



Success story of an SME - Vietroselle

Hanoi, 23-24 June 2016

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Deputy Director – Vietroselle Co., Ltd



Establishment

- Officially registered 2003
- 2007: Center for Research and Production of Medicinal Materials in middle Vietnam became member of Vietroselle



Business size

- Number of employees: 60
- Headquarter in Ho Chi Minh city
- Branch officer and factory in Phu Yen province
- Annual revenue: 20 billion VND (~890,000USD)
- Distribution channel: wholesalers in other provinces



Direction for development

- Research based: cooperation with Institute of Chemistry Technology, National University, Institute of Tropical Biology
- Conservation and development of native Vietnamese medicinal plants
- High quality products: VietGAP, GACP-WHO
- Commitment to community development: farmers are ensure of income 4 times higher than cultivating rice



Medicinal plant supply chains

- *Phyllanthus amarus* – Phu Yen province/ 20ha /80 farmer households
- *Eclipta prostrata*- Phu Yen province/ 5ha / 5 farmer households
- *Hibiscus* - Binh Thuan province/ 30 ha/ 45 farmer households
- *Polygonum aviculare* - Phu Yen province/ collection/ 20 farmer households



Success story

- 5 – 7 years spent on research and post-harvest technologies
- Cooperation with farmers: technical training, seedlings providing, on-field quality control, benefits sharing
- Certificates obtained: VietGAP in 2008, GACP-WHO in 2014
- Member of Union for Ethical BioTrade from 2015



Success story

- Engagement in BioTrade activities: study tours, capacity building, trade promotion
- Exports: EU, Japan, Taiwan
- Domestic buyers: Traphaco, Nam Duoc, Danapha, Bidiphar, Dong Nam, Khang Minh...
- Increase in revenue



Recommendation

Aside from the staff of Vietroselle, HELVETAS made a contribution to our success.

Vietroselle wishes to continue participating in third phase of BioTrade program by SECO, HELVETAS, BIG Vietnam with support from UNCTAD.



Questions and answers



Thank you

For further information: vietroselle.com

