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## Thanh Nien

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Hot News: EC continues to aid Vietnam's WTO bid

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## Vietnam's dragon fruit exports need better promotion to EU

**Vietnam could win a greater share of the dragon fruit market in the European Union by further promoting its specialty fruit in the region, experts suggested recently.**

Vietnam's dragon fruit is well known to European importers, but has faced tough competition from other competitors like Thailand, Israel and Columbia, remarked experts of the Vietnam Competitiveness Initiatives.

Thus, the country should devise action plans to maintain and increase the country's market share in the EU, they said.

The experts pointed out pending disadvantages of Vietnam's dragon fruit exports, including high costs, poor packaging and insufficient promotions.

Vietnam should apply the EUREGAP protocols on good agricultural practices, diversify categories of dragon fruits, cut transportation costs, improve packaging and focus on main markets such as the Netherlands and France to boost the country's competitiveness, they said.

Vietnam's exports make up some 40 per cent of the EU's dragon fruit market, second only to Israel with 42 per cent.

Each year, the EU imports about 230 tons of dragon fruits worth almost 750,000 Euros.

The Vietnam Competitiveness Initiatives is a USAID-funded economic growth project to improve the competitiveness of small and medium-sized enterprises in Vietnam.

(Source: VietnamNet – Compiled by The Vinh)

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