PROJECT OUTLINE

1. **Name of the Country**: Socialist Republic of Vietnam

2. **Title of the Project**: 
   Expansion of Market Channels through Co-operation among ‘Region’, 'Local Products’ and ‘Tourism’ - Increase of safe-vegetable cultivation and development of traditional crafts -

3. **Background and Necessity of the Project**: 
   Since excessive spraying of pesticides and/or use of residual agricultural chemicals on vegetables that are circulated throughout the country is concerned, securing for food safety has become a national issue. Therefore, expanding cultivation and sales of safe vegetables are necessary in the aspect of securing food safety as well as the aspect of farmers’ income improvement.

   Additionally, since many farmers are involved with not only farming but also production of traditional crafts especially during agricultural off-season, increase of livelihood in rural areas through promotion of traditional crafts production is also an important issue. It is expected to construct sales strategies, with revise existing design, in order to match consumer’s changeable needs and create new products.

4. **Project Purpose**: 
   Incomes of rural residents such as farmers and traditional artisans are increased by creating various marketing channels that coordinate regional traditional products and tourism.

5. **Target Area**: 
   Quang Nam Province and Hanoi.

6. **Target Group**: 
   For safe-vegetable cultivation and markets: 37 farming households in Quang Nam Province
   For traditional crafts: 48 villages in Quang Nam Province, 287 villages in Hanoi
7. **Expected Outcomes and Indicators:**
   A. Markets for safe vegetables in metropolitan areas are expanded and cultivation and processing of safe vegetables are promoted.
   B. Products developments in line with consumer needs are promoted, as well as sales channels for traditional crafts are expanded.
   C. Products sales are increased by promoting industrial tourism, and awareness for the beautification of production sites and living environments is improved.

8. **Project Term:** From March, 2016 to January, 2019 (36 months)

9. **Implementing Organizations:**
   - Japanese side: Minamiboso City
   - Vietnamese side: The Quang Nam Union of Friendship Organizations, Hanoi Promotion Agency, Hanoi People’s Committee,

10. **Main Activities:**
    A. Markets for safe vegetables in metropolitan areas are expanded and cultivation and processing of safe vegetables are promoted.
       a-1 Open farmer’s shops in Da Nang city which sells safe vegetables and Quang Nam Province specialty products.
       a-2 Expand sales to customers such as supermarkets and consumer clubs in Da Nang city, and start home delivery.
       a-3 Work on agricultural products processing and improve added values of agricultural products to prevent prices falls at the time of excess harvesting.
    B. Products developments in line with consumer needs are promoted, as well as sales channels for traditional crafts are expanded.
       b-1 Collaboration with Quang Nam Province and Hanoi, in order to improve the promotion of traditional crafts by sharing of information, expanding markets, and holding joint training workshops.
       b-2 Hold merchandising and design workshops, produce prototypes for product
development, and carry out trial sales in order to know consumer needs.
b-3 Foster social entrepreneurs who have trading company capabilities in both Quang Nam Province and Hanoi and promote the distribution of traditional crafts.
b-4 Research for establishment of mutual sales offices in both Quang Nam Province and Hanoi hold sales promotion training, and promote the sale of traditional crafts.

C. Products sales are increased by promoting industrial tourism, and awareness for the beautification of production sites and living environments is improved.

c-1 Create tourists information desks in both Quang Nam Province and Hanoi and hold guidance business training in order to expand the sales channels by sending customers to production sites. In addition, to attract customers, improve awareness of beautification of production sites and living environment.
c-2 Hold monitor tours in both Quang Nam Province and Hanoi, receive feedback and diversify the production of tourism products.
c-3 Create industrial tourism maps for both Quang Nam Province and Hanoi, and continue to update the information for ongoing new editions in order to continue to attract more customers.