

Strengthening leadership, coordination and economic development of the temperate fruit industry in northern Vietnam



Key details

Location

Vietnam

Duration

Start Mar 2019

End Jul 2021

Budget

AUD 235,000

Commissioned organisation

The University of Queensland

Partners

Fruit & Vegetable Research Institute, Vietnam;
The University of Queensland

Project Leader

Dr Oleg Nicetic

Program

Agribusiness

Project code

AGB/2018/171



Overview

This project aimed to strengthen leadership, coordination and economic development of the temperate fruit industry in northern Vietnam through the formation and development of a professional and inclusive multi-stakeholder industry association.

This is a follow-on project based on the outcomes and impacts from [project AGB/2012/060](#).

Together with important temperate fruit actors in Son La, the project team studied examples of existing associations in Vietnam and Australia and explored different governance structures, business models and communication mechanisms for an industry association to function and deliver benefit to its various stakeholders.

After conducting a rapid market appraisal of Hanoi market for processed products, the project team consulted key association stakeholders to prioritise market segments and conduct in-depth research on the more promising segments. Participatory assessment of market research results was followed by technical support (development of technological protocols) for local initiatives, and it involved various stakeholders in fruit processing industry, including local processors and retailers at end markets.

Project outcomes

- Developed and analysed group organisational structures, communication mechanisms, information collection and management systems required for an industry association to function efficiently and benefit its stakeholders.
- Implemented and evaluated options to enhance temperate fruit nursery production and variety management capacity and improved Son La temperate fruit sector's access to improved varieties outside Vietnam.
- Developed capability of the association to evaluate and capitalise on opportunities for temperate fruit processing.



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