

Vietnam

January
2016

Foreign Trade

U.S. exports of agricultural products grew 8% to over US\$2.3 billion in 2014, and another new record high, remaining the 12th largest market for U.S. exports. Of that amount, 38% or US\$879 million were in the consumer ready category, an increase of 17% from 2013 and also a new record high. Vietnam was the third largest market in Southeast Asia for agricultural products and the second largest for consumer ready products in 2014. Top 2014 processed food exports to Vietnam included powdered milk; baking inputs; mixes and dough; other processed foods; ingredients and beverage bases; cooked and prepared shellfish; whey protein; lactose and syrups; wine; canned fruit; and protein concentrate.

The Government has recently concluded negotiations for Free Trade Agreements (FTAs) with many important trading partners, including ASEAN and AEC, ASEAN-China, ASEAN-Korea, ASEAN-Japan, ASEAN-New Zealand-Australia, and ASEAN-India. Through these efforts, Vietnam has pledged not just to lower import tariffs and eliminate quotas, but also to increase market access for goods and services, strengthen IPR protection, enhance legislative and regulatory transparency, and improve its commercial dispute settlement and trade facilitation processes. They are also a member of the Trans Pacific Partnership, TPP, which if entered into force will allow greater access to U.S. food and agricultural products.

FAS Vietnam's best prospects for consumer-oriented agricultural products include dairy products, chilled and frozen meat (beef & pork), frozen poultry, fresh fruits, dried fruits and nuts, snack foods, confectionary foods, packaged foods (canned fruit & vegetables, canned meat), condiments, juices, and alcoholic drinks (wine, beer, spirits).

Why export to Vietnam?

- ◆ *Increasing incomes and a rapidly-growing middle class enamored with American culture (food, music, movies, fashion).*
- ◆ *U.S. foods are recognized as high quality items and great value for the price.*
- ◆ *Low level of competition from other U.S. suppliers in the market.*
- ◆ *Voluntary tariff reduction on dairy products, corn, soybeans, and soybean meal, even beyond final bound rates.*
- ◆ *Growing number of Western-style fast food restaurant chains, bakeries, and coffee shops.*

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



Stan Garbacz

Agricultural Trade Representative

Nebraska Department of Agriculture

(402) 471-2341 stan.garbacz@nebraska.gov