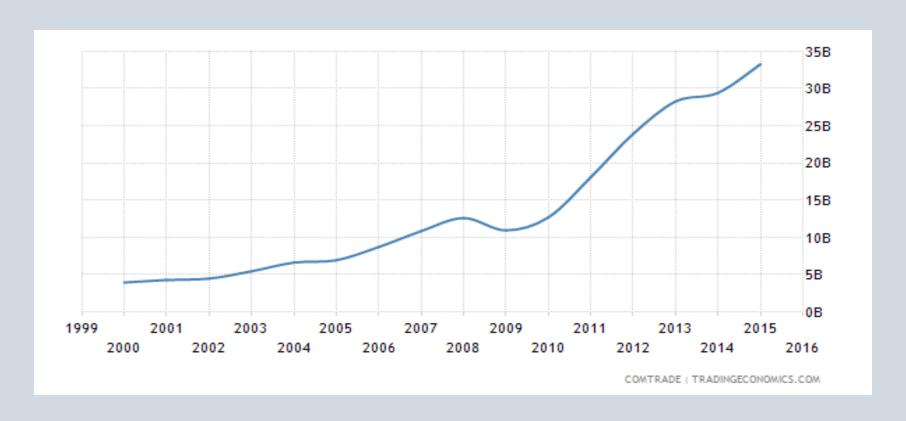
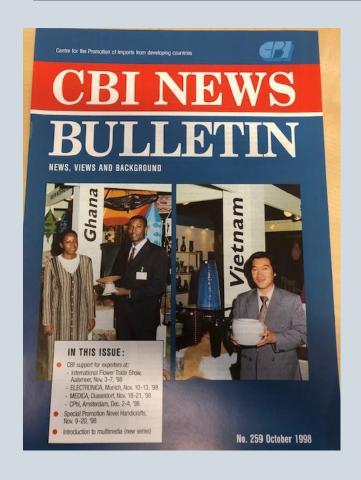


## Hơn một phần tư thế kỷ của CBI tại Việt Nam

# Xuất khẩu của Việt Nam sang Châu Âu



## Bản tin CBI – Lịch sử







Agreements was January 1995.

### **ASEAN: Vietnam**

The Association of South-East Asian National ASEAN has voted to accept Vietnam as seventh member; the decision was taken the ASEAN meeting held in November and the formal acceptance is set for 1995.

The ASEAN member countries are Bri Indonesia, Majaysia, The Philippi Singapore and Thailand.



### 1992-1995

### Hợp tác chính thức đầu tiên

# Vietnamese Bulletin highlights business opportunities

The Chamber of Commerce & Industry of Vietnam has introduced a monthly bulletin, entitled "Vietnam Business Opportunities" to provide domestic and foreign economic and trading organizations and enterprises with information on practical opportunities for business in Vietnam.

The bulletin covers legislation in the field of external economic relations, developments in matters of economic

activity, trade cooperation and investment, and on opportunities of doing business in Vietnam.

Enquiries and/or requests to receive a copy of the bulletin should be directed to:

The Chamber of Commerce & Industry
33 Ba Trieu Street
Hanoi

Telex: 411257 VIETCO VT

Fax: 844 256446

Tháng 02/1992 – Nguyệt san "Cơ hội Kinh doanh tại Việt Nam"

1992 – Hai đại biểu tham dự Hội nghị CBI

Tháng 10/1994 - Nguyen van Tuan





### Vietnam: a force to reckon with

Unfortunately, one producer of lacquered wooden products in Hanoi could not be seen on this mission, due to air-travel delays. The four companies visited are all located in Ho Chi Minh City.

Pottery, ceramics, basketry and wooden products made in Vietnam, with the objective of finding their way into European homes and gardens, are already doing just that! It is amazing what Vietnam has achieved in terms of exporting these and other commodities, considering the few years in which the country's exporters have been competing on the international market.

Quality, price, production capacity, promptness and reliability are all major issues and, in the meantime, other producers - no matter where in the world - consider Vietnam a competitor to be reckoned with.

### Việt Nam: Thế mạnh cần được ghi nhận

- •Vào năm 1994 và 1995, những doanh nghiệp Việt Nam đầu tiên tham gia các chương trình huấn luyện chuẩn bị xuất khẩu dài hạn của CBI.
- •Từ các lĩnh vực như nội thất, thủy sản, rau quả và trái cây tươi, nguyên liệu thực phẩm và dược liệu.
- •"Việt Nam đạt được những thành tựu đáng kinh ngạc trong xuất khẩu các mặt hàng trên và nhiều hàng hóa khác, chỉ trong vài năm các DN xuất khẩu của Việt Nam tham gia cạnh tranh trên thị trường quốc tế"

# 1996-1999

Các khóa huấn luyện xuất khẩu do các chuyên gia CBI thực hiện

Các khóa đào tạo tại Rotterdam về Nhân sự và quản trị cho các tổ chức xúc tiến thương mại.

Tháng 03/2015 – Bà Lê Hồng Mai

### Fish and marine products: mission to Vietnam, The Philippines, Bangladesh, India and Sri Lanka

ring in the framework of the fish and marine products, the CBL consultants Messes, J. Bon and M.H. Smit continued their series of identification missions in the period January 14-30, 1996. They visited five Asian countries - Vietnam. The Philippines, Bangladesh, India and Sri Lanka - with the objective of making the definite selection of candidates for CBIporsored participation in the European leafood Exhibition, taking place in Brussels, Belgium, April 23-25, 1996 (see hist of participants on page 53.

The consultants report below.

### Post-harvest procedures

It was remarkable to note that the use of ice for cooling fish and crustaceans is widespread in Axia, particularly during storage on the fishing vessels.

Points still needing attention in the istribution chain were recognizable after landing, when fish and shrimps are sectioned. Local authorities have to be made aware that improvement in the hygienic conditions in that stage is still eeded. Fish companies which depend on farmed shrimp are in a better position when the quality of their raw materials is oncerned, because they can fully control the reception of well chilled raw materials

### Checklist

f production facilities, such as the premise

Province offers cooked and raw shrim (Black Tiger), squid,contlefish and fish fillets from three different processing factories, which seemed to vary in

One processing plant appeared to have limited expansion possibilities and another factory was advised to carry out some minor overhauls. A third company was of a high qualitative standard and met with every possible health requirement. All companies are assisted by the povernment in implementing GMP (Good Manufacturing Practice) as their quality



which produces value-added products from surimi, shrimp and squid. Although housed in a dated factory building, the production is fully carried out under HACCP. The company in question features as a mode company in a brochure on the ASEAN. Canada Fisheries Post-Harvest Technolog Project. Copies of this report were proudly presented to the consultants

Products of interest to the European market are surimi-based fish, shrimp and squid balls, nuggets and patties. Also of interest was a Japanese-style product called

A company in Chittagong, Bangladesh, is eager to export their black tiger shrimp, also freshwater shrimps are frozen and packed for export. Hilsha and pomfret are examples of fish species, which lend themselves to export in fillet form.

Two companies in Kerala State are involved in the processing and freezing of wild



Hanoi, Vietnam: the polishing process at Medical Instrument Factory No. 2

facilitate a foothold in other market. The consultants paid

EU I disci man man rang dres whi attra duri Pro

mai

CBI News Bulletin November 1996



in medical instruments, disposibles, bespital eletting and tentiles began with a Special Proportion to May 56. The .. pergramme's first product adaptation. formers was carried out in the period September 3-20, 1996 by the contuitants Mr. J.J.Th. Downer and Mr. W.K. Hopps: -Who visited a total of eight musufacturers in Pakiman, Thaifand, Vietnam and Malaysin.

Mr. Destinet reports below

### EU legislation

The quality regulations (CEN standards) for medical products, adopted by the EU, will come into force in June 1998. Earlier reports from adaptation missions have given fairly detailed information on this subject, so emphasis will not be placed on it in this report. More emphasis (than in previous CBI integrated programmes) is being focused on the financial status of the producer companies, so as to be able to assets their structural continuity.

### Pakistan

The companies visited in Pakistan are all located in Stalkor, which is acknowledged as the centre of Pakistan's surgical instruments industry. We had to observe that all the companies in question still have a lot of work to do regarding product adaptation and implementing of the above-mentioned standards.

There appeared to be awareness of the EU

had been clearly improved

However, added intrastive attention needs to be paid to further oppositing of production methods, as well as to quality control, an order on achieve ISO 9000 and EN 45000



Stallert Pakirson. CRI consultant Mr. W.K. Hoppe discussing quality control aspects with Mr. Khalid Multhook (centre), Managing Director of Nilsonders Surgialess Co.

June 1998) to apply for the obligatory CE certification.

Vietnam

The consultance visited Vietnam's more factory producing surgical instruments WEST STORY

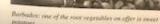
by the COCCOON efforts and craftshan h This Observation of made very consciously. since there was tradition in Victoria of turning standen und TOTAL MATERIAL injurimonia. It has also to be

Observed than the company is question has no opted for the easiest way of creating in image on the

extremely competitive market. They have not limited production to a particular specialized segment of the market, but have found to lean femurant to a total or

sanapas. Added to this, the regular

meresting produce at AGF-Totaal '97 in Rotterdam.



### AGF-Totaal '97: mission to Vietnam, India, Bangladesh and Pakistan

The CBI senior consultant for fresh fruits and vegetables, Mr. J.S.C. Bunnik, spent the period February 24 - March 8, 1997 visiting a total of six producers in Vietnam, India, Bangladesh and Pakistan. He thereby completed the selection of Asian candidates for CBI sponsorship in the international trade fair AGF-Totaal '97. which takes place in Rotterdam, September 15-17, 1997.

India: strawberries for the European winter season

occupy a more or less exclusive position on the European market. In this case, I refer to seedless grapes, strawberries and mandarins,"

Apart from its seedless grapes and Alphonso nangos, India will place emphasis on its potential offer of other fruit varieties, such as pomegranates, star fruit, strawberries and guava. Offers of vegetables such as baby

corn, hot peppers and various kinds of beans will complete India's broad presentation as a



India: careful handling of grapes at a packing station

their red pitahaya, which has the name 'dragon fruit'. They will further be offering

### Food ingredients, biological and health foods: mission to Turkey, Pakistan, India, Bangladesh and Vietnam

The CBI consultant for food organization biological and health foods - Mr. A.F. Eithuis - was on a mission to the above poentries in the persod Pebruary 2-20, 1997. He visited six companies, i.e. one in Turkey. one in Pakistan, three in India, one in Bangladesh and one in Vietnam, selected from among those which had participated in the Special Promotion in September 96.

The objective of the mission was to select companies as candidates for CBI sponsorship in the trade fair Food. Ingredients Europe, being held in London, U.K., November 4-6, 1997.

Mr. Habun reports below.

### Turkey

The Turkish companies visited produce dried figs and apricots (1), borbs and spices (2) and chick peas, beans and lentils (3). Together with essential oils, the named product groups are of primary importance in the Turkish production of food ingredients.

food colours are a new pount of supercut. The company is question has a welldeveloped technology for extraction and purification of natural pigments based on thorough knowledge and inbouse research.

a liste et adhed serious supplier of good quality dried onions, for which there is a substantial market in the EU.

The newly-started company in fruit processing appears. to fure a round



ballar the CBI consultant improve dead immed aquatur with Mr. (Research Meltar. and staff at Kinas Debydration in Gondal

Factors weight control of dried figs at Franco Meyes in France &





discuss manuf

> The se compa manut range dressi which qualit attract during Prom many SP ha intere Neve



breaking Cassia bark at Naforimex, in Hanoi



### aceutical raw materials & ingredients and medicinal hen to Romania, Bulgaria, Pakistan, Sri Lanka and Vietna

tants for pharmaceutical raw edients and medicinal Zwaving and Mr. L. Lout a third product in in the period April 13isited one company in Bulgaria, one in Pakistan, and three in Vietnam.

to select and prepare licipation in the EXPRO (-12, 1998) and the CPhI rdam, December 2-4.

ort follows below.

synthesizes chemical g salicylic acid and r the production of s. These products meet in European e company has e of suitability of the cia monographs for



### Pakiet

Bulgaria

Western Europe for the

production of a natural

any side effects.

antidepressant, having hardly

The company visited offers a
large range of medicinal herbs,
which are mainly only locally know.
However, there are also more common
products such as Juniper berries, Ispaghula
husks, licorice root and colchicum seeds.
Black cumin seeds were also found to be
available. The fatty oil of these seeds has
recently become much sought after for the
production of a new medicine for skin



Vietnam: breaking Cassia bark at Naforimex, in H

agents. A large number of othe medicinal herbs is also offered company visited in Ho Chi Mi isolates pure eucalyptol and di (both 99%) by crystallization oil.

### Quality

e quality of the prov

had stopped placing orders three years ago, but explained that he regularly needs new designs and colours: continual innovation! This was a lesson for us that there is no substitute for personal contact and that will be woven into our policy in the coming years.

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"The fact that we exhibited at GAFAthanks to CBI - is evidence that we are serious and still in business. Showing your face frequently to your customers generates cross-fertilization of ideas and wishes: you pick up trends and strengthen your own expertise, keeping you on the winning track."

### Vietnam: Fuhaco Ltd

Examples of products on offer: zinc flower pots and buckets; ceramic plant pots (square & round), some glazed, some painted.

Mr. Chanh Nguyen: "We have 100 workers making ceramic articles and 70 making garden furniture. CBI assistance has been very valuable. When the consultant visited me (after I had attended the EXPRO seminar!), he gave me advice on marketing, how to formulate letters to new buyers, how to develop new items, the right trendy colours to use, and other issues. It meant that I was able to prepare myself thoroughly to exhibit at GAFA, because everything's new to me."

Visitors to the Fuhaco stand had all been Europeans. Mr. Chanh: "I already had contact with a Dutch buyer and he has visited me here to discuss and confirm pending orders for ceramic planters and zinc planters. Other visitors have been Belgian and a few German. One, who liked the zinc products, showed me his existing design and wants a price/supply quote to make that. Other people have asked for prices of items on display and the time for delivering one container load. There have been varying reactions to my prices: it's a question of balancing my (profit) interests against the purchasing margins of the buyers.

kayaks, boats, shower and bathtubs. hotels asked for flower & shrub plan which look like stone, but are easy to about.

"The timing of the Special Promotio
'97) was excellent for us, in our efform diversify to exporting. Since the EX seminar we have added two new mo a larger size in an existing model. Extaught us an immense amount about marketing.

"The buyer's response here at GAF, exceeded our expectations. We have up orders from Poland, the U.K. and to home - also from Brazil! We're r of competition, because it keeps yo Fibreglass is by no means an easy r to work with in order to achieve thi attractive finish: very time-consum but the quality is unbeatable.

"Exhibiting at GAFA has establish fact that we have a lot more potent customers in the EU and, if you wa enter this market, you must return strengthen your company profile. V therefore be back next year with or stand, to emphasize our serious int and reliability."

### CBI's intial evaluation of (

The CBI consultant, Mr. Leo Wall summing up of participation in Ga follows below.

Out of the 20 CBI-supported exhievaluated their presence at the fair successful, 6 enterprises were less enthusiastic and 4 considered it to downright negative.

There were unquestionably not envisitors in Hall 13.3 - a phenoment by almost all participants who, in wondered what had happened to buyers in particular, since hardly

CBI News Bulletin October 1998

### edical products: mission to five countries

BI consultants for medical ments and disposables - Mr, W.K. e and Mr, I.J.Th. Desmet - carried out sins, May 7-27, 1998 to 11 companies cantines, viz. Pakistan (4 companies), G companies), Victians (1 company), and (2 companies) and Mexicospanies).

ppe reports below.

### ground

in missions reported in previous CBI sulfetins, special attention was paid a Manufacturing Practice (GMP) and 46001/46002, and 18O 9001/9002 f the companies visited. As from 1998 a CE marking is required on ceal instruments and disposables for se European Union.

e four product adaptation missions. In September, October, November d January 1997, it was agreed that, participating companies had drawn draft GMP and SOP (Standard g Procedure) Manuals, they would manuals to CBI for study and n purposes. Most of the companies on did just this, Having made emarks and corrections, CBI be manuals, with suggestions as to sents.

is latest mission, implementation to carried out with each of the visited. In-depth discussions took respect to some activities still to out by them, in order to finalize as for applying for a CEN and/or ISO certificate.

pants in question deserve ions on the results achieved. CBI seess of making a final selection unies which will be supported in the international trade fair MEDICA 1978. November 18-21, 1998 in Dusseldorf, Germany

### Pakistan

It was accreained that the results achieved so far, by the four companies visited in Pakistan all of which manufacture medical instruments could be called quite remarkable. There is, however, some work still to be done on finishing touches, as discussed and agreed upon with CBL



The CBI consultant, Mr. W.K. Hoppe, during a Historiero Surgident Co., Statker, Pakintan

### ndia

CBI was pleased to find that substantial progress was being made in the two companies visited. Both had finished drawing up GMP and SOP manuals and are in the process of applying for CEN and ISO certification.

### Vietnam

The consultants were quite impressed by the results achieved so far by the Victnamese instrument manufacturer participating in the programme. Considerable investments have been made to improve product quality, though there is still work to be done, and the company can be expected to be able to make a good presentation on the EU market.

### Thailand

Two companies were visited and in-depth discussions held regarding the mandatory requirements and standards necessary to obtain CEN and ISO certification. Very much to CBI's and the participants' satisfaction, it was established that these two companies have nearly implemented the CEN and ISO application.

### Mexico

Quick scan implementation audits we carried out for two Mexican companvisited, and in-depth discussions wer during a working breakfast with ano participant in the programme.

One of the companies produces med devices under EN Category 2B and i.e. aurgical sutures. These categoria dered as "critical" and, subseq andatory standards and requir amore complicated to implem the ser, it was established that the amounty in question has finalized preparatory activities and is now in process of application for the neces certificates.

The second company has recently constructed an entire new factory, sophisticated machinery installed, excellent laboratory and highly questaff. It should, therefore, have fee difficulties in obtaining CEN and certification

### tronic components and systems: mission to fo

sultant for electronic and systems, Mr. J.M.M.A. ried out a mission in the period 998 to India (7 companies), Sri apany), Turkey (1 company) familiarized participants a bit more with the way CBI works.

The consequence was that the consultant received really in-depth questions concerning subjects on which there had been

supplies, hybrid micro circuits, t and coils, resistor networks, con equipment manufacturing:

### Việt Nam: Phát triển đầy ấn tượng

### Vietnam: impressive developments

(Four companies visited) In comparison to only a few years ago, Vietnamese products have improved tremendously. The output of terracotta and earthenware, ceramics and semi-porcelain goods is impressive; quality and prices range from almost acceptable to competitive. New samples can be made speedily, buyers' exclusive designs are dealt with discreetly, delivery times are tolerable. Little wonder that increasing numbers of significant importers transfer part - or more - of their orders to Vietnamese producers.

Slight criticism: Chinese characters on pottery are "out" and colours must meet European requirements.

### Bangladesh: status quo

(One company visited) In terms of product development in garden decoration and accessories, the outlook is rather worrysome.



### ssive

red) In comparison to. Vietnamese products ndously. The output of ware, ceramics and is impressive; quality almost acceptable to uples can be made lusive designs are dealt rry times are tolerable, reasing numbers of transfer part - or more enamese producers.

ese characters on colours must meet

### tus quo

) In terms of product a decoration and ok is rather

lucts, which have es; once much in difficult to market, which can be s natural material is





etnam: The assembled seminar participants, together with the CBI consu



prefabricated concrete products;

themselves to comply with this new technical legislation.

The Foundation for Building Quality (Stichting Bouwkwaliteit) coordinates the information on this directive for The Netherlands

# EU and Vietnam: agreement on expanded textile

The EU officially signed an agreement with Victnam (September 10, 1998), thereby expanding trade in textiles and garments between the two parties.

The agreement has, in practice, been applicable since the beginning of 1998, so

that Vietnam's exports to the EU in the first six months increased by 25%, while European exports to Vietnam in the period January to September, increased by 22%. One third of Vietnam's exports goes to Germany.

The new agreement abolishes the EU quota on 22 groups of Vietnamese textiles and garments, while for 22 other groups it has been raised. This enables Vietnam to increase its export to Europe by one third.



# Huấn luyện xuất khẩu giai đoạn 2006 - 2014

Chương trình Huấn luyện Xuất khẩu	Giai đoạn	Số lượng các doanh nghiệp Việt Nam
Trang thiết bị văn phòng và trường học	2006-2012	1
(1.039)		
Thời trang mặc ngoài (1.047)	2007-2012	9
Dệt may dân dụng (1.049)	2007-2014	2
Thời trang mặc ngoài Châu Á(1.247)	2007-2013	15
Thuê ngoài (ITO/BPO) (1.051)	2008-2013	2
Phụ tùng ô tô (1.053)	2008-2013	4
Du lịch (1.044)	2008-2014	20
Rau quả và Trái cây tươi (1.046)	2008-2014	2
Du lịch (1.244)	2008-2014	37
Tổng cộng		92

# Đào tạo

Từ năm 2012 đền 2015 đã có 52 khóa đào tạo được tổ chức cho các doanh nghiệp và tổ chức thương mại Việt Nam với tổng số lượng đăng ký tham dự khoảng 700.



A CBI seminar in Ho Chi Minh City promises lots of business

### **Eager Vietnam**

new facility Dolf Eshuis







## "Phát triển Tổ chức"



Tổ chức Xúc tiến Thương	Lĩnh vực	Giai đoạn
mại	trọng tâm	
Trung tâm Xúc tiến Thương	Đa ngành	2005 -
mại và Đầu tư Tp. Hồ Chí		2013
Minh		
Cục Xúc tiến thương mại	Đa ngành	2008/201
		0 - 2018
Trung tâm Xúc tiến Thương	Đa ngành	2008/201
mại Hà Nội		0 - 2014
Thương mại Hải Phòng	Đa ngành	2010-
		2013





# 2012-2018

## Các chương trình Hội nhập

Các chương trình hội nhập	
Trang trí nội thất và Dệt may (VN1)	2012-2016
Dệt may Việt Nam (VN2)	2013-2016
Kỹ thuật Việt Nam (XD1)	2013-2017
Thủy sản Vietnam (VN3)	2013-2017
Nguyên liệu Thực phẩm Việt	2013-2018
Nam (XL13)	



### Trang trí nội thất & Dệt may







### Nguyên liệu thực phẩm



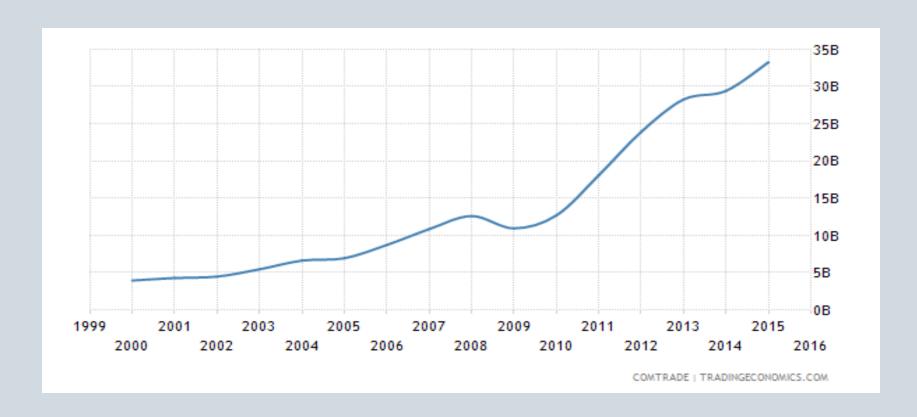




### Và còn hơn thế nữa



# Một hành trình



# Trân trọng cảm ơn







# Kết quả – vẫn còn tiếp nối



# ĐOẠN PHIM



## Hơn một phần tư thế kỷ của CBI tại Việt Nam