

# The Netherlands Agro Agenda in Vietnam





# *Content*

- The Agro Team and Agenda
- The NL – VN sustainable agro trade relation
- The main themes and projects
- Finance & communication

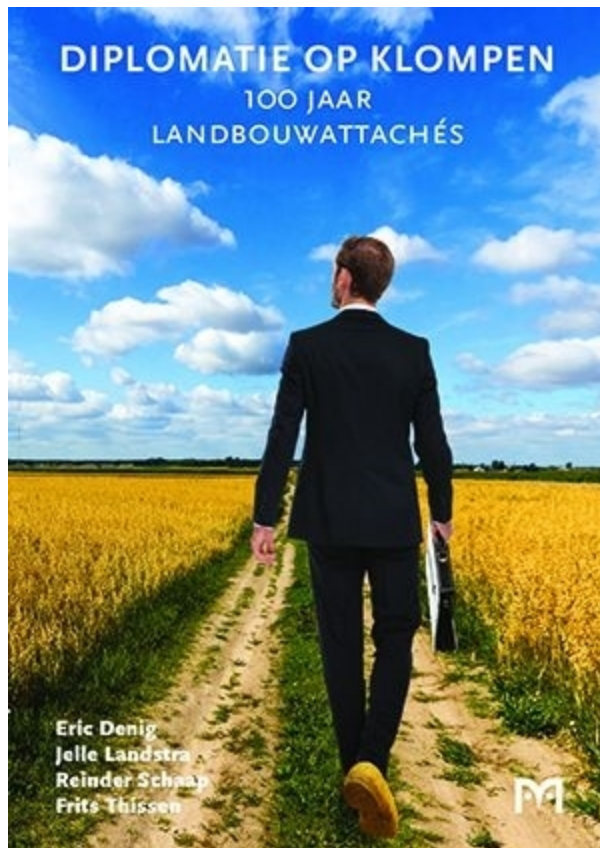


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# *The Agro Team*



- ABB: “ The Agricultural Counselors Network (LAN) support the Netherlands companies and entrepreneurs with their international ambitions. The LAN network and their teams work in 57 Embassies and Consulates and serve 77 countries”.
- The Agro Team consist of Vietnam (Embassy and CG) and Thailand (Embassy), 5 people, 1 intern.



- Although sometimes different approach and management through LNV/RVO we work as one team within the Embassy and/or CG.



## *The Aims of the Agricultural Agenda in Vietnam*

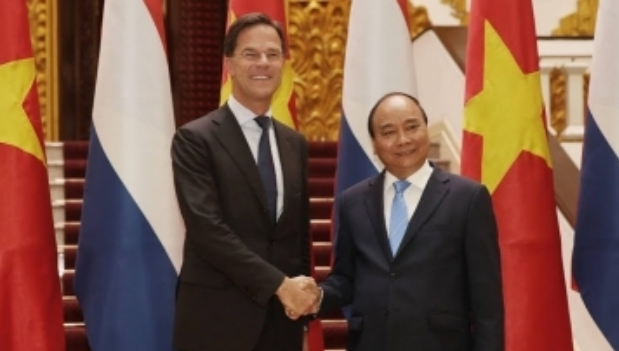
- To jointly work on better enabling business environment for a sustainable agro trade relation
- To jointly work on the SDG's (a.o. 1, 2, 12, 13, 14, 15) and promote circulair agriculture and the agro-water-energy nexus
- To promote and facilitate the Dutch Private Agro & Food Sector



## *The different angles*

- Government to Government (thematic SPA topics)
- Government to Business (PPP, G2B projects, RVO or otherwise subsidized projects)
- Business to Business (B2B projects and cooperations)
- Trade Promotion & Facilitation (Trade Request, Market Access, Trade fairs etc)





# *The Vietnam Netherlands cooperation*

## Strategic Partnership Arrangement on Sustainable Agriculture and Food Security

- Different fields of Cooperation
- Political Dialogue – VN-NL Intergovernmental Committee
- Private Sector Activities



- NL aims to be frontrunner in circular agriculture
- Integrated part of the agro agenda, mainly through separate themes relevant for Vietnam
- Examples: ATP, Post Harvest Losses, Biodiversity/Wildlife etc.
- Message to be determined per theme and activity (e.g. trade fair seminar)



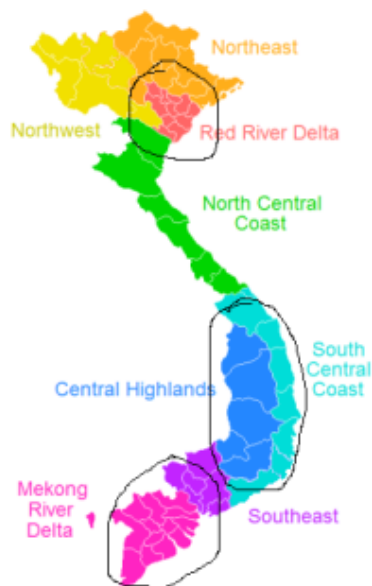


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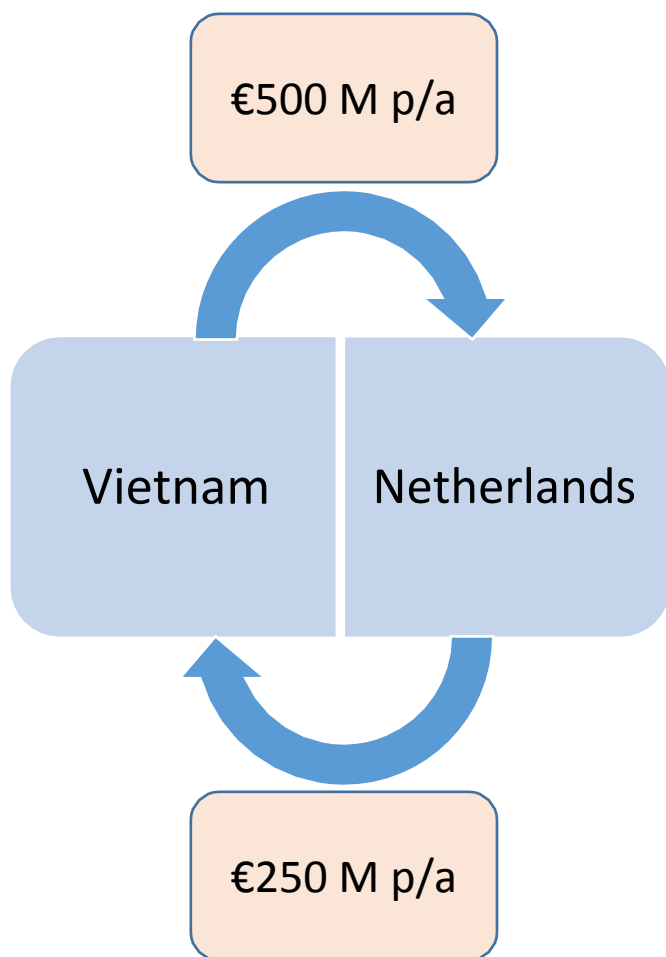
## *Priority Sectors & Regions*



- ☐ Horticulture and propagation material
- ☐ Livestock (pork, aquaculture, poultry and dairy)
- ☐ Animal Feed & feed ingredients
- ☐ Food and food products (including food ingredients)
- ☐ Agro-water technology
- ☐ Value chain development & logistics (post-harvest technology, cold chain, processing, packaging, branding etc.)



# *Trade and investments 2016-2019 (exclusive knowlegde and equipment)*



## Netherlands

- Beverages
- Flowers and bulbs
- Meat and meatproducts
- Dairy
- Animal Feed

## Vietnam

- Fish and seafood
- Fruit and nuts (mainly coconut)
- Coffee and spices



# *Vietnamese Agriculture*

## Ambitions

- High Tech/Agriculture 4.0
- Sustainable development/CSA
- Large exporter of high value products
- Sustainable value chain development

## Trends & Figures

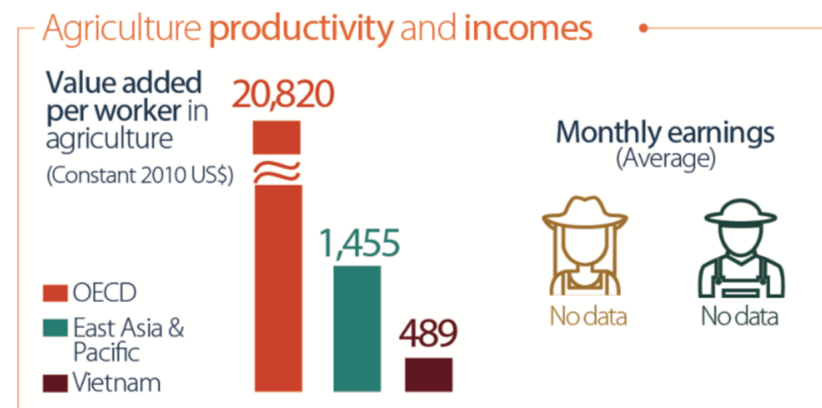
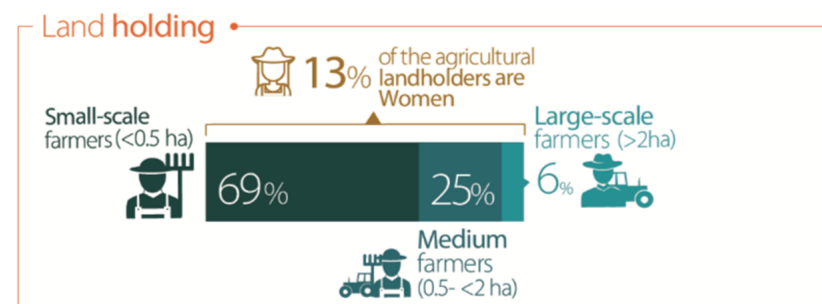
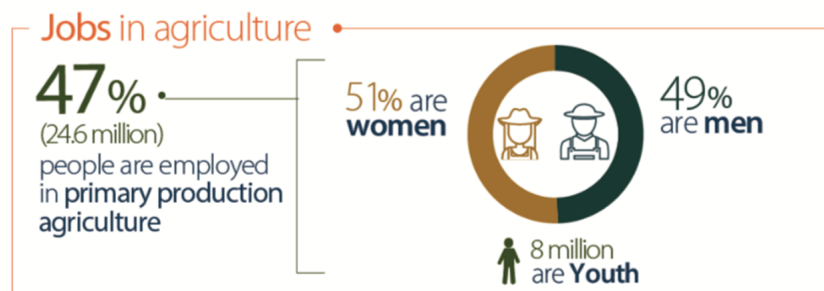
- Growing middle class → changing food patterns
- Less than 15% GDP, further declining (primary agriculture, excl. processing etc.)
- > 6 million households, mainly small scale

## Challenges

- Climate Change (salination, droughts, floods)
- Pollution (pesticides, antibiotics, wastewater)
- Knowledge infrastructure
- Quality and adding value
- Leave volume targets behind



# Rural figures





## *Netherland as a strong partner in sustainable agriculture*

- Ambition to become frontrunner in sustainable and circular agriculture
- 2<sup>nd</sup> largest exporting country of agricultural products (incl. knowledge and technology)
- High quality agro services and products through their innovative power
- Strong experience with integrated knowledge of technological and management in agricultural development and transition processes.
- Producer of sustainable and high quality products



## *Success factors of NL agriculture*

- Strong knowledge infrastructure (WUR, vocational training etc.)
- Small country, competition on land and pressure on the environment → requires innovation
- Golden diamond (government, knowledge institutes, private sector and civil society)
- Strong cooperation within and between value chains
- Learning from our mistakes





## *Trade factors*

- EVFTA – increased opportunities for mutual agricultural trade (ABB article intern)
- Post-Covid – Impuls for upscaling agriculture and extra call for sustainability
- ASEAN – ASEAN5 agro-food priority sector, ASEAN comparison study (Ai Nhan & intern)
- “Competitors” – USA, Japan, Israel, South Korea, Germany, France, Australia, China and others (comparison study intern)
- “Development” partners – process Aid to Trade
- Geopolitics – China, belt and road initiative, food as strategic commodity, Mekong Delta hydro dams



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# *The main SPA themes & topics*

## **Umbrella: Sustainable value chain development**

- **Agricultural Transformation Program Mekong Delta (MoU)**
- **Food Safety (MoU)**
- **Post harvest losses reduction (LoI)**
- **Land Consolidation (LoI)**
- **Business development & market access**
- **Others, like knowledge transfer, cooperatives, access to finance**





## *Food Safety*

### MoU signed by PM's and WB

Action plan for reference laboratory system with NL  
Food Safety Institute (RIKILT) and Nafiqat



Action plan for food safety management with NL  
Food Safety Authority (NVWA) and Nafiqat

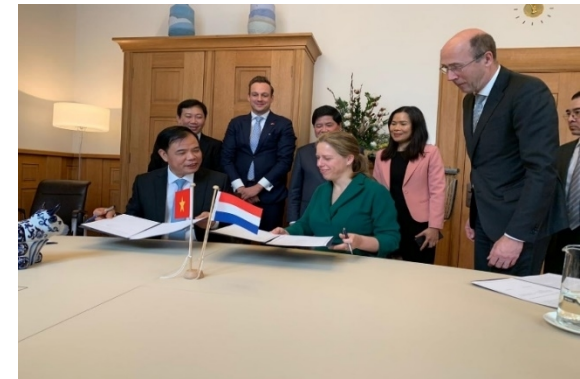




## *Post Harvest Losses*

### Lol signed by Ministers

- ☐ Development of Road Map for Private Sector how to reduce post harvest lossess
- ☐ By WUR in cooperation with Agro info – steered by EKN and Agro Trade
- ☐ 2 pilot value chains, linked with ATP







# *Land Consolidation*

## Lol's signed by vice-ministers

- ❑ Unlocking the Land Potential (PSD apps) and Land-for-Scale (IGG facility) implemented by RVO.
- ❑ Important for upscaling the agricultural sector (MARD), link with cooperatives
- ❑ Also MoNRe involved, responsible for the Land Law
- ❑ Inception report focus on legal advise and guidelines & pilots on land consolidation with link to ATP





## *Other themes*



*Cooperatives* – MoU Agriterra and VFA



*Access to finance* – to be further explored (intern)



*Knowledge transfer* – OKP Horticulture North-Vietnam & Agro Transformation MD



*Animal Health* – ASF workshop and B2B



IDH activities, like *landscape approach* and sustainable aquaculture



*Satellite data* – G4AW agro-water projects on coffee and rice



# *Sustainable, social and cultural aspects*

Subsidy conditions  
RVO (psd apps, SDGP,  
OKP, land for scale etc.)

Circular agriculture  
vision

IDH sustainable  
trade

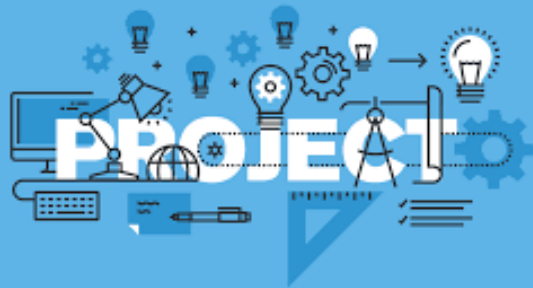
SPA agenda



Assessment follow up  
human right and  
empowering projects  
in agro agenda

Circular Holland  
Pavillion

Biodiversity &  
wildlife



# *Ongoing G2B projects*

## **Dairy development**

Value chain  
development (FDOV)

## **Sustainable fruit Development**

ATP & Value chain  
development (Impact  
Cluster)

## **Sustainable Shrimp development**

ATP & Value chain  
development (Impact  
Cluster)

## **Sustainable Citrus production**

ATP & Value chain  
development (SDGP)

## **Potato Improvement**

Value chain  
development (FDOV)

## **Green coffee & Sat4Rice**

Agro-Water, Satellite  
data (G4AW)

## **Sustainable Aquaculture Technology -MARES**

ATP (LNV)

## **Livestock development – demo farm feasibility**

Value chain  
development (PIA)



# *Agro Business Examples*

De Heus, Friesland  
Campina

Seed Companies (Bejo,  
Rijks Zwaan, East West  
Seeds)

Horti Business  
Platform

T&T Group Agroparks  
FLC Agroparks

Schippers Hycare

Nedspice

# *Trade promotion and facilitation*

- Trade requests (trouble shooting, match making, market review, government introductions, company visits etc.)
- Holland Promotion (communication, seminars, trade fairs, missions etc.)
- Market Access (phyto sanitary and veterinary)







# Trade fairs and missions

Food expo HCMC



Circular booth



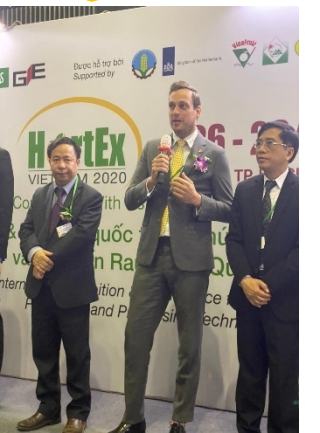
Trade mission to VN 2019



Trade mission to NL in 2019



Hortex HCMC



Trade mission dalat 2019



HortAsia BKK



VIV BKK



Vietstock HCMC





# *ASEAN5 Trade Mission*

## **Post Harvest Technology**

*Connection to Lol and WUR  
Road Map*

## **Mekong Delta Trade Mission**

*Connection ATP, Agro-Water  
Agenda, nexus-approach,  
launching new events*

## **Food Ingrediënts**

*Connection to Food Market  
Study Vietnam Fresh Studio*

## **G2G - program**

*SPA Agro and Water  
Meetings*





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# *Financial means & instruments*

Agroteam – PIA  
– Annual Plan

RVO – PSD APP  
& Business  
Development

LNV – Food  
Security Policy  
Budget & others

RVO  
instruments

Topsectors

Embassy Budget  
– DPA and other

HGIS, other  
BuZa projects,  
Nuffic



# *Communication & stakeholder analysis*

## **Primary target groups**

- 1) *NL agro business and knowledge institutes (in VN and NL)*
- 2) *Vietnamese agro business and knowledge institutes*

## **Secondary target groups**

- 1) *Vietnamese Government*
- 2) *NL government*

## **Supplementary target groups**

- 1) *VN public*
- 2) *International Organizations, bilateral partners, CSOs, NGOs, Alumni*
- 3) *NL public*

target groups



# *Communication Channels*

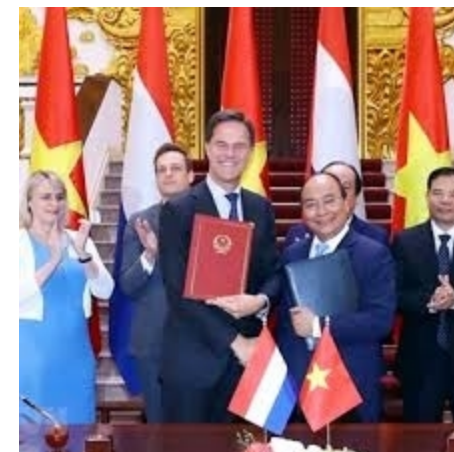


Embassy  
Communication: FB,  
website, Linked-In  
etc.



[www.agroberichten  
buitenland.nl](http://www.agroberichtenbuitenland.nl)

Top3 visitors!!



Twitter  
@AgroVietnam

291 followers



# Key communication messages

- ✓ **Message to Vietnam on Agriculture: *why NL as strategic partner?***  
Acknowledge performance and ambitions of Vietnam, appoint challenges, SPA, what does NL has to offer (integrated solutions, golden diamond, knowledge infrastructure, 2<sup>nd</sup> largest exporter, knowledge transfer and some strong specific sectors/technology linked to VN challenges/demands)
- ✓ **Circular agriculture: *what is the importance of circular agriculture and the ambition of NL?***  
Important topics Vietnam (post harvest losses, reduction antibiotics, herbicides and pesticides, acknowledge farmer with fair prices, landscape approach/biodiversity, agro-water, use of waste products)
- ✓ **Sustainable Trade: *What does the NL have to offer?***  
*NL as high tech, sustainable, trustworthy, innovative, high quality products and technology*
- ✓ **Food Safety and Quality – *Why is food safety and high quality important and what does NL has to offer?***  
Consumers right and demand, international trade (EVFTA), value chain development, MoU
- ✓ **Biodiversity and illegal wildlife trade – *why is it important and why is NL a partner?***  
SDGs, international treaties and illegal wildlife trade vs emerging diseases.
- ✓ **ATP – *Why is it needed?***  
Program to steer and coordinate rice to shrimp, embrace salination, volume targets to value chain development, integrated approach, sustainability, private sector in the lead.



## *Website examples*

### Agriculture

- ✓ Strategic Partnership Arrangement on Sustainable Agriculture and Food Security (SPA)
- ✓ Food Safety & Quality (MoU or 2 pilots)
- ✓ Knowledge transfer (OKP horticulture)
- ✓ Circular agriculture (Post harvest Losses)
- ✓ Sustainable Trade (pomelo export to NL)
- ✓ Biodiversity and illegal wild life (NFI or pangolin)

### Mekong Delta

- ✓ Agricultural Transformation Program (ATP)

### Highlight

- ✓ Mares project or De Heus





# *Products & documents*

## **Relevant documents**

Agro Team: Annual Plan, vision LBR, annual reports

SPA: SPA agreement, minutes (2x) and joint action statement, Excell overview activities

ATP: two-pager (NL), 4-pager (Eng), ppt (WS), draft inception report, 2 discussion papers agro-water

Circular Agriculture: vision NL government, ppt. (WS)

Food Safety: MoU, 2 Action Plans (reference labs and food safety management)

Post Harvest: Lol, project proposal

Land Consolidation: Lol's, Report Unlocking the Land Potential and inception report Land-for-Scale.

Communication: Stakeholder analyses, key messages, ABB

Projects: project documents (OKP, FDOV, SDGP etc.)

Other: on request

Thank you for your  
attention!

