

GQSP VIETNAM PHASE 2

INCREASING QUALITY AND STANDARDS COMPLIANCE CAPACITY OF TROPICAL FRUIT VALUE CHAINS

AT A GLANCE



THEMETIC

Trade capacity building



IMPLEMENTING AGENCY

UNIDO



DONOR

State Secretariat for
Economic Affairs (SECO)



PARTNERS

MARD/ VIAEP, PPD, NAFIQPM
MOST/ STAMEQ



BUDGET

EUR

1,469,000



DURATION

2023-2026

SDGs



CONTEXT

Vietnam's range of climatic zones and suitable agronomic conditions has enabled it to become a major diverse tropical fruit producer. The area of fruit trees nationwide in 2021 reached 1.18 million hectares, the total output reached 12-13 million tons/year and the country earned \$ 3.55 billion in 2021 from fruit and vegetable exports. Vietnam's fruit product exports consist mainly of fresh fruits at 75.9%; the remaining are processed fruits. The top 10 Vietnamese fresh fruit exports include dragon fruit, mango, banana, jackfruit, coconut, durian, lemon, watermelon, lychee, passion fruit.

The industry is seeing substantial development which contributes significantly to the local GDP and is the dominant industry in some regions such as the Mekong River Delta, the Central Highland, etc. MARD has prioritized areas of agricultural led development such as market diversification, digitalization, quality improvement and traceability as a means of creating employment, economic growth, poverty reduction and gender equality.

In light of global trends, whilst there has been some successful penetration into high valued export markets, the industry as a whole has struggled to meet modern market requirements particularly in areas such as post-harvest shelf life, traceability, compliance, MRLs and consistency in quality outputs.

The Global Quality and Standards Programme which is implemented by UNIDO and funded by Switzerland through SECO is a systematic approach to strengthen the quality and standards compliance capacity to facilitate market access for SMEs.

The GQSP Vietnam Project in cooperation with the Ministry of Agriculture and Rural Development (MARD) supports tropical fruit value chains to comply with technical regulations and international market requirements in view of strengthening their trade capacity.



APPROACH

Using mangoes and pomelo as the exemplar tropical fruits, Phase 1 has addressed, developed and tested a number of the significant interventions that target the impediments constraining the mango and pomelo industry's ability to capitalise on its export market opportunities.

The objective of the project is enhanced competitiveness and sustainability of Vietnamese tropical fruit exports through innovation, diversification, quality improvement, and standards compliance that meet modern market requirements.

OUTCOMES

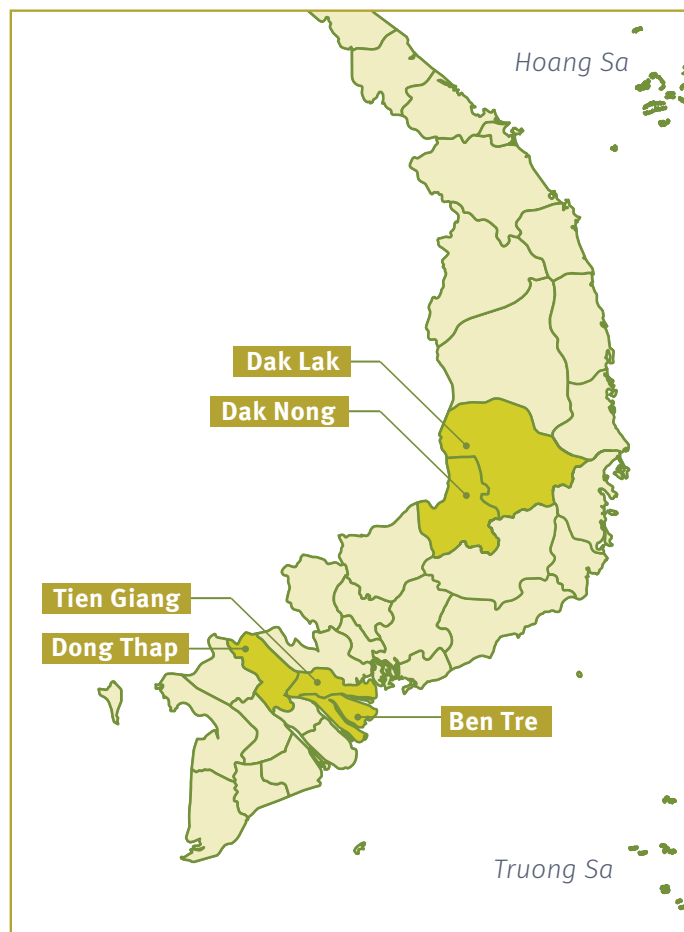
The project pursues three interrelated outcomes:

1 Technical competence and sustainability of the Quality Infrastructure System and conformity assessment services related to tropical fruit export industry enhanced.

2 Enhanced ability of the tropical fruit export value chain to meet the markets requirement and compete in target markets (national and export) through compliance with technical regulations and other quality requirements, adaptation to change, innovation and new technology.

3 Improved culture for quality through conducive policy, market innovation and organizational structure enabling effective export development.

PROJECT AREAS



IMPACTS/OUTLOOK



Number of modern retail markets importing Vietnamese tropical fruit products



Greater market and market diversification for Vietnamese tropical fruit products



Improved margins for producers, improvement cost competitiveness, improvement in product quality



Improvements in environmental sustainability, more efficient use of resources and reduced wastage