



## HIỆP HỘI CHẾ BIẾN VÀ XUẤT KHẨU THỦY SẢN VIỆT NAM



### **Chuyên gia: Bà Nguyễn Ngô Vi Tâm**

Tổng Giám đốc Công ty Cổ phần Vĩnh Hoàn

Bà Nguyễn Ngô Vi Tâm hiện đang đảm nhiệm vị trí Tổng Giám Đốc của Công ty Cổ phần Vĩnh Hoàn. Trước khi được bổ nhiệm vào vị trí này năm 2016, bà Nguyễn Ngô Vi Tâm đã lãnh đạo đội ngũ kinh doanh và tiếp thị, giúp mở rộng thị trường, phát triển doanh số tăng gấp 5 lần trong giai đoạn gần 12 năm.

Bà Tâm còn phụ trách các công việc liên quan đến vụ kiện chống bán phá giá tại Mỹ, hoạt động quan hệ nhà đầu tư, đồng thời tư vấn cho HĐQT các chiến lược phát triển dài hạn và giữ vai trò chủ chốt trong việc thực hiện các chiến lược này.



EFFORTS TO BUILD

# Pangasius Brand

IN THE GLOBAL MARKET

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# Opportunity

**FOR PANGASIUS TO  
EXPAND MARKET SHARE**



# Opportunity for pangasius to expand market share

Corrupted supply chain due to the Russia-Ukraine conflict

## About Production and Stability



Farming volume and processing capacity can meet the market demands due to the rapid raising time of 5 months compared to others. Pangasius producers have also increased the area of the farming area owned to be more active in the raw materials and provide stable prices.

## About Quality Standard or Reputation



Major importers and retailers in the EU pay special attention to certifications in farming and processing. According to updated data in 2020 from ASC, Vietnam has 44 farming areas that have achieved ASC certification, which is an advantage for Vietnamese enterprises to compete with other white fish species.

# Opportunity for pangasius to expand market share

## Vietnam Investment Opportunities<sup>1</sup>



Attractive destination for manufacturing relocation



Low-cost manufacturing and sourcing with 50% of labor cost vs. China



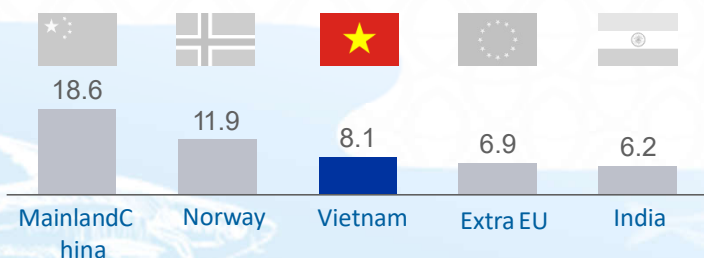
Free trade agreements such as CPTPP, RCEP, EVFTA, UKVFTA



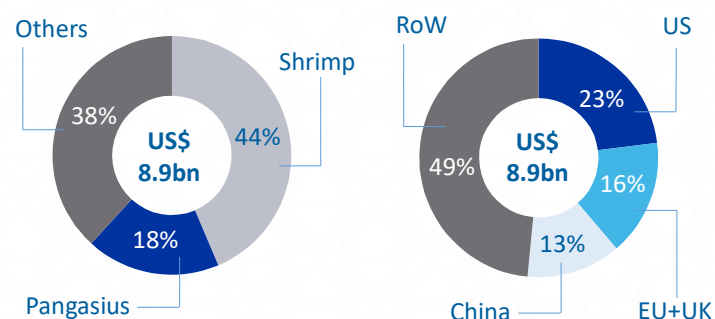
Growing domestic consumer market expected to grow at 20% per year

## Vietnam: No. 3 Seafood Exporter<sup>3</sup>

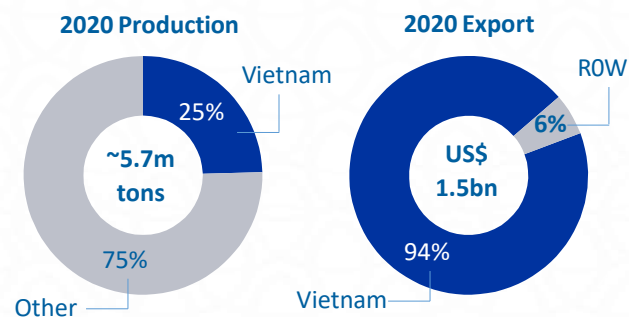
2020 Fish and Fishery Product Export Value (US\$bn)



## 2021 Vietnam Seafood Export<sup>2</sup>



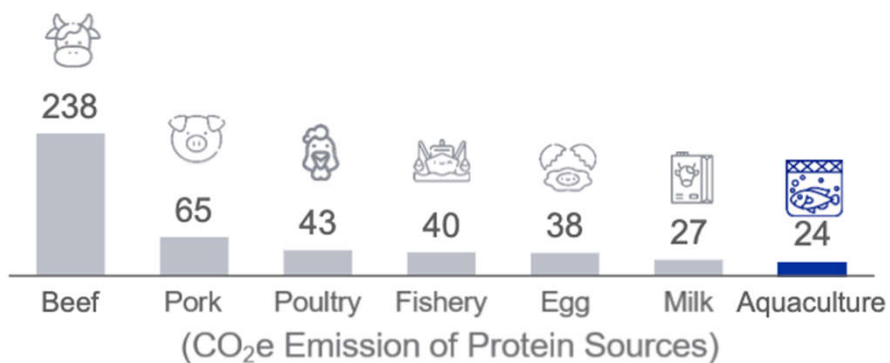
## Vietnam: No. 1 in Pangasius Exporter<sup>4</sup>



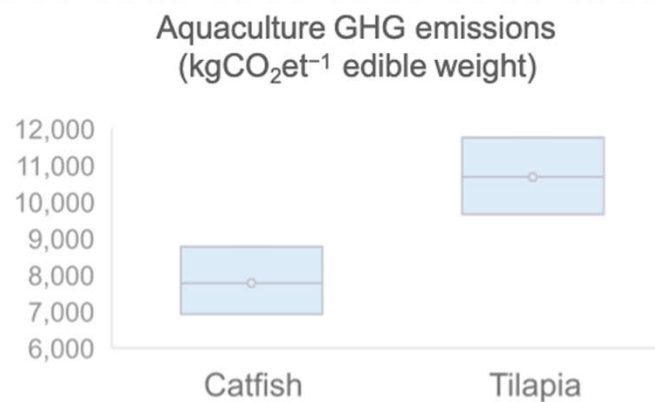
Note: 1. Vietnam Briefing; 2. VASEP; 3. Globefish; 4. The Fish Site, ITC Trade Map

# Opportunity for pangasius to expand market share

Aquaculture has lower  
Carbon Footprint<sup>2</sup>



Pangasius:  
A sustainable Choice<sup>4</sup>



# Why

## PANGASIUS



# PANGASIUS is made for aquaculture.

- ✓ Firm and flaky flesh
- ✓ Boneless
- ✓ No fishy after taste
- ✓ Pure white fillets
- ✓ Reasonable price
- ✓ Certified Sustainable



Mexican rice with basa fillets



Basa fish cakes



Vietnamese basa fish curry



Spanish baked basa fish



Thai basa fish cakes with quinoa



Basa fish saganaki with garlic toasts

# Globally versatile

VINH  
FOODS

[Introduction](#)
[Premium Fillets](#)
[Value- Added Products](#)
[Our Brands](#)
[Pangasius Recipe](#)
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Recipe

We believe that "the kitchen is the heart of the home, and food is the center of a well-balanced life." When we enjoy delicious and nutritious meals, our lives will become happier. Let's discover exciting recipes from our premium pangasius in your kitchen right here!

View more >>



GREEN CHILI MARINATED FISH FILLET WITH TROPICAL SALAD



CRUNCHY WHOLE FISH FILLET WITH RED CABBAGE SALAD



TIKKA MARINATED FISH FILLET WITH NOODLES



BEER BATTER TACOS

## GREEN CHILI MARINATED FISH FILLET WITH TROPICAL SALAD

29 December 2021

A classic dish mixing together the aromatic honey and lemon/lime juice which will make a delicious sauce when serve with salad. An exceedingly simple but truly delicious quick meal, with possibilities for variation galore. Big flavor need not big effort. Let's try it now.

### What you'll need

- Vinh Foods Greer
- Corn Kernels – rinsed
- Cherry Tomatoes
- Zucchini – sliced
- A mix of Lettuce
- Honey
- Lemon/Lime juice

## TIKKA MARINATED FISH FILLET WITH NOODLES

28 December 2021

This Tikka marinated fish's depth of flavor has short ingredient list prepared and quick cooking time. This recipe is suitable to make it the perfect weeknight meal, courtesy of your fridge.

### What you'll need

## Serves: BEER BATTER TACOS

Prepares: 29 December 2021

### How to

- Cook Our beer batter fish when combine with tacos, crunchy purple slaw, and a tangy dressing to provide a surprising kick will create a great finger food to enjoy among friends and families. Make this recipe for a delicious dinner in under 10 minutes!
- Cook

### What you'll need

- Vinh Foods Beer Batter Fish
- Avocado, butterhead lettuce
- Shredded red cabbage
- Tortillas
- Chipotle mayo for serving
- Garnish with coriander and a mix of microgreens

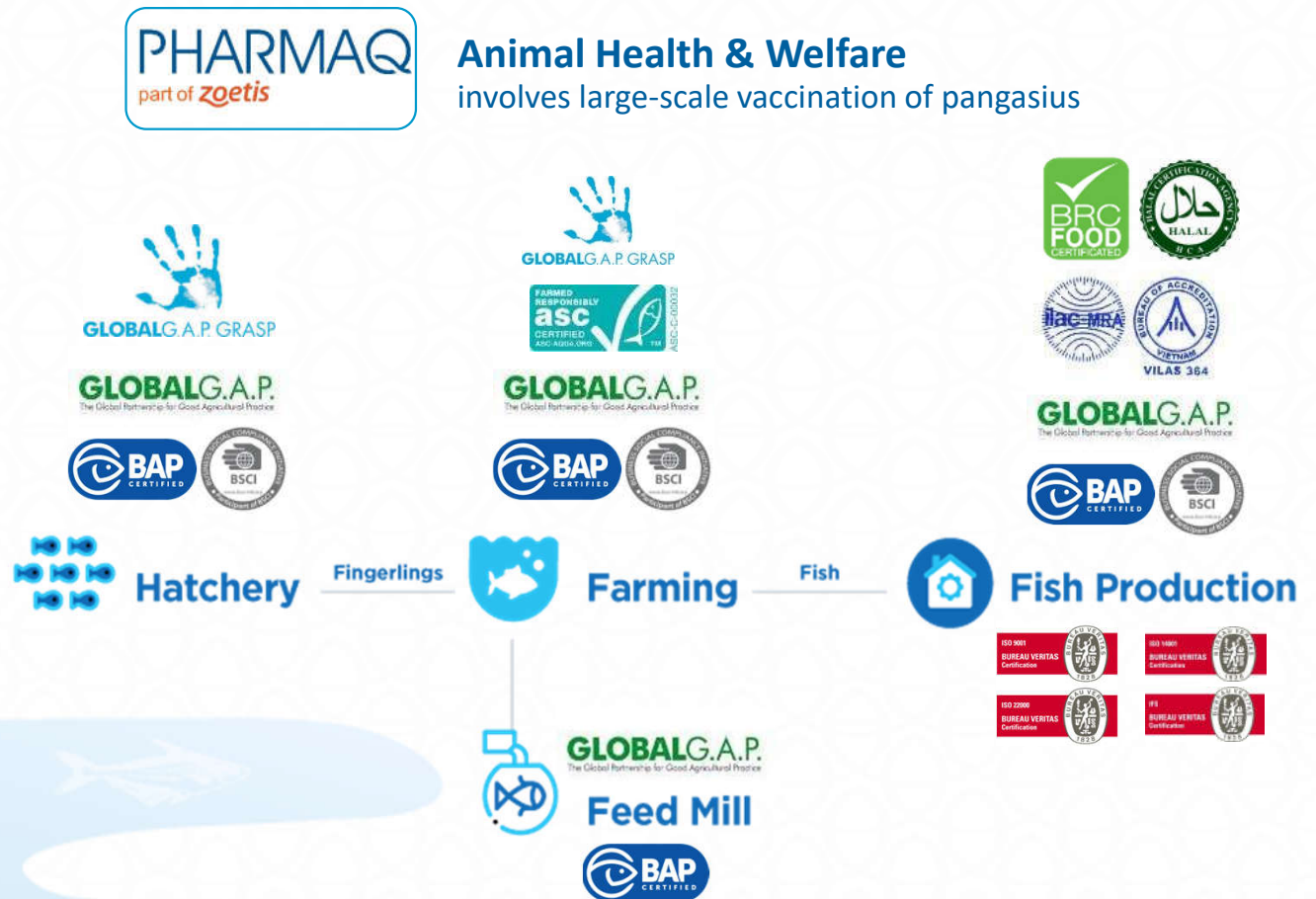
Serves: 2 persons

Preparation and cooking time: under 10 mins

### How to make it

- Cook frozen Beer Batter Fish following packet directions.
- To make the slaw, combine red cabbage and butterhead lettuce.
- Warm each tortilla following packet directions. Place some mayonnaise, avocado over the base of each tortilla and top with slaw, cooked fish breaded tenders and a drizzle of extra mayonnaise. Serve immediately.

# Closed and Advanced Farming and Production Chain



# Market Challenges

**AND Opportunities**



# The market should be served with a **PREMIUM OPTION**

## Market Challenges

- Substitutes within the white fish market segment.
- Trade barriers, seen as a threat by other fish sectors
- Low awareness, mostly negative publicity
- **Pangasius = cheap white fish?**



## Solutions

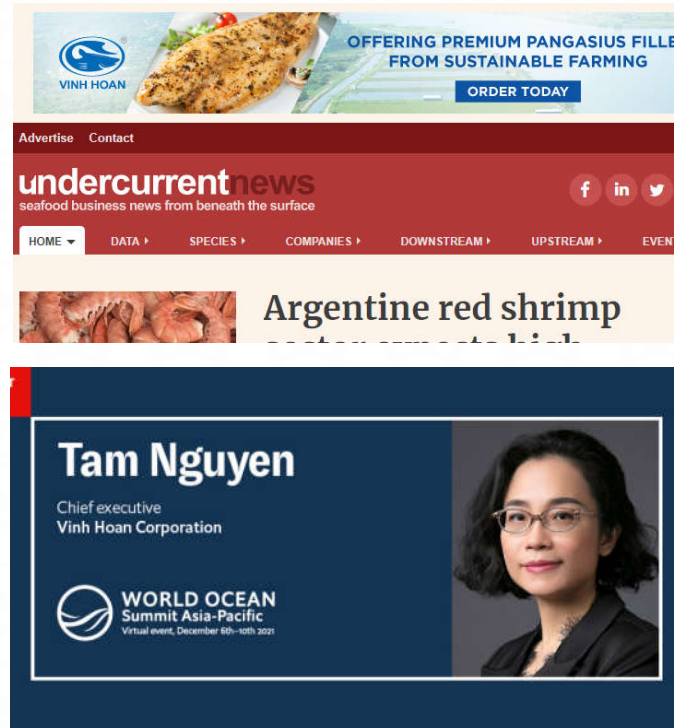
- Continuously stay updated with export/import regulations
- Empowerment with helpful information
- Sustainable farming certifications
- Consistent quality control and supply (i.e. shipment time)

**LAST but not LEAST**

The industry needs  
an **effective marketing strategy** to improve the fish reputation

# Be a loyal trusted BRAND

- Run different PR programs and campaigns across different social medias, news regionally, and globally.
- Provide marketing materials to our partners so they can market pangasius to the end consumers in the region they operate in for branding activities.
- Organize annual Webinar for customers to inform on market trends and the company's market analysis to continuously improve on communications
- **Corporate website** is worth the most investment.



# Thank you