



## Project: PROMOTING FAIR TRADE IN VIETNAM

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### Project: Promoting fair trade in Vietnam

- ✓ **Funding organization:** European Union (EU).
- ✓ **Lead implementing body:** Vietnam Rural Industries Research and Development Institute (VIRI).
- ✓ **Co-partners:** Viet Nam Tea Association (VITAS); Viet Nam Coffee - Cocoa Association (VICOA); Viet Nam Handicraft Exporters Association (Vietcraft).
- ✓ **General objective:**  
"To develop and enhance capacity of Fair Trade businesses in Viet Nam to comply with European market access requirements"
- ✓ **Specific objectives:**
  - (1) To assess the potential of fair trade business in Viet Nam
  - (2) To raise awareness and promote fair trade business in Viet Nam
  - (3) To build capacity for fair trade SMEs in Viet Nam to comply with European market access requirements
  - (4) To develop market linkages between fair trade companies in Viet Nam and fair trade buyers in the Europe as well as to develop local fair trade channels
  - (5) To develop trade policy for fair trade in Viet Nam.

### What do companies benefit from fair trade?

- International trademark.
- Meet the market's demand.
- Pricing based on fair trade standards: enjoy minimum price set by fair trade.
- Finance: minimum price is higher than general market price; fair trade insurance.
- Improved organization and contribution to the best results.
- Be part of the global network.
- Have chances for exchanging and learning; contribute to promoting fair trade.

### What do consumers benefit from fair trade?

- ★ Buy products for their values and principles.
- ★ Choose the best products with specific origins.
- ★ Show responsibility to the economy, society and environment.

### 10 principles of fair trade according to the World Fair Trade Organization (WFTO)

- ✓ Creating Opportunities for Economically Disadvantaged Producers
- ✓ Transparency and Accountability
- ✓ Fair Trading Practices
- ✓ Payment of a Fair Price
- ✓ Ensuring no Child Labor and Forced Labor
- ✓ Commitment to Non-Discrimination, Gender Equity and Women's Economic Empowerment, and Freedom of Association

Ensuring Good Working Conditions  
Providing Capacity Building  
Promoting Fair Trade  
Respect for the Environment

### 4 fair trade standards according to the Fair Trade Labeling Organization (FLO)

Social development.  
Sustainable economic development.  
Concerns for the environment.  
Assure labor conditions.



Tea



Spices



Cacao



Coffee



Handicraft

The project covers  
five sectors