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Vietnam launches Center for Agricultural Trade PromotionÂ fair to promote agricultural products

14 June 2024 | News

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Vietnam launches a trade-fair for Agricultural Products and Regional Specialty Market with the theme "Week of promoting high-quality agricultural products and fruits". The forum is organized by the Center for Agricultural Trade Promotion - Ministry of Agriculture and Development In coordination with local organizations. The event officially inaugurated at the Economic and Trade Exhibition and Transaction Fair Area, No. 489 Hoang Quoc Viet Street, Hanoi on 13 June.

Some of the notable delegates at the event were Nguyen Nhu Tiep - Director of the Department of Quality, Processing and Market Development; Nguyen Minh Tien - Director of the Agricultural Trade Promotion Center; Nguyen Dinh Hoa - Deputy Director of Hanoi Department of Agriculture and Rural Development; Duong Son Ha - Deputy Director of the Department of Agriculture and Rural Development of Thai Nguyen province; units and businesses attending the Market and a large number of people in Hanoi city.

This is the first market in a series of two markets organized by the Agricultural Trade Promotion Center in 2024 to support businesses and agricultural cooperatives to introduce to consumers in Hanoi and surrounding areas the Agricultural, forestry and aquatic products are specialties and key products of localities throughout the country.

At the same time, create a bridge between manufacturers and product purchasing units, supermarkets, distribution systems, and retail agricultural, forestry, and fishery stores along the agricultural value chain with a full ecosystem, closed and

transparent from production, processing, preservation, trade and distribution to consumers.

The market brings together over 70 booths of units, cooperatives, businesses, and farmer associations from various provinces. The market has a variety of agricultural, forestry, and aquatic products produced in the direction of organic, ecological agriculture, and products applying high technology in production and processing; traditional craft village products, OCOP products.

In order to diversify forms of trade promotion, open new markets, increase opportunities to reach customers and bring outstanding economic efficiency to localities added activities such as livestreaming on social media is allowed for product selling.