Traphaco Sapa and the value chain of Ampelopsis cantoniensis

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Nguyễn Huy Văn
Chairman of Traphaco Sapa Co.,Ltd
Milestones

- **2001**: Traphaco Sapa Co., Ltd
- **2009**: Traphaco Sapa one-member Co., Ltd
- **2010**: Vietnam Technical Creation Award (VIFOTEC)
- **2012**: Recognized Technology Business
- **2013**: Merit certificate of Lao Cai province for technological development
- **2014**: Applied Technologies Award (KOVA)
**Business activities**

- Production and supply of ingredients (medicinal plants and extract) for Traphaco JSC
- Distributor of Traphaco JSC in Lao Cai and Lai Chau province
- Manufacturer of healthcare products from local native herbs
Business size

- Number of employees: 53
- Two factories: 01 in Sapa town, 01 in Lao Cai city
- Revenue: 43.4 billion VND (1.93 million USD) - 2015
- Supplier of input ingredients of products: Boganic, Ampelop, Didicera, Dương cốt hoàn
- Distribution channel of Traphaco include 22 branches – 22,000 customers
- Healthcare products distributed through 6 owned store and other retailers
Medicinal plants supply chains

• Artichoke: Sa Pa and Bac Ha/ 70ha/ 200 households

• Ampelopsis cantoniensis: Sa Pa, Bac Ha, Van Ban (Lao Cai), Than Uyen (Lai Chau) and under forest canopy cultivation in Sa Pa and Bat Xat/ 10ha/ 15 households in Bat Xat and 20 households in Sa Pa

• Gynostemma pentaphyllum: wild collection in Sa Pa/ 10 households

• Angelica sinensis: Bac Ha/ 20 ha/ 40 households

• Salvia miltiorrhiza: Sa Pa and Bac Ha/ 2 ha/ 5 households
Value chain of Ampelopsis cantoniensis

Local authority

Buyer

Scientists

Farmers/collectors

TRAPHACOSAPA

Processed Medicinal Plants/Extract

TRAPHACO

Trade and Marketing

Consumers

Healthcare products
Value chain of Ampelopsis cantoniensis

ABOUT AMPELOPSIS CANTONIENSIS

Scientific name: *Ampelopsis cantoniensis*  
Family: *Vitaceae*

Used part: leaves

Main ingredient of Ampelop product
Value chain of Ampelopsis cantoniensis

- Research done from 1995: chemical ingredients, cultivation procedures, preprocessing, processing in compliance with GACP-WHO

- Development of sustainable cultivation and collection areas based on studies of ecological conditions, local production practices, local policies.

- Farmers on job training on sustainable production practices
Value chain of Ampelopsis cantoniensis

- 2015: GACP-WHO certification obtained for cultivation/collection in Sapa and Bat Xat with productivity of 50 tons/year

- 2016: expansion of cultivation/collection areas of 20ha producing 100 tons/year

- Income of farmers: 2-3 million VND/month (90 – 130 USD)

- Contribution to:
  - Raise awareness of farmers about conservation of medicinal plants
  - Sustainable sourcing and traditional knowledge conservation
  - Help farmers to access to modern production practices to increase income
Lesson learned - Recommendations

• Lesson learned:

Public-Private-Producers-Scientists partnership

Business plays leading role

Utilize support from international organizations/programs: VBCF, BioTrade

• Recommendation:

Awareness raising and technical trainings for farmers

Diversifying products

Bring up production standards to meet international requirements
Questions and answers

Thank you

For further information: traphacosapa.com