

Food & Beverage August 2013

With over 86 million young and educated consumers, Vietnam is a country full of opportunities for Nebraska food companies. In the past, Vietnam has been a challenging country to export to with its seemingly impossible rules and regulations. However, it is becoming a more business friendly country with numerous possibilities. Vietnamese consumers' incomes are on the rise and American culture deeply interests the Vietnamese.

Limited infrastructure and distribution for perishable products causes some problems for American products exported to Vietnam. Also, while Vietnamese consumers are making more money, they are still quite price-sensitive which is difficult since American products have more shipping costs compared to those products from competitors. However, popularity of American products is increasing and they will continue to be profitable in Vietnam.

VIETNAMESE FOOD & BEVERAGE INDUSTRY

High quality, safe, and innovative products are in demand in Vietnam currently. The Vietnamese view American food products as having all of these qualities, which is fantastic for American products. There is a growing amount of Western style restaurants and retail food stores, which brings more American culture into Vietnam. Vietnamese consumers are interested in American culture, which means Nebraska food companies can prosper in Vietnam with their products.

The following products are in high demand in Vietnam:

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|-----------------------|----------------------------|
| Chilled & frozen meat | Canned fruits & vegetables |
| Dairy products | Canned meat products |
| Snack foods | Tree nuts |
| Dried fruits | Beverages |
| Popcorn | Cheese |



Here are tips for exporting to Vietnam:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. Just like other Asian countries, relationships are essential to success in Vietnam. There are a few major trade shows in Vietnam every year. Another great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. Your labels will need to be written in Vietnamese. You also may need to change your labels to include the "Made in the USA" statement on them. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



For More Information Contact:

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