

Vietnam's Agriculture: Potential and Opportunity Development Market

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

Dr Nguyen Quoc Vong
Southern Seed Corporation
Hochiminh - Vietnam



**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

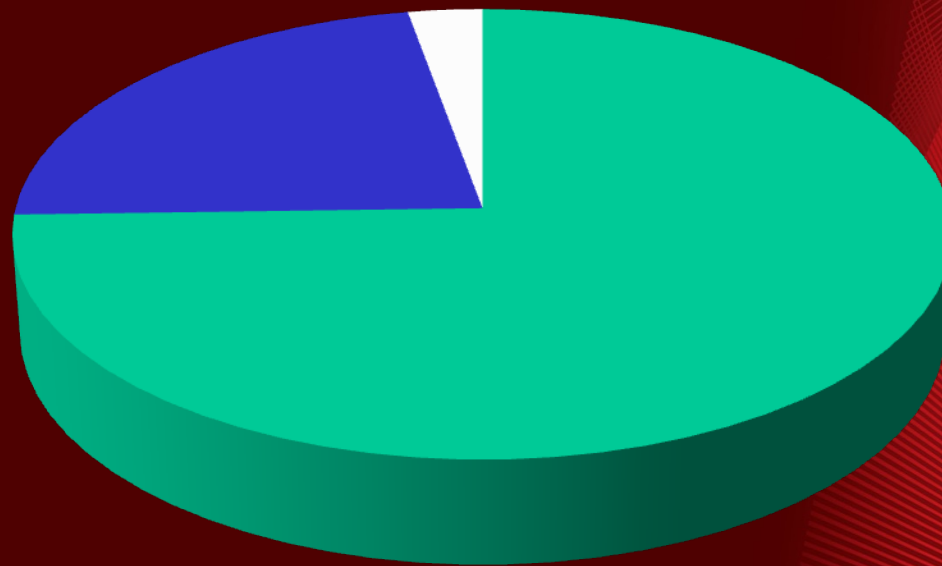
Vietnam

- ▶ **Area: 331,698 km² (33m ha)**
Cultivated area: 9.4 m ha (28%)
Population: 92,477,857 (2013)
GDP: 176 b USD; 1,960 USD/capita
Capital: Hà Nội (6 m inhabitants)
City: Hochiminh (8 m inhabitants)
- ▶ **Country-site: 67.7 m inhabitants (74%)**
Labour: 47 m (70%)
Farmer: 0.38ha/household, age: 20
Education: Elementary school
- ▶ **Agricultural regions:**
 1. Hồng (Red) river delta
 2. Western highland/Lâm Đồng
 3. Cửu Long (Mekong) river delta



Vietnam's Agriculture, 22% GDP, 2013

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea



■ Agriculture
■ Fishery
■ Forestry

Agriculture ... \$28.7 B, Fishery... \$ 8.4 B, Forestry... \$ 1.1 B
TOTAL ... \$38.2 B (22% GDP)

Vietnam's agriculture

Crops	Cultivated area, ha	%	Production ton	Yield ton/ha
Rice	7,548,000	80.2	42,331,600	5.6
Maize/corn	1,126,900	12.0	4,684,300	4.1
Vegetables	823,700	8.7	14,000,000	17.0
Fruit	794,000	8.4	8,000,000	10.1
Rubber	720,000	7.6	811,600	1.1
Coffee	548,200	5.8	1,167,900	2.1
Cashew-nut	328,000	3.5	1,272,000	3.9
Coconut	132,100	1.4	972,200	7.4
Tea	125,000	1.3	206,600	1.7
Pepper	55,000	0.6	109,400	2.0
Total	9,400,000	100%		

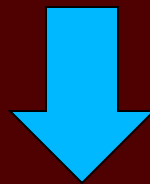


WORLD TRADE
ORGANIZATION

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

Joining in November 2006

**WTO: 6b consumers, 95% world's GDP,
Imported market in agric, forestry & fish**



$\geq$ 1,362 billion USD/annum

WTO & Vietnam's exportation

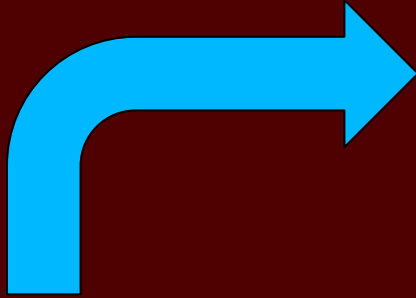
Comm.	World market USD	Vietnam's Export, USD			
		2006	2009	2011	2013
Fruit/Veges	97,900,226,000	300,000,000	420,000,000	630,000,000	1,040,000,000
Flower	25,000,000,000	10,000,000	14,200,000	60,000,000	N/A
Rice	16,818,180,000	1.489.970.000	2.600,000,000	3,700,000,000	2,950,000,000
Coffee	7,548,041,000	1.911.463.000	1.800,000,000	2,300,000,000	2,750,000,000
Rubber	7,488,707,000	1,400,000,000	1.200,000,000	3,200,000,000	2,520,000,000
Tea	6,369,975,000	130,833,000	180,000,000	182,000,000	222,000,000
Cashew-nut	1,719,352,000	653,863,000	850,000,000	1,400,000,000	1,630,000,000
Pepper	1,761,363,600	271.011.000	328,000,000	775,000,000	901,000,000
World	1,361,853,000,000	8.300.000.000	15,300,000,000	25,000,000,000	27,500,000,000

Vietnam's Rice industry



Area: 7.9Mha, occupying 80,2% national land
Yield: 5,6 t/ha x 2 seasons. Production: 44.1 MT
Value: US\$11.3 Billion. Export: 6.6 MT/US\$2.95 B.

We do need

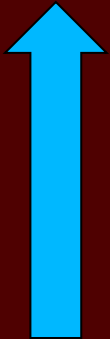


Machinery





20% lost in Storage & Packing house



We do need



Processed rice

K.E.Y.
PLATFORM
2014 April 23 – 24, 2014
Conrad, Seoul, Korea



Vietnam's Coffee industry



The background of the entire image is a dense, close-up photograph of dark brown, roasted coffee beans. The beans are piled together, creating a textured, granular appearance. The lighting is even, highlighting the natural curves and creases of the beans.

No	Country	Production ton	60kg Bag x1000	%
1	Brasil	2,609,040	43,484	33.1%
2	Vietnam	1,200,000	20,000	15.2%
3	Indonesia	495,000	8,250	6.3%
4	Colombia	468,000	7,800	5.9%
5	Ethiopia	390,000	6,500	5.0%
	Top 5	5,162,040	86,034	65.6%
	World, 2011	7,875,180	131,253	100%

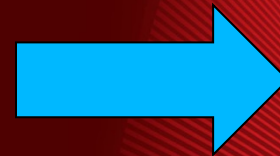


**World: 2.25 b cups
Coffee daily**

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea



\$2.12/kg



\$23.32/kg

**Vietnam exported 1.76 MT coffee bean, earned \$3.74 B,
priced at \$2.125 USD/ton (2012)**



**K.E.Y.
PLATFORM
2014** 23-24, 2014
Seoul, Korea

New trends:

- ▶ 2 m ha Rice to other Crops
- ▶ Export Vegetables > \$1 B



The value of seed by group

Crops	Needs ton	Shortage ton	VN\$/kg	VN\$ X Million	US\$ X 1000
Rice, OP	216,300	- 79,360	12,000	232,560	11,074
Rice, F1	17,550	- 13,550	65,000	880,750	41,940
Maize, F1	19,200	- 2,200	50,000	110,000	5,238
Peanut	20,370	- 18,840	50,000	942,000	44,857
Soybean	11,470	- 10,050	50,000	525,250	25,011
Vegetable	8,000	-2,130	1,000,000	2,130,000	101,428
Total	295,050	128,120		4,820,560	229,550



**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

SOUTHERN SEED CORPORATION



The Profile

Company Name	SOUTHERN SEED CORPORATION - SSC CENTER FOR VEGETABLE & FLOWER SEEDS
Head Office	282 Le Van Sy Street, Ward 1, Tan Binh District, Hochiminh City, Vietnam Tel: (84)8-3844 2414; 3844 4633; Fax: (84)8-3844 2387 E-mail: southernseed@ssc.com.vn ; Website: www.ssc.com.vn
Founded	1976
Joint Stock	The First Joint Stock Seed company recognized by the Vietnamese Government in 2002
Stock Listing	Shares of SSC was listed in the Hochiminh Stock Exchange in March 2005 SSC was listed as one of the Top 10 companies in Vietnam and 200 in Asia for the “ Best Under One Billion ” by Forbes Asia 2013

Paid-in Capital	60 billion Vietnam dong (VND) in 2002 150 billion Vietnam dong (VND) in 2010
------------------------	---

Annual Turnover	603 billion Vietnam dong (VND) in 2013 Profit after Tax 77 billion Vietnam dong (VND)
------------------------	--

Fields of Business	• Introduction, Production and Sales of Seeds of Rice, Maize/corn, Vegetables, Flowers, Forages and Turfgrass. • Research & Breeding new variety. Contract seed production. • Production and Sales of seedlings (vegetable, flower, bulbs) and agricultural/gardening materials. • Designing, management and contract of following constructions: greenhouse and greenhouse horticulture production, agricultural facilities, tools & equipment.
---------------------------	--

Employees	395
------------------	-----

Average age	36.4
--------------------	------

Years of service	8.4 year
-------------------------	----------

1.The Products

Rice

Oryza sativa L. var. *indica*

F1 Hybrid rice: Nam Ưu
Bắc Ưu 903 KBL, HR 182

OP rice: OM series, IR
series

O. sativa var. *japonica*



Cultivar	Châu Thành (Acid soil)	Cai Lậy (Alluvial)
AKINISHIKI	1.93	2.50
AKITAKOMACHI	2.05	6.50
HOKURIKU 148	1.98	5.20
KINUHIKARI	1.67	3.10
NIHONBARE	1.30	-
AK 1	1.85	4.50
KOSHIHIKARI	-	-



Maize/Corn



**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea



Hybrid Yellow corn: SSC 2095,
SSC 586, SSC 557, SSC 131.

Hybrid Waxy corn: MX 2, MX 4,
MX 6, MX 10, MX 10 Super.

Sweet corn: Hybrid 3.

Vegetables



Tomato for Highland: T42, T56. **Tomato for lowland:** T43.

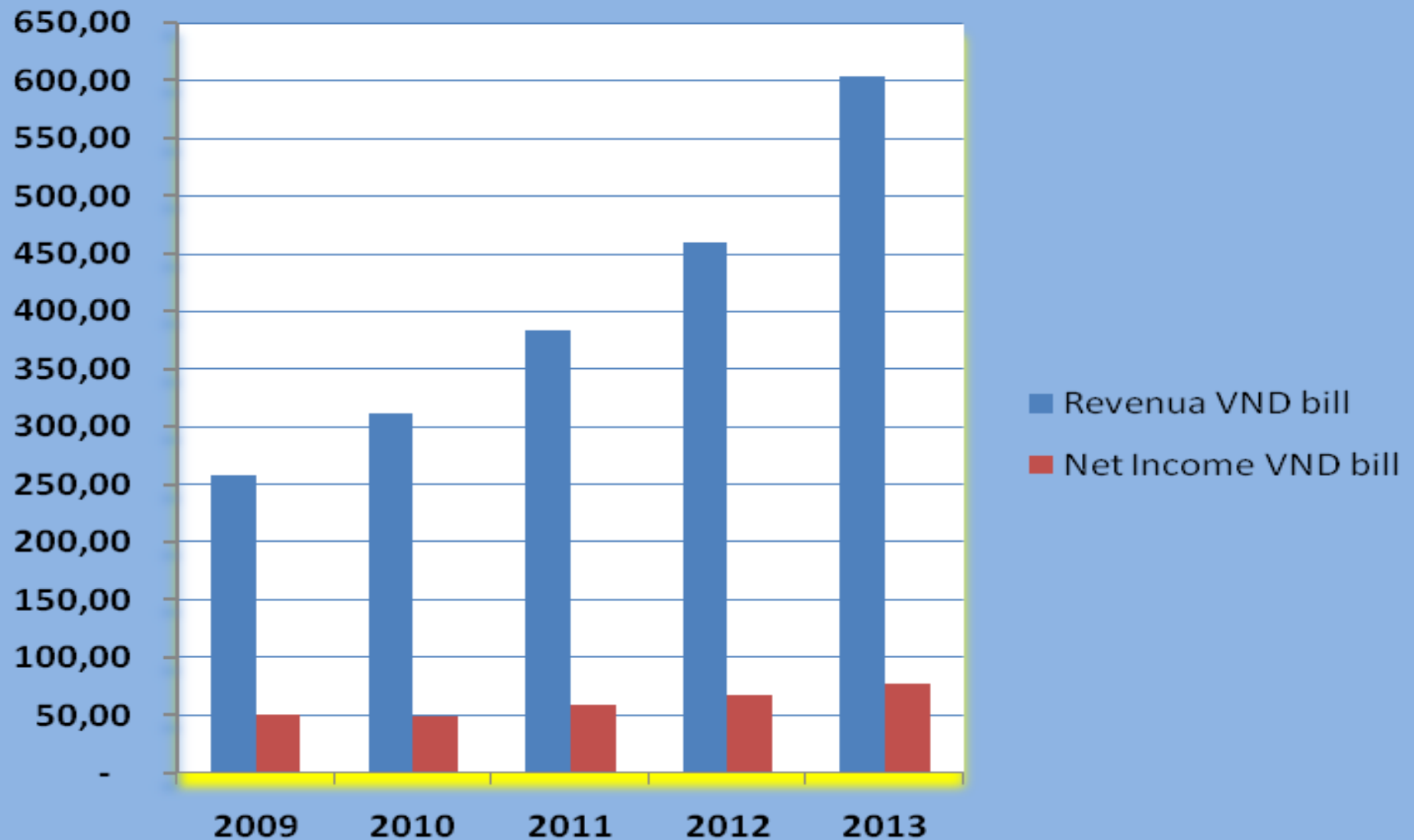
Hot pepper: No. 20, Rocket 106 and 108.

Watermelon: An Tiem 95; An Tiem 103 AT107, AT109, AT113.

Cucumber: CuC 23, CuC 134, CuC 474, CuC 71, CuC 77, CuC 472.

Bitter gourd/Bitter melon: BiG 14, BiG 49.

2. The Growth



3. The future



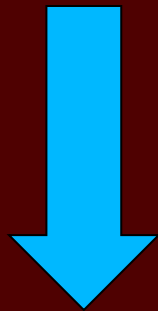
**Establishment of CVF:
Centre for Vegetable and Flower Seeds**

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea



CVF: 27ha, Cu Chi, Hochiminh City

2015
Our future:
New
ASEAN
market



600 million
Customers!



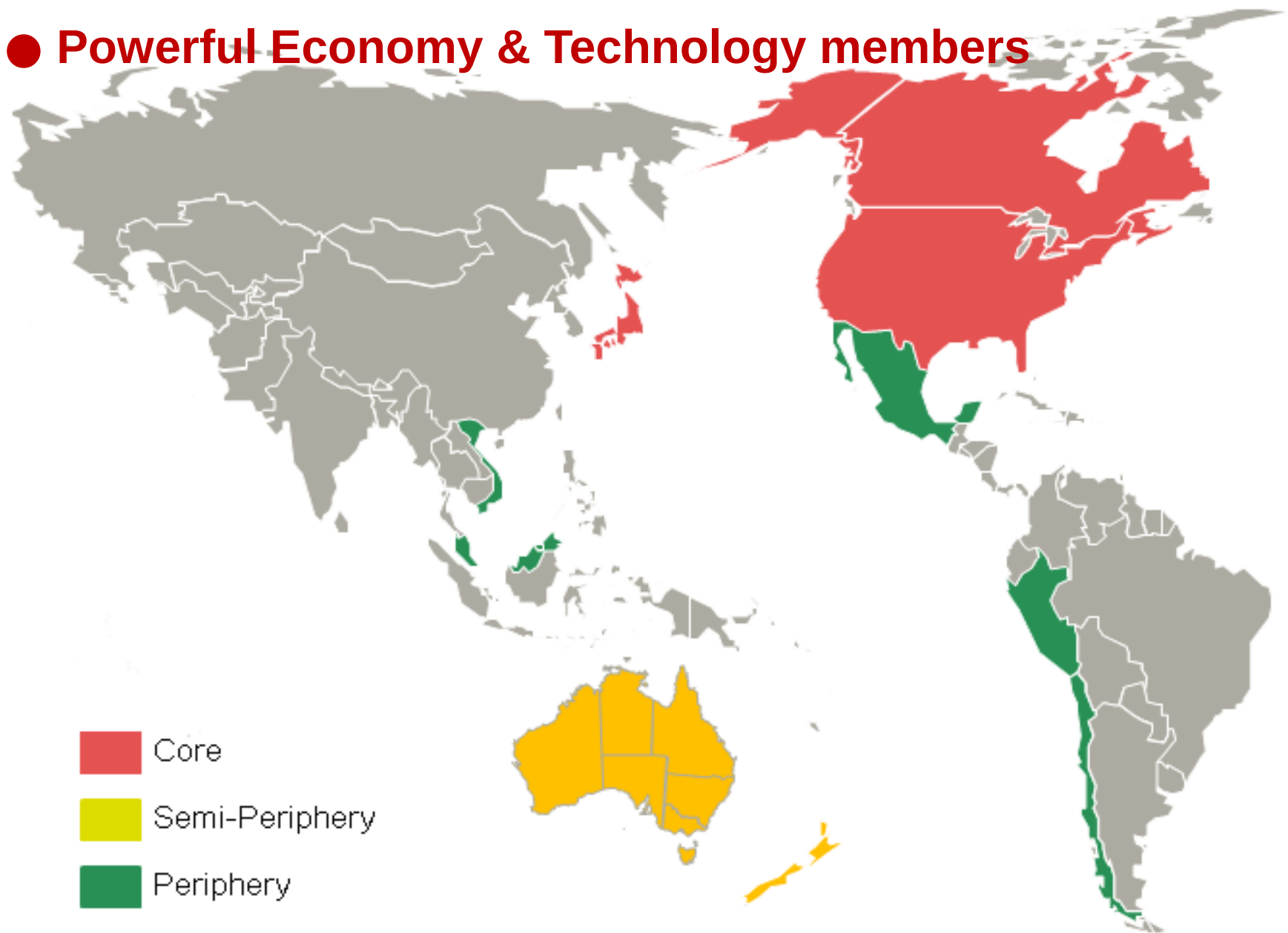
The image shows the acronym 'TPP' in large, white, bold letters with a blue outline. The letters are superimposed on a stylized globe of the Earth, which is tilted and shows continents and oceans in green and blue. The globe is set against a dark blue background. In the bottom left corner of the globe area, the text 'NAURESISTANCE.ORG' is visible in white. In the bottom right corner of the globe area, there is a small, yellow, rectangular label with some illegible text.

TPP

NAURESISTANCE.ORG

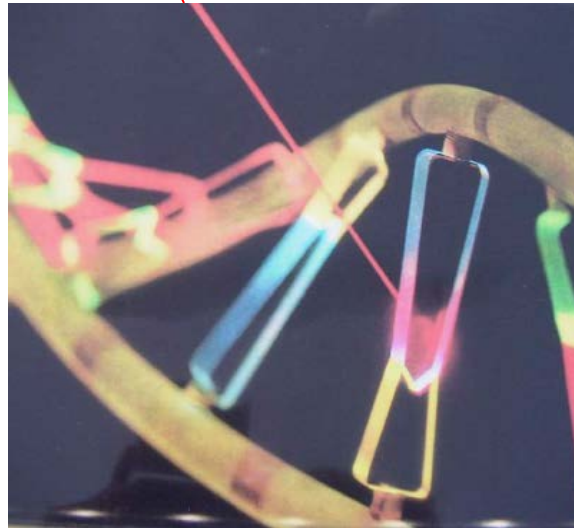
**Trans-Pacific Partnership
a free market of 40% world economy
Vietnam is expected to benefit from TPP**

● Powerful Economy & Technology members





High technology



**For
Our Seeds !!!**



Thank you for
your listening!

