

# Trip Report

<b>Activities</b>	MG2023- SEAT1 Trade Servicing/Events (JJ25 ASMI Vietnam Trade Mission)
<b>Cooperator(s)</b>	Alaska Seafood Marketing Institute
<b>Dates</b>	February 27 – March 4, 2023
<b>Location</b>	Hanoi, Nha Trang, and HCMC, Vietnam
<b>Accommodation</b>	InterContinental Hanoi Westlake, Sheraton Nha Trang Hotel & Spa, and Sheraton Saigon Hotel & Towers
<b>Traveler(s)</b>	Tim Welsh, ASMI SE Asia Hataithip Veeraprechanon, ASMI SE Asia Sarina Welsh, ASMI SE Asia Surisa Techawiratchon, ASMI SE Asia Dang Thi Phuong Thao, ASMI SE Asia Jeremy Woodrow, ASMI Executive Director Hannah Schlosstein, ASMI International Nicole Alba, ASMI International Tomi Marsh, ASMI Board of Directors Andrew Jenssen, Pacific Seafoods Bob Barnett, The Alaska Guys Brody Pierson, Bristol Wave Seafoods Frank O' Hara III, O' Hara Corporation George Li, Whittier Seafoods Hank Baumgart, Icy Strait Seafoods Jostein Rortveit, American Seafoods Ken Eom, Canfisco Group Larry Bushnell, Gratia Dei Seafoods Robert Csecsinovits, Trident Seafoods Ron Risher, OBI Seafoods Tony Macedo, North Point Seafood
<b>Summary</b>	The main objective of the Vietnam Trade Mission is to increase awareness of Alaska Seafood products to the Vietnam market by inviting industry members to meet with key Vietnam contacts, including importers, foodservice and retail operators, chefs, local officials, and

other important players. Another important objective is to arrange meetings and factory tours with Vietnam seafood companies that are processing for re-export and local markets.

## Travel Itinerary

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### **Tim Welsh, Hataithip Veeraprechanon, Sarina Welsh, and Surisa Techawiratchon**

25 February, 2023: Air Asia FD9640, Bangkok to Hanoi, 12.50-14.35

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

4 March, 2023: Air Asia FD657, HCMC to Bangkok, 09.45-11.30

### **Thao Dang**

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

### **Jeremy Woodrow**

24 February, 2023: Alaska Airlines, Juneau to Seattle - 5:30am - 7:15am

24 February, 2023: American Airlines (AA) 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

4 March, 2023: AA 8419, SGN to NRT, 7:50am- 3:25pm

4 March, 2023: AA8446, NRT to SEA, 6:30pm-10:30am

4 March, 2023: Alaska Airlines 149, Seattle to Juneau, 7:15pm - 8:51pm

### **Hannah Schlosstein**

23 February, 2023: Alaska Airlines 66, Juneau to Seattle, 8:25-11:44pm

24 February, 2023: American Airlines 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

4 March, 2023: AA 8419, SGN to NRT, 7:50am- 3:25pm

4 March, 2023: AA8446, NRT to SEA, 6:30pm-10:30am

4 March, 2023: Alaska Airlines 149, Seattle to Juneau, 7:15pm - 8:51pm

### **Nicole Alba**

24 February, 2023: American Airlines 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

4 March, 2023: AA 8419, SGN to NRT, 7:50am- 3:25pm

4 March, 2023: AA8446, NRT to SEA, 6:30pm -10:30am

### **Andrew Jenssen**

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

Booked own international flights and routing

### **Bob Barnett**

24 February, 2023: Alaska Airlines 82, Anchorage to Seattle, 6:00am-10:30am

24 February, 2023: American Airlines 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

7 March, 2023: AA8419, HCMC to NRT, 7:50am - 3:25pm

7 March, 2023: AA8446, NRT to Seattle, 6:30pm-10:30am

7 March, 2023: Alaska Airlines 189, Seattle to Anchorage, 1:40pm - 4:25pm

### **Brody Pierson**

24 February, 2023: AA 8445, Seattle to NRT, 12:30pm- 4:00pm (Feb. 25)

25 February, 2023: AA8440, 6:00pm - 10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09:55-12:00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09:15-10:25

4 March, 2023: AA8419, HCMC to Tokyo, 7:50am - 3:25pm

4 March, 2023: AA8446, Tokyo to Seattle, 6:30pm - 10:30am

### **Frank O'Hara**

25 February, 2023: DL1131, MCO - ATL, 6:30am - 8:10am

25 February, 2023: DL295, ATL - HND, 10am-2:40pm (Feb. 26)

26 February, 2023: DL7474, HND to Hanoi, 4:35pm-8:55pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09:55-12:00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09:15-10:25

5 March, 2023: DL7920, SGN - ICN, 8:15am - 3:15pm

5 March, 2023: DL26, ICN - ATL, 6:30pm-5:55pm

5 March, 2023: DL580, ATL - BOS, 8:10pm - 10:44pm

### **George Li**

24 February, 2023: American Airlines 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09:55-12:00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09:15-10:25

4 March, 2023: AA 8419, SGN to NRT, 7:50am- 3:25pm

4 March, 2023: AA8446, NRT to SEA, 6:30pm-10:30am

### **Hank Baumgart**

24 February, 2023: Alaska Airlines 1107, Palm Springs to Seattle, 6:25am-9:20am

24 February, 2023: American Airlines 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09:55-12:00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09:15-10:25

4 March, 2023: AA 8419, SGN to NRT, 7:50am- 3:25pm

4 March, 2023: AA8446, NRT to SEA, 6:30pm-10:30am

4 March, 2023: Alaska Airlines 1182, Seattle to Palm Springs, 4:20pm - 7:00pm

### **Jostein Rortveit**

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

Booked own international travel

### **Ken Eom**

24 February, 2023: OO 4477, Vancouver to Seattle,

24 February, 2023: DL 197, Seattle to Incheon

25 February, 2023: VN 415, Incheon to Hanoi

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

11 March, 2023: VN 404, Saigon to Incheon

11 March, 2023: DL 196, Incheon to Seattle

11 March, 2023: OO 3808, Seattle to Vancouver

### **Larry Bushnell**

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

Booked own international travel

### **Robert Csecsinovits**

24 February, 2023: KE9011, Seattle to ICN,

25 February, 2023: KE7923, Incheon to Hanoi

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

4 March, 2023: VN404, Saigon to Seattle

### **Ron Risher**

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

Booked own international flights and routing

### **Tomi Marsh**

24 February, 2023: American Airlines 8445, Seattle to Narita, 12:30 - 4pm

25 February, 2023: AA840, Narita to Hanoi, 6:00pm-10:25pm

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

\*Due to personal reasons, Tomi had to depart back to the U.S. earlier than scheduled.

### **Tony Macedo**

24 February, 2023: KE9011, Seattle to Incheon,

25 February, 2023: KE 7923, Incheon to Hanoi

28 February, 2023: Vietnam Airlines VN1557, Hanoi to Nha Trang, 09.55-12.00

1 March, 2023: Vietnam Airlines VN1341, Nha Trang to HCMC, 09.15-10.25

4 March, 2023: VN 404, Saigon to Incheon

4 March, 2023: DL 196, Incheon to Seattle

## **Schedule**

<b>Date</b>	<b>Time</b>	<b>Activities</b>
25 Feb, 2023	All-day	Group arrives to Hanoi
26 Feb, 2023	All-day	Vietnam Cultural Tour Day
		Group 1: Hanoi to Ninh Binh Tour Tim, Brody, and Ken
		Group 2: Hanoi Street Food Tour Hank, George, Thao, and Hataithip
		Group 3: Hanoi Highlights & Hidden Gems Larry, Jeremy, Tomi, and Sarina

Group 4: Hanoi Highlights & Hidden Gems  
Hannah, Nicole, Bob, Tony, Robert, and Surisa

27 Feb, 2023	8:30	Morning briefing with Vietnam Association of Seafood Exporters and Producers (VASEP) and the American Chamber of Commerce (AMCHAM) at the Intercontinental Westlake
	10:30	Group 1 departs for Viet Truong Seafood Co. factory visit Group 2 departs for Lenger Seafoods factory visit in Nam Dinh City
	13:00	Jeremy, Tim, Nicole, Hannah, and Sarina depart hotel to Sofitel Legend Hotel Metropole Hanoi
	14:00	Jeremy and Tim attend a meeting with AMCHAM and USDA Under Secretaries Alexis Taylor and Jenny Moffitt at Sofitel Legend Hotel Metropole Hanoi
	15:30	Jeremy, Tim, Nicole, Hannah, and Sarina attend Cooperator Round Table with USDA Under Secretaries Alexis Taylor and Jenny Moffitt at Sofitel Legend Hotel Metropole Hanoi
	16:00	Group returns to hotel for rest/free time
	16.30	Jeremy, Tim, Nicole, Hannah, and Sarina return to the Intercontinental Westlake
	18.00	ASMI reception with guests from U.S. Embassy, Vietnam Government officials, and local trade at the Intercontinental Westlake Grand Ballroom begins
	20.00	ASMI reception with guests from U.S. Embassy, Vietnam Government officials, and local trade at the Intercontinental Westlake Grand Ballroom ends
28 Feb, 2023	07:00	Group departs hotel for the airport
	09:55	Group departs Hanoi for Nha Trang
	12:00	Group arrives at Nha Trang airport and board buses to factory tours  Group 1 departs to Tin Thinh factory visit

		Group 2 departs to Ba Hai JSC factory visit
	15:30	Group 1 returns from factory visit and checks in at the Sheraton Nha Trang Hotel & Spa
	19:00	Group 2 returns from factory visit and checks in at the Sheraton Nha Trang Hotel & Spa
1 Mar, 2023	07:00	Group departs hotel for the airport
	09:15	Group departs Nha Trang for HCMC
	10:25	Group arrives at to HCMC airport and board buses to check in to Sheraton Saigon Hotel & Towers
	15:00	One-on-one meetings with importers and processors begin at the Sheraton Saigon Hotel & Towers conference rooms
	16:00	One-on-one meetings with importers and processors end
	18:30	ASMI reception with invited guests and the local trade begins
	20.30	ASMI reception with invited guests and the local trade ends
2 Mar, 2023	08:30	Group departs hotel for factory visits 1. Vietnam Sea Cucumber Investment Corporation 2. Saigon Food Joint Stock Company
	16:00	Group visits AEON mall for retail market visit
	17:30	Group returns to hotel
3 Mar, 2023	08:00	Meet in hotel lobby
	09:30	Group departs hotel for Ocean Gift factory visit
	12:00	Lunch on own and free afternoon
	19:00	Group dinner
4 Mar, 2023	All-day	Trade Mission concludes and group departs HCMC



## Hanoi: February 26th - 28th

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### Cultural Tour

On Sunday, February 26<sup>th</sup>, the group divided into four groups for a variety of cultural tours. One group traveled to Ninh Binh, a small city in the Red River Delta. Two groups participated in a Hanoi Highlights & Hidden Gems tour and another group did a Hanoi Street Food Tour.



### Market Briefing with Vietnam Association of Seafood Exporters and Producers (VASEP) and the American Chamber of Commerce (AMCHAM)

On the morning of February 27<sup>th</sup>, Mr. Nguyen Hoai Nam, Deputy General Secretary of VASEP, and Adam Sitkoff, Executive director of AMCHAM, met with our group to give a briefing on conducting business in Vietnam, opportunities and challenges, and trade relations with the U.S. Below is key information from the market briefing:



- VASEP members account for 80% of seafood export value of Vietnam
- In 2022, Vietnam seafood sales reached US\$11 billion for the first time and were up 23% compared to 2021
- Vietnam is currently exporting to 170 countries around the world
- Currently, there are 692 factories in Vietnam with EU code out of a total of 847 industrial-scale factories certified to meet food safety conditions

Mr. Nam also invited ASMI and member companies to join the Vietfish show on August 23-25, 2023. ASMI SE Asia has agreed to participate.



## FAS Cooperator Roundtable with USDA Under Secretaries Alexis Taylor and Jenny Moffitt

Our trade mission coincided with Under Secretaries Alexis Taylor and Jenny Moffitt's visit to Hanoi. FAS organized a Cooperator Round Table Discussion with the Under Secretaries at the Sofitel Legend Hotel Metropole Hanoi. Jeremy, Tim, Sarina, Nicole, and Hannah attended on behalf of ASMI to discuss trade policies and FAS funding for cooperators.

FAS has awarded \$200M in Market Access Program, \$300M in Agricultural Trade Program, and \$35M in Foreign Marketing Development Program. Other cooperators shared their input regarding the Indo-Pacific Economic Framework for Prosperity (IPEF) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).



## Alaska Seafood Hanoi Reception

On the evening of February 27 at the Intercontinental Westlake Hanoi, ASMI and FAS Hanoi hosted a reception to introduce Alaska seafood products and suppliers to Vietnam seafood processors/distributors in northern Vietnam. Undersecretary Taylor gave an opening speech to the guests and highlighted the importance of the U.S. – Vietnam trade relationship. A total of 76 key trade contacts attended our reception. They enjoyed the following dishes using Alaska seafood:

- Kenai Alaska Cheese Dip
- Marinated Alaska Sockeye Salmon Dip
- Alaska Sockeye Salmon Poke Avocado Bowl
- Alaska Black Cod Fish and Chips
- Alaska Pollock Cake Slider
- Calamansi Cilantro Salmon Gravlax on Toasted Baguette and Crème Fraiche
- Alaska Pollock Fish Brandade in Cone
- Alaska Black Cod Ceviche with Mango
- Alaska Black Cod Lalot Flavored with Vietnamese Spices
- Smoked Sockeye Salmon Pizzette with Sour Cream and Cheese
- Alaska Pollock Bunuelo Cumin Aioli





## **Viet Truong Seafood** (<https://viettruongseafood.com/>)

Viet Truong Seafood Co. is one of the largest seafood processing and exporting companies in northern Vietnam with more than 20 years of experience. They currently export to the EU, Japan, Korea, Taiwan, Singapore, Malaysia, and China. Their main products include surimi, frozen oysters, clams, pangasius, fish meal, and fish oil. The company owns one finishing fleet and five finishing boats with a capacity of about 6,000 metric tons per month. They currently use local raw material for surimi products. Our group had a chance to walk through the processing line and had a good discussion with the company's CEO and management team. They are interested in the opportunity to work with Alaska seafood suppliers. After our visit, the management team also attended ASMI's reception at the Intercontinental Westlake Hotel in



Hanoi.



## **Lengers Seafoods Vietnam** (<https://www.lengerseafoods.nl/>)

Lenger Seafoods Group was founded in 1925 in Harlingen, the Netherlands, and opened production in northern Vietnam in 2017. They mainly focus on primary processing of shellfish. Their exports of frozen, chilled, fresh and preserved products go worldwide into retail, foodservice, and industrial markets under private label or one of Lenger's house brands.



## Nha Trang: February 28-March 1

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### **Tin Thinh Seafood** ([www.tinthin.com.vn](http://www.tinthin.com.vn))

Hataithip and Sarina initially met with Tin Thinh at Seafood Expo Global in 2022 and have connected them with our local representative in Vietnam, Thao Dang.

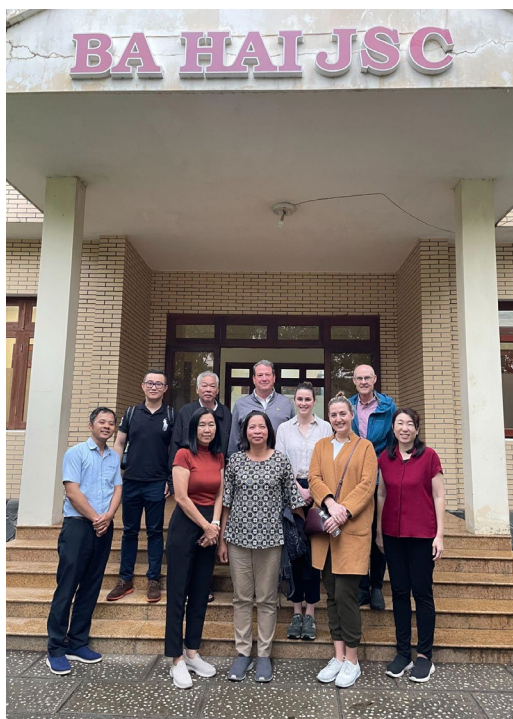
Tin Thinh was established in 2022 and now has over 1,000 employees. They process over 12,000MT of frozen seafood and 1,500MT of canned fish annually. Some of their products include tuna, haddock, hoki, pink salmon, yellowfin sole, squid, and more. Exporting countries include the U.S., EU, Japan, Australia, and Middle Eastern markets. They are also currently importing Pacific Ocean perch and producing them in retail packs.



### **BA HAI Joint Stock Company** (<https://www.bahaiseafood.com/>)

BA HAI began with the blue swimming crab business in 2005 and has many years of experience in the tuna business. Their facility is located in Phu Yen province, about 150 kms from the center of Nha Trang province, which is famous for tuna catching. We met with Mr. Le Van Hong (the President and Director), Mr. Sean Bui (Deputy Manager - Sales and Marketing), and Mr. Kaii (Sales - Purchaser Staff). They import around 700 kgs of tuna per day and also import herring, pacific cod, salmon, salmon roe, greenland halibut, and crab. Herring is normally imported in April and the pacific cod is processed for their Japanese customers. They also mentioned that they do not need a health certificate for importing crab into Vietnam.





## Ho Chi Minh City: March 1 - 4

### One-on-One Business Meetings

All 12 Alaska seafood suppliers met with 26 attendees from 16 local companies in HCMC and other provinces who are current or high potential buyers of Alaska seafood. We received good feedback from both the suppliers and buyers about the productive one-on-one meetings.





## Alaska Seafood Ho Chi Minh City Reception

On the evening of March 1<sup>st</sup>, 99 guests attended ASMI's reception at the Sheraton Saigon Hotel and Towers. Guests included staff from the USDA office, VASEP HCMC, seafood processors, importers, traders, retailers, hotels, culinary schools, and media. U.S. Consul General, Susan Burns, opened the reception by speaking about the continual growth of the agricultural trade relationship between the U.S. and Vietnam. Vietnam is now the ninth largest export market for U.S. agricultural and related products, while the U.S. is Vietnam's largest agricultural export market in general and seafood in particular. The total bilateral agricultural trade has more than doubled from over \$4 billion in 2011 to nearly \$10 billion in 2022.

The head chef of the hotel showcased Alaska seafood to our guests by preparing:

- Mini Croissants with Marinated Passion Gravlax
- Alaska Salmon and Dill Cream Cheese
- Seared Alaska Pollock on Crostinis
- Gratinated Puff Pastry Alaska Black Cod Vol Au Vents
- Grilled Marinated Alaska Salmon with Local Vietnamese Herbs
- Steamed Alaska Pollock on Scallion Cream Sauce
- Lemon Grass Skewered Alaska Black Cod with Black Pepper Sauce and Creamed Corn







### **Vietnam Sea Cucumber Investment Corporation (<https://www.vscv.vn/>)**

Vietnam Sea Cucumber Investment Corporation, or Hai Sam Vietnam Investment Joint Stock Company (HSVN), is a newly established company in Long An province. Products they handle include sea cucumber, Atlantic cod, hoki, pink salmon, and Alaska pollock.

During our visit the morning of March 2, we met with Mr. Le Thanh Nhan (Chairman and CEO) and Jaime A. Ruz (Sales Director). They presented their development plans and interest in working with Alaska seafood for domestic and export markets. They presented us with samples of their pink salmon and Alaska pollock floss, a product that is well-liked by young children and suitable for export, especially to other Southeast Asian countries.

Mr. Nhan also owns Lecon Seafoods (<https://haisannuoclanh.com/>), the biggest seafood importer and distributor in Vietnam. Lecon has been operating for 8 years and supplies the HRI sector.







**Saigon Food Joint Stock Company (<https://www.sgfoods.com.vn/>)**

Established in 2003 as SG Seafood Joint Stock Company (SG FISCO), they specialize in manufacturing and distributing frozen seafood and ready-to-eat food for local and export markets. They now have 2,000 staff, four well-equipped factories on an area of 24,000sqm with freezing warehouses, high-tech quick freezers, and a standardized management system.

The group had a meeting with Mr. Do Van Khuol, SG Food's Purchasing Director. Unfortunately, we were unable to visit their plant because they had Japanese auditors in their facility on the day of our visit. We discussed the tariff rate on imported seafood products.

They are importing wild-caught seafood including Alaska sockeye salmon, pink salmon, and cod yearly and are currently processing for Japanese customers with no extra capacity for other markets right now.





## Ocean Gift (<http://oceangift.com.vn/>)

Ocean Gift is a seafood processing and distribution company in Vietnam with a total of 1,200 employees. Their annual capacity is 10,000MT and their processing line area is more than 13,980sqm. They produce sushi as well as grilled, breaded, steamed, and other value-added products. Mr. Phi Bằng, Deputy General Director, will also be joining the reverse trade mission to Alaska in July 2023.



## AEON Retail Market Visit (<https://aeonmall-vietnam.com/en/>)

AEON Mall, Japan's largest retail group, currently has six shopping malls in Vietnam. Our group visited the Tan Phu location to see fresh and frozen seafood sold at the location.



## Summary and Post-Mission Feedback

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Vietnam was the second largest market in SE Asia for Alaska seafood exports in FY2021, with shipments accounting for 32% of exports to Southeast Asia on a volume basis. Sizeable increases in exports to Vietnam were the main factor behind Alaska's record shipments to the region. Alaska's seafood exports to Vietnam jumped 122% in volume and 81% in value to 11,769 MT and US \$46.5 million in FY2021. Vietnam's economy rebounded from COVID-19 much quicker than expected due to strong economic fundamentals, especially increased domestic tourism and consumption growth. Self-sufficiency in domestic food supplies, a stable supply chain, and price controls on key commodities keep inflation low. Vietnam is attracting greater investment in seafood processing and re-exports due to rising labor and operating costs in China and Thailand. The U.S.-China trade disputes, geopolitical tensions, and increasing regulations in China have also caused a shift in seafood processing from China to Vietnam. Vietnam has a much larger but less affluent consumer market than Thailand, but there are excellent expansion opportunities for domestic sales. Economic growth is projected at 6.2% and 6.7% in 2022 and 2023, respectively.

Vietnam imports a diverse range of Alaska seafood. In FY 2021, the largest volume consisted of frozen herring at 2,208 MT, chum salmon (frozen, H&G) at 1,979 MT, pink salmon (frozen, H&G) at 1,401 MT, rockfish at 1,185 MT, pollock (Frozen, H&G) at 1,170 MT, and snow crab (frozen) at 1,099 MT. These categories were up significantly in volume during FY2021, with increases ranging from 36% (snow crab) to 2780% (frozen herring). On a value basis, crab led Alaska exports to Vietnam at US \$18.7 million, followed by salmon at US \$11.8 million, and groundfish at US \$9.1 million.

Following the trade mission, Hai Sam Vietnam and Lecon Seafoods have signed the ASMI logo and image use agreement in order to add the ASMI logo on their packaging of Alaska seafood products. They are currently communicating with three Alaska seafood suppliers and one of their representatives will also be joining our booth at the THAIFEX-Anuga Asia show in Bangkok on May 23-27, 2023.

### Post-Mission Feedback

ASMI compiled a post-mission survey and requested industry members to provide feedback concerning the Vietnam mission. Responses were received and compiled from nine of the twelve organizations present.

Quantitative Questions and cumulative responses:

1. *What is the approximate value of sales you have made to date, as a result of the Vietnam Trade Mission (in USD\$)?*

Total: \$1,196,000

2. *What are your 12-month projected sales as a consequence of the Vietnam Trade mission (in USD\$)?*

Total: \$6,425,000

3. *Overall, how do you rank this mission as an opportunity to meet and network with Vietnam companies and food industry professionals (5 stars is excellent)?*

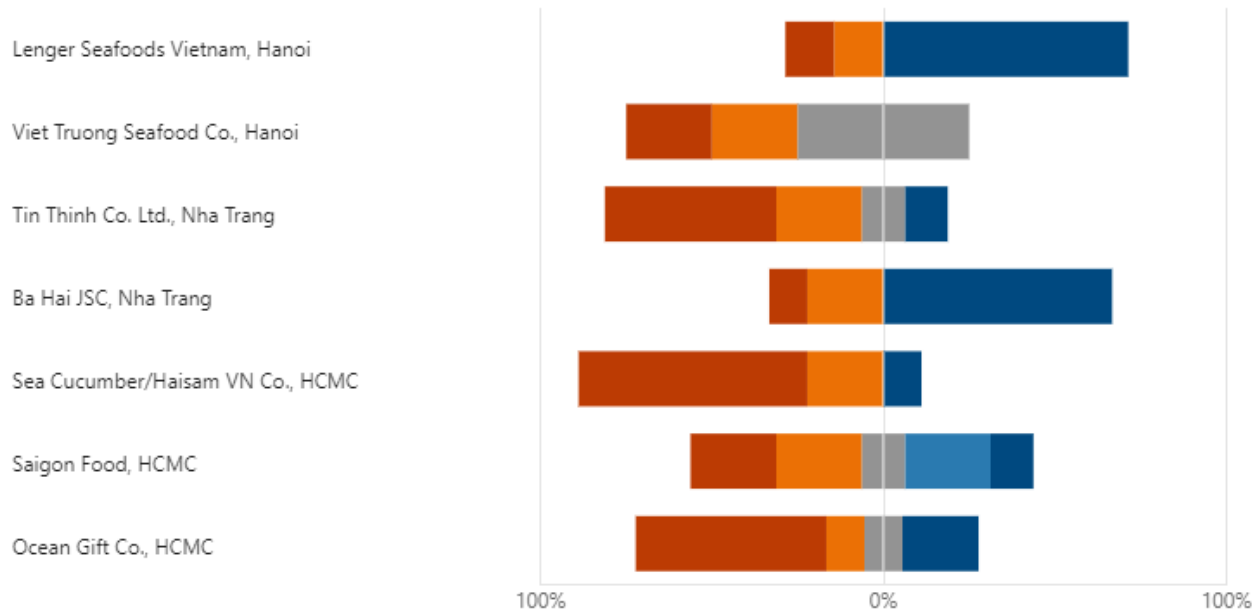
Average rating: 4.67

4. Overall satisfaction with the mission (5 stars is excellent)?

Average rating: 4.89

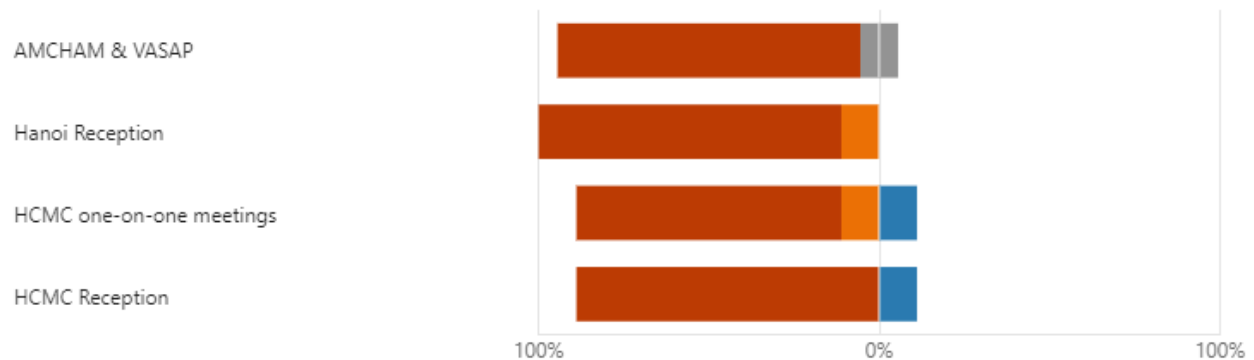
5. Please rank the quality of the factory tour visits:

■ Excellent ■ Good ■ Fair ■ Poor ■ Did not join



6. Please rank the quality of each of these opportunities:

■ Excellent ■ Good ■ Fair ■ Poor ■ Did not Join



ASMI also collected qualitative data from industry members about where to do a future Southeast Asia trade mission. Indonesia and Thailand were ranked as the top two choices for future missions in the region.

ASMI collected responses about suggestions for future ASMI trade missions, and activities for ASMI to

conduct as a follow-up to the Vietnam trade mission. Please find anonymous responses from each question below:

*“Participation in the Vietfish Seafood Show and reach out to the factories that participated to see if they need help with production training and networking.”*

*“Inbound trade mission for the factories. It’s up to industry to follow-up and take it from here for the most part. Tim and team can keep in touch with factories and industry to see how to access and supports sales to the domestic market.”*

Comment: ASMI SE Asia will participate in the VietFish Seafood Show in August, 2023. ASMI has been in contact with factories post-mission and a few members will join us on an inbound mission to Alaska summer 2023.

*“Provide a list of bullet points reference to all documents and registrations necessary to successfully import...”*

Comment: ASMI has been seeking solidified answer concerning the documentation required for import, and to determine the tariff on sales of goods that enter the Vietnamese market (not re-exported).

## Contacts

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Please see next page.



Name	Company	Position/Title	Email	Address	Telephone No.	Website
Mr. Nguyễn Hoài Nam	Vietnam Association of Seafood Exporters and Producers (VASEP) in Hanoi	Vice Chairman of VASEP	namnh@vasep.com.vn; lehang@vasep.com.vn	No. 10, Nguyen Cong Hoan street, Ngoc Khanh Ward, Ba Dinh District, Hanoi	+84 0983609228	<a href="https://seafood.vasep.com.vn/">https://seafood.vasep.com.vn/</a>
Ms. Le Hang		Chief Communications Officer				
Mr. Nguyễn Anh Tuấn						
Ms. Nguyễn Thị Thu Hằng						
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