

**ACIAR Project: Improving smallholder farmer incomes through strategic market development in mango supply chains in southern Vietnam (AGB/2012/061)**

**2021 Activity Plan**

**Activity:** 1.7 Hong Kong study

**Timing:** ending March 2021

Month	Activity task	Person responsible	Status
<b>Nov '20</b>	<ul style="list-style-type: none"> <li>Conduct interviews/research with Hong Kong contacts – online approach (target 20)</li> <li>Mixture of interviews (importers, retail specialist) and observation study – visit to wholesale market, in-situ (Christmas &amp; Lunar new year planned)</li> </ul>	Alec & Dieu, SCAP	<ul style="list-style-type: none"> <li>4 interviews completed (zoom or wechat)</li> <li>Retail observational study planned</li> </ul>
<b>Dec '20</b>	Conduction interviews/research <ul style="list-style-type: none"> <li>Observation study commences</li> <li>Interviews continue</li> </ul>	Alec & Dieu, SCAP	<ul style="list-style-type: none"> <li>Still difficult to organise interviews</li> <li>Observational studies commenced</li> </ul>
<b>Jan '21</b>	<ul style="list-style-type: none"> <li>Observation study continues</li> <li>Interviews continue</li> </ul>	Alec & Dieu, SCAP	<ul style="list-style-type: none"> <li>Continue to try to organise interviews</li> <li>Observational studies completed</li> </ul>
<b>Feb'21</b>	<ul style="list-style-type: none"> <li>Prepare snapshot 'Working Paper' interim report</li> </ul>	Alec, Robin & Dieu, SCAP	<ul style="list-style-type: none"> <li>1<sup>st</sup> draft of the "Working Paper" interim report completed</li> </ul>
<b>Mar '21</b>	<ul style="list-style-type: none"> <li>Submit report to GU for feedback</li> <li><b>30 March</b> – submit interime Working Paper</li> </ul>	Alec & Dieu, SCAP	

Note: In-market retail / bakery / consumer study planned for second half 2021 or first half 2022.