



To Export More Shrimps

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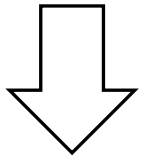
Today's Flow



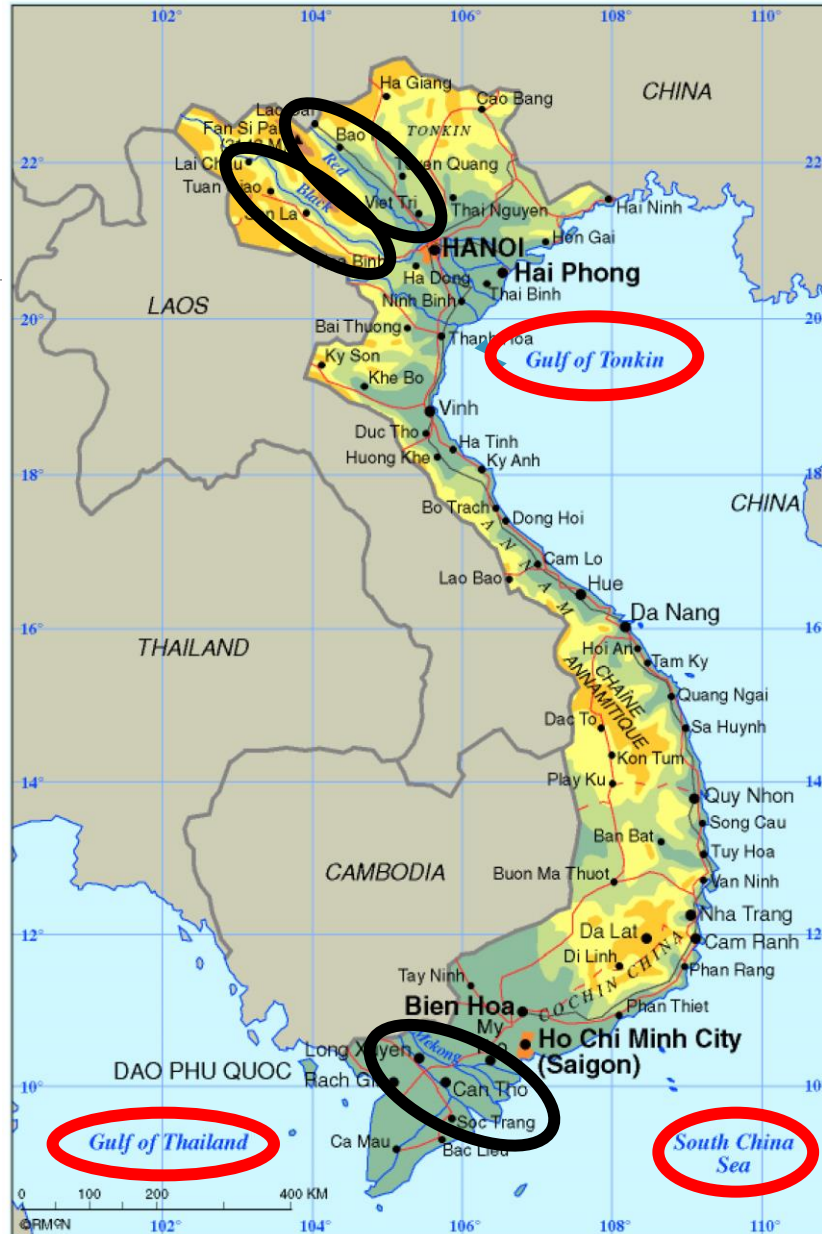
- **About Vietnam/shrimp importing**
- **The problem of shrimp made in Vietnam**
- **To increase shrimp export for Japan**

Vietnam

Rivers,
Sea and Gulf

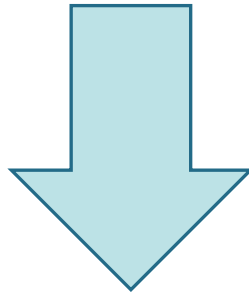


“the fishing industry”

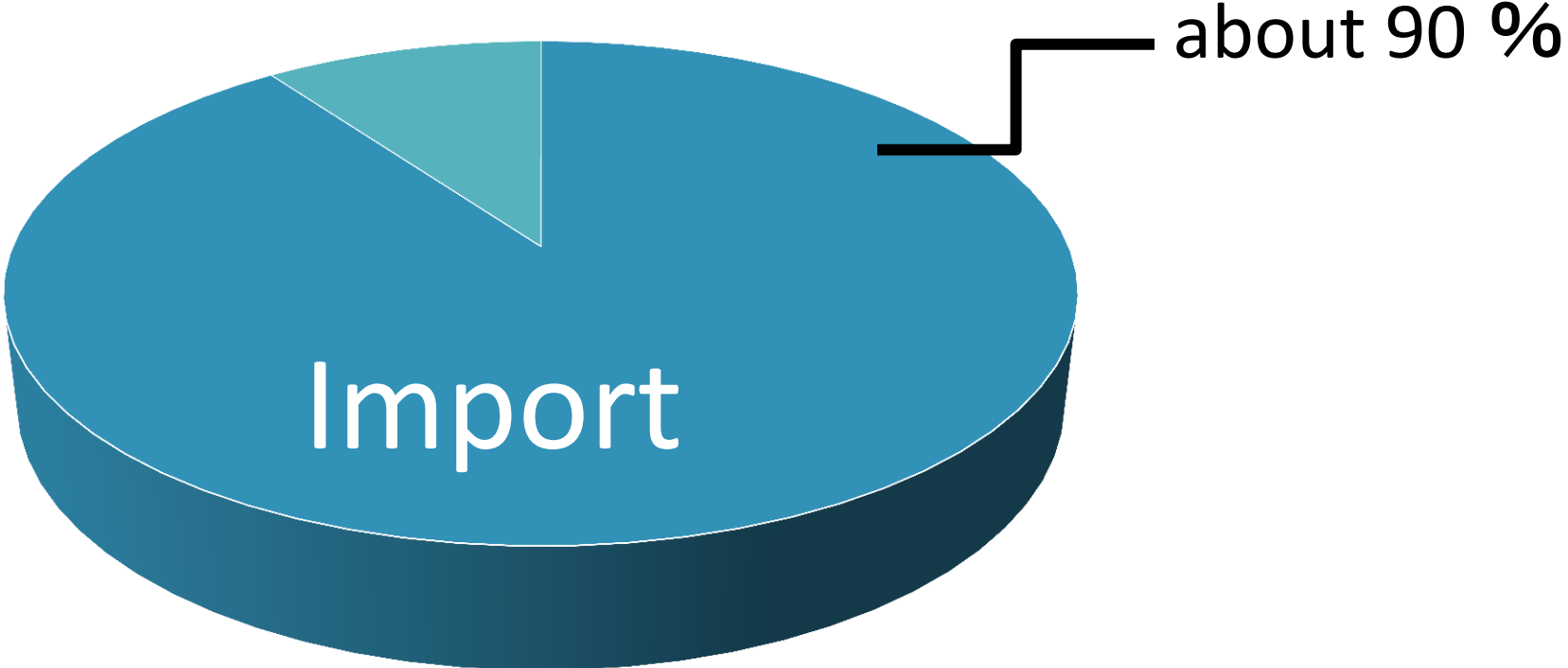


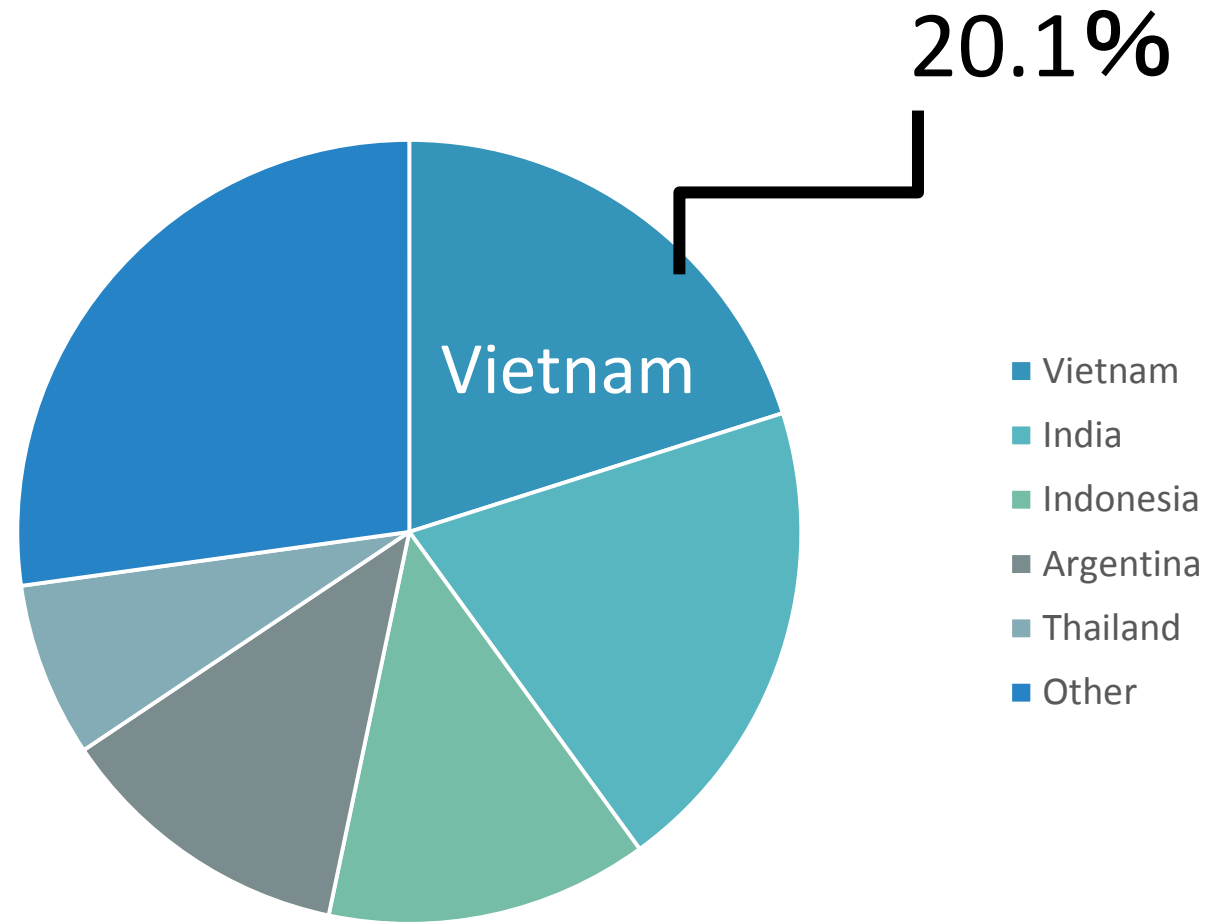
3260km

Present Situation of Shrimp Importing (about Japan)



Shrimp's Supply Rate



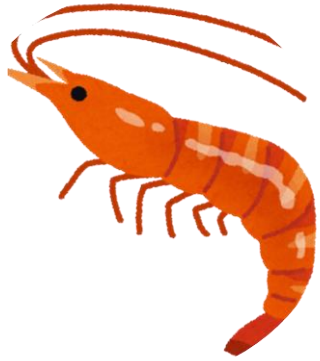


“Vietnam is the major importing country”

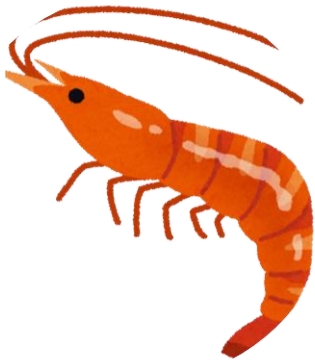
Japanese love shrimps

For sushi, shrimp with chili sauce, fried shrimp ...





One Japanese consumes...
100 shrimps / year



About 40% of shrimps in the world
is consumed in Japan.

What is the problem...?

We have to depend on imported ~~crimp~~



But...

Shrimp farming in Vietnam
has a lot of problems !!




For example...

Shrimp cultivated in Vietnam
contains many

Antibiotic Drug

What is the problem ??



Antibiotic
Drug

For example...

32,000t of marine products
(mainly shrimps) exported from
Vietnam were returned
because of **chemical
contamination** in 2 years.

Raising Issues

We rely on importing.



Reduce the amount of antibiotic drug

Settle shrimp's environment

→ Increase importing

What should we do to promote trading?

Thinking Time ~Why they give shrimps antibiotics~

→The epidemic of shrimp's diseases.

→Preventing of the diseases.

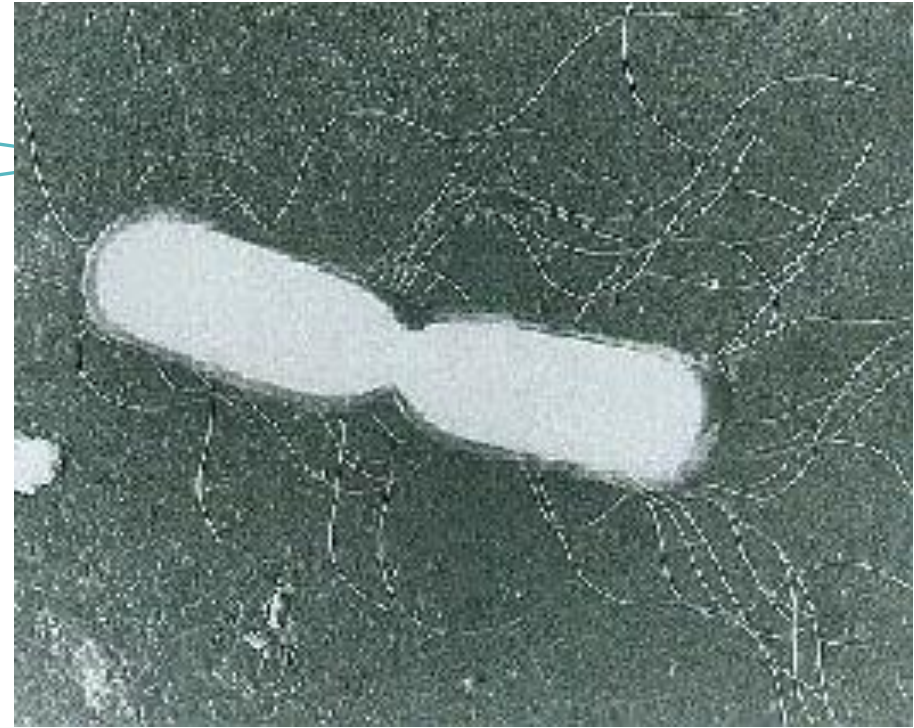
→Use too many antibiotic chemicals

What kind of the disease?

~Cause of EMS~

Vibrio Parahaemolyticus

- Likes salty place
- Multiplies in the hot place



Why diseases go around??

The main reason of this diseases is **'STRESS'**

Leaving some feed → accumulate under the pond → harmful sludge

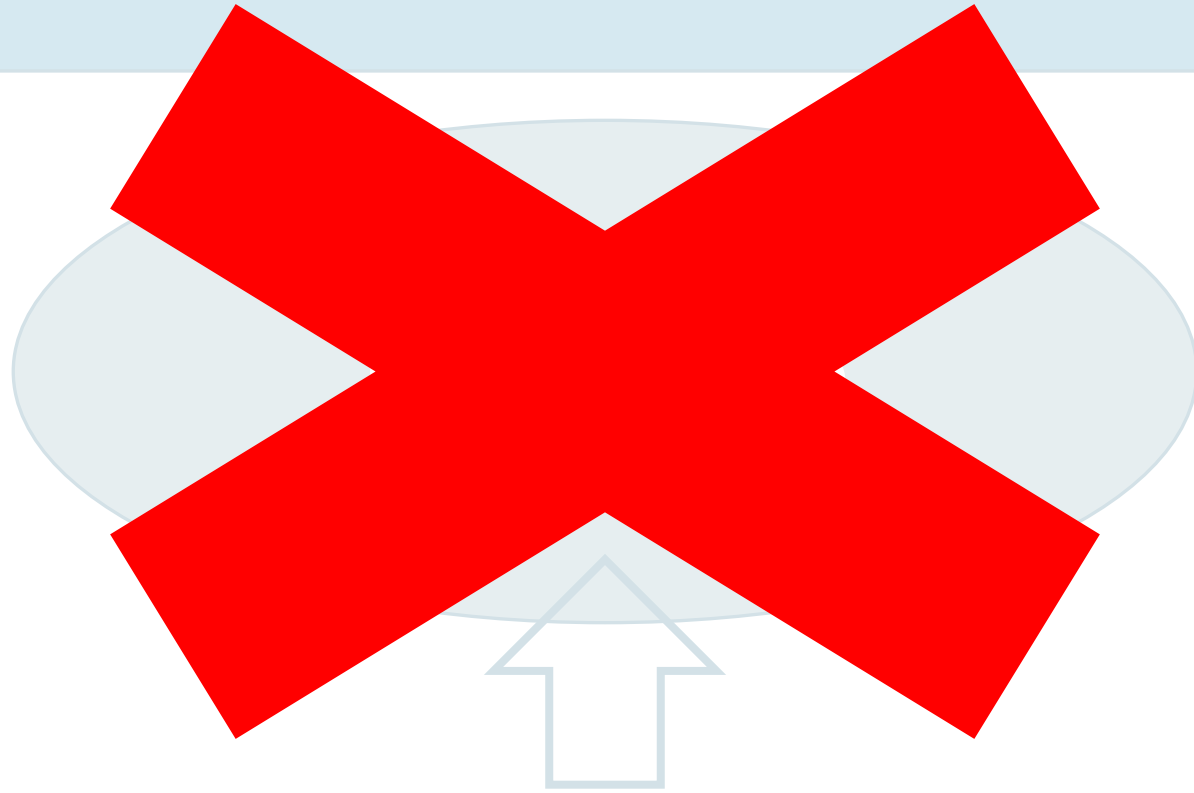
→ Bad sanitary management makes them stressed

Idea



Cure

Idea



Cure

Idea



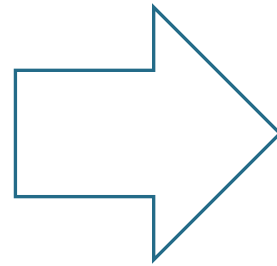
Disease

Research

Prevention

Stress

**Improve
environment**



Relieve stress

Suggestion

EM Technology

Silvofishery

EM Technology

EM = Effective Microorganisms

EM Technology

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graph TD; A[EM Technology] --> B[Diversify ecology]; A --> C[Enhance self-purification]; A --> D[Affluent plankton];
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Diversify
ecology

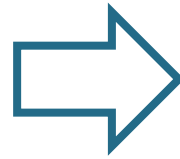
Enhance
self-
purification

Affluent
plankton

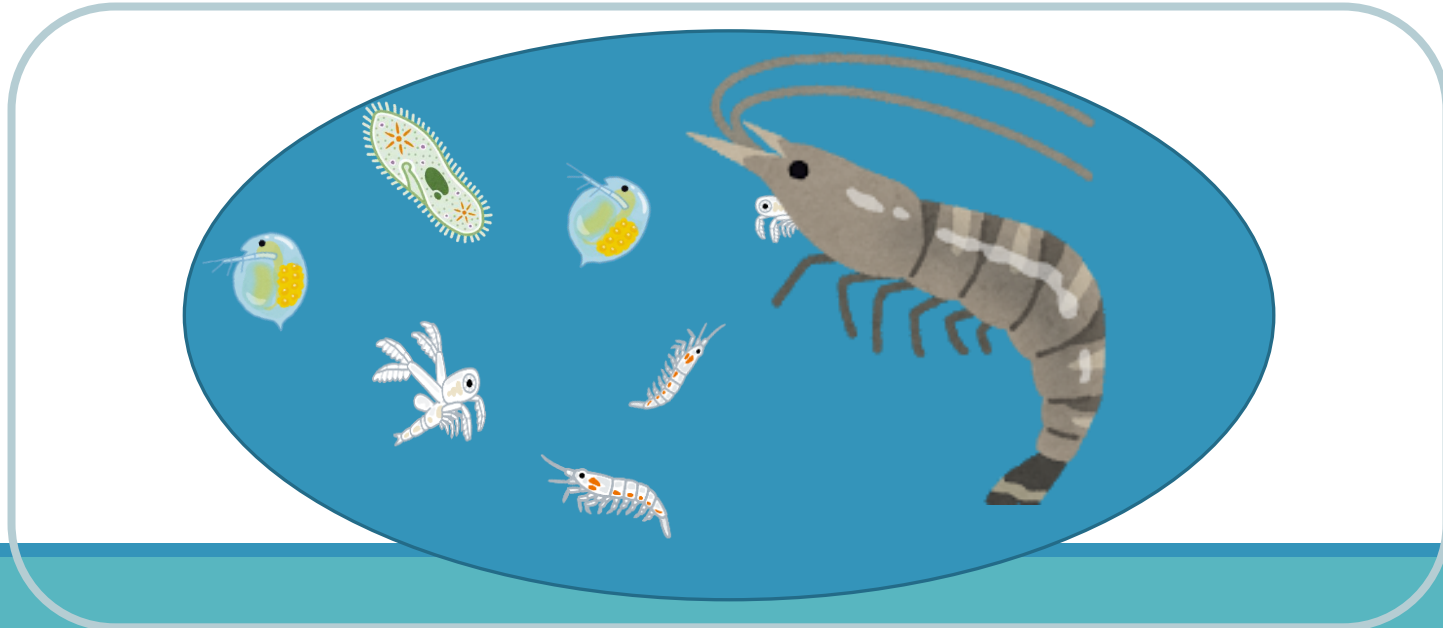
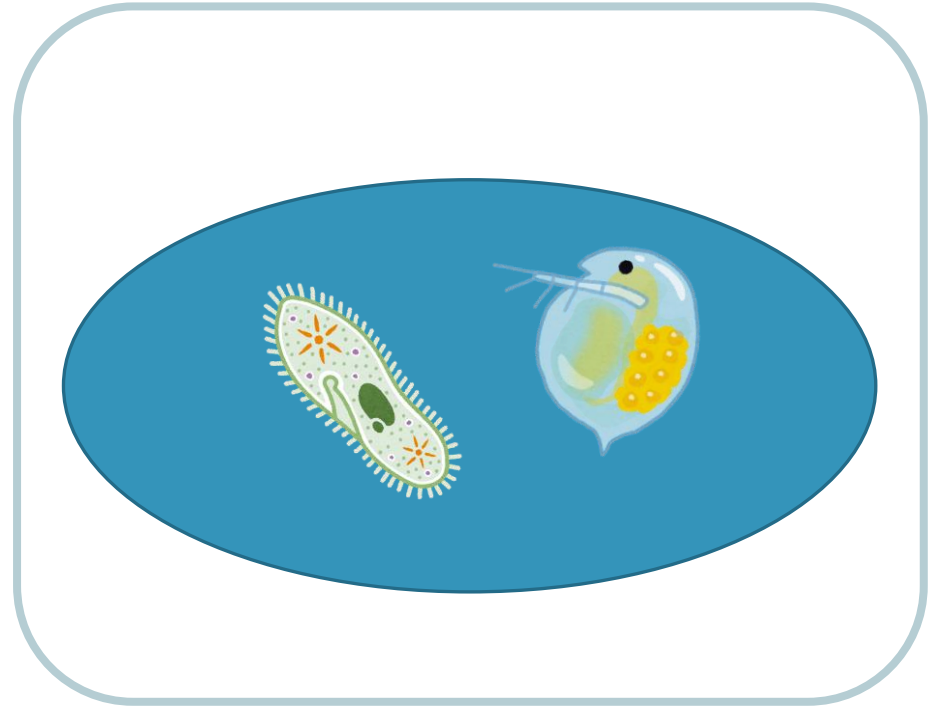
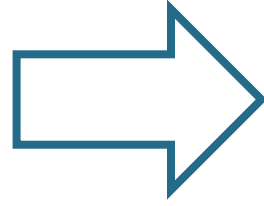
Silvofishery

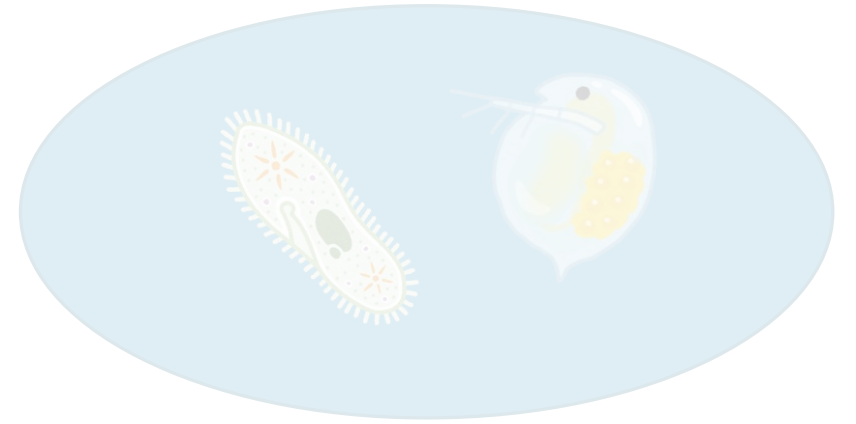
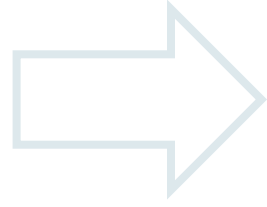
Silvofishery = 『Silviculture』+ 『Fishery』

Using
self-purification

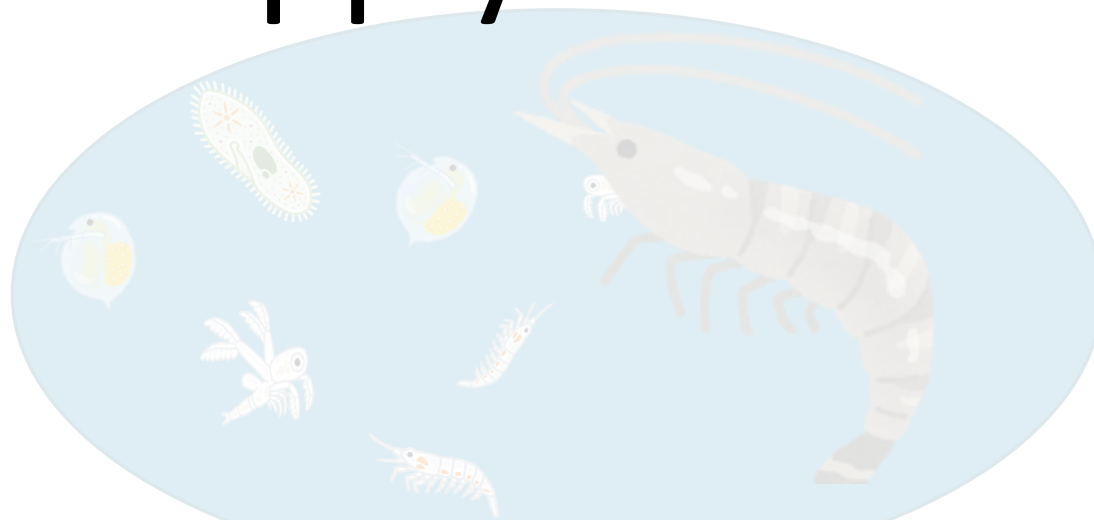


Improve
water quality





No need to supply chemicals and feed.

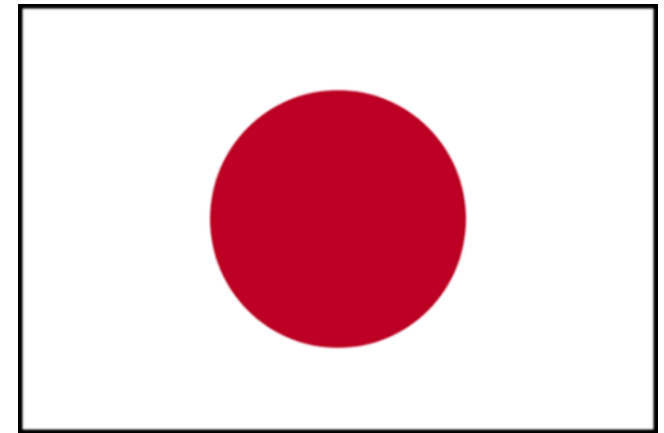


Our ideas for increase shrimp export for Japan

Japan : One of the most important destinations for Vietnam.

>>Thinking Japanese needs. Telling new way to eat

>>①Traceability ②Added value
③Branding ④Suggest recipe



1. Traceability = 『 Trace 』+ 『 Ability 』



- More clear information

Advantage

- Getting consumer's trust
- Socially responsible
- Food safety

more measure...

2. Added Value



Raw spring roll

Fried shrimp with green rice



- Remove vein, shell and tail
- Provide semi-cooked and processed food
(ex. shrimp with breadcrumbs or frozen Vietnamese food)

Advantage

- Differentiate from other product
- Attract customers

3. Branding



- Make “Vietnamese brand”
- Impactful name
- Named after the name of famous place

Advantage

- Many consumer recognize the product by using impressed name
- Rising of repeat rate
- Provide high quality products

4. Suggest Recipe



- Provide useful information
- Using SNS

Advantage

- Attract people
- Increase their buying intention

Summary

To export more shrimps for Japan



- Not using chemicals
- Consider safety
- Improve traceability system
- More likeable product



Thank you for listening
