

VIETRADE - Training courses on marketing plan development for food ingredients in European Union were organised in Paris (France) and Bonn (Germany) from October 19 to October 25 within the framework of the Export Coaching Program (ECP) on the food ingredient sector of Viet Nam.

The program, developed by the Viet Nam Trade Promotion Agency (Vietrade) under the Ministry of Industry and Trade and the Centre for the Promotion of Imports from developing countries, Netherlands (CBI) in 2014-16 period, aimed to promote and enhance the competitiveness of Vietnamese firms and enable them to involve in the global value chain of food ingredients and boost exports in to EU.



Joining the training courses were 25 representatives from Vietnamese firms producing tea, honey, coffee, vegetables and processed food ... and from associations and management agencies, led by Deputy Director General of Vietrade Ta Hoang Linh, together with more than 50 representatives from Indonesia, Philippines and Pakistan.

Participants had chance to attend training courses and workshops and learned from experienced European experts knowledge and skills about marketing, promotion and export management of food ingredients in EU.

In addition, practices on market trend and competition researches were organised for participants, who also visited several food ingredient companies in France and Germany to study their operation and export processes.

Le Huu Hoai, Director of Pacific Production Co., Ltd, said the training courses helped firms to raise awareness and enhance knowledge about European customers. This also helped firms know how to develop products and market strategies to suit customers' tastes and expand further in EU.

Đinh Quyết Tâm, president of Việt Nam Beekeepers Association, said through the training courses, the association saw great opportunities to diversify honey products for exports into EU

by developing a more appropriate and comprehensive marketing strategy, instead of just focusing on the US market.



In 2015, Vietrade and CBI will continue to support firms selected to join the ECP program to improve their export capacity of food ingredient in EU through training courses and exhibitions as well as through sale cost calculating methods.

Consultancy about certificates for eligibility of exports into EU will also be provided to companies.

Vietrade will join with CBI to hold workshop on export of food ingredients while supporting firms to set up export strategies for potential food ingredients such as tea and honey.

The two sides agreed to support companies of ECP program to join Vietnam Food Expo which will take place in HCM City in May 2015 and Anuga Food Expo in Germany in October 2015./.