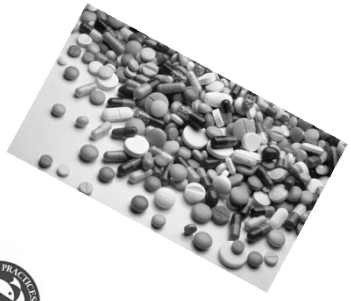
SEAFOOD TRADE INTELLIGENCE PORTAL

Demand for shrimp will increase and market requirements will diversify



In the EU and the US consumers become aware of sustainability issues







GLOBALG.A.P.

FARMED RESPONSIBLY asc CERTIFIED ASC-AQUA.ORG

In China the new middle class wants big size natural shrimp

Vietnam can offer it all but needs to profile its unique selling points

- Diversity of species and systems
- Front running with sustainability certification
- Reliable and state of the art factories
- High level of integration in the supply chain

Diversity of species and production systems

- Intensive industrial vannamei farming
- Semi-intensive monodon farming
- Mangrove friendly extensive shrimp farming
- Feed free modified extensive shrimp farming





Front running with sustainability certification

- BAP
- ASC
- GlobalGAP
- Organic
- Selva

Reliable and state of the art factories

- More than 300 factories involved in shrimp exports
- High degree of exports of value added products
- Generally importers have a high degree of trust in Vietnamese factories

High level of supply chain integration

- Especially in the vannamei sector many companies own hatcheries, farms and processing establishments
- For Monodon relatively high degree of integration through contract farming arrangements

SEAFOOD TRADE INTELLIGENCE PORTAL

Solidaridad

WAGENINGEN UR
For quality of life



How can we support you?!

- **Sourcing Intelligence** that allows Vietnam to promote the quality, sustainability and other USP's of its shrimp sector
- **Supplier database** with profiles of individual companies/factories and allows these companies to promote their USP's to potential buyers

WE ARE LAUNCHING TWO MORE PRODUCTS IN 2016

- A worldwide **buyer database** allowing you to find those buyers that handle your specific products will be launched in 2016
- **Market intelligence products** that will help you to find key information about market requirements in emerging markets

The STIP Supplier database

- April 2015 we started in **Bangladesh and Myanmar**
- We are now expanding **to India, Indonesia, Ecuador and Peru**
- And invite **Vietnam** to join

HOW DO WE DO IT?

1. We **engage in a partnership** with the exporters association
2. We **invite all factories** to participate in the survey and collect data
3. We **produce company and sector profiles** in the STIP database
4. We present the profile to you, **ask your feedback** and **you decide to go live** or not

By 2018 MORE THAN 1,000 COMPANIES WILL BE A MEMBER AND USE THE STIP PLATFORM FOR SOURCING AND MARKETING THEIR SEAFOOD PRODUCTS

WHAT'S IN IT FOR YOU

- Create a company profile **for free**
- **Save costs** while marketing your products
- **Increase your visibility** in the market
- Enable buyers to find you and engage in new business partnerships.
- **Become a preferred supplier** by being transparent

WE LOOK FORWARD TO WORK WITH YOU ON SECURING THE COMPETITIVE POSITION OF VIETNAMESE SHRIMP

www.seafood-tip.com
Willem van der Pijl
willem@seafood-tip.com
0031610642177