

## Vietnam

### “The Quality must be preserved”

Regarding the quality, Jean-Charles Diener, director from OFCO Sourcing has some strong convictions.

**PDM. In the fact, what is your activity in Vietnam?**

Jean-Charles Diener – I been living in Vietnam since 9 years and I set-up OFCO two years ago. With this company, I can focus on all seafood from Vietnam: Pangasius of course, but also Shrimps, cephalopods and clams. My work consists to find the good products and the good factories to process them. To guarantee the quality of the product we export, we give lot of importance to our inspection before loading.

**As professional point of view, what do you think about Pangasius today?**

In June 2008, banks stopped to finance the farmers. In the four following months, the average quality reduced. But then, situation improved and farmers start again to grow Pangasius. So, next July we should receive many good offers for Pangasius.

We must have a large panel of suppliers to work on Pangasius because it is difficult to develop stable and long term business. We must always keep focus. Despite of those difficulties, the Pangasius is the ideal product considering the texture, taste even if some European importers are not very confident with it.

**Witch other items are interesting to export from Vietnam?**

We can find mainly three kinds of shrimps: Some Black Tigers, Some Macrobrachium (Fresh-water shrimps) and some Vannamei. The Vannamei is a quite new product for us but Vietnam is becoming, in some case, more competitive than Thailand, Latin America and even China. But the Black Tiger stay the strongest Item from Vietnam even if the competition with Vannamei is starting. We have a very good reputation for the quality of our Black Tiger and we must keep this



advantage mainly around Camao with the extensive production of Black Tiger.

There are also good opportunities on Cephalopods. Spanish market likes the cuttlefish but it is very important to select correctly the suppliers. Regarding the squid, the difficult point is to estimate the arrival. Actually, the catching is good and so, we are buying. For the Octopus, we can find very good quality at Kien Giang.

Actually, USA and Japan, that represent two big markets, are reducing their purchase. It is a good opportunity to find new suppliers with high standard of quality looking for new business to develop.