



**MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT  
DEPARTMENT OF AGRO-PRODUCT AND FISHERY  
PROCESSING**

## **PROPAGATION AND TRADE PROMOTION FOR HIGH QUALITY TILAPIA OF VIETNAM**



HCM City, August 2015

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## I EXISTING SITUATION OF PROCESSING AND CONSUMMING TILAPIA PRODUCTS IN VIETNAM

### 1. Processing

- The existing fisheries processing facilities/factories totally meet the processing demands of tilapia products.
- All fisheries processing facilities/factories are equipped with modern machines, equipments and technology and applied advanced quality management system which can produce high quality products ensuring food safety and customer demands



- Currently, some enterprises in An Giang , Dong Thap and Thanh Hoa, etc,. have been interested in processing tilapia for export. Some large tilapia processing companies for export such as: Hoang Long Seafood in Dong Thap province; Namviet corporation in An Giang province with processed capacity for exports reached 25,000 tons/year.



Main processed tilapia products for export includes: skinned fillet, skinless fillet and frozen whole, ...

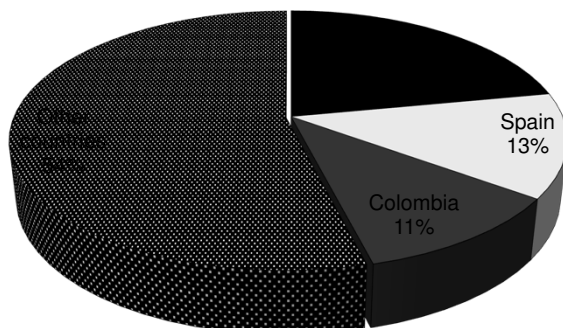


## 2. Consumption of Tilapia Products

- Production of commercial tilapia in 2014 : 125,000 tons.
- The processing volume for exports: 25,000 tons, equivalent to 10,000 tons of products
- Domestic consumption in fresh/live : 100,000 tons
- Tilapia consumption per capita in Vietnam: 1.1 kg/ person/year.

### 3. For export

Exported markets of tilapia Vietnam



Total exported turnover of tilapia in Vietnam in 2014 reached over 32 million. The exported average price of frozen tilapia whole was 2.5 USD/kg and frozen tilapia fillet is 4.5USD/kg.

## II. OPPORTUNITIES AND CHALLENGES OF TILAPIA DEVELOPMENT IN VIETNAM

### 1. Opportunities

- Vietnam is a country with potentials for tilapia development for export.
- According to the orientation of fisheries restructuring plan, tilapia is identified as a main products to be developed in the coming time.



Vietnam has more than 600 fisheries processing facilities with industrial scale, the processed capacity of 2.8 million ton of product/year.

All of them can easy to shift to tilapia processing for domestic consumption and export.



Tilapia is delicious, nutritious, and low-fat. It can be processed into various dishes.



### **Opportunities for Consumption :**

- The domestic and international consumption demand of tilapia is quite large with the growth of 10%/year which is a great opportunities for development.
- Though tilapia of Vietnam develop a bit latter but still have opportunities to access to the international market with characteristic features, high quality, safety and competitive price.
- Tilapia is products with affordable price for Vietnamese income (the current price about 35.000 – 70.000 VND/kg).

### **2. Challenges.**

- Due to late development, most of large imported markets have been dominated by other suppliers. Therefore tilapia of Vietnam has to cope up with strong competitors such as China, Indonesia...
- To expand export markets: Vietnam still faces with many difficulties and obstacles, such as: tilapia production in Vietnam is still low, no brand, no characteristic products.
- To production: not enough high quality varieties, not yet actively control the provision of tilapia broodstock, small scale production, long feed period, high production cost, disease and epidemics occurred regularly.

### III. PROPAGATION AND TRADE PROMOTION FOR HIGH QUALITY TILAPIA PRODUCTS

#### 1. For state management agencies

##### a. Prepare a master plan for tilapia development.

- Identify area, production, development region etc., which are suitable with abilities and potentials of each region.

- Create a closely linkage between production, processing and distributing to actively balance the supply and demand to ensure the benefits of all the stakeholders participated in the value chain.



##### b. Prepare a proposal on development of high quality tilapia for export:

- ✓ Identify the capacity of production, consumption and market demands, etc.,.
- ✓ Identify variety, technique, method for feeding and processing to create high quality products.
- ✓ Prepare a comprehensive plan for propagation and trade promotion to satisfy each market segment in both domestic and international market.
- ✓ Build up organizational and production models based on value chain linkage from feeding to processing for export in which processing enterprises play a central role to create material sources and high quality products.
- ✓ Build up co-interested group under various types: Club, association, cooperative of production, processing and doing business of tilapia with high quality.

c. Branding Vietnam high quality tilapia products.

d. Providing market information for farmers and enterprises for orienting production and trade and facilitating to remove technical barriers of each market.

e. Put tilapia trade promotion into annual and long-term fisheries trade promotion programs. Enhancing promotion tilapia products through the campaign "given priority to Vietnamese products of Vietnamese people".

f. Establish technical norms on quality of materials and tilapia products in line with international standards

## **2. For Enterprises**

- Well- organized production and processing to produce tilapia products with high quality and characteristic features to make a difference with the existing products on the world market with reasonable price.
- Product strategy formulation in long-term for each targeted market, especially, secondary production with high value added.
- Actively in doing market survey and research and trade promotion to seek partners for expanding trade opportunities and global linkages. Establishment of direct distribution channel to both domestic and international consumers.
- Participating in internal and external exhibitions, trade fairs such as: Boston, Brussel, Busan, Vietfish, Agroviet...
- Applying science and technology in production and processing, preservation to increase production yields, quality, food safety, long-lasting preservation and transportation of fresh products, etc., to meet diversified market demands.



**THANH YOU!**

