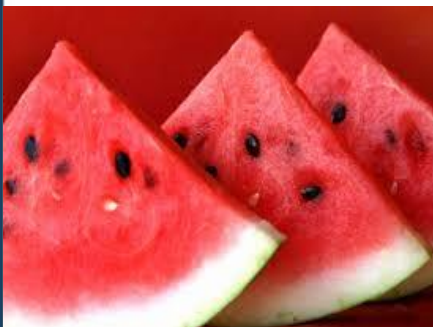


Guidelines compilation process: Fruit Export to the Chinese Market - Case of Vietnam -

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Guideline compilation process

1. Desk research on fruit export processes to China

2. Conducting indepth interviews with respective private and public actors

3. Drafting detailed step-by-step description of export procedures for the specific products

4. Feedback from GIZ SCSI, Vietrade, experts, companies

5. Review and finalize the guidelines

Desk research on export processes to China for all four fruits

- Chinese fruit market
- Export process to China
- Vietnam's regulations on fruit export
- China's regulations on fruit imports

Conducting indepth interviews with respective private and public actors

- **Expert method**
 - Trade Promotion Department, Provincial Trade Promotion Centers, Vietnam Economic and Trade Counselor's Office in China, university professors
- **In-depth interview**
 - Customs officials, fruit exporters, logistics enterprises

Drafting detailed step-by-step description of export procedures for the specific products

- Frequent contact between writers
- Peer review and cross check by writers

Feedback from GIZ SCSI, Vietrade, experts, companies

- Comments on contents, format, useage
- Two-round review of experts:
 - *Openned-review*
 - *Blind review*



Finalize the guidelines



Content of the guidelines

- **Overview of fruit export to China**
- **Fruit export procedure to China**
- **Regulations on fruit export to China**
- **Documents needed by authorities for fruit export to China**
- **Advices for companies exporting fruit to China**
- **Responsible agencies involved in fruit export to China**

Success factor & Experience sharing

- Appropriate approach and methodology
- Direct contact and get information from stakeholders (TPCs, Vietnam Economic and Trade Counselor's Office in China, university professors; Customs officials, fruit exporters, logistics enterprises, etc)
- Involment and commitment of SMEs
- Role of Vietrade: Strongly support, co-ordinate and communicate
- Strong team: good and diversified background

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THANK YOU



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