4973	832-5659 837-0560	Yes	Yes	Mr. Nguyen Ngoc Hoa sgcoop@hcm.vnn.vn
2	Coop-mart	189C, Cong Quynh Street, District 1	836-0143/832-5239/839-4973	832-5659 837-0560	Yes	Yes	Mr. Nguyen Ngoc Hoa sgcoop@hcm.vnn.vn
3	Coop-mart	118 Hau Giang Street, District 6	960-0255	960-0254	Yes	Yes	Mr Nguyen Van Dung
4	Coop-mart	727 Tran Hung Dao Street, District 5	835-9493	835-9496	Yes	Yes	Ms Tran Kieu Lan
5	Shop 160	160 Hai Ba Trung Street, District 1	829-9258		Yes	Yes	Le Viet Ha
6	H&B Unimart	228A, Pasteur Street, District 3	820-1166	842-0421	Yes	No	Ms Ta Thi Thu Thuy
7	Tax Mart	135 Nguyen Hue Street, District 1	822-4737		No	No	Ms Nguyen Kien Nuong
8	Citimart Minh Chau	369 Le Van Sy Street, District 3	931-1268	931-1288	Yes	Yes	Ms Nguyen Anh Hoa citimart@sg.fpt.vn
9	Citimart Regency	21-23 Nguyen Thi Minh Khai Street, District 1	824-4818		Yes	Yes	Ms Nguyen Anh Hoa
10	Citimart Sky Garden	20 Le Thanh Ton Street, District 1	822-8868		Yes	Yes	Ms Nguyen Anh Hoa
11	The Mart Parkland	628A An Binh, An Phu, Thu Duc District	898-9000	898-9018	Yes	Yes	Mr Sauu Leng Cheang (Malaysian)/Vice Director
12	Vinamart	157 Phan Dang Luu Str, Phu Nhuan District	844-1962	842-2267	Yes	No	Mr Nguyen Huu Phuoc
13	Ten Mart	277A Cach Mang Thang Tam Str, Dist 10	864-2301	865-4584	Yes	Yes	Mr Nguyen Hong Duc/Vice Director
14	Maximark	3C Ba Thang Hai Str, Dist 10	835-6617	839-1285	Yes	Yes	Ms Nguyen Anh Hong maximark.sg@bdvn.vnd.net

15	Maximark Phu Tho	1196 Ba Thang Hai Str, Dist 11	858-7145	858-7146	Yes	Yes	Ms Nguyen Anh Hong
16	Cora Hypermarket	11C4, Khu Pho 1, Long Binh, Dong Nai Province	061-833180	833181	Yes	Yes	Mr Nguyen Xuan Hai/Deputy General Director
17	Tu Do Mart	147 Xo Viet Nghe Tinh Str, Binh Thanh District	840-1396	840-1380	Yes	Yes	Ms Luong Thi Ngoc Bich
18	CHS-SHC Minimart	A 43 Truong Son Str, Tan Binh District	845-8119		Yes	Yes	Ms Huynh Lien Thuan
19	Riverside Supermarket	670 Vo Truong Toan, An Phu, Thu Duc District	899-7402	899-6826	Yes	Yes	Mr Lam Dai Bang
20	Mien Dong Supermarket	202 B Hoang Van Thu Str, Phu Nhuan District	844-0897 847-7498	844-0895 847-7494	Yes	Yes	Mr Nguyen Duc Le
21	Foodcomart	1, Ba Thang Hai Str, Dist 10	833-0638	839-3676	Yes	Yes	Ms Pham Thi Thu Hong
22	Pacific Mart	8B, Ba Thang Hai Str, Dist 10	863-7937	864-4229	Yes	Yes	Ms Nguyen Thi Thanh Binh
23	Hanoi Mart	189 Cong Quynh Str, Dist 1	835-9348	925-0144	Yes	No	Mr Nguyen Tan Luc/Vice Director
24	Ngoc Thang Mart	233A Phan Van Tri, Binh Thanh Dist	841-3615	516-1039			Mr Nguyen Ngoc Dien
25	Vmart	82 Nguyen Thai Hoc, D1	821-7076 821-7077				Mr Nguyen The Vinh/Ms Ngoc Yen/Ms Ngoc Huong
26	Saigon Mart	196 Hai Ba Trung Str, Dist 1	822-8913		No	No	Ms Nguyen Thi Huong
27	Labour Union Mart	85 Cach Mang Thang Tam, Dist 1	839-5005 or 839-9209		No	No	Ms Dinh Thi Tu
28	CSH-SHC Minimart	1 Nam Ky Khoi Nghia Str, Dist 1	829-2035		Yes	Yes	Ms Dung