



VIETNAM

INCREASING QUALITY AND STANDARDS COMPLIANCE CAPACITY OF MANGO VALUE CHAIN IN MEKONG RIVER DELTA

CONTEXT

Vietnam is the 13th biggest mango producer worldwide with a total mango growing area of 87,000 hectares with nearly half of them in the Mekong River Delta and an output of over 969,000 tons per year (2019). As one of Vietnam’s key tropical fruits, yet only 4% of mango production is exported. The country is seeking to diversify, develop and expand its export into higher value markets.

To date, global trade is increasingly embedded within value chains and is governed by quality and standard requirements. To support countries to benefit from global markets, the United Nations Industrial Development Organisation (UNIDO) is in a strategic partnership with the Government of Switzerland to implement the Global Quality and Standards Programme (GQSP) in 8 countries, including Vietnam. The Programme’s overall objective is to promote trade and competitiveness through strengthening the quality and standards compliance capacity of SMEs to facilitate market access.

The GQSP Vietnam Project in cooperation with the Ministry of Agriculture and Rural Development (MARD) supports mango producers along the value chain in the Mekong River Delta, to comply with technical regulations and international market requirements in view of strengthening their trade capacity.



GLOBAL QUALITY
AND STANDARDS PROGRAMME

AT A GLANCE

THEMATIC: **Trade capacity building**

DONOR: **SECO**

IMPLEMENTING AGENCY: **UNIDO**

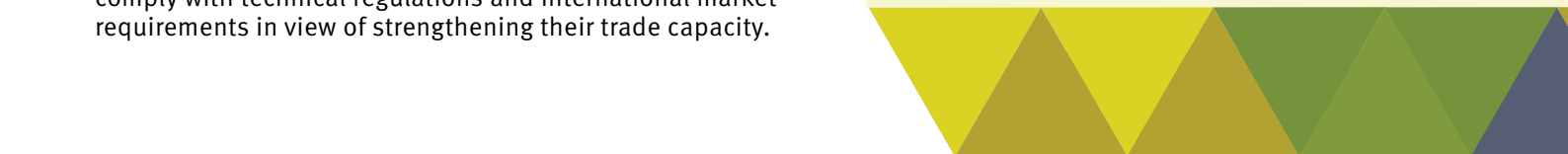
PARTNERS: **MARD /
Agro-Trade, PPD, VIAEP**

MOST/ STAMEQ

BUDGET: **EURO 880,270**

PERIOD: **2020-2022**

SDGs: **SDG9, SDG1 and SDG8**



APPROACH

The GQSP Vietnam Project supports the country to align the demand for and supply of quality services required to prove and verify the quality of products, through the following 3 areas of intervention:

- » **Enhancing quality infrastructure** by strengthening relevant national quality infrastructure institutions, which support services and related standards along the mango value chain;
- » **Strengthening producers** by improving SMEs' understanding of the target market requirements, demonstrating systems needed to fulfil the requirements and then strengthening the capacities related to fulfil market requirements;
- » **Raising awareness** by increasing the awareness for quality within the industry and facilitating public and private dialogue and policy advocacy to support mango export and market development.



IMPACTS/OUTLOOK:

- » Technical competence and sustainability of the Quality Infrastructure System and conformity assessment services related to export mango value chains **enhanced**;
- » Mango export value chain compliant with quality and standards requirements of target export markets **developed**;
- » A culture of quality **created** to enable mango producers to access high-quality export markets.



CONTACTS:

GQSP: gqsp.vietnam@unido.org

UNIDO Vietnam: Ms. Hoang Mai Van Anh, email: v.hoang-mai@unido.org

SECO Vietnam: Mr. Do Quang Huy, email: huy.doquang@eda.admin.ch

MARD/Agro Trade: Mr. Ta Quang Kien, email: kientq.htqt@gmail.com