

Vietnam Rubber Company Huy Anh Rubber Co., Ltd. strengthens its EU market presence with sustainable rubber production

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Huy Anh Rubber Co., Ltd., a key player in Vietnam's rubber sector, has partnered with KOLTIVA, a leading company in supply chain traceability and sustainable agriculture. This collaboration reinforces Vietnam's commitment to sustainability and zero deforestation in EUDR-related commodities. As Vietnam strengthens its leadership in the global rubber industry, the EUDR encourages companies like Huy Anh Rubber to adopt enhanced compliance measures, reflecting the country's commitment to environmental preservation and sustainable development.

Natural rubber production in Vietnam has experienced considerable growth since 1961. Vietnam is the world's third largest rubber exporter, contributing approximately 8.7% of global rubber production (The Investor Vietnam, 2023). In 2021, Vietnam produced 1.3 million metric tons of rubber, with 70% of that used by the tire industry (Statista, 2024). Rubber also supports industries such as automotive parts and medical equipment. Vietnam's rubber sector is committed to maintaining access to the EU market by complying with EUDR requirements, which motivates companies to follow suit.

Huy Anh Rubber, founded in 2014 and headquartered in Thua Thien Hue, Vietnam, operates three processing plants—two in Vietnam and one in Laos—where it produces high-quality natural rubber products such as SVR10/TSR10, TSR20, RSS3, SVR3L, SVRCV60, masticated rubber, and compound rubber. With the demand for sustainable rubber products growing, Huy Anh is significantly expanding its cultivation area, with projections to increase from 3,000 hectares in 2024 to 15,000 hectares by 2025.

Huy Anh has engaged KOLTIVA to achieve EUDR compliance. KOLTIVA's EUDR solutions help companies navigate the complexities of the regulation. Through this collaboration, Huy Anh aims to enhance the transparency of its supply chain, ensuring that products are sustainable and deforestation-free.

As part of the farmer and farm mapping process, KOLTIVA trains Huy Anh field agents to map approximately 10,000 smallholder farmers within processors' supply chains using the KoltiTrace MIS mobile app. These field agents conduct comprehensive farm and risk assessments, ensuring a detailed understanding of the risks associated with the agricultural landscape. KoltiTrace MIS supports traceable transaction data from planting to processing, ensuring reproducible data with detailed source information, including farm data collection, producer profiles, and verified transactions. KoltiTrace MIS is critical for verifying deforestation and legality, using up-to-date Sentinel satellite data and protected area maps for compliance checks. It automatically generates Due Diligence Statements and GeoJSON polygons, simplifying EUDR data requirements for Huy Anh.

Starting in September 2024, Huy Anh will offer EUDR-compliant rubber, ensuring that EU customers receive products that meet the highest environmental standards. This will enable them to provide the best products with the highest marketability, while opening up new opportunities in the EU market, where consumers and businesses are prioritizing environmental sustainability.