



**The 2nd International Exhibition & Conference for Horticultural and Floricultural Production and Processing Technology in Vietnam**

13 -15 March 2019

Saigon Exhibition and Convention Center (SECC)  
799 Nguyen Van Linh, Tan Phu Ward, Dist7, HCMC, Viet Nam

**Export Forum and Buyer Meeting Agenda**

Time: 13 – 15 Mar, 2019

Venue: Meeting Room 1

**DATE 13 March 2019**

TIME	TOPIC	SPEAKER
10:00 – 10:30	Report on import -export of fruits and vegetables of Vietnam 2018	Mr. Dang Phuc Nguyen, Secretary General of Vietnam Fruit Vegetable Association (VINAFRUIT)
10:30 – 11: 15	Potential of Exporting agriculture product, fruits, vegetables to Korea and Japan	Mr. Đỗ Quốc Hưng, Deputy Director, Department of Asia - Africa Market, Ministry of Industry and Trade (Vietnam)
11:15 – 11:45	Potential of Exporting agriculture product, fruits, vegetables to Australia and New Zealand	Ms. Nguyễn Thị Phương Nga, Expert, Department of Asia - Africa Market, Ministry of Industry and Trade (Vietnam)
11:45 – 12:15	The role of trade promotion in exporting Vietnam fruits, flower vegetable	Mrs. Bùi Thị Thanh An, Deputy Director General, Vietnam Trade Promotion Agency (VIETRADE), Ministry of Industry and Trade (Vietnam)
13:30 – 14:15	<b>Vietnam - ASEAN Fruit, Flower, Vegetable Export Promotion Forum</b> - Current status and orientation of fruit production in Vietnam	- Mr. Le Van Duc, Deputy Director General, Department of Crop Production - Ministry of Agriculture & Rural development of Vietnam (MARD)
14:15 – 15:00	- The overview of Horticulture and Floriculture sector in Cambodia, Import – Export procedure	- Mr. Dang Phuc Nguyen, Secretary General of Vietnam Fruit Vegetable Association (VINAFRUIT)
15:00 – 15:30	- The overview of Horticulture and Floriculture sector in Myanmar, Import – Export procedure	- Mr. Kean Sophea, Director of Department of Horticulture and Subsidiary Crops, General Directorate of Agriculture, Ministry of Agriculture Forestry and Fisheries (Cambodia)
15:30 – 16:00	- The overview of Horticulture and Floriculture sector in Thailand/ How to export Fruit and Vegetable to Thailand	- Mr. U Tin Aung, CEC member of Myanmar Fruit, Flower and Vegetable producer and exporter Association (MFVP)
16:00 – 17:00	- Business Matching with ASEAN buyers, Partner from Cambodia, Myanmar, Thailand, ...	- Mr. Joost Elzakker - Expert from The Asia and Pacific Seed Association (APSA)

**DATE 14 March 2019**

TIME	TOPIC	SPEAKER
9:30 – 11:30	<b>Vietnam - China Fruit, Flower, Vegetable Export Promotion Forum</b> - Opportunities to boost import and export of fruits, flowers, vegetables between Vietnam and China  - Market trends and Consumer tastes of vegetables and fruits in China - Requirements for importing Vietnamese fruit and vegetable into China market through official channel	- Mr. Lê Thanh Hòa, Deputy Director General, Agro Processing and Market Development Authority – Ministry of Agriculture and Rural Development (Vietnam) - Mr. Dang Phuc Nguyen, Secretary General of Vietnam Fruit Vegetable Association (VINAFRUIT) - Mr. Zhang Yu Man – Chairman of XinFaDi Agriculture Product JSC - Mr. Xu Zhu - General Director of Beijing Yolego Technology Development Co. Ltd.

	<ul style="list-style-type: none"> <li>- Business matching with 20 fruit, flower, vegetable buyers from China (See List of China Importer, Buyer)</li> </ul>	
13:00 – 13:45	<b>How PUM Netherlands can make a difference for your business?</b> <ul style="list-style-type: none"> <li>- PUM Netherlands senior experts is a volunteer organization committed to the sustainable development of small and medium-size enterprises in developing countries and emerging markets.</li> </ul>	Mr. Sven O. Dekker, Country Coordinator Vietnam, PUM Netherlands
14:00 – 14:45	<b>How to export fruits &amp; vegetables successfully to foreign markets?</b> <ul style="list-style-type: none"> <li>- Overview of the European market for fruits &amp; vegetables (facts, trends, forecasts)</li> <li>- Market access requirements for sustainable business in Europe.</li> <li>- Successful export promotion and branding.</li> </ul>	Mr. Jos Leeters, Director, Bureau Leeters
15:00 – 15:45	<b>The importance of efficient fresh Logistics when exporting fruits &amp; vegetables</b> <ul style="list-style-type: none"> <li>- Handling of air- and sea shipments.</li> <li>- Cool storage.</li> <li>- Quality Inspections.</li> <li>- Sorting- and (re-) packing, packing lines for berries, grapes, citrus and more.</li> <li>- Ripening Rooms and distribution in Europe</li> </ul>	Mr. Anton Filippo, Commercial Director, L.B.P. Rotterdam B.V.
16:00 – 16:45	<ul style="list-style-type: none"> <li>- German market information in fresh fruits and vegetables, import and export indicators and key fresh fruit, vegetable products for import – export in Germany</li> <li>- Ways to approach the German market</li> <li>- Q&amp;A</li> </ul>	Ms. Dao Thu Trang, Marketing and PR, German Industry and Commerce Vietnam

<b>DATE</b>	<b>15 March 2019</b>
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<b>TIME</b>	<b>TOPIC</b>	<b>SPEAKER</b>
9:30 – 12:30	<b>Vietnam - Singapore Fruit, Flower, Vegetable Export Promotion Forum</b> <ul style="list-style-type: none"> <li>- Overview of Vietnam fruit, flower, vegetable product and production - Export potential</li> <li>- Speech by The Vietnam Trade Office in Singapore</li> <li>- Demand of Singapore fruit, flower vegetable market</li> <li>- Introduction of Singaporean companies and their demand</li> <li>- Table-top Business matching with Singaporean Buyer (See introduction of Singaporean buyer)</li> </ul>	<ul style="list-style-type: none"> <li>- Mr. Lê Thanh Hòa, Deputy Director General, Agro Processing and Market Development Authority – Ministry of Agriculture and Rural Development (Vietnam)</li> <li>- Mr. Dang Phuc Nguyen, Secretary General of Vietnam Fruit Vegetable Association (VINAFRUIT)</li> <li>- Ms. Tran Thu Quynh, Head of Vietnam Trade Office in Singapore</li> <li>- Enterprise Singapore (IE Singapore)</li> <li>- Agri-Food &amp; Veterinary Authority of Singapore (AVA)</li> </ul>

*\* Only for invited guess and exhibitors, pre- registration needed*

*\* Tentative agenda, subject to be changed*

*\* Updated on 05Mar, 2019*

**Free registration to attend**