



**Improving smallholder farmer incomes through strategic market development
in mango supply chains in southern Vietnam**

**Mid Term Review
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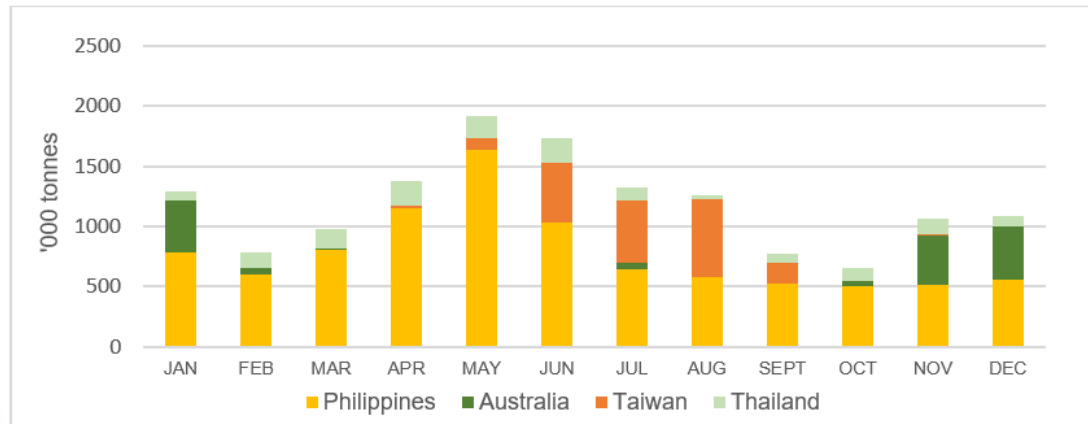


What we have learnt

Why Hong Kong?

- ▶ Reliance on fresh fruit imports
- ▶ Re-export platform
- ▶ Non-protocol market - easy access for mango trade
- ▶ Historically Philippine mangoes hold market leadership
- ▶ Opportunity for Vietnamese & Australian mangoes.

Figure: Top four total mango imports, Hong Kong, 2019



Source: Tradedata 2020 (Note: HS Code 08045020, fresh and dried)

Advantages and disadvantages of Vietnamese mangoes in the Hong Kong market

- ▶ Affordable pricing - compared to Philippine mangoes & other competitors
- ▶ Reasonably good quality
- ▶ Vietnamese suppliers are flexible regarding price & quantity
- ▶ Vietnamese mangoes are unfamiliar with consumers – promotion of specific varietal traits required.

Advantages and disadvantages of Australian mangoes at Hong Kong market

- ▶ High quality, good taste, & market recognition of R2E2 mangoes
- ▶ Counter-seasonal supply provides advantages (compared with Philippine mangoes)
- ▶ High pricing & lack of promotional activities were identified as disadvantages
- ▶ Longer shipping times, need for air freight, trial for shipping required.



How this links to our project

- ▶ Traditional markets & food service channels - provide highest potential for Vietnamese mangoes
- ▶ Vietnamese & Australian suppliers (farmers & pack houses) – deliver quality consistency & traceability
- ▶ A detailed case study on retail pricing/packaging of Vietnamese & Australian mangoes is proposed between August 2021 and March 2022.
- ▶ Consideration of an in-store tasting study end of 2021 is being evaluated.

