



DEG

DEG, a member of the KfW Bankengruppe (KfW banking group), finances investments of private companies in developing and transition countries. As one of Europe's largest development finance institutions, it promotes private business structures to contribute to sustainable economic growth and improved living conditions.



METRO

METRO Cash & Carry Vietnam is a branch of Metro Cash & Carry which is an international self-service B2B-wholesaler. As the leading professional wholesaler in the world, it is the first company to introduce cash & carry wholesale model in Vietnam. Today, METRO continues to grow larger, operating in more than 700 outlets in 31 countries.



ASSIST

ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 20 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.

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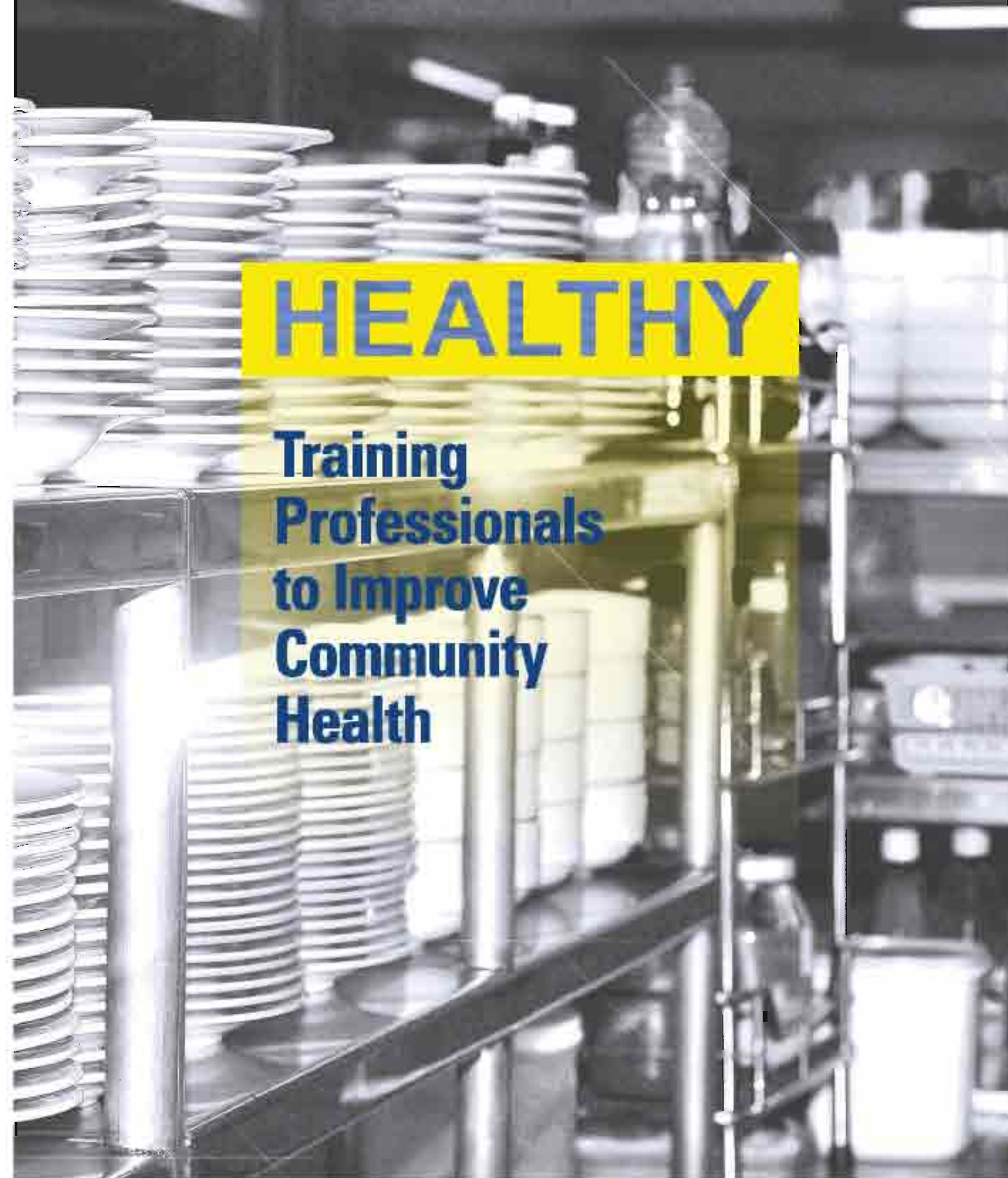
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IMPLEMENTATION PARTNERS



PROJECT BRIEF

According to the Vietnam Retail Analysis by RNCOS, the value of retail sales in Vietnam has been rising, from VND 200 billion in 2000; it is expected to exceed VND 2 trillion by 2012. A study conducted by the Vietnam Retailers Association reveals that the retailing market contributes to 15% of the country's GDP. Alongside this, it is expected to have a yearly average growth rate of 23-25% until 2015.

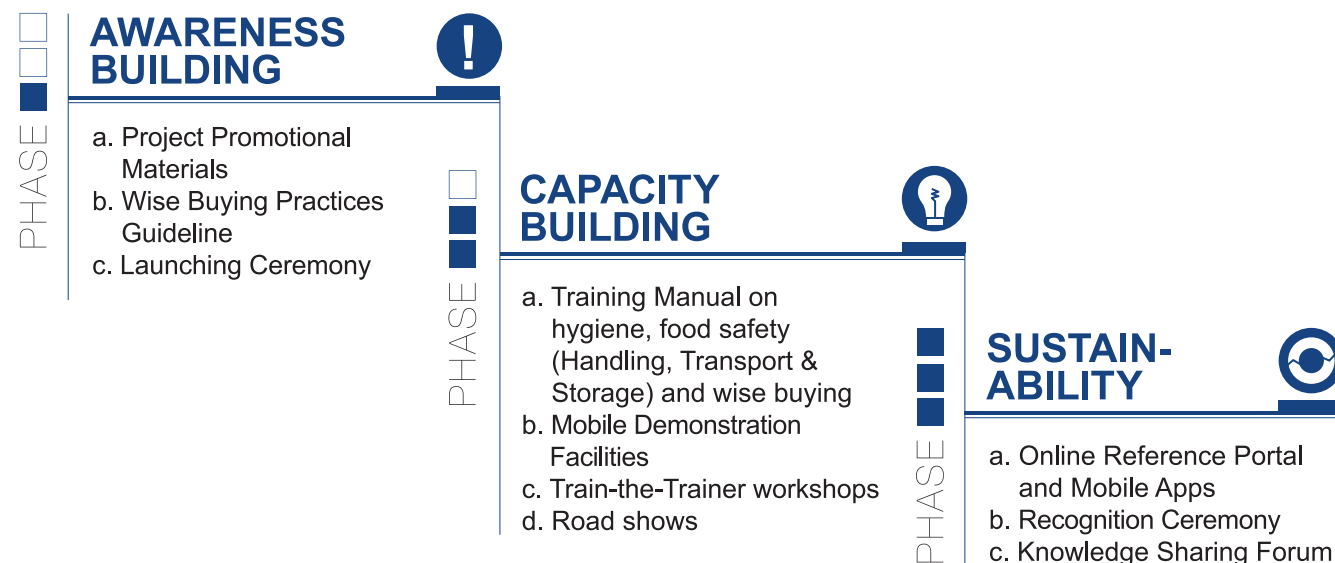
There are several reasons why modern retail centres are becoming more popular. Convenience is cited to be the most influential factor. Retail centers provide a more convenient and secure environment for shopping, longer operating hours, presence of diversified products, hygienic space and fixed pricing.

Vietnam's population of which 68% is under the age of 40 have become quite careful in selecting their choice of products. The working and youth population are more aware of the global trends that shape today's society. With the kind of lifestyle people live in and the impending dangers that threaten human life, consumers are more conscious of the types of products available in the market. Thus true quality, safety and environmental impact have become concerns that Vietnamese consumers take into consideration when making purchase decisions.



Understanding how quality products bring forth quality life, METRO Cash and Carry, operating with 19 wholesale centers in Vietnam, is taking the challenge to develop its competitive advantage of providing high quality products while being efficient and sustainable in its operations. It seeks to support the standards of quality lifestyle by investing in the upscaling of its supply chain, the essential channels in the value chain not only to improve the service of the wholesale industry but to motivate and improve the competency of their suppliers to provide high quality products and services.

METHODOLOGY



PROJECT ACTIVITIES

1 Launching ceremony
conducted in Ho Chi Minh City inviting stakeholders from various industries including staff, local suppliers, government representatives, business associations, universities and customers to introduce responsible hygiene management, food safety (Handling, Transport & Storage) and wise buying.

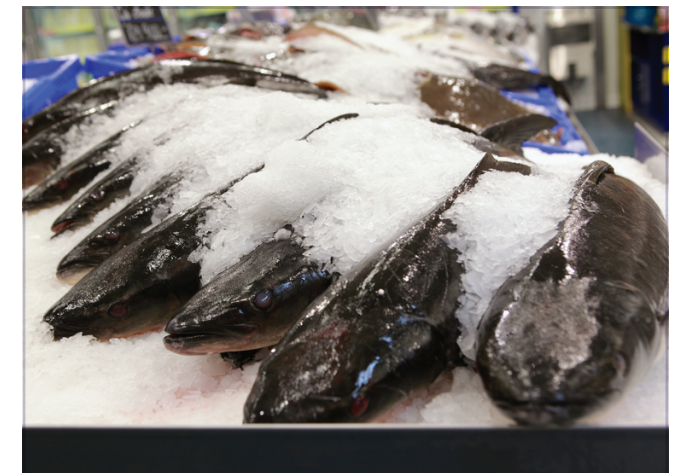
2 A pilot Demonstration Facility
(in mobile format) of a model kitchen and toilet will be constructed and used for training various trainees such as university students, new employees, hotel and restaurant associates and customers.

3 Road Shows
are organized in 3 METRO stores to educate the HORECA customers on hygiene best practices.

4 Food Safety 101
courses for METRO employees will be conducted for Field Force and In-store.

5 Responsible Hygiene Management
course for the mid size Vietnamese Hotel, Restaurant and Canteen / Catering industry.

6 Food safety & hygiene and quality assurance
course for university students



7 Food safety & hygiene best practices
course will be conducted for food producers, service providers and logistics / warehouse suppliers.

8 A Recognition Ceremony
will be organized for the students who have completed the training course.

9 Online Reference Portal and Mobile Apps
are developed to store all campaign materials for further replications in other locations.

10 Knowledge Sharing Forum
are developed to store all campaign materials for further replications in other locations.

BENEFITS



The project would directly uplift the supply chain of Vietnam's retail industry from the various perspectives including Quality Assurance, Procurement, Delivery and Warehousing. These functional groups will be educated and enabled to practice proper hygiene initiatives to improve quality, waste management, and efficiency in propagating sustainable practices.

Other beneficiaries will include the university students especially those who are adept to working in the sustainable management and clean production industry. They will be equipped with the appropriate knowledge and tools they will need to increase their competency. This project will also entice other subject matter experts and companies to go for more sustainable means of operations that will benefit both business and society.