

Purpose of Initial Mission

The purpose for travel to China and Vietnam was to work with the Shanghai Association of Refrigerated Warehouses, the Vietnam Cold Chain Group, USDA/FAS offices in both countries, as well as various companies in all sectors of the cold chain to prepare for the events and deliverables outlined in the EMO project. In addition to these meetings, the team met with various hotels and convention centers to discuss logistics for holding the event in June of 2004.

Training Needs Assessment – Vietnam & China

Based on the interviews with industry leaders, trade associations, government contacts and trade press the following needs assessment for training activities in Vietnam and China has been compiled.

1. Training should focus on entire Vietnam and the greater Shanghai region in China (due to the vast size of the marketplace in China and the demand for training related to cold storage and retail distribution)
2. Training should also include distribution trends to HRI (Hotel, Restaurant and Institutional Sales).
3. HACCP Training – The industry would like to have training regarding HACCP monitoring and establishing proper critical control points. Training needs to include practical methods to set up HACCP plans as well as effective ways to monitor the plan.
4. Training should start at the production plant level and continue to retail point of sale.
5. Seminar speakers should include some industry leaders from both Vietnam and China respectively to compliment the team at both locations.
6. Training must discuss management and energy trends on a global basis and how they apply to the Vietnamese/Chinese market.
7. Training should include ways to offer other value added services to the customer base. This could include picking, consolidation programs, store delivery programs and export/import services.
8. Warehouse design training – information should be provided to the industry on various warehouse designs and reasons for changes in designs over the years. The facilitator should also discuss future trends in design.
9. Productivity standards – the trainer should have in-depth knowledge of operations and the ability to discuss what productivity trends show and how a facility can improve on these standards.
10. Trends in the industry should be discussed – The industry needs to understand how the global logistics sector is changing and what to expect in Vietnam and China as more multinationals enter the marketplace. This should include changes from bulk storage to distribution.

11. Proper receiving practices – the industry needs to understand the reasons for proper receiving practices and how this can assist a company with improvements in the bottom line.
12. Understanding controlled atmosphere (CA) – the industry uses CA and needs training on the latest trends and technology.
13. Due to the high costs of holding an event both in Ho Chi Minh City in Vietnam and in Shanghai, China it is recommended that WFLO seek sponsorships for industry leaders to offset these costs.

Recommendations for WFLO Training Program – Vietnam & China

The following are the recommendations by WFLO on how to move forward with organizing training programs in Vietnam and China.

1. Hold training programs in Ho Chi Minh City, Vietnam and Shanghai during the 2nd quarter of 2004. Ho Chi Minh City in Vietnam and Shanghai, the business capital of P. R. China offers access to the majority of the cold storage and logistics industry in the region. These cities also offer adequate hotels and seminar facilities to hold the training event. The city is often used to hold regional events and offers several flights a day to and from the major cities in Vietnam and China and the region.
2. Partner with the Food and Foodstuff Association in Ho Chi Minh (FFA) to hold the event in Vietnam and Shanghai Association of Refrigerated Warehouses to hold the event in Shanghai. Work with FFA & SARW to obtain all permits to legally hold a conference in Vietnam and China respectively.
3. Hire Mr. Francis Lee in Vietnam and Li Hai Dong in Shanghai to act as the local coordinator to assist with all planning aspects of the event.
4. Seek sponsorship for industry leaders to
5. Hold a two day seminar for senior management, managers and supervisors discussing:
 - i. Global Trends in the Industry.
 - ii. Coping with Change.
 - iii. How to offer Distribution and Picking services.
 - iv. Productivity Standards – Understanding Your Operation.
 - v. HACCP Video.
 - vi. Understanding HACCP.
 - vii. Setting up a successful HACCP Plan.
 - viii. Proper monitoring critical control points.
 - ix. Documentation of HACCP.
 - x. Improving Your Operational Efficiency.
 - xi. Value Added Services.
 - xii. Receiving Practices.
 - xiii. Controlled Atmosphere.

- xiv. Warehouse Design.
 - xv. Management Skills – Working for a Common Goal.
6. Work with various logistics sectors including trade associations:
 - a. Work with FFA & SARW to promote the activity. The Food and Foodstuff Association of Vietnam and the Shanghai Association of Refrigerated Warehouses would be involved in assisting to gain support for the training seminar.
 - b. Work with Trade Associations.
 - i. Vietnam Chamber of Commerce & Industry
 - ii. Vietnam Fruit Association (VINAFRUIT)
 - iii. Shanghai Frozen Food Trade Association
 - iv. Shanghai Society of Refrigeration
 - c. Work with Commodity Sectors:
 - i. USAID and USDA can provide access to other Associations.
 7. The team of experts should include individuals from Vietnam, China and the United States, the following are suggestions:
 - a. Mike McClendon – Modern trends in Refrigerated Warehousing Industry
 - b. Stephen Neel – HACCP, Food Safety & Material Handling Practices
 - c. Ed Odron – Perishable Retailing
 - d. Len Ebersberger - Trends in Productivity Standards
 - e. James A Caron – Perishable Transportation
 - f. Mark Hawthorne – Cold chain improvement & food safety programs and WTO guidelines
 - g. Keith Sunderlal -
 8. US and other Experts should have 1 to 2 days to visit industry sectors before the conference:
 - a. Visit Cold Storage.
 - b. Grocery Distribution.
 - c. Seafood Processing.
 - d. Fruit Packing Facility.
 - e. Preparation of the WFLO Vietnam and Shanghai region Successful Refrigerated Warehouse Textbook for the Vietnamese and Chinese markets respectively. The current textbook will be reformatted to apply to the Vietnamese and Chinese markets respectively and translated for the Chinese readers.

Summary

1. Agree on topics and timing of events.
2. Determine event format.
3. Discuss the timing with FFA & SARW.
4. Confirm location and dates for the events.
5. Prepare marketing letter to participants.
6. Source industry experts from US and other countries.
7. Mail Newsletter – Invitations for event.
8. Prepare textbook for the events.
9. Complete the HACCP Video.
10. Write support letters for the event.
11. Ask for USDA and USAID support for the event.

WFLO Industry Interviews

November 12, 2003
Ho Chi Minh City, Vietnam
Association/Partnership Interview

Food & Foodstuff Association – Nguyen Troung Con

Met with Nguyen Thi Dzung to discuss the cold chain infrastructure & industry in Vietnam. Ms. Nguyen stressed how the WFLO must offer support to the FFA (Food & Foodstuff Association), and gain a complete understanding of the current market constraints in the country and the region. The following are the highlights of the meeting:

1. Support the efforts of FFA and work in conjunction with them on training activities.
2. Provide the industry with low cost solutions. Capital is very tight and interest rates are relatively high. The industry needs to find ways to operate more efficiently. Work on areas to increase productivity and reduce costs.
3. Utilize experts from Vietnam to compliment the team from the US and other countries.
4. Tailor the programs for the industry in Vietnam. Several associations have failed in the past because they entered the market with what worked in the home country.
5. Discussed the contact list that would be gathered. The decision was made to break the list down by companies that focus on frozen storage, chilled storage, and companies involved in both frozen and chilled.
6. Idea was to gather senior management from Vietnam to listen to industry leaders discussing changes in the industry and how they are dealing with these changes. Also discuss the changes they should expect in Vietnam. Outline the details to prepare for these by introducing training seminars for their management and staff. After the opening seminar, the WFLO should follow with the training seminar. The adaptation of the WFLO textbook “Successful Refrigerated Warehousing” to suit the Vietnamese cold storage industry could commence even before the initial seminar.

Nguyen Troung Con
Secretary General
Food & Foodstuff Association
9 Quang Trung Str.
W-11, Go Vap Dist
HCMC, Vietnam

Tel: (84-8) 996-6797
Fax: (84-8) 894-0060
Cell: (0913) 806-263
*from US prefix 011

E-Mail – ffa@hcm.vnn.vn
Website: www.ffa.hcmcity.com

November 12, 2003
Ho Chi Minh City, Vietnam
Association/Partnership Interview

Vietnam Fruit Association – Nguyen Van Ky

Met with Nguyen Van Ky to discuss the cold chain infrastructure & logistics industry in Vietnam and how USDA/WFLO can offer support to the Vina Fruit (Vietnam Fruit Association). This will help ViaFruit in updating themselves with the current trends in the worldwide industry and help in gaining a complete understanding of the current market constraints. The following are the highlights of the meeting:

1. Support the efforts of VinaFruit and work in conjunction with them on training activities.
2. Utilize experts from Vietnam to compliment the team from the US and other countries.
3. Tailor the programs for the industry in Vietnam.
4. Discussed the contact list that would be gathered. The decision was made to break the list down by companies that focus on companies handling highly perishable fresh produce.
5. Discuss the outline of the proposed set of programs under USDA project

Nguyen Van Ky
Secretary General
Vietnam Fruit Association
58 Nguyen Binh Khiem St.
Dist – 1
HCMC, Vietnam

Tel: (84-8) 829-6098
Fax: (84-8) 829-6098
Cell: (0903) 832-499
*from US prefix 011

E-Mail – vinafruit@hcm.vnn.vn
Website: www.vinafruit.com

November 13, 2003
Ho Chi Minh City, Vietnam
Association/Partnership Interview

Chamber of Commerce & Industry of Vietnam – Nguyen Thi Dzung

Met with Nguyen Thi Dzung to discuss the cold chain infrastructure & logistics industry in Vietnam and how USDA/WFLO can offer support to the VCCI (Chamber of Commerce & Industry of Vietnam). This will help VCCI in updating themselves with the current trends in the worldwide industry and help in gaining a complete understanding of the current market constraints. The following are the highlights of the meeting:

1. Support the efforts of VinaFruit and work in conjunction with them on training activities.
2. Utilize experts from Vietnam to compliment the team from the US and other countries.
3. Tailor the programs for the industry in Vietnam.
4. Discussed the contact list that would be gathered. The decision was made to break the list down by companies that focus on companies in the chamber database for perishable agricultural produce, reefer transportation, cold storages and related areas
5. Discuss the outline of the proposed set of programs under USDA project

Nguyen Thi Dzung
Director
Chamber of Commerce & Industry of Vietnam
171 Vo Thi Sau St.
Dist – 3
HCMC, Vietnam

Tel: (84-8) 932-7301/6499
Fax: (84-8) 932-5472
Cell: (0903) 704-562
*from US prefix 011

E-Mail – vcci-hcm@hcm.vnn.vn
Website: www.vcci-hcm.vnn.vn

November 13, 2003
Ho Chi Minh City, Vietnam
Company Interview

Lamberet Vietnam Ltd. – Jacques Teyssier

Lamberet Vietnam Ltd. makes insulated boxes for reefer transportation. Met with Jacques Teyssier to discuss the cold chain infrastructure & logistics industry in Vietnam and how USDA / WFLO can offer support to the Vietnamese industry. This will help the industry in updating themselves with the current worldwide industry trends and help in gaining a complete understanding of the current market constraints. The following are the highlights of the meeting:

1. Utilize experts from Vietnam to compliment the team from the US and other countries.
2. Tailor the programs for the industry in Vietnam.
3. Discussed the contact list that would be gathered through Lamberet contacts.
4. Discuss the outline of the proposed set of programs under USDA project

Jacques Teyssier
General Manager
Lamberet Vietnam Ltd.
Lot 4A, Parallel Road
Tan Tao Industrial Zone
Binh Chanh, HCMC, Vietnam

Tel: (84-8) 750-5912/12
Fax: (84-8) 750-5910
Cell: (0913) 918-204
*from US prefix 011

E-Mail – lambetervn@hcm.vnn.vn

November 13, 2003
Ho Chi Minh City, Vietnam
Company Interview

Mr. Francis Lee

Mr. Francis Lee is the in-country trade representative for Washington Apple Commission and California Table Grape Commission and has vast experience in marketing, storage and handling of fresh perishable produce. Mr Lee was approached to provide his services as the local coordinator for organizing the training program and act as in-country liaison for the event. The following are the highlights of the meeting:

1. Utilize experts from Vietnam to compliment the team from the US and other countries.
2. Tailor the programs for the industry in Vietnam.
3. Discussed the contact list that would be gathered through Lamberet contacts.
4. Discuss the outline of the proposed set of programs under USDA project

Mr. Francis Lee
8/8 Lanh Binh Thang Street
Ward 8 District 11
Ho Chi Minh City, Vietnam

Tel: (84-8) 962-7504
Fax: (84-8) 865-1033
Cell: (0903) 801-913
*from US prefix 011

E-mail: francis-vietnam@saigonnet.vn, francis_lee50@hotmail.com

November 14, 2003
Ho Chi Minh City, Vietnam
Company Interview

Swire Pacific Cold Storage – Mr. Graham Sanders

Swire Pacific Cold Storage claims itself to be the most advanced cold storage in Vietnam, setting new standards of quality, security, temperature control and service. It features international standards, computerized inventory controlling and temperature recording, loading container dock levelers with air bag for better temperature control with 8 rooms with temperature ranging from 5°C to -25°C.

The company is interested in the following technical assistance:

1. HACCP training for employees and supervisors.
2. Training for employees to increase productivity in the warehouse.
3. Low cost or no cost solutions to improve the bottom line.
4. Promised to provide all support to make the project a great success in Vietnam

Mr. Graham Sanders
General Manager
Swire Pacific Cold Storage
P. O. Box 929, Saigon Central Post Off.
HCMC
Vietnam

Tel: (84-650) 790-015
Fax: (84-650) 742-375
Cell: (0903) 948-824
*from US prefix 011

E-mail: Gsanders@spcs.com.vn

November 14, 2003
Ho Chi Minh City, Vietnam
Company Interview

Prolog Co. Ltd – Mr. Tran Thanh Tra

Prolog claims itself to be the market leader in cold-chain logistical service in Vietnam. It combines the strengths of professional public temperature controlled warehousing (cold storage), transportation and information system into a single source that provides comprehensive cold-chain logistical solutions in very efficient and convenient way. It provides services in areas like warehousing, transportation, distribution and other value added services

The company is interested in the following technical assistance:

1. Food safety, perishable handling techniques and HACCP training for employees and supervisors.
2. Training for employees for proper movement and also to increase productivity in the warehouse.
3. Low cost solutions to improve the profitability of the business and optimize operational expenses
4. Promised to provide support to make the project a great success in Vietnam

Mr. Tran Thanh Tra
General Director
Prolog Co., Ltd.
38/15 National Road
12, Thu Duc
HCMC, Vietnam

Tel: (84-8) 727-1192
Fax: (84-8) 727-1193
Cell: (0913) 916-144
*from US prefix 011

E-mail: prolog@prologcorp.com

Web-site: www.prologcorp.com

November 14, 2003
Ho Chi Minh City, Vietnam
Company Interview

Son Son Co. Ltd – Mr. Hong Van Nguyen

Son Son Co. Ltd. is one of the established players in the market of cold-chain and logistical service providers in Vietnam. It provides storage and other value added services for a varied product line like sea products, agricultural produce, fruits and vegetables, and perishable medical items etc.

The company is interested in the following technical assistance:

1. The general manager is very interested in how his company and others in Vietnam can make the transition from being a storage company to becoming a distribution company. He realizes this is the future, but stated that they don't have the technical background to make the transition on their own. He discussed this topic on behalf of the Vietnamese industry as well as his company.
2. How does the company market to the grocery and wholesale industry. How can the company position itself to offer additional value added services, and what are all those services.
3. Employee training on procedures including food safety and HACCP controls.
4. Education on theft prevention, and ways to deal with theft issues.

Hong Van Nguyen
Vice President
Son Son Co., Ltd.
E4/52 Hamlet, 5 Binh Tri Dong Ward
Binh Chanh Dist
HCMC, Vietnam

Tel: (84-8) 754-0164
Fax: (84-8) 754-0164
Cell: (0903) 803-337
*from US prefix 011

E-mail: sonsonco@hcm.vnn.vn

November 17, 2003
Shanghai, P. R. China
Association/Partnership Interview

Shanghai Association of Refrigerated Warehouses (SARW) – Mr. Liu Longchang

Met with Mr. Liu Longchang to discuss the cold chain infrastructure & industry in China. Mr. Longchang stressed how the WFLO must offer support to the SARW, and gain a complete understanding of the current market constraints in the country and the region. The following are the highlights of the meeting:

1. Support the efforts of SARW (already a member organization of IARW/WFLO) and work in conjunction with them on training activities.
2. Utilize experts from China to compliment the team from the US and other countries.
3. Tailor the programs for the industry in China.
4. Assist in procuring the necessary permissions and paper works required for organizing such an event in China
5. Discussed the contact list that would be gathered. The decision was made to break the list down by companies that focus on cold storages, reefer transporters and shippers, fresh and perishable produce retailers etc.
6. Outline the details of the training seminars along with the adaptation of the WFLO textbook “Successful Refrigerated Warehousing” to suit the Chinese cold storage industry.

Mr. Liu Longchang
General Secretary

Shanghai Association of Refrigerated Warehouses (SARW)

1273 Xuchang Road

Shanghai 200 092

China

E-mail: llc@csarw.org

Web-site: www.csarw.org

Tel: (86-21) 6501-1038

Fax: (86-21) 6503-2782

*from US prefix 011

November 18, 2003
Shanghai, P. R. China
Association/Partnership Interview

Shanghai Frozen Food Association (SFFA) – Mr. Lu Xiang-Hua

Meeting with Mr. Lu Xiang-Hua to discuss the cold chain infrastructure & logistics industry in China. Stressed was laid upon ways that USDA/WFLO could offer support to the SFFA, and gain a complete understanding of the current market constraints in the country and the region. The following are the highlights of the meeting:

1. Support the efforts of SFFA and work in conjunction with them on training activities.
2. Utilize experts from China and SFFA to compliment the team from the US and other countries.
3. Tailor the programs for the industry in China.
4. Discussed the contact list that would be gathered. The decision was made to break the list down by companies that focus on cold storages, reefer transporters and shippers, fresh and perishable produce retailers with emphasize on those who are handling frozen products etc.
5. Outline the details of the training seminars.

Mr. Lu Xiang-Hua
Secretary General
Shanghai Frozen Food Association (SFFA)
No. 147, Sichuan-Zhong Rd.
Shanghai 200 002
China

Tel: (86-21) 6321-9681
Fax: (86-21) 6321-9681
*from US prefix 011

November 19, 2003
Shanghai, P. R. China
Association/Partnership Interview

Shanghai Society of Refrigeration (SSR) – Mr. Gu Jian Zhong

Meeting with Mr. Gu Jian Zhong to discuss the cold chain infrastructure & logistics industry in China. Stressed was laid upon ways that USDA/WFLO could offer support to the SSR, and gain a complete understanding of the current market constraints in the country and the region. The following are the highlights of the meeting:

1. Support the efforts of SSR and work in conjunction with them on training activities.
2. Tailor the programs for the industry in China.
3. Discussed the contact list that would be gathered. The decision was made to break the list down by companies that focus on cold storages, reefer transporters and shippers, fresh and perishable produce retailers with emphasize on those who are handling frozen products etc.
4. Outline the details of the training seminars.

Mr. Gu Jianzhong
Shanghai Society of Refrigeration
Rm809/810, Hui Gong Building
No.99 Tian Mu West Road
Shanghai China 200070

Tel: (86-21) 6380-2641/2643
Fax: (86-21) 6380-2642
*from US prefix 011

November 20, 2003
Shanghai, P. R. China
Company Interview

Shanghai Wu Jing Cold Storage Co.– Mr. Zhang Ying Xin

Shanghai Wu Jing Cold Storage Co. claims itself to be one of the most advanced cold storage in Shanghai region in China with international standards, facilities and services provided.

The company is interested in the following technical assistance:

1. HACCP training for employees and supervisors.
2. Training for employees to increase productivity in the warehouse.
3. Low cost or no cost solutions to improve the bottom line.
4. Promised to provide all support to make the project a great success in Vietnam

Mr. Zhang Ying Xin
General Manager
Shanghai Wu Jing Cold Storage Co.
No.333, Tong Hai Road Wujing
Shanghai China 200241

Tel: (86-21)6452-0126/1389
Fax: (86-21)6450-2333
*from US prefix 011