

Annex 2: Service description PCVIET/012025

Background:

The organic market in the Vietnam is not yet very developed, but a middle class has been emerging for years, which is increasing the demand for healthy food. Organic products play a role here, but since the distinction between 'clean' and 'organic' food in Vietnam is not clearly defined, and given the country's history of food safety issues, and which certifications they should trust. Building trust will require time, transparency, and a thorough understanding of the inspection system, especially when products are sourced from the other side of the world. In addition to regional marketing of locally produced organic products, organic products are mainly found in specialized stores (e.g. Annam Gourmet, Naman Market, The roots, organicfood.com) and quality-based food retailers (e.g. Farmers Market, L'places). The majority are imported organic products, especially from the USA and Australia. The market is heavily concentrated in the Hanoi and Ho Chi Minh city region. With the right marketing, it's necessary to help consumers to understand the value of organic farming and quality/safety checks behind the organic products carrying the European Organic Accreditation

The first phase of the project (2021-2025) targets both B2B (HORECA sectors, media that focused on F&B) and B2C audiences. The foundation includes a well-developed website and a Facebook fan page as tools for communication with the audience. Workshop events were hold successfully to attract Retailers, Chefs, Restaurant Owners and journalists.

In the second phase, the program will continue to raise awareness of EU organic products in both towards B2B and B2C..

The three-year program will focus regionally on the 2 big cities in Vietnam - **Hanoi** and **Ho Chi Minh (20/80%)**.

Target groups include:

- Consumers (B2C)
- Importers (B2B)
- HORECA
- Food retailers in the premium segment (B2B)
- Large retailers (B2B)
- Specialist retailers for organic products (B2B)
- E-commerce platforms (B2C)

The aim of the campaign is to reach a maximum number of companies and consumers in the target areas. No specific individual organic product is advertised, but rather a selection of products ("organic basket").

Scope of work

The actions to be carried out by the Implementation Agency for this program fall under the following types of activities:

1. Strategy Definition:

identify suitable approaches for European organic premium products, as well as a strategy to connect organic product retailers and distributors. The strategy must also propose how best to reach consumers in the target areas.

2. Press Conference:

Organize a kick-off press conference (1 event) to engage media and TV outlets.

3. Advertorials:

Develop and publish at least 4 advertorials over 3 years to promote organic products.

4. E-commerce Campaign:

Implement at least 3 e-commerce campaigns involving 3-4 stores each time, including live streaming and sales tracking.

5. Influencer Events:

Plan at least one influencer event to kick off the campaign, including product taste tests and discussions on basic organic farming regulations.

6. Influencer Marketing:

Execute at least two waves of influencer marketing on social media per year and manage social media engagement.

7. Video Production compliance to EU guidelines:

- i. Ensuring compliance of videos provided by Naturland with the EU guidelines
- ii. producing short clips/reels after each workshop event

8. SEO/SEA Capacity:

Adapt and maintain an existing website with SEO/SEA capabilities.

9. Merchandise Production:

Produce branded merchandise items, including brochures, aprons, tote bags, gifts, Tet boxes, and sustainable daily items.

10. Business Workshops:

Conduct business workshops for HORECA, traders, and retailers twice a year for three years.

11. Sustainable Organic Week:

Organize an interactive Sustainable Organic Week per year (HCMC/HANOI/HCMC), including:

- i. A B2B organic key event (1 per year).
- ii. A Restaurant Week involving 10 restaurants to engage customers with organic dishes.
- iii. Shop and mall promotions through creative activities.
- iv. Sampling of organic products in grocery stores.
- v. A dedicated school day to educate students about organic products/farming.
- vi. Sustainable Organic Week events focusing on education and branding over 2-3 days.

12. Key Visual and Branding:

Create key visuals and branding, including data research and upgrades.

13. Buyers Tour to Biofach:

Organize a buyer tour to Germany (5pax) from the Vietnam side, including handling paperwork, travel bookings, and marketing materials for retailers attending Biofach.

Requirements

- Clear KPI/indicator methodology.
- Detailed agency fee structure and inclusions.

Client contribution to campaign

- B2B meetings and
- One thematic dinner for CEOs/VIP /year
- Individual training for HORECA and retailers
- Training materials and training module for retailers and HORECA staff
- Collection of video and photo footage from EU organic production
- Production of videos and clips
- Online thematic B2B seminars (about 9 sessions)
- Organization of buyers' tour in Germany during Biofach: Programme, local logistics

The proposal should outline how the activities of the agency can be best synchronized with client activities under one concept.

Implementation of the services

The Agency shall keep the Client continuously informed of the progress and the status of project implementation without being requested to do so. The Client shall receive reports on the status of project implementation and cost status as required.

Performance period

The planned start of the performance period (conclusion of contract) is January 1, 2026. The planned end of the performance period is December 31, 2028.

Budget

For the provision of all services listed here, a total remuneration of:

A maximum budget of EUR 1,250,000 (net) is envisaged.

This remuneration includes all costs incurred by the service provider for its own services and cooperation with subcontractors and also includes any travel and accommodation costs to the place where the services are provided.

Bidders should clearly provide a detailed budget for the specific areas defined in the "Scope of work".