

MOIT PLAYS IMPORTANT ROLE IN SUPPLY-DEMAND CONNECTIONS

The Ministry of Industry and Trade (MoIT) has been connecting producers and distributors, helping increase sales of provincial products.

According to Pham Duc Toan, member of the Dien Bien Province Party Executive Committee and deputy chair of the provincial people's committee, products made in the province, including cement, Shan Tuyet tea, coffee, rubber, and other agricultural products and processed foods, have been sold in numerous domestic markets and exported to the northern provinces of Laos.

Vice chair of the Son La Province People's Committee, Nguyen Thanh Cong said his province grows mango, longan, plum, banana, passion fruit, strawberry, custard apple, avocado, pomelos, and persimmons, among others. Fruits for export alone are being cultivated on a total area of more than 3,865 hectares, Cong said. The two provinces want to work with distributors and exporters to increase domestic sales and exports and are being aided by the Ministry of Industry and Trade's Vietnam Trade Promotion Agency (VIETRADE).

The MM Mega Market system has been assisting Son La Province to sell agricultural products for a decade. In 2022, the company is expected to help Son La sell 298 tonnes of vegetables and fruits. In 2021, through the Buy Vietnamese Goods campaign, MM Mega Market distributed 100 tonnes of fruits from Mekong Delta, Central Highlands and northern provinces.

Last year, Saigon Co.op exported almost VND70 billion worth of Vietnamese

processed farm produce. About 5,000 tonnes of produce worth more than VND150 billion were distributed through Saigon Co.op supermarkets each year, almost half of which were vegetables and fruits - Ha Giang Province oranges, Son La Province mangoes, and Bac Giang Province high quality lychees.

In 2022, Saigon Co.op will continue to promote distribution of products from northern provinces and cities as well as other regions across the country, giving priority to OCOP (one commune one product) products, said Saigon Co.op representative Tran Hong Lam.

VIETRADE Director Vu Ba Phu said that in 2022, a program connecting suppliers, exporters and trade promotion organizations will be increased five-fold compared to 2020 to attract participation of more than 400 businesses from 23 provinces and cities in the north and northern central regions.

Ta Duc Minh, Trade Counselor at the Vietnam Trade Office in Japan, said Vietnamese businesses need to carefully study customer tastes, diversify products and product appearance, improve product quality and reduce costs if they are to carve a niche in foreign markets. Minh recommends that Vietnamese businesses prepare name cards, catalogues, company profiles and sample products for their first meeting with Japanese partners, and maintain a long-term partnership for cooperation development with Japanese partners.

Deputy Minister of MOIT Do Thang Hai said the Ministry of Industry and Trade will continue to accompany localities in trade promotion and market development.

(Source: VEN)