An analysis of factors affecting the competitiveness of Vietnamese pangasius exporting companies to China market

ColorfulPangasius_GRI491_G1
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THESIS OUTLINE

CHAPTER 1
INTRODUCTION

Background

Research question

Research objectives

Research scope

Methodology and data overview

Background

Topic background

- General introduction to pangasius
- General information about pangasius exporting activities of Vietnam

Practical problem

- The trend of Chinese pangasius consumption
- Export situation of Vietnam
- Export barriers

Research questions

Question 1: What is the situation of exporting Vietnamese pangasius to China in the past five years (2016-2020)?

Question 2: What factors affect the competitiveness of Vietnamese pangasius exporting enterprises in the Chinese market?

Question 3: How is the impact of these factors on the competitiveness of Vietnamese pangasius exporting enterprises to China?

Question 4: Which direction is suitable for Vietnam to improve the competitiveness of pangasius exporting enterprises to the Chinese market?

Research object

Object 1

Analyze the situation of Vietnam's pangasius exports to China in the period 2016-2020.

Object 2

Identify and analyze factors affecting the competitiveness of Vietnam's pangasius exports to China.

Object 3

Propose solutions to overcome the remaining limitations to help Vietnamese pangasius exporting enterprises to China improve their competitiveness in 2021-2025.

Research scope

- Type of survey: An online survey and offline survey
- Expected number of survey units: 150 units
- Respondent: Companies having seafood export activities in the country.

Methodology and data overview

- Main research methods: quantitative and qualitative
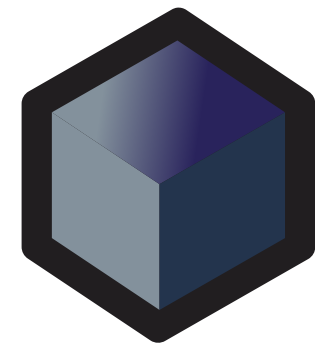- Data overview

Overview of export

Definition of export

The export of goods is in the distribution and circulation of goods in an extensive reproduction process to link production with consumption by one country and another.

Overview of export

Importance of export

For economy

For Vietnam

Overview of pangasius export

Definition of pangasius (including HS code)

HS Code	Description
030324	Frozen pangasius
030462	Frozen pangasius fillets
030493	Pangasius fillets and other fish meat (whether or not minced), fresh, chilled or frozen.
030432	Pangasius fillets (fresh or chilled)
030552	Dried pangasius, other than edible fish offal, whether or not salted but not smoked.
030531	Pangasius fillets, dried, salted but not smoked

Table 2.1 HS Code of pangasius (Source: Vietnam's Import-Export tariff)

Overview of pangasius export

The importance of fish export to Vietnam

Helps stabilize, increase relations between Vietnam and other countries, and create jobs economic development.

Characteristics when exporting pangasius

- The domestic market is untapped
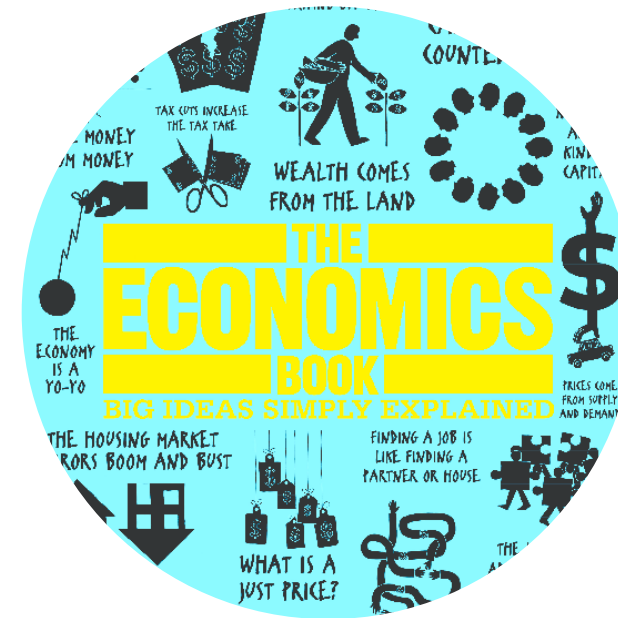- Other characteristics of fish export

General theory of competition

THEORY OF COMPETITION IN BUSINESS

Karl Marx

Philosopher

The economics book

P. A. Samuelson and W. D. Nordhaus

Michael E.Porter

1998

Competitiveness definition

Michael E. Porter

1996

Karl Aiginger et al.

2013

World economic forum

2014

Level of competitiveness

National

The idea of competition has the sense of national efficiency.

Industry

Competition between companies in various manufacturing industries for more productive investment and, as a result, the average rate of return and value of output.

Company/Firm

The competitiveness index is expressed in factors such as profitability, prices, efficiency and market share.

Product

Comparative advantages of the products due to internal and external factors produced

The importance of improving competitiveness

For the economy

- In external relations
- In the case of manufacturing and business organizations

For customers

- Relentless pressure on costs
- Pushes companies to increase their production

Recent studies

In term of research methods

To fully understand how factors can influence the competitiveness of the seafood export industry in general and pangasius export, many authors have conducted in-depth studies. Those studies often use two main methods: qualitative and quantitative.

Recent studies

In term of research findings

| NO.	References	Title
1	Samar Verma (2002)	Export competitiveness of Indian textile and garment industry.
2	C. Pongpanich; P. Phitya-Isarakul (2008)	Enhancing the Competitiveness of Thai Fruit Exports: an Empirical Study in China
3	Kim Anh, Tram Anh, Lien Vi (2010)	Recommendations to ensure the Vietnam pangasius sustainable export in the world market
4	NCC (2010)	Ireland's Experience with Measuring and Benchmarking Competitiveness
5	Waqar Akhtar (2013)	Export competitiveness of Pakistani horticultural products
6	Nguyen Thi Hoang Nhien (2016)	The competitiveness of Vietnamese coffee into the EU market
7	Hoang Hai Bac (2017)	Improving the competitiveness of Vietnamese seafood products on the EU market since Vietnam joined the World Trade Organization.
8	Tran Huu Ai (2018)	Competitive assessment factors of seafood exporters in Vietnam
9	Nguyen Huu Phu, Le Duc Toan, Ho Thi Phi Yen, Doan Quoc Bao (2020)	Factors Affecting the Competitiveness of Vietnam Aquatic Exporters: Empirical Evidence in An Giang Province.
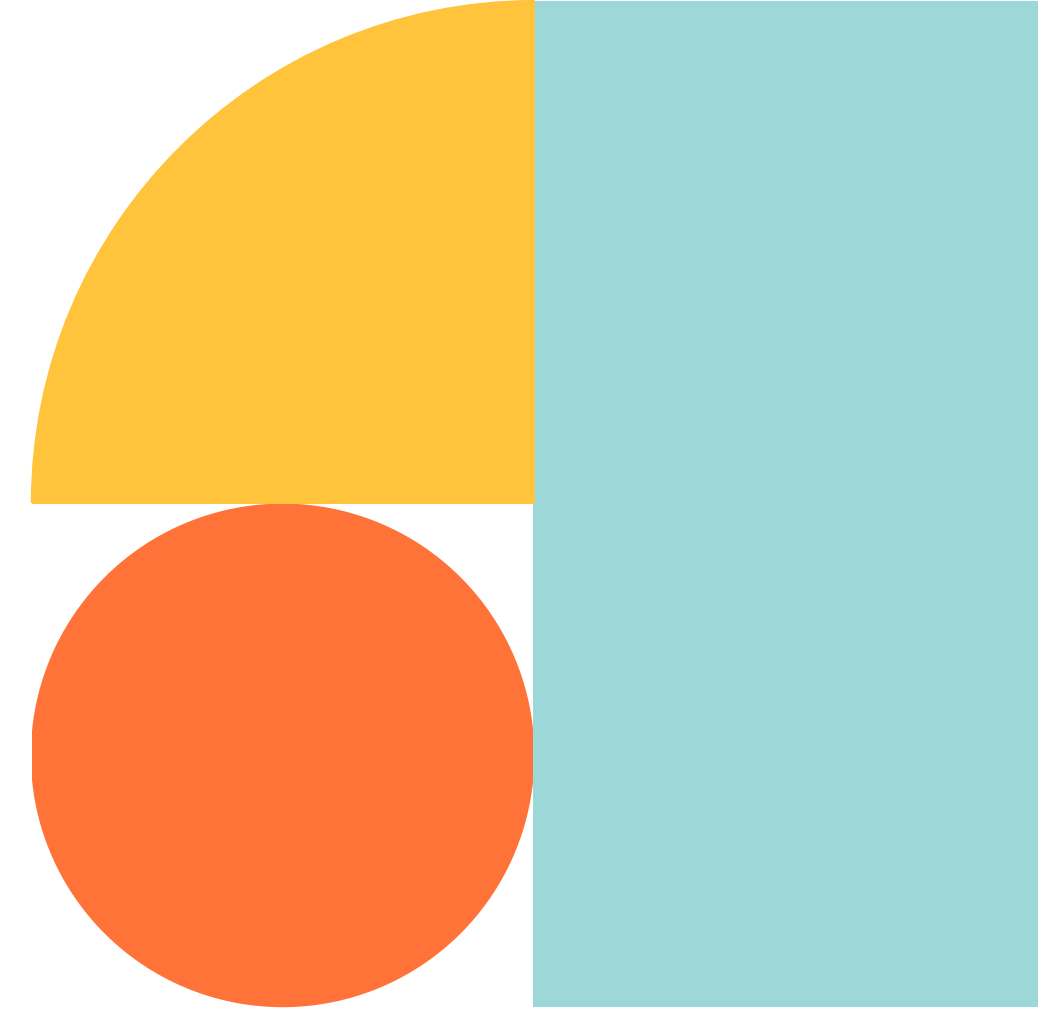
The original model
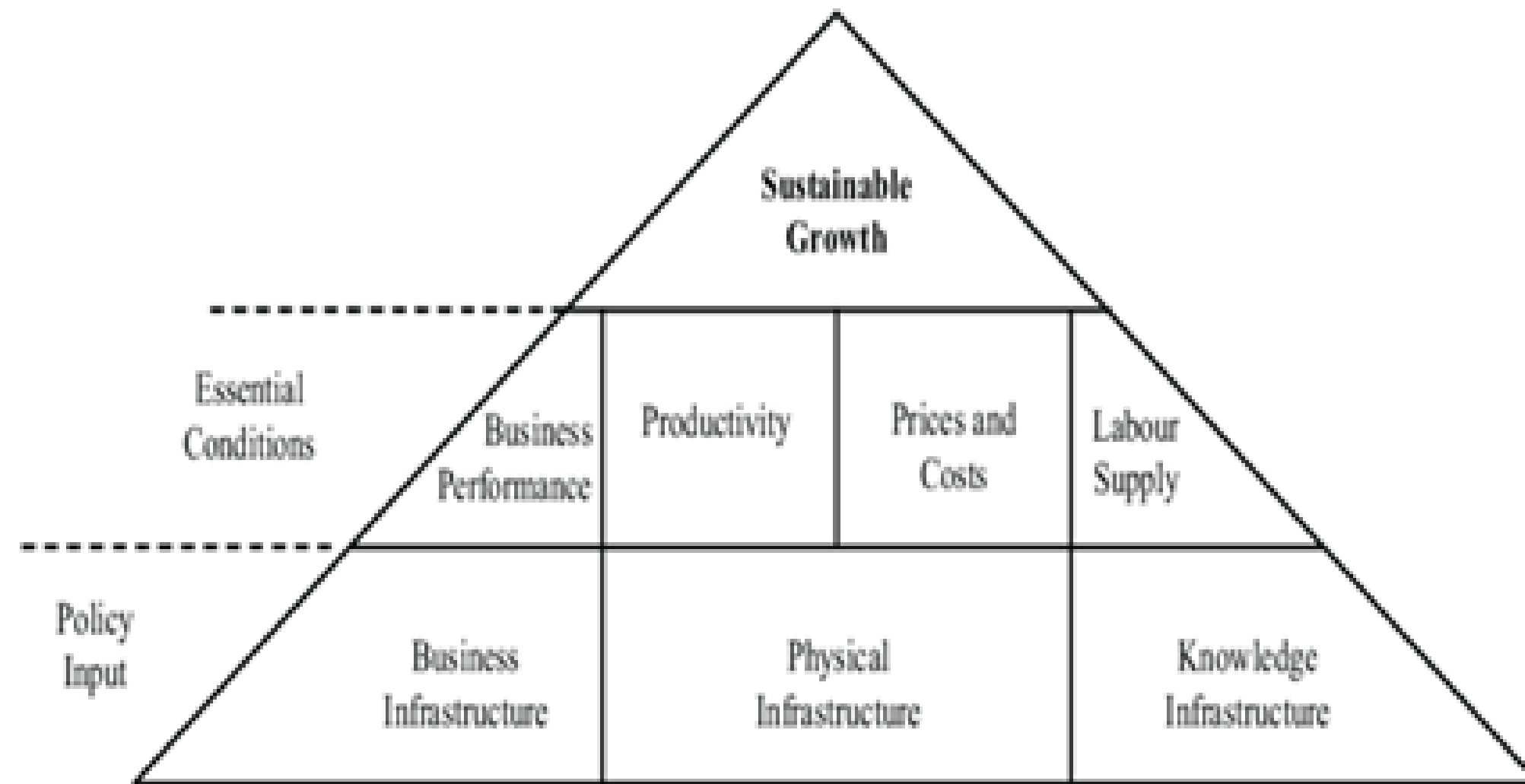
Figure 2.1: The Competitiveness Pyramid (Source: NCC, 2010)
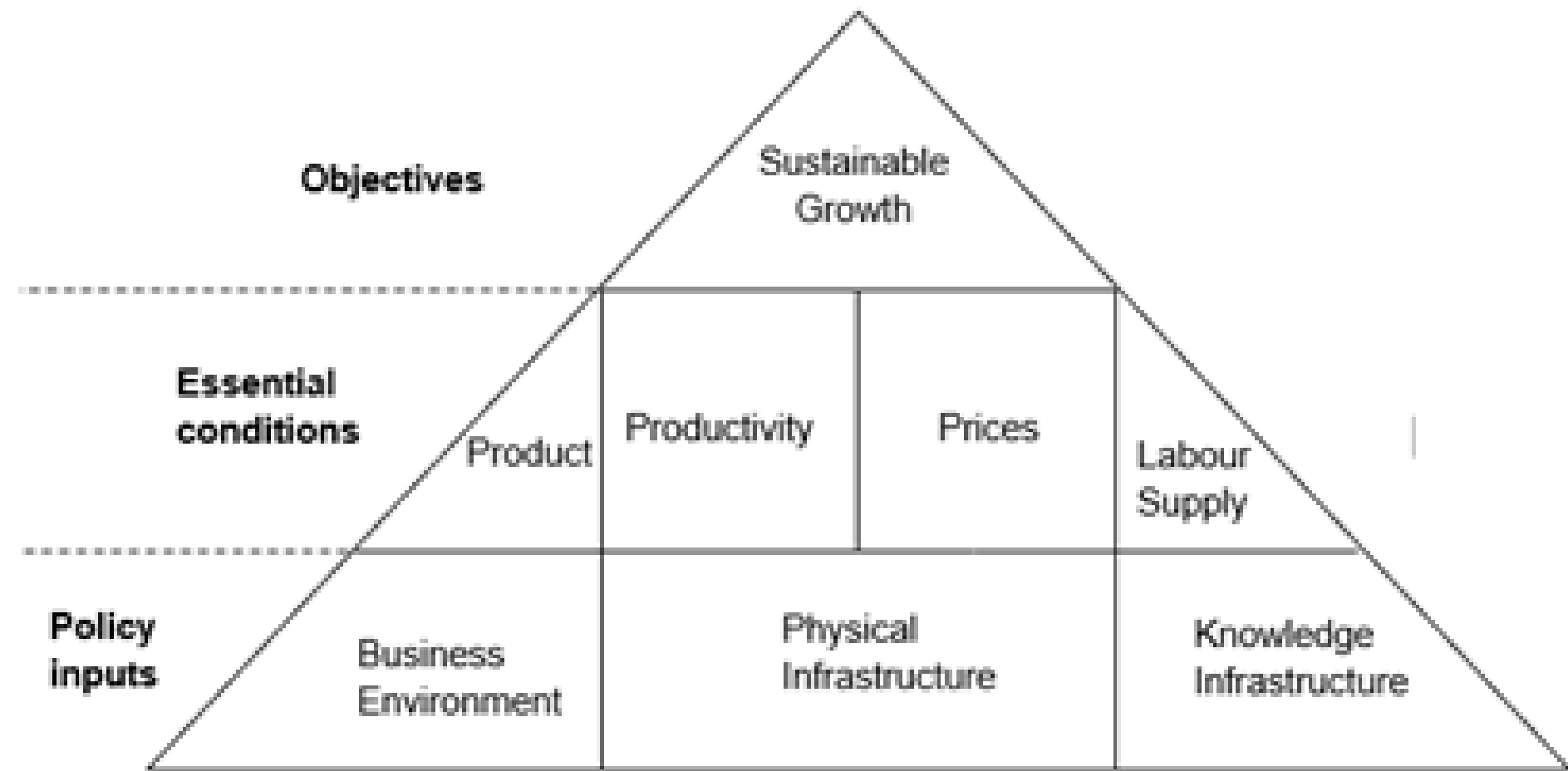
The modified model

Figure 2.2: Factors affecting competitiveness of Vietnam's pangasius exporting companies (Source: Authors, 2021)

CHAPTER 3

METHODOLOGY

1. INTRODUCTION
2. DATA SOURCES
3. DATA COLLECTION METHODS
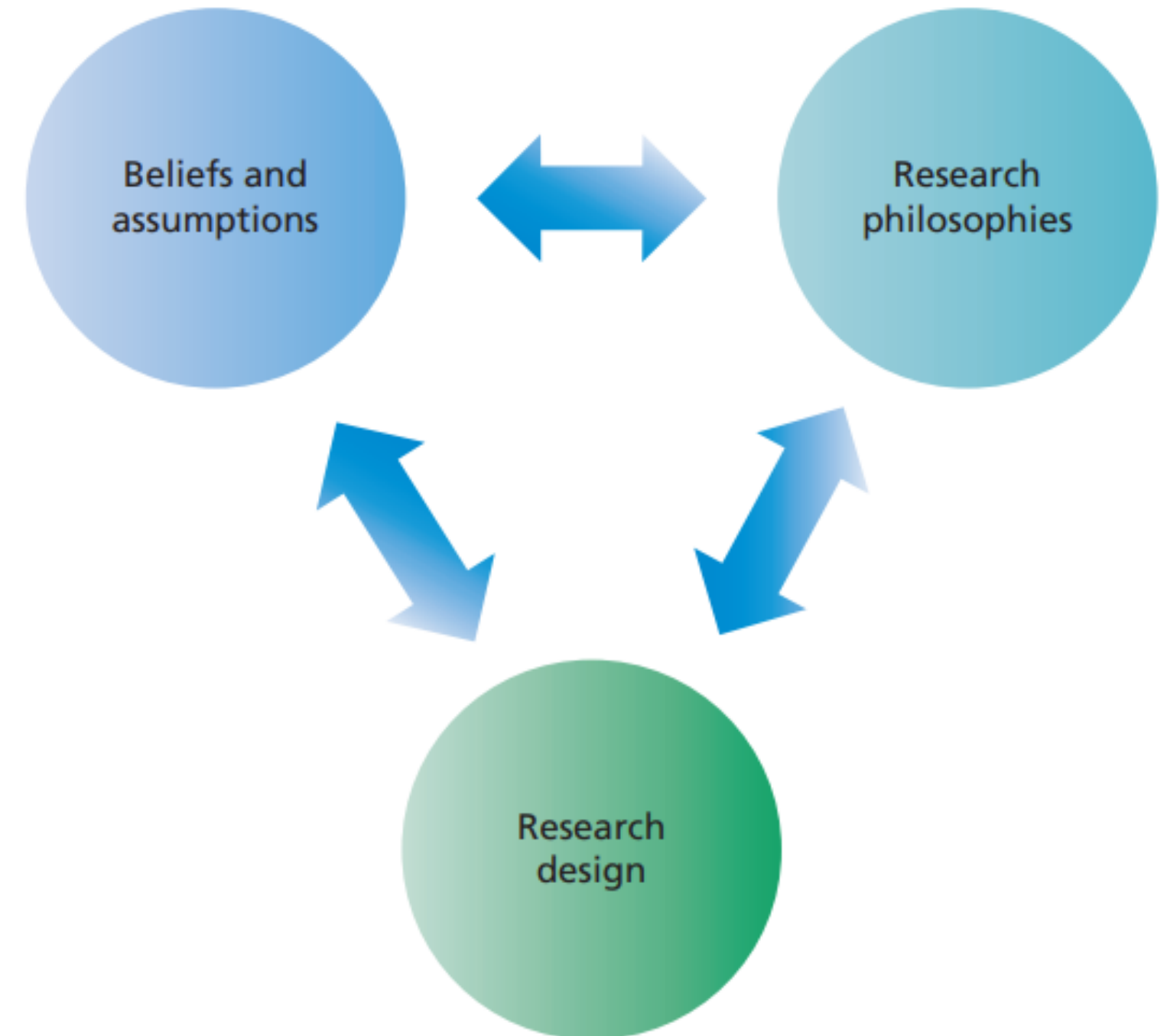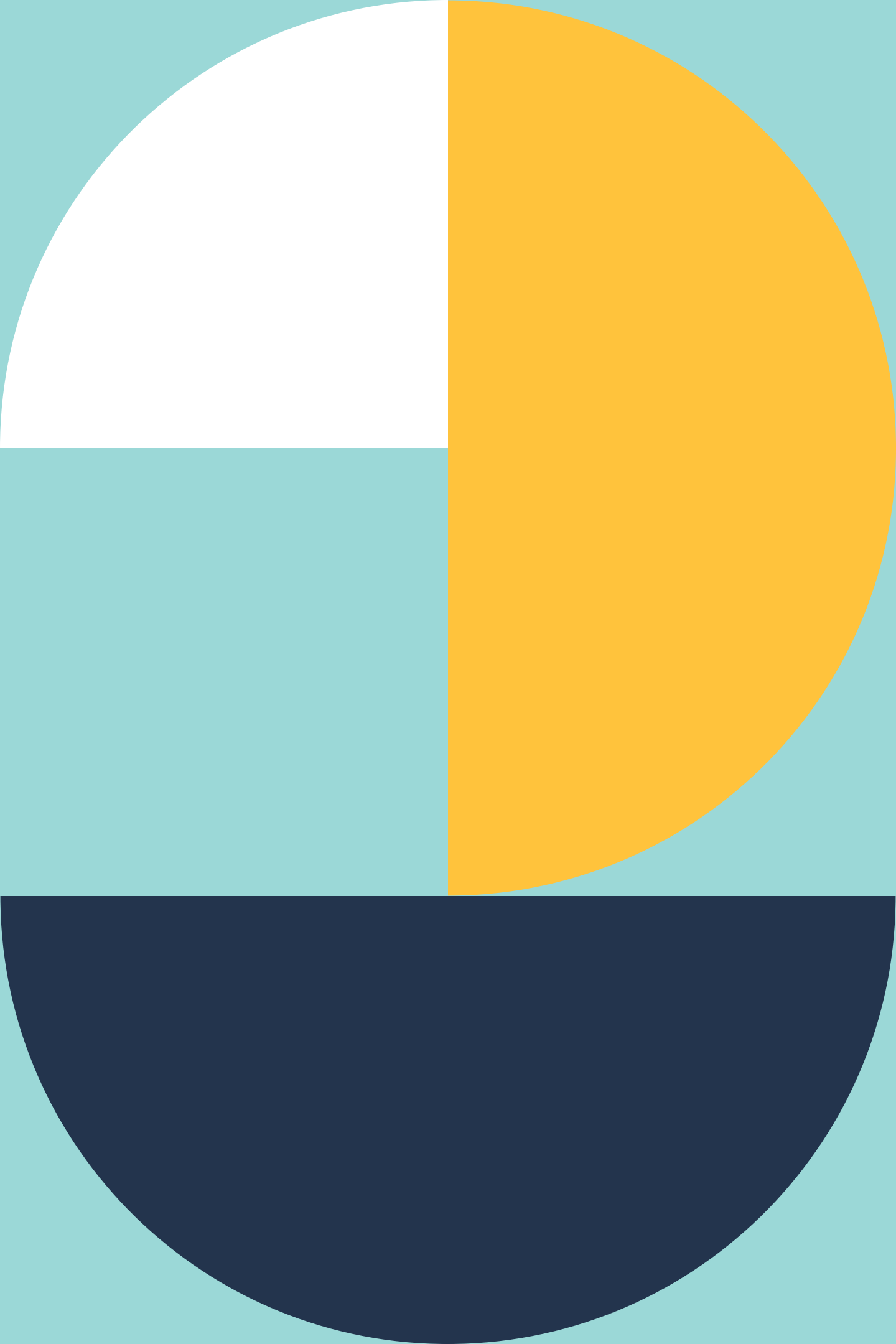4. DATA ANALYSIS METHODS
5. ETHICAL CONSIDERATION AND LIMITATIONS

Research philosophy

The philosophy of research deals with the source, nature and development of knowledge. A study's philosophy will reflect the significant assumptions of the author and these assumptions serve as a foundation for the research strategy.

Research philosophy

Philosophies in business and management

Research process

Research Proposal	Step 1	*Identify and select the general research area*
	Step 2	*Choose the specific research topic*
	Step 3	*Formulate research aim, objectives and research questions or developing hypotheses, methodology*
	Step 4	*Conduct the literature review*
Research Activity	Step 5	*Selecting the method of data collection*
	Step 6	*Collect data*
	Step 7	*Process and analyze data*
Written Content	Step 8	*Complete the final findings and prepare for the report's presentation.*

Table 3.1: The Research Process (Source: Authors, 2021)

Research approaches

Deductive

| Theory | → | Hyphothesis | → | Observation | → | Confirmation |

Inductive

| Observation | → | Pattern | → | Tentative Hyphothesis | → | Theory |
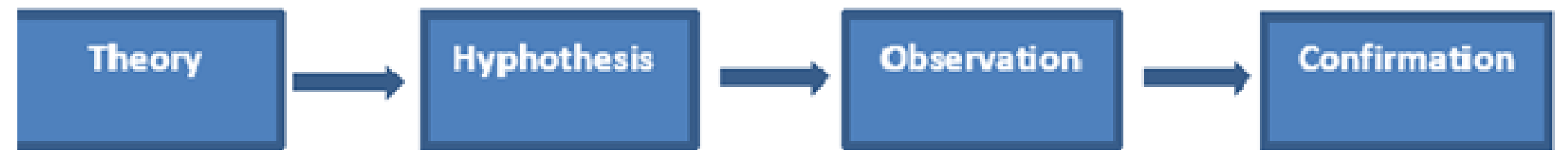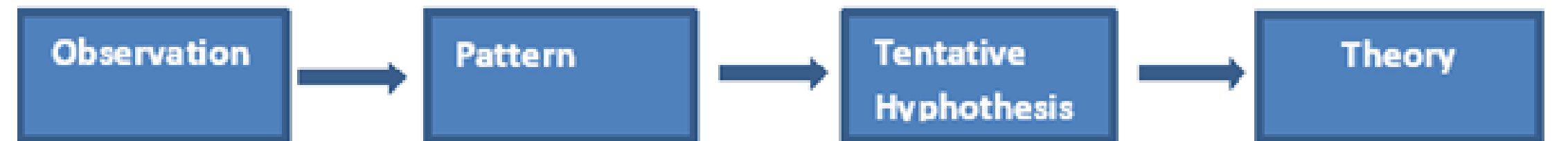
Research methods

Quantitative

General definition

- Benefit of using quantitative method
- Drawback of using quantitative method

Qualitative

General definition

- Benefit of using qualitative method
- Drawback of using qualitative method

Data sources

Two kinds of collected data

Primary data

Primary data is collected by methods of investigating, surveying through questionnaires for business managers.

Secondary data

Secondary data is data that has been collected by others in the past but made available to others for use.

Data collection methods
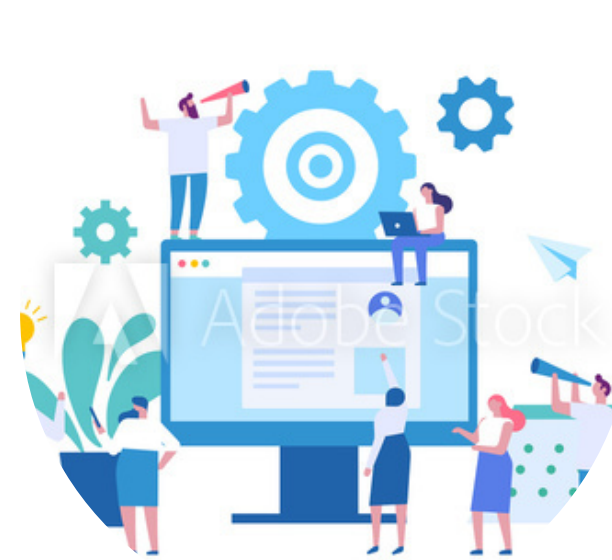
Part I

Business background information

Part II

Enterprises' assessment

Part III

Open-ended questions

Sampling methods

Probabilistic sampling method

Helping each element of the population have an equal chance of being selected in the sample and thus have the advantage of ensuring objectivity.

Non-probability sampling method

Elements will be selected to include in the sample

Sampling design

Nominal scale

Used for attribute data
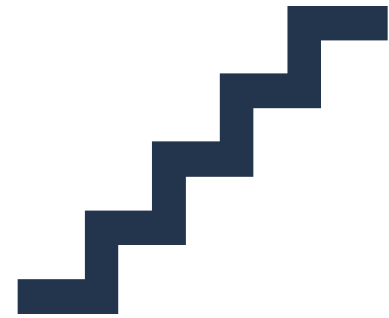
Ordinal scale

All observations are assigned to one of the categories which are then ranked according to a particular characteristic.
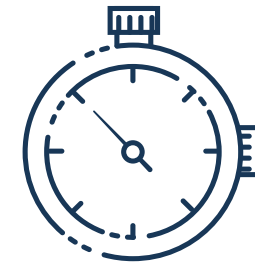
Interval scale

Provides hierarchical relationships such as hierarchical scales.

Ratio scale

Provides rankings and equal differences between ranks and also has a true zero base.

28

total variables

150

estimated number of respondents
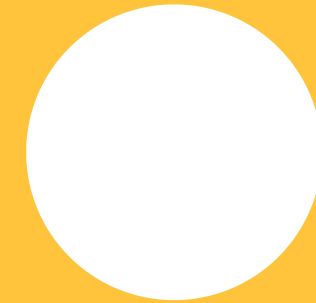
Definition of SPSS

Definition

A software package used for the analysis of statistical data.

Advantages

- SPSS can open data from any source
- An extremely perfect method for processing and deciphering survey results
- SPSS can comprehend broad and complex data sets easily

Data analysis of SPSS

Descriptive

Single descriptive coefficients summarizing a whole population or sampled set of data.

Reliability test

The trust level is answered by Cronbach's Alpha tests.

EFA

A multivariate statistical method.

Correlation

A statistical indicator of the frequency of the relationship between the relative movements of the two variables.

Regression

To study the value of a variable based on one or more values.

Ethical considerations

- The marked importance of ethical considerations
- Code of Ethic

Limitations

Limited time

Jan 2021 - Feb 2021

Lack of prior empirical research

COVID 19 pandemic

CHAPTER 4
ANALYSIS AND FINDINGS

Overview of Vietnamese pangasius export and China market

Quantitative and qualitative analysis

SWOT analysis

Pangasius export turnover
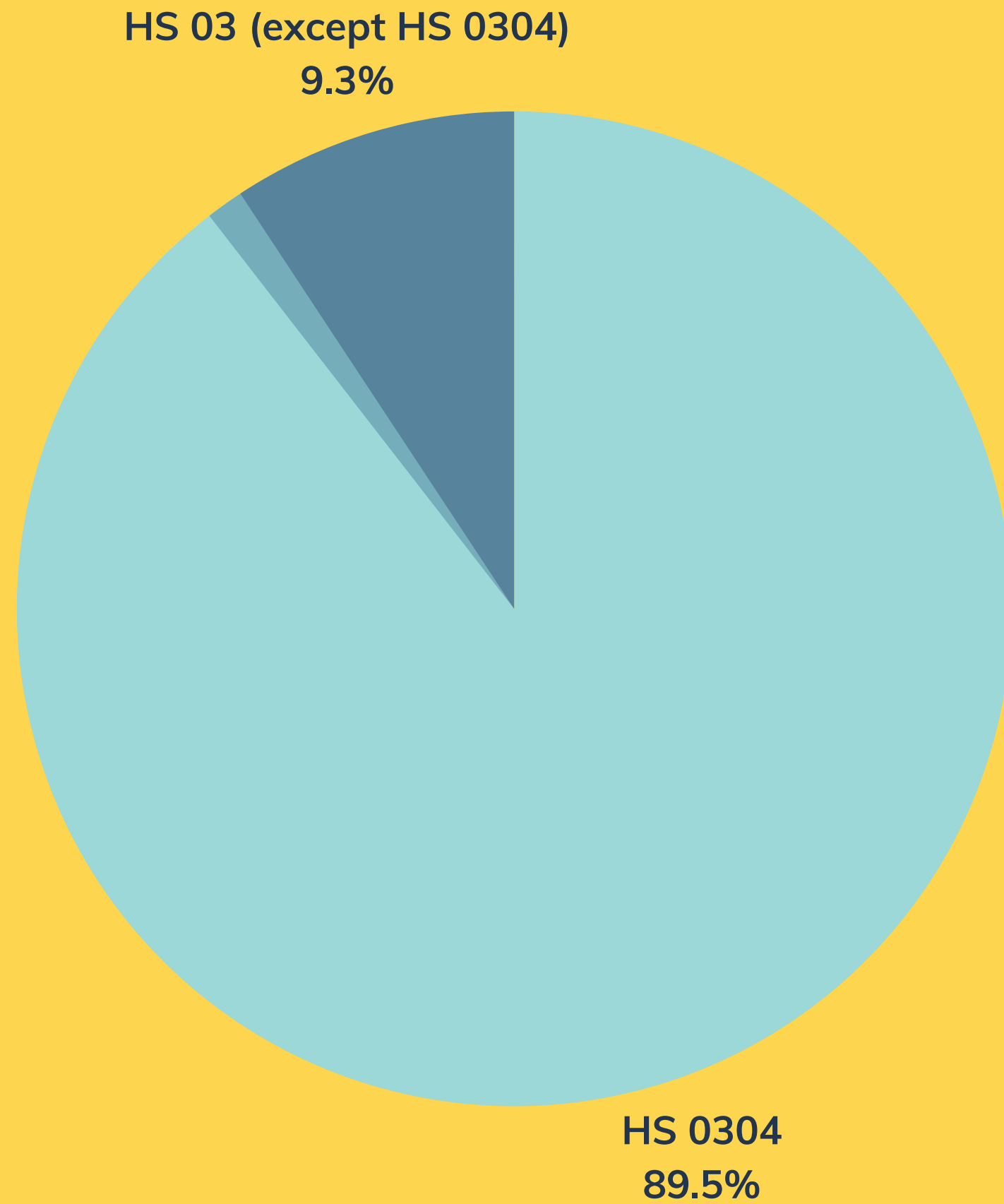
Chart 4.1: Structure of pangasius exported by HS code in 2019 (Source: VASEP, 2020)

HS 03 (except HS 0304)
9.3%

HS 0304
89.5%

Pangasius export turnover
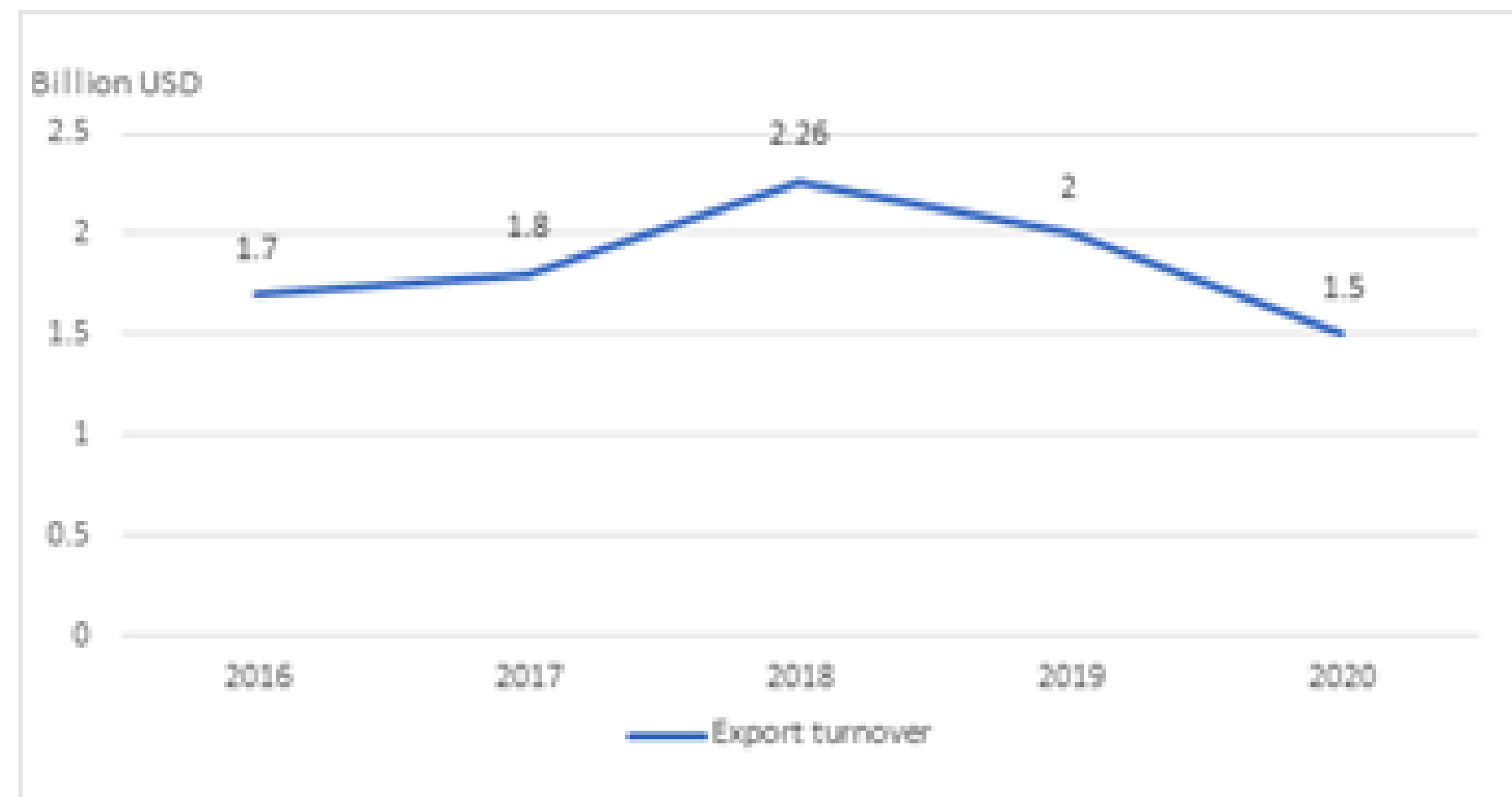
Chart 4.2: Pangasius export turnover of Vietnam 2016-2020
(Source: VASEP, 2020)

Main markets
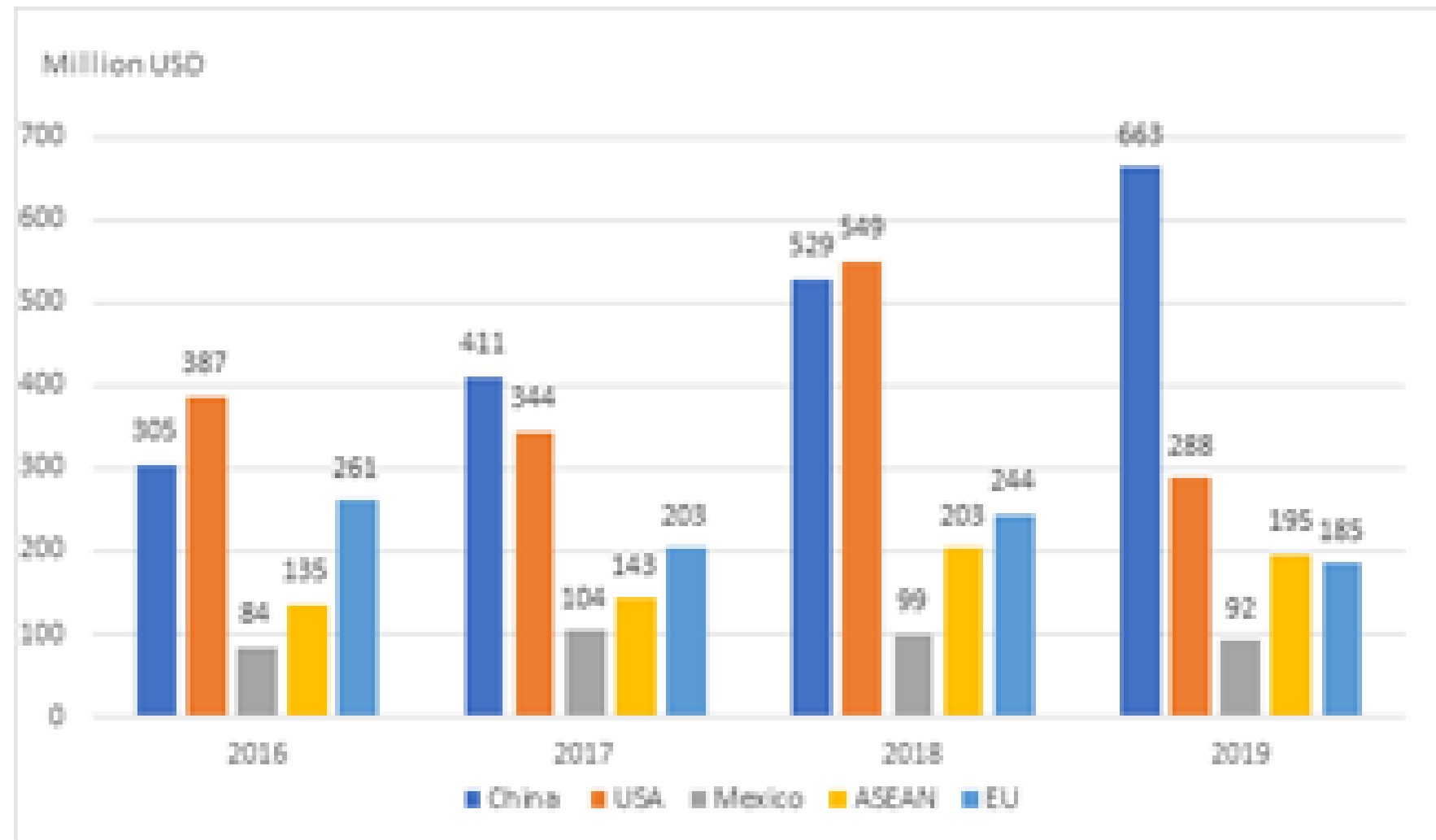
Chart 4.3. Top 5 pangasius export markets of Vietnam
(Source: VASEP, 2020)

Overview of China market

Large pangasius consumer market

Introduction

- China is the largest pangasius consumer market in Asia of Vietnam.
- Vietnam has many advantages in exporting.

Main rivals

The Vietnamese pangasius industry faces many competitors in the international market, including China, India, Indonesia, and Bangladesh, which account for about 15 - 20% of the total global pangasius production.

Chart 4.4: The export volume of pangasius to China
market 2016-2020 (Source: VASEP, 2020)

3

months of collecting survey

186

total samples are accepted for analyzing
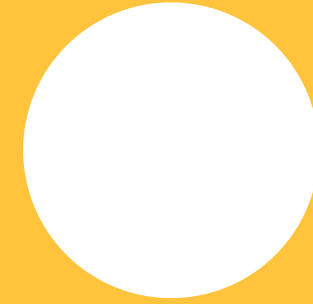
Respondent information
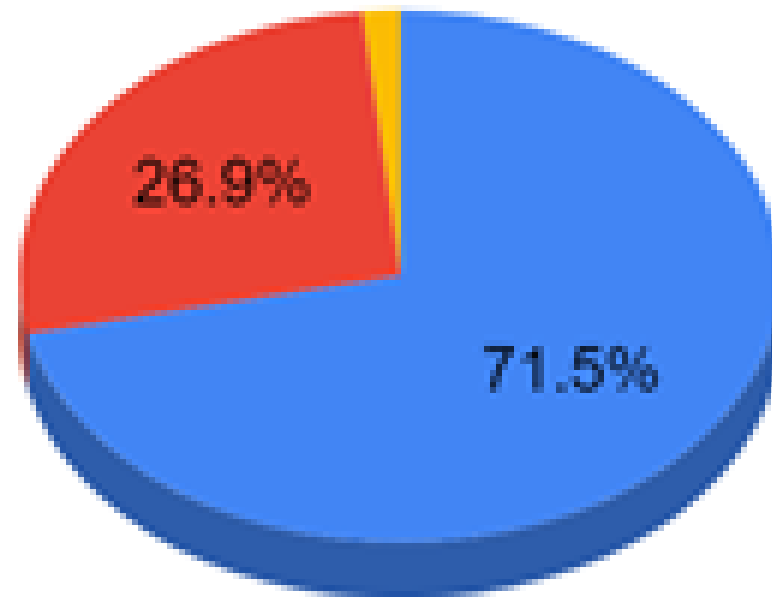
Private Enterprise   State - owned Enterprise
Foreign Invested Enterprise

Chart 4.5: Type of business

26.9%

71.5%
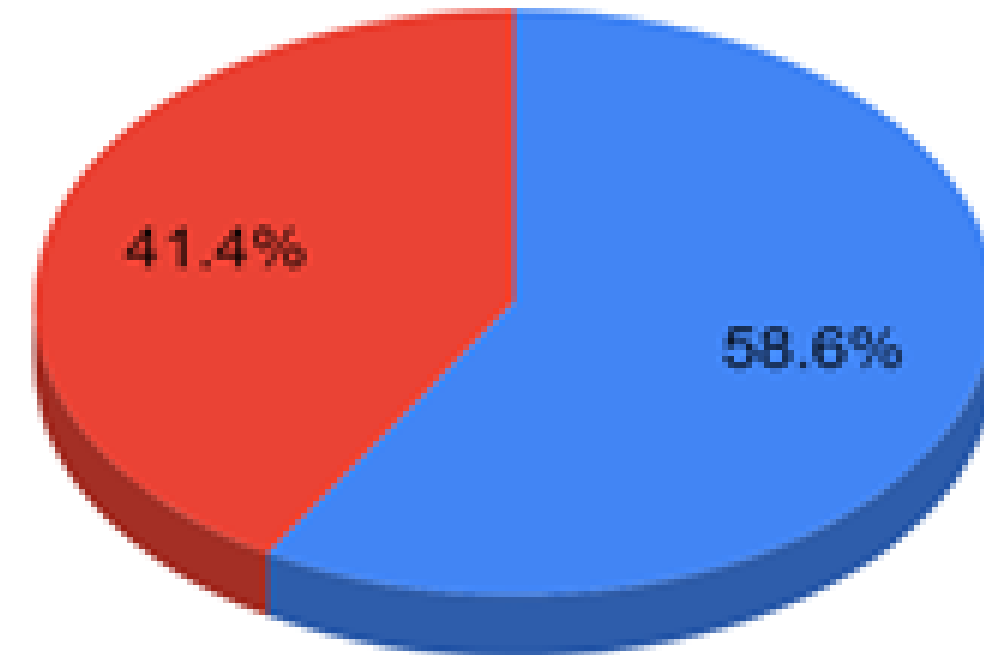
SMEs   Large Corporate

Chart 4.6: Size of business

41.4%

58.6%

Descriptive analysis

	N	Minimum	Maximum	Mean	Std. Deviation
					Descriptive Statistics
BE1	186	1	5	3.48	1.030
BE2	186	1	5	3.37	1.033
BE3	186	1	5	3.14	1.304
BE4	186	1	5	3.13	1.099
PI1	186	1	5	3.48	1.111
PI2	186	1	5	3.95	.807
PI3	186	1	5	4.11	.673
PI4	186	1	5	3.76	.785
KI1	186	1	5	2.87	1.305
KI2	186	1	5	3.39	1.269
KI3	186	1	5	3.27	1.179
PR1	186	1	5	3.60	.893
PR2	186	1	5	3.94	.945
PR3	186	1	5	4.08	.835
PR4	186	1	5	3.81	.873
PR5	186	1	5	3.65	.921
PV1	186	1	5	3.36	1.122
PV2	186	1	5	3.16	1.240
PV3	186	1	5	2.90	1.321
PV4	186	1	5	2.89	1.230
PS1	186	1	5	3.59	1.032
PS2	186	1	5	3.64	.927
PS3	186	1	5	2.92	1.230
LS1	186	1	5	3.31	1.090
LS2	186	1	5	3.71	1.111
LS3	186	1	5	3.55	1.190
CP1	186	1	5	3.87	.788
CP2	186	1	5	3.29	.800
CP3	186	1	5	2.72	.783
Valid N (listwise)	186				

Table 4.1: Factors descriptive analysis (Source: SPSS analysis results)

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Business Environment Cronbach's Alpha = .786			Physical Infrastructure Cronbach's Alpha = .812		
BE1	.581	.741	PI1	.740	.724
BE2	.519	.769	PI2	.696	.735
BE3	.662	.699	PI3	.583	.792
BE4	.627	.717	PI4	.578	.788
Knowledge Infrastructure Cronbach's Alpha = .852			Price Cronbach's Alpha = .816		
KI1	.717	.801	PS1	.689	.728
KI2	.737	.779	PS2	.723	.712
KI3	.718	.800	PS3	.628	.814
Product Cronbach's Alpha = .799			Productivity Cronbach's Alpha = .829		
PR1	.648	.738	PV1	.653	.788
PR2	.601	.754	PV2	.673	.777
PR3	.626	.747	PV3	.667	.781
PR4	.502	.784	PV4	.639	.792
PR5	.531	.776			
Labour Cronbach's Alpha = .850			Competitiveness Cronbach's Alpha = .845		
LS1	.680	.827	CP1	.669	.823
LS2	.742	.770	CP2	.767	.728
LS3	.740	.772	CP3	.698	.795

Table 4.2: Reliability result (Source: SPSS analysis results)

Reliability analysis

EFA for independent factors

KMO and Barlett's test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.820			
Bartlett's Test of Sphericity		Sig.	.000			

Total Variance Explained						
Component	Initial Eigenvalues			Extraction sums of Squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.559	29.073	29.073	7.559	29.073	29.073
2	2.579	9.919	38.992	2.579	9.919	38.992
3	2.138	8.222	47.214	2.138	8.222	47.214
4	1.767	6.797	54.010	1.767	6.797	54.010
5	1.585	6.095	60.106	1.585	6.095	60.106
6	1.330	5.117	65.223	1.330	5.117	65.223
7	1.077	4.140	69.363	1.077	4.140	69.363
8	.855	3.287	72.650			
9	.772	2.970	75.620			

Rotated component matrix							
	Component						
	1	2	3	4	5	6	7
PR3	.819						
PR1	.749						
PR2	.739						
PR5	.606						
PR4	.602						
PI2		.849					
PI1		.825					
PI3		.729					
PI4		.653					
PV2			.820				
PV3			.787				
PV4			.739				
PV1			.612				
BE3				.767			
BE4				.764			
BE1				.734			
BE2				.644			
KI1					.804		
KI3					.760		
KI2					.712		
LS3						.870	
LS2						.867	
LS1						.705	
PS2							.844
PS3							.774
PS1							.758

Table 4.3: Results of Exploratory factors analysis for independent factors (Source: SPSS analysis results)

EFA for dependent factor

KMO and Barlett's test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy						.710
Bartlett's Test of Sphericity	Sig.					.000
Total Variance Explained						
Component	Initial Eigenvalues			Extraction sums of Squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.289	76.311	76.311	2.289	76.311	76.311
2	.431	14.382	90.693			
Rotated component matrix						
	Component					
	1					
CP3	.905					
CP2	.867					
CP1	.848					

Component Matrix	
	Component
	1
CP3	.905
CP2	.867
CP1	.848

Table 4.4: Results of Exploratory factors analysis for dependent factors (Source: SPSS analysis results)

Correlations

		CP	BE	PI	KI	PR	PV	PS	LS
CP	Pearson Correlation	1	.538**	.570**	.572**	.471**	.605**	.551**	.366**
	Sig.(2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	186	186	186	186	186	186	186	186
BE	Pearson Correlation	.538**	1	.361**	.358**	.357**	.471**	.355**	.219**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.003
	N	186	186	186	186	186	186	186	186
PI	Pearson Correlation	.570**	.361**	1	.297**	.349**	.291**	.289**	.075
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.308
	N	186	186	186	186	186	186	186	186
KI	Pearson Correlation	.572**	.358**	.297**	1	.338**	.437**	.448**	.515**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	186	186	186	186	186	186	186	186
PR	Pearson Correlation	.471**	.357**	.349**	.338**	1	.285**	.333**	.253**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	186	186	186	186	186	186	186	186
PR	Pearson Correlation	.605**	.471**	.291**	.437**	.285**	1	.410**	.233**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.001
	N	186	186	186	186	186	186	186	186
PS	Pearson Correlation	.551**	.355**	.289**	.448**	.333**	.410**	1	.235**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.001
	N	186	186	186	186	186	186	186	186
LS	Pearson Correlation	.366**	.219**	.075	.515**	.253**	.233**	.235**	1
	Sig. (2-tailed)	.000	.003	.308	.000	.000	.001	.001	
	N	186	186	186	186	186	186	186	186

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.5: Results of Correlations analysis (Source: SPSS analysis results)

Correlations analysis

Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.822	.675	.663	.40110	1.639

a. Predictors: (Constant), LS, PS, PR, PV, KI, BE, PI

b. Dependent Variable: CP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.572	7	8.510	52.897	.000
	Residual	28.637	178	.161		
	Total	88.209	185			

a. Dependent Variable: CP

b. Predictors: (Constant), LS, PS, PR, PV, KI, BE, PI

Table 4.6: Competitiveness model summary and Results of ANOVA test (Source: SPSS analysis results)

Competitiveness coefficients

<table>
<thead>
<tr>
<th colspan="9">Coefficients</th>
</tr>
<tr>
<th rowspan="2">Model</th>
<th colspan="2">Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th rowspan="2">t</th>
<th rowspan="2">Sig.</th>
<th colspan="2">Collinearity Statistics</th>
</tr>
<tr>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>Tolerance</th>
<th>VIF</th>
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<tbody>
<tr>
<td>1   (Constant)</td>
<td>-.208</td>
<td>.220</td>
<td></td>
<td>-.945</td>
<td>.346</td>
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<tr>
<td>BE</td>
<td>.098</td>
<td>.041</td>
<td>.124</td>
<td>2.385</td>
<td>.018</td>
<td>.678</td>
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<td>PI</td>
<td>.308</td>
<td>.049</td>
<td>.307</td>
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<td>PV</td>
<td>.180</td>
<td>.036</td>
<td>.261</td>
<td>4.982</td>
<td>.000</td>
<td>.664</td>
<td>1.505</td>
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<tr>
<td>PS</td>
<td>.139</td>
<td>.038</td>
<td>.184</td>
<td>3.614</td>
<td>.000</td>
<td>.705</td>
<td>1.419</td>
</tr>
<tr>
<td>LS</td>
<td>.076</td>
<td>.035</td>
<td>.109</td>
<td>2.150</td>
<td>.033</td>
<td>.714</td>
<td>1.400</td>
</tr>
</tbody>
</table>

a. Dependent Variable: CP

Table 4.7: Competitiveness Coefficients (Source: SPSS analysis results)

CP = 0.124*BE + 0.307*PI + 0.149*KI + 0.106*PR + 0.261PV + 0.184*PS + 0.109*LS

Hypotheses tested result

Hypotheses	Sig.	Coefficient	Result
H1: Business Environment has a positive correlation with competitiveness of Vietnam's exporting pangasius companies.	.018	0.124	Confirmed
H2: Physical Infrastructure has a positive correlation with competitiveness of Vietnam's exporting pangasius companies.	.000	0.307	Confirmed
H3: Knowledge Infrastructure positively correlates with competitiveness of Vietnam's exporting pangasius companies.	.010	0.149	Confirmed
H4: Product is positively correlated competitiveness of Vietnam's exporting pangasius companies.	.032	0.106	Confirmed
H5: Productivity is positively correlated competitiveness of Vietnam's exporting pangasius companies.	.000	0.261	Confirmed
H6: Prices is positively correlated competitiveness of Vietnam's exporting pangasius companies.	.000	0.184	Confirmed
H7: Labor Supply is positive correlated competitiveness of Vietnam's exporting pangasius companies.	.033	0.109	Confirmed

Table 4.8: Hypotheses tested result (Source: Authors, 2021)

Business Environment

ACFTA

Expected to establish a raise for Vietnamese pangasius products to increase exports to China.

Regulation and export standard

Chinese market also needs high-quality goods and requires that Vietnam pangasius meet US and EU standards requirements.

COVID 19 pandemic

VASEP states that the impact of COVID 19 in pangasius exporting activities to the China market has a severe consequence since China is the largest market.

US-China trade war

Trade war between the first and the second-largest economy in the world definitely significantly impacts Vietnam; this war has brought many "gains-losses" to Vietnam's pangasius supply.

Physical infrastructure

Farming conditions
An important role in the physical infrastructure of producing pangasius products.

Technology
A key aspect that affects the Vietnamese pangasius exporting companies.

Geography
Brought not only benefits but also drawbacks to the Vietnamese pangasius exporting companies.

Knowledge infrastructure

A thorough understanding of the quality certificate standards, the requirements

Knowledge infrastructure

Even till 2021, about **145** Vietnamese pangasius exporting businesses, there were only **53** ASC-certified establishments and **8** Global Gap certified establishments

New regulations from China

Under the guise of preventing COVID 19

01   **Customs declaration**

02   **Export quarantine test document**

03   **Certificate of isolation and disinfection**

04   **Report on Coronavirus Nucleic Acid testing qualified**

Knowledge infrastructure

Understanding of market information

Online approaches

The websites of associations and electronic newspapers of seafood organizations in general, and pangasius in particular such as: VASEP, ASF (Asian Seafood), VINAFIS (Vietnam Fisheries Society), VINAPA (Vietnam Pangasius Association), etc.
Stay up to date on legal and commercial developments in China and Vietnam by visiting the websites of the VCCI (Vietnam Chamber of Commerce and Industry), Cong Luan online newspaper, and so on.

Offline approaches

Update market information through seminars and association events. But there are not many organisation seminars or activities to introduce market and customer

Product

Broodstock quality

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Scientific and technical advance

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Product

Added-value product

Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing. Avoid overloading a slide with too many words.

Exporting products

Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing. Avoid overloading a slide with too many words.

Congested situation

Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing. Avoid overloading a slide with too many words.

Productivity
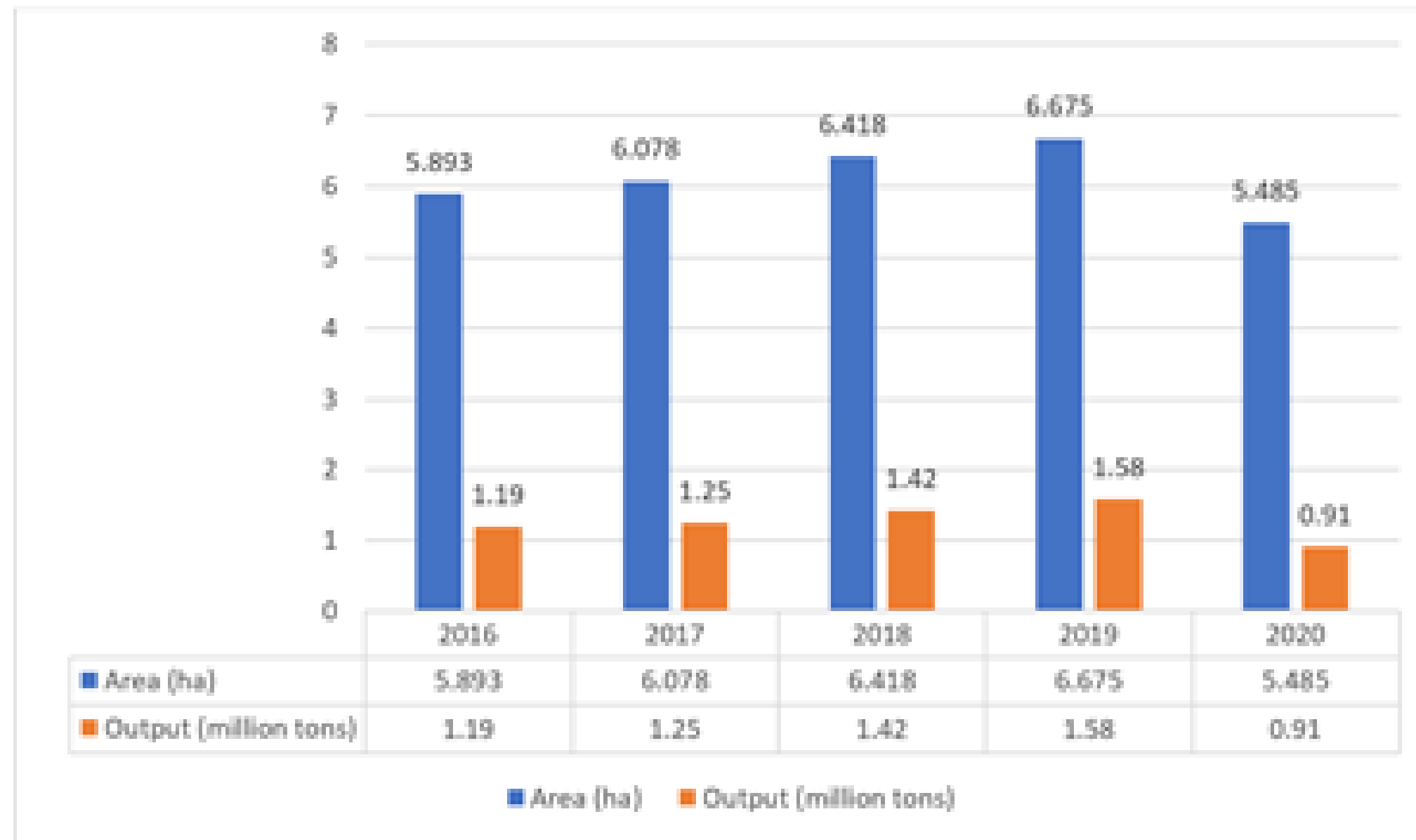
Chart 4.7: Pangasius area and production in the Mekong Delta from 2016 to 2020 (Source: VASEP, 2020)

20%

electricity costs reduced

Electricity costs
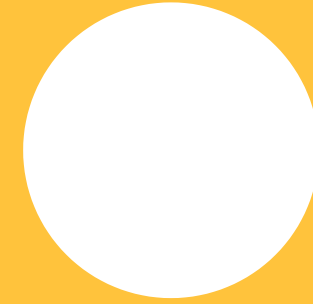
Adoption of 4.0 technology

50%

labor costs reduced

Source: "Revolution 4.0: Make dreams come true."_Tran Nguyen Anh

Prices

Chart 4.8: Prices of raw pangasius in Vietnam 2015 -2020 (Source: VASEP, 2020)
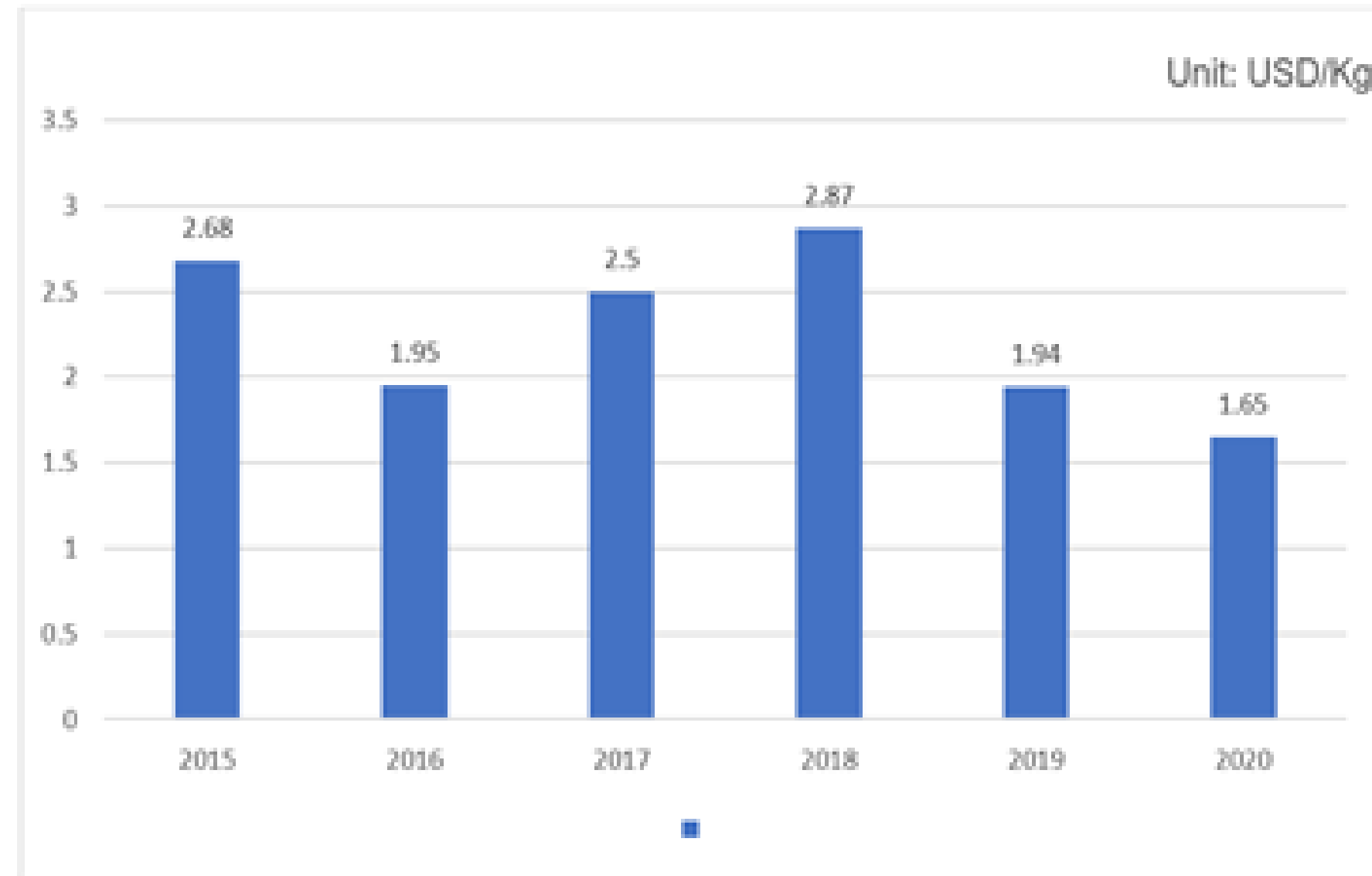
Prices

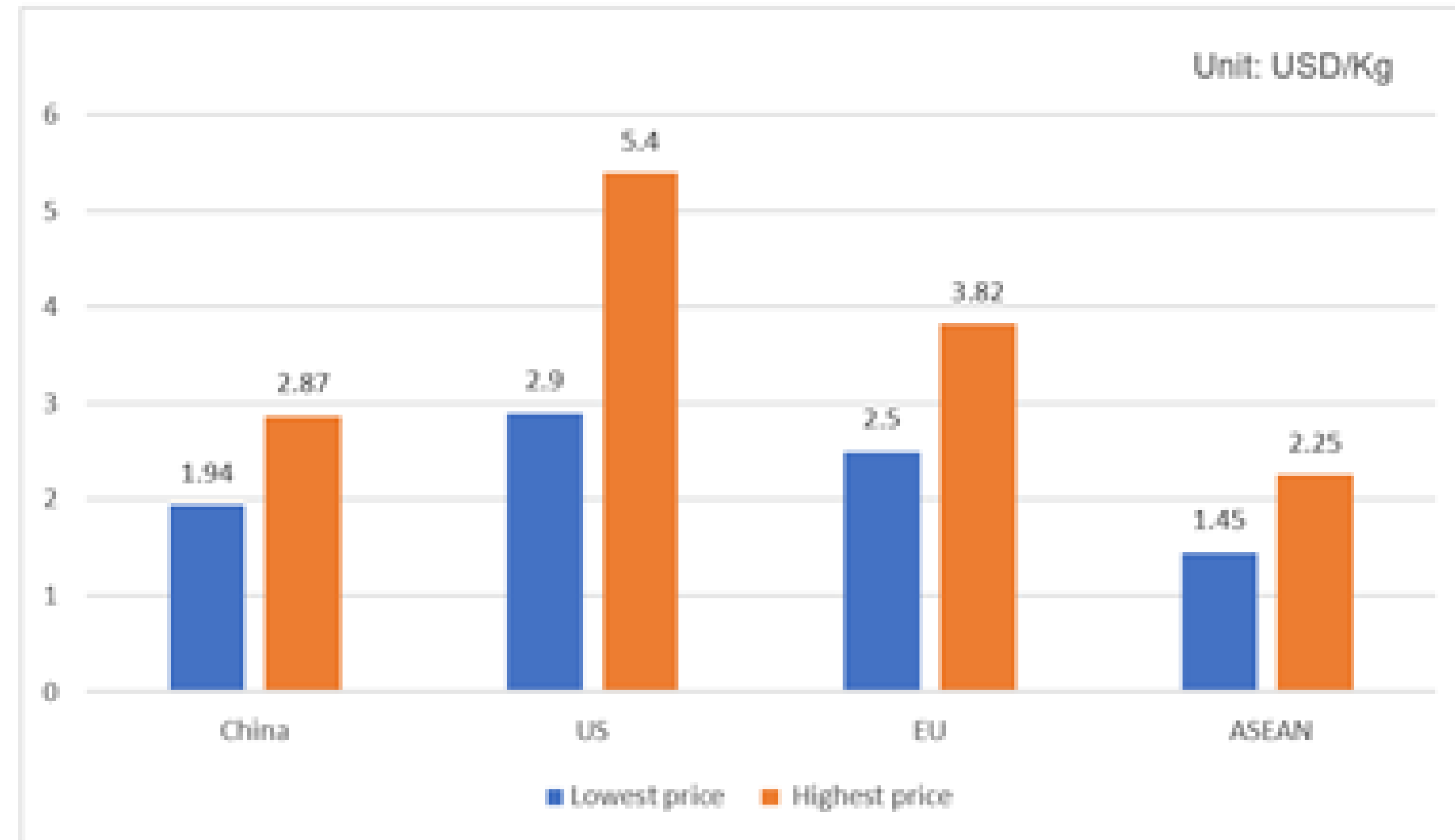Chart 4.9: Pangasius price imported to China market year 2015-2020 (Source: VASEP, 2020)

Prices

Unit: USD/Kg

	China	US	EU	ASEAN
Lowest price	1.94	2.9	2.5	1.45
Highest price	2.87	5.4	3.82	2.25

■ Lowest price   ■ Highest price

Chart 4.10: Vietnam's pangasius export price in international market (Source: VASEP, 2020)

Labor supply

Current fisheries human resource market status

Reasons
- Nature of work
- Wage

SWOT analysis

Strengths

- Geographical advantage
- Product
- A collaboration of scientific research and technology transfer programs

Weaknesses

- Knowledge infrastructure
- Ineffective scientific and technology activities
- Transportation system
- A labor shortage
- Limited added-value products
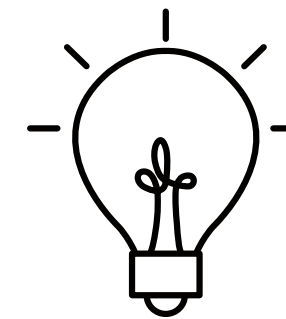
Opportunities

- Market characteristics
- Food safety requirements
- US-China trade war
- ACFTA

Threats

- COVID 19
- ACFTA
- US-China trade war
- A growing middle-class population
- More rivals

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

Summary of findings

Vietnam's pangasius export target to 2030
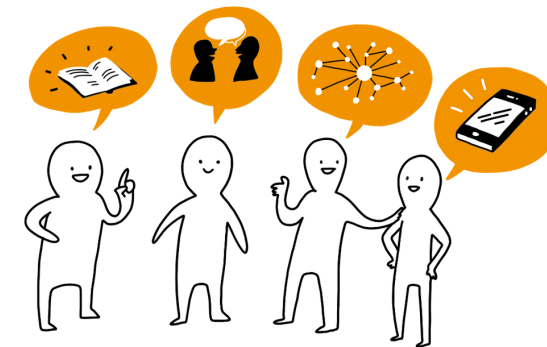
Recommendations

Limitations and conclusion

Summary of findings

Question 1

In general, Vietnam's pangasius export turnover to the China market continuously fluctuated sharply from 2016 to 2020.

Question 2

According to the data analysis of chapter four, all of seven factors that affect the competitiveness of Vietnamese exporting pangasius company

Question 3

The factor that most influence is "Physical infrastructure"; The factor that has a weakest impact is "product"

Question 4

The answer of this question is provided in the following part of chapter five.

Overall objective

Decision No.339/QD-TTg states the overall objectives from 2021-2030 are to develop seafood into a significant national economic sector

3-4%

9.8 million tons

14-16 billion USD

3.5 million

# Pangasius oriented development

Three objectives

Objective 1

To expand pangasius farming in areas affected by the saline intrusion.

Objective 2

To adopt and enforce policies that promote large-scale pangasius production and export enterprises and groups

Objective 3

Organize activity effectively through the supply chain between pangasius processing companies, input sources, and financial organizations.
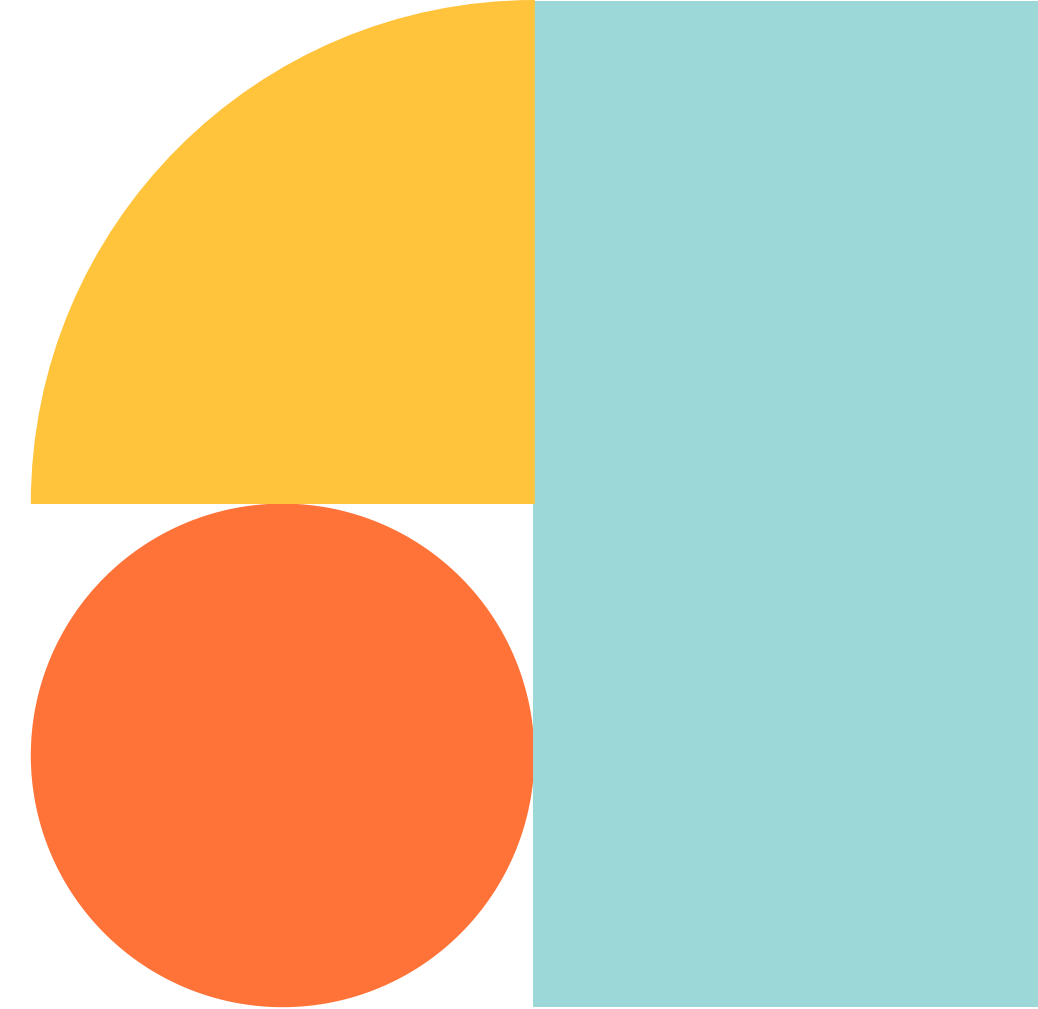
Recommendations for business environment
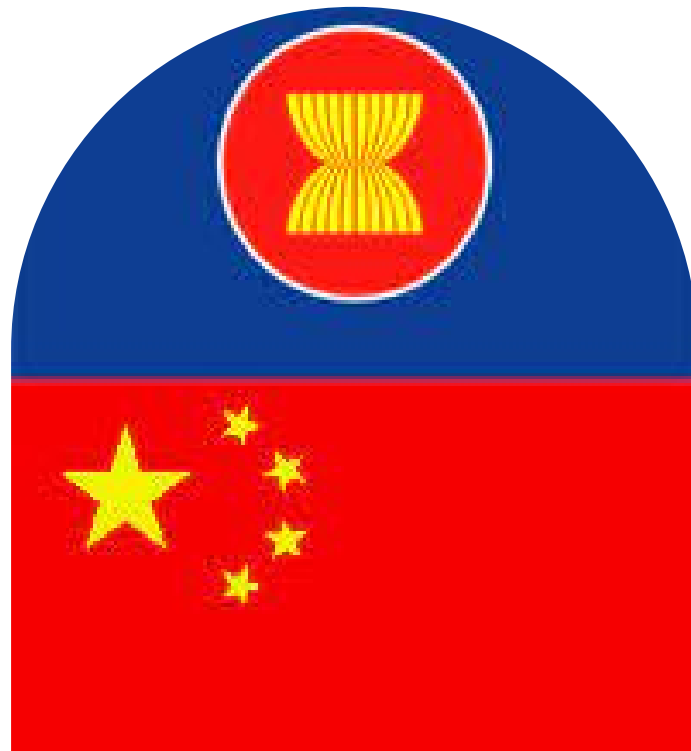
Optimize ACFTA

Vietnam should be able to utilize the full potential of ACFTA to gain a clear edge in competitiveness.
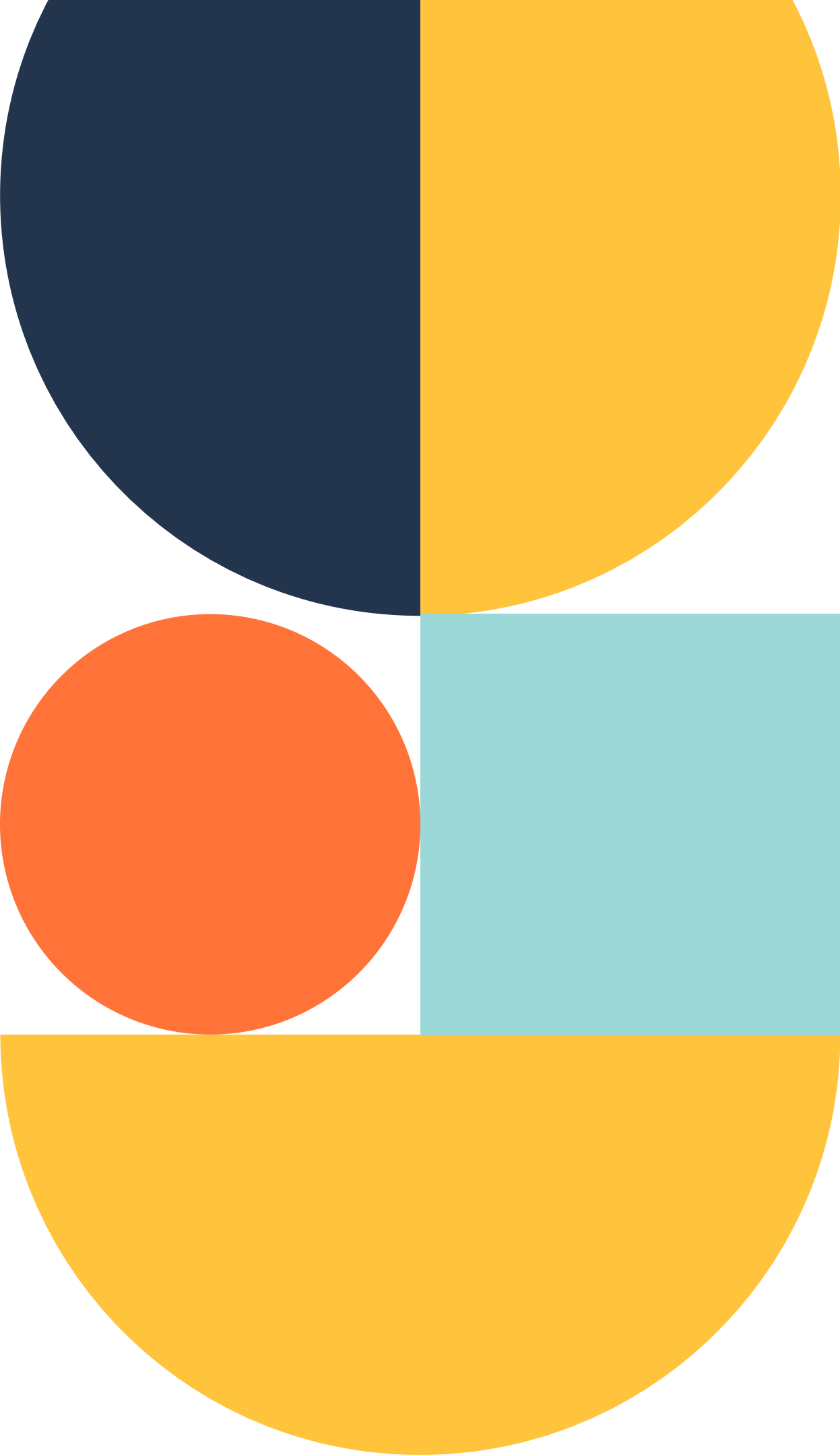
Overcome COVID 19

Pangasius export enterprises need to intensively comply with processing, packing, etcc., and focus more on frozen pangasius rather than fresh pangasius.
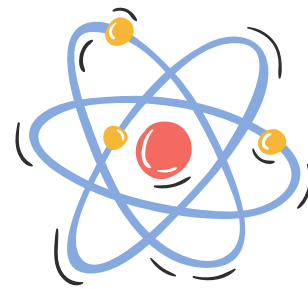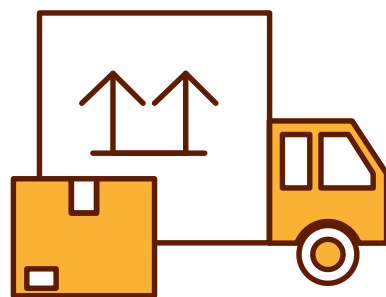
Promulgating new policies

Vietnamese government needs to promulgate more support policies to help farmers and businesses.

Recommendations for physical infrastructure

Solution for science and technology in aquaculture

Solution for the China-Vietnam transportation/logistics process

Recommendations for knowledge infrastructure

01   **Increase training and technical training of pangasius farming**

02   **Application of VietGAP**

03   **Companies and farmers work together to implement the ASC**

04   **Frequent monitoring of information through websites like the VASEP or similar websites**

Recommendations for Product

Improve the quality of breeding fish

Ensure the health of the broodstock, right conditions to produce good fingerlings, the broodstock can only spawn twice a year.

Technology investment

Promote and widely develop the model of "circular economy", an effective model in manufacturing.

Product diversification.

Product diversification helps increase choices for customers, thereby increasing sales productivity and the level of identity for products from Vietnam.

- Link pangasius households
- Export other pangasius products or process pangasius products that attract customers
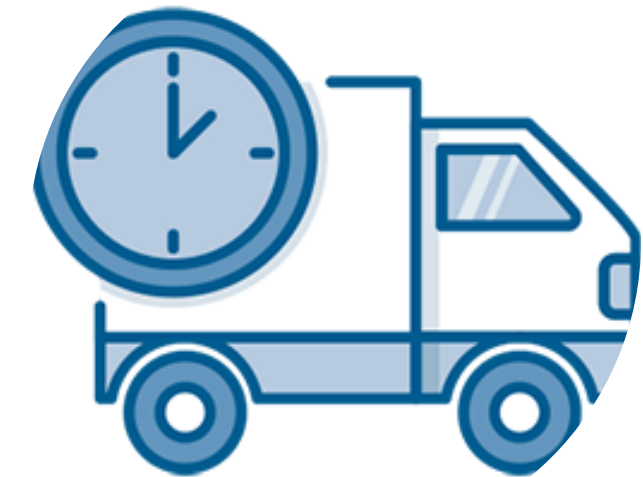
Recommendations for Productivity

Recommendations for Prices

Reduce production costs

Enhance product advantage

Align the delivery time and destination

Recommendations for labor supply

Limit manual processes, replaced modern machines, production lines and automation.

Enhancing remuneration policies, salaries and bonuses for workers.

Strengthen professional training programs for workers.

Limitations and suggestions

In the next study, researchers must conduct research over a long period of time and with a wider sample size, as well as using various analytical techniques.

Thank you

FOR LISTENING!!!