



MINISTRY OF  
SCIENCE AND TECHNOLOGY

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LETTER OF THE MINISTRY OF  
AGRICULTURE  
AND RURAL DEVELOPMENT

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## INTERNATIONAL AGRICULTURAL FESTIVAL IN MEKONG DELTA

Agriculture is the key sector and plays an important role in boosting socio-economics. Nowadays, the agriculture sector not only improves living conditions, but also provides practical economic efficiency and great contribution to the state budget.

In recent years, Vietnam agriculture has boomed in both productivity and quality as well as penetrated in many countries in the world. For the purpose of achieving the desired productivity, quality and efficiency, the agriculture sector should promote its advantages, pay high attention to investment, research and cooperation with local and foreign scientists and investors to exchange knowledge and learn from experience in business and production as well as enhance productivity and product quality to obtain high economic values and good competitiveness during global economic integration.

Introducing products and technologies; exchanging and sharing agricultural experience; speeding up cooperation about scientific and technological applications and remarkable agricultural achievements between Vietnamese and foreign scientists and investors.

Organizing Seminar on "*Scientific and technological Application for enhancement of productivity and quality in agricultural production*" to reinforce cooperation in purchasing useful products and technologies and solve critical problems concerning agricultural investment and development to improve business and production efficiency.

Program "*Bridging supply and demand*" gives condition for local and foreign scientists, businesses for searching cooperators and connection in technological development, agricultural products in Mekong Delta.

Assessing and awarding the gold medals “*Creative Agricultural Science*” to typical businesses, cooperatives, farming households, etc which have performed scientific and technological applications for agricultural development.

## **I. Organization plan**

### **1. Time and place:**

- Time: starting at 8:30 am on 9 March 2017 and ending at 9:00 pm on 13 March 2017 (5 days).

Place: Can Tho City Exhibition Center, 108A Le Loi Street, Ninh Kieu Ward, Can Tho City.

### **2. Responsible agency and relevant bodies:**

*a) Responsible agency:* Ministry of Science and Technology

*b) Relevant bodies:*

- Ministry of Agriculture and Rural Development;
- People’s Committees of 13 cities and provinces in Mekong
- Vietnam Farmer’s Union;
- Vietnam Cooperative Alliance;
- Ministry of Science and Technology’s National Agency for Technology Entrepreneurship and Commercialization Development;
- Vietbrand Center for Research, Application and Development – part of Vietnam Union of Science and Technology Associations;
- Ministry of Agriculture and Rural Development’s National Agricultural Extension Center;
- Trade Promotion Centers of cities and provinces in Mekong Delta;
- Vietbrand Magazine.

### **3. Details of the Festival:**

#### **a) Part 1: Exhibiting products and technologies**

- Scale: 300-500 businesses specializing in agriculture and its relevant fields.

#### **b) Part 2: "Scientific and technological Application for enhancement of productivity and quality in agricultural production"**

- Time: 2:00 pm on 9 March 2017
- Place: Fortuneland Hotel, 141 Tran Van Kheo Street, Can Tho City
- Hosted by: Ministry of Science and Technology and Ministry of Agriculture and Rural Development
- Attendance: 150-200 people

- Organization Board: Vietbrand Center and National Agency for Technology Entrepreneurship and Commercialization Development

***c) Part 3: Program ‘Bridging supply and demand’***

- Time: 8:30 am – 11:30 am on 10 March 2017

- Place: Fortuneland Hotel, 141 Tran Van Kheo St., Can Tho City

- Attendance: 50-70 local and foreign businesses

- Organization Board: Vietbrand Center and Department of marketing development and scientific and technological business.

**d) Part 4: Assessing and awarding Gold medals to typical businesses which have initiated practical research and invention**

Criteria for awarding the Gold medals “Creative Agricultural Science” follow the regulations of the Organization Board approved by the Ministry of Science and Technology for all institutes, universities, businesses, cooperatives and farming households which attend in Festival and have research of scientific and technological applications for agricultural production.

## **II. Participants and conditions**

### **1. Participants:**

- Local and foreign institutes, universities, businesses, cooperatives and farming households;

- Agricultural devices, technologies and products.

### **2. Conditions:**

- Foreign agricultural businesses which have manufactured advanced technologies and products for the agricultural sector;

- Businesses which have been issued with certificates of agricultural science and technology;

- Domestic agricultural businesses which are members of the Vietbrand (unlimited in quantity);

- Typical domestic cooperatives which are members of the Vietnam Cooperative Alliance and specialize in agriculture-related fields such as breeding, cultivation, processing, veterinary medicine, fertilizer, chemical, etc (5-10 exhibition stalls per provincial/municipal cooperative);

- Typical domestic farming households which are members of the Vietnam Farmer’s Union and specialize in agriculture-related fields such as breeding, cultivation, processing, etc (5-10 exhibition stalls per province/city);

- Businesses which are members of local associations.

### III. Interests

#### 1. General interests

- a) Displaying products and technologies inside the exhibition center;
- b) Attending the seminar on "**Scientific and technological Application for enhancement of productivity and quality in agricultural production**"
- c) Becoming candidates for assessing and awarding Gold medals the "**Creative Agricultural Science**"
- d) Advertising on the Vietbrand Magazine;
- e) Fixing logo on the banners of the Festival;
- f) Participating in other activities of the Festival;
- g) Fixing logo on the background of the stage and live broadcasting (as sponsor).

#### 2. Interests for members of relevant agencies (Vietnam Cooperative Alliance, farming households, Trade Promotion Centers of cities and provinces):

- a. All cooperatives of the Vietnam Cooperative Alliance will get a reduction of 30% in registration fee.
- b. Farming households of the Vietnam Farmer's Union will get a reduction of 40% in registration fee.
- c. Businesses which are nominated by the Trade Promotion Centers of cities and provinces will get a reduction of 20% in registration fee;

*\* An acceptable decrease in total expense should be within VND 10,000,000 and media interests are stated above.*

### IV. Contents of Program (Expected)

No.	Time	Content	Attendances (Expected)
01	* 9 March 2017 8:30 pm – 9:30 pm	* <b>Live broadcasting</b> - Opening of the Festival - Music performance - Introduction of the Festival -Opening speech of Representative of the Ministry of Science and Technology -Welcoming speech of the Prime Minister -Assesing and awarding Gold medals "Creative Agricultural Science"	- Deputy Prime Minister - Representative of the Ministry of Science and Technology - Representative of the Ministry of Agriculture and Rural Development - Representative of the City People's Committee 13 provinces/cities in Mekong Delta - Representative of the Vietnam Farmer's Union - Representative of the Vietnam Cooperative Alliance - Other members and central and local departments, agencies, press

			media, radio and TV stations
02	2:00 pm – 5:30 pm	"Scientific and technological Application for enhancement of productivity and quality in agricultural production"	<ul style="list-style-type: none"> <li>- Representative of the Ministry of Science and Technology</li> <li>- Representative of the Ministry of Agriculture and Rural Development</li> <li>- Representative of the Can Tho City People's Committee</li> <li>- Chairperson of the Vietnam Farmer's Union</li> <li>- Chairperson of the Vietnam Cooperative Alliance</li> <li>- Members of the Organization Board, scientists, central and local departments, agencies, press media, radio and TV stations, and businesses</li> </ul>
03	7:30 pm – 9:00 pm	<ul style="list-style-type: none"> <li>- Music performance</li> <li>- Prize draw</li> </ul>	- 2 singers from HCM City and local singers
04	<b>10 March 2017</b> 8:30 am – 11:30 am	- Program " <b>Bridging supply and demand</b> "	<ul style="list-style-type: none"> <li>- Vietnamese and foreign businesses</li> <li>- Department of marketing and Vietbrand center.</li> <li>- Southern working department – Ministry of Science and Technology.</li> <li>- Vietbrand center.</li> </ul>
05	3:00 pm – 4:30 pm	- Cooking competition	<ul style="list-style-type: none"> <li>- <b>Women from Mekong Delta</b></li> <li>- Board of Examiners: Organization Board and visitors</li> </ul>
06	7:30 pm – 9:00 pm	<ul style="list-style-type: none"> <li>- Music performance and comedy</li> <li>- Prize draw</li> </ul>	Singers and actors/actresses
07	<b>11 March 2017</b> 9:00 am – 11:00 am	Competition " <b>Innovative techniques</b> " (Fruit arrangement competition: fruit tree, fruit and tree-shaped animal, fruit tray)	<ul style="list-style-type: none"> <li>- Businesses and farmers</li> <li>- Board of Examiners: Organization Board and <b>Artisans from Assembly pet.</b></li> </ul>
08	7:30 pm – 9:30 pm	<ul style="list-style-type: none"> <li>- "<b>Charming Ao Ba Ba in Mekong Delta</b>" competition</li> <li>- Music performance</li> <li>- Prize draw</li> </ul>	<ul style="list-style-type: none"> <li>- Women from Mekong Delta</li> <li>-- Organization Board</li> </ul>
09	<b>12 March 2017</b> 9:00 am – 11:00 am	- Closing the cooking competition and awarding prizes	<ul style="list-style-type: none"> <li>- Prizes: first, second and third prizes</li> <li>- Organization Board, businesses and candidates</li> </ul>
10	7:30 pm – 9:30 pm	<ul style="list-style-type: none"> <li>- Music performance</li> <li>- Awarding prizes <b>Competition "Innovative techniques"</b></li> <li>- Prize draw and awarding special prices.</li> </ul>	<ul style="list-style-type: none"> <li>- Organization Board</li> <li>- Businesses</li> <li>- Candidates</li> </ul>
11	<b>13 March 2017</b>	<ul style="list-style-type: none"> <li>- Music performance</li> <li>- Awarding prizes from <b>the</b></li> </ul>	

	7:00 pm – 9:00 pm	<b>“Charming Ao Ba Ba in Mekong Delta” competition</b>	
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## QUOTATION

### INTERNATIONAL AGRICULTURAL FESTIVAL IN MEKONG DELTA

**1. Standard exhibition stalls (stalls 1, 2 and 3 with air conditioning):**

- Stalls 1 and 2: 1000 USD /9m<sup>2</sup>
- Stall 3: 900 USD /9m<sup>2</sup>

Facilities provided: one table, two chairs, name sign, one 1.2m light, one socket and flooring carpet; (exclusive of 10% VAT).

**2. Indoor empty space (at least 36m<sup>2</sup> with air conditioning):**

- Stalls 1 and 2: 100 USD /m<sup>2</sup>
- Stall 3: 90 USD /m<sup>2</sup>

**3. Standard exhibition stall without air condition 800USD/9m<sup>2</sup>**

**4. Outdoor empty space: 80 USD /m<sup>2</sup>**

- Minimum area is 18m<sup>2</sup>, (not including electrical system and equipmen).
- A reduction of 20% will be offered for the area of over 100m<sup>2</sup>.

*\*The above prices are exclusive of 10% VAT.*

**Attention: Empty space should be decorated by the company according to the standards issued by the Organization Board.**

**REGISTRATION FORM**  
**INTERNATIONAL AGRICULTURAL FESTIVAL IN MEKONG DELTA**  
From 9 to 13 March 2017  
Can Tho City Exhibition Center  
108A Le Loi Street, Cai Khe Ward, Ninh Kieu District, Can Tho City

Company name: .....  
Company's representative:.....Position:.....  
Address:.....  
Tel: ..... Fax: .....  
Tax ID: .....  
Contact person: ..... Mobile:

I, the undersigned, here by agree to participate in the International Agricultural Festival in Mekong Delta with details below:

- Exhibition:
- Seminar on “Scientific and technological Application for enhancement of productivity and quality in agricultural production”
- Assessing and awarding the “Creative Agricultural Science” Gold medal
- “Bridging supply and demand” program
- Competitions (fruit arrangement, etc)

**I. Standard stall/empty space:**

**1. Standard stall no.:** .....

- Location: .....
- Number of stalls: ..... stall(s) x USD..... = .....

**2. Indoor empty space:**

- Area:..... Location: .....
- Amount: .....

**3. Outdoor empty space:**

- Area:..... Location: .....
- Amount: .....

**Enclosed documents:**

- Registration form
- Business Registration Certificate
- Certificate of quality for displayed products

## II. Commitment:

- Completing the registration form
- Following exhibition regulations issued by the Organization Board.
- A business is required to pay off registration fee upon complete registration at the Organization Board

The following is the information of bank account of the Organization Board  
Vietbrand Center for Research, Application and Development

Account no.: 26579779 at Asia Commercial Bank, Nguyen Van Troi Branch,  
Ho Chi Minh City

For any question, please contact:

**Vietbrand Center for Research, Application and Development**

Address: 1<sup>st</sup> floor, Vinaconex Tower, 47 Dien Bien Phu St., Dakao Ward,  
District 1, HCM City

Tel: (84-8)22168928

Mobile: 0906162 434 - Ms. Huong or 0167 686 9855 - Ms. Điềm

Email: [hanhchinh@thv.com.vn](mailto:hanhchinh@thv.com.vn).

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**Company's representative**