Challenges for Vietnamese enterprises
The case of Nam DựỢc
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History

• Founded 2004 in Hanoi

• 2006: GMP-WHO complied factory

• 2009: change of strategy to focus on Vietnamese traditional medicine

• A recognized brand name: Asia Pacific Quality Awards (2016)
Business size

- Number of employees: 450
- 3 legal entities
  Nam Dược JSC: located in Hanoi, directly in charge of R&D, Marketing, Communication, Sales, Logistics.
  Nam Dược Phương Nam Co., Ltd: in charge of distribution in the south of Vietnam
  Nam Duoc Co., Ltd (Nam Dinh): in charge of production
Business size

- Annual retail sales: 450 billion VND (20 million USD)
- Distribution channel: 63 provinces of Vietnam, not yet exported.
Direction for development

• Herbal medicines, supplementary dietaries, cosmetics adapted from Vietnamese traditional medicine

• Conservation and development of traditional medicine

• Quality product with high level of safety and convenience

• Community development
Direction for development

Quality developed through:

- Modern technologies and machineries
- Cooperation with scientists from National Institute of Medicinal Materials, Hanoi University of Pharmaceutical, and traditional healers
- GACP-WHO certified input ingredients
Medicinal materials sources

- Gymnema sylvestre – Nam Dinh province (1.2 ha with 19 farmer households)
- Angelica dahurica – Nam Dinh province (1 ha with 10 farmer households)
- Solanum procumben – Hanoi (2 ha with 2 farmer households)
- Phyllanthus amarus, Plectrathus amboinicus – Phu Yen province (cooperation with Vietroselle)
- Salvia miltiorrhiza, Platicodon grandiflorum, Angelica sinensis – Lao Cai province (5ha, collaboration with Bac Ha Agricultural Extension)
- Cobra farm – Vinh Phuc province
Nam Đujet and BioTrade activities

- Technical trainings
• Input supply development
• Trade promotion
Challenges of export

• Lack of market intelligence: potentials, demand and requirements of each market

• Limited capacity: no personnel specifically in charge of export, insufficient consideration for export markets
Recommendations

- The need for a list of organizations active in trade and export promotion activities for cooperation
- Access to information sources on pharmaceutical export markets
Questions and answers

The seeds we plant today
Are the fruits of tomorrow
Our future lies in our hands

Thank you

For further information: namduoc.vn