



## AmCham F&B Committee

### AmCham F&B Committee Action Plan 2015

#### **Leadership Team**

Board Liaison: Sesto Vecchi, Russin & Vecchi, Managing Partner  
Chair: Tran Vo Quoc Son, Legal Director (Unilever Vietnam)  
Vice Chair: Le Tu Cam Ly, Legal & PAC Director, Indochina (Coca-Cola Beverages Vietnam Ltd.)  
Vo Thi Thu Van, Financial Controller (Suntory PepsiCo Vietnam Beverage)  
Legal advisor: Phuong Anh (Russin & Vecchi)  
Secretary: Hang Nguyen (Unilever Vietnam)  
AmCham Coordinator: Amy Nguyen

#### **Active Committee Members:**

Coca-Cola Beverages Vietnam Ltd.	Le Tu Cam Ly
Coca-Cola Southeast Asia, Inc.	Nguyen Khoa My
Nestlé Vietnam Ltd.	Vu Quoc Tuan
Pizza Hut	Archie Keswick
Pizza Hut	Hang Pham
Russin & Vecchi	Phuong Anh
SABMiller	Thuy Nguyen
SABMiller	Tram Nguyen
Suntory PepsiCo Vietnam Beverage	Chandrashekhhar Arvind Mundlay
Suntory PepsiCo Vietnam Beverage	Vo Thi Thu Van
Suntory PepsiCo Vietnam Beverage	Chung Huong Giang
Suntory PepsiCo Vietnam Beverage	Nguyen Thi Hai Van
Unilever Vietnam	Tran Vo Quoc Son
Unilever Vietnam	Huynh Le Ngoc Hang
Vietnam Brewery Limited	Vu Duc Trung
Western Flavors and Fragrances	Richard J. Grame
Western Flavors and Fragrances	Nguyen Thuy Phuong
Cau Tre Export Goods Processing	Pham Phu Tuan

#### **Mission Statement**

“Provide opportunities for networking, internal information activities, and consultations and cooperation with industry associations, governments and international organizations to help improve health and safety in the food & beverage industry sector in Vietnam, as well as in the ASEAN region. A key area of interest for the Committee is to cooperate with other stakeholders in efforts that will help Vietnam’s internationalization and harmonization with the various regional (ASEAN, APEC, TPP) and global systems (WTO SPS, Codex Alimentarius) for food health and safety, to the benefit of Vietnamese farmers, agricultural companies and consumers.”

The Committee meets on the **third Thursday every month** at AmCham office or other locations depending on the topic, speaker and availability.

#### **2015 Goals and Objectives**

1. **Broaden Membership:** Broader membership of Committee to include more active major food & beverage members (expectedly 4-5 companies more) to participate in monthly meeting. Other members may not participate regularly, but want to be kept informed of key developments and upcoming events/meetings. Focus on current members of AmCham, members of International Food & Beverage Alliance and main Vietnamese and ASEAN companies in the industry. Have a strategic membership approach for big members such as Mills, Kellogg’s, MARS, Vinamilk, McDonald’s ....and related members such as packaging companies.

2. **Collaborate with local industry/F&B association:** to broaden role of F&B Committee in the industry by associating a local industry association, such as VBA, VCCI to balance the voice of both foreign and local players, or VSSA to improve the capability of the sugar canes farmers.
3. **Key Issues:** Identify a few key issues in the committee's area of responsibility among key issues, including: Transparency and Regulatory Coherence in Vietnam's Laws and Regulations relating to F&B: track and seek opportunities for consultation with thought leaders and central and local government authorities in Vietnam on changes and implementation of laws and regulations such as: Food Safety and Standard Law, Water Resources Law, Tax Law (Excise Taxes, Customs Duties, etc.) Customs Law; Advertising Law, Intellectual Property Law (lookalike, counterfeit), Competition Law; key trends and changes related to TPP, FTA.
4. **Develop relationships:** Reach out to other organizations in Vietnam and the region to align with existing frameworks for consultations, support, and technical cooperation, incorporating elements in Vietnam as well as elements in ASEAN, TPP, APEC, etc. that will help Vietnam internationalize and harmonize with standards and regulatory systems the food and beverage sector, to the benefit of Vietnam's farmers, food and agriculture companies, and consumers. For example, organize a one-half day conference/roundtable, in cooperation with Vietnam-based related organizations and government authorities, to discuss common issues of the Committee and its invited partners.
5. **Position Paper(s):** Prepare issues / informational papers on the issues and organizational questions above (e.g threshold of required notification/registration for promotion), for use as discussion guidelines in the events, and for distribution on the AmCham web site, as well other communication channels.
6. **Speakers:** Identify and invite relevant and interesting speakers from F&B Industries, Government, and other international / regional organizations for the upcoming year.
7. **Social activity:** Raise awareness and attention from members for social charity events. Attend AmCham Community Day and other activities (TBA)
8. **Monthly meetings:** Committee will discuss or present a topic concerning F&B laws and regulations. Committee will invite a relevant speaker/VIP/guest from the competent authorities.

Organize event(s)/activity(-ies) in 2015 for the benefit of the Committee membership and industry sector.

#### **Networking – Industry Event**

To promote our committee's role and its member company's image in the industry. Also actively involve in industry's activities and events.

**Operating budget:** \$1,000/company member.