

“THE WOMAN OF FISH WORSHIP” STRUGGLING IN THE MARKET OF THE UNITED STATES OF AMERICA

Up dated on 30-05-2009

After being surveyed, Bianfishco plant is awarded a preferential tax rate of 0% up to 2012 by The U.S Department of Commerce and the U.S Legal Department of Commerce. It is the first time Bianfishco is considered for the lowest tax rate and the only Vietnamese aqua-product exporting business that has been awarded this tax rate in the U.S for a such long time.

While the worldwide economy is in a recession status, lots of businesses must deal with difficulties... a businesswoman in the Mekong Delta of Vietnam went to The U.S to purchase a house for her company office. Her next action “fast thinking fast acting” sets up a series of shops in the states of the U.S to introduce the world’s choosiest market about her company’s products which are made from Tra fish-*Pangasius Hypophthalmus*, Basa fish- *Pangasius Bocourti* – a manna product of millions of farmers in the lower section of Mekong river.

The businesswoman is “a woman of fish worship” – Ms. Pham Thi Dieu Hien- Chairperson of the Board, Director General of Binh An Fishery Joint Stock Company (its transaction name is Bianfishco, its head office is located at Trà Nóc II Industrial Zone, Cần Thơ city).

After returning Vietnam from the 80 day business trip, which has been her longest business trip, Businesswoman, Dieu Hien starts a series of other work to prepare for the first product line “made in Bianfishco- Vietnam” estimated to be in the U.S market in the coming September.

Before “Captain”, Dieu Hien’s long business trip, especially after the receipt of the third rank labour Medal from The Party, the government; the receipt of a good news that the business is awarded the preferential tax rate of 0% up to 2012 in the U.S, the labour atmosphere of the company’s big pond is specifically better. Besides heaps of contracts of material fish purchase, exporting contracts of fish to the European market, the U.S...for 2009 quota of more than 100 million U.S dollars, I also see about ten of importing contracts of machinery, equipments from Germany, the U.S.



“The woman of fish worship” enters into contract with The U.S Global Food Technology to buy the bactericidal system - Ipura.

Ms. Dieu Hien says that those are the lines, equipments of sausage filling, grinder, tray closer, smoke room, systems of flouring, shaping products,...and one more new IQF with total value over USD 8 million; all are going to arrive at port. All are ready for a plant of high valuable products.

On her last eighth business trip in the U.S, the head of Bianfishco accompanying with the community of businesses processing aquatic products - exporting Vietnamese Tra fish -*Pangasius Hypophthalmus* took part in the International Aquatic-Product Fair –Boston which is annually held (lasting three days from 15th to 17th/03/2009 at # 415 Summer Street, Boston, MA 02210). Bianfishco booked two stalls (including one stall with two front doors) for display and introduction of its high quality frozen Tra fish -*Pangasius Hypophthalmus* fillet which is Bianfishco's primary, popular and impressive product.

"Coming to Boston fair is to seek for the market demands, exploit and establish the relationship to customers. The U.S market is a large and potential one, hence Bianfishco try to catch every chance and opportunity to export its products to this market with a purpose that it shall scoop in a short time"- Ms. Dieu Hien says.

The same as the annual International Aquatic-Product Fair, the Annual European Aquatic Product Fair (has just been taken placed in Brussels – Belgium),

In spite of “ being a new company”, Bianfishco, is a top of the businesses in the fair, which is visited by most visitors; especially entering into contracts or taking notes, promising to enter many purchase contracts. Until now Ms. Dieu Hien can not forget customers' thumbs with praise: “ Bianfishco number one” every time they come in the stall to be introduced about Bianfishco's A-Z effective closed process of farming, processing.

Ms. Dieu Hien says that when taking a survey of daily food consumption demands in the U.S, taking a research of American meals, she found that Vietnamese Tra fish -*Pangasius hypophthalmus*, Basa fish-*Pangasius Bocourti* fillet is welcomed by American. With a modern industrial life, Ms. Dieu Hien found that fast food demand of American people is very great and more and more increased. Many of American customers say that they will welcome “both hands, both legs” the products which are processed from the world's unique delicious fishes. After the epidemics of mouth and hoof ulcers on pigs, Mad cow disease (BSE), especially A/H1N1 influenza virus which make all the world worried,...many American are afraid of using cattle meal in generally and they are trending towards to using imported foods including Tra fish - *Pangasius hypophthalmus*.

“ After visiting our stalls at the fair, many customers write and tell us about their tastes of the products which are going to be produced by Bianfishco such as fish burger, ball fish, fillet with seasoning/marinade, fish finger shaped with flour, fish sausage... they are more interested when knowing about the special nutrition ingredient of Tra fish *Pangasius hypophthalmus*. As a producer, a seller must satisfy customers' (our allah) demands. My thought is to produce what the market needs but I don't “like” producing what the market has and the other can do”- Ms. Dieu Hien says.

Talking about our business provided a preferential tax rate of 0% up to 2012. Ms. Dieu Hien says that after the process of surveying Bianfishco plant, The U.S Department of Commerce (DOC) and The U.S Legal Department of Commerce awards Bianfishco this preferential tax rate under the Billing code:3510-DS-P as “New Shipper”. The first time Bianfishco is considered for the lowest tax rate and the only Vietnamese aquatic product exporting business has been awarded this tax rate in the U.S for a such long period.

The U.S says that Bianfishco is an exceptional case, as their annual schedule is to consider and decide the tax rate to businesses of the exporting countries to their market. She happily says: “ this decision made by the U.S is a wonderful start to Bianfishco in their plan exporting to the U.S market. The U.S market is a great potential, high valuable and less risky one, hence Bianfishco shall concentrate to exploit.



At the relaxing time, Bianfishco's employees (soak their legs in the pool to be massaged by Doctor fish")

In fact, at the beginning of the aquatic product processing plant establishment, the most Asean modern plant with 500 tons of raw material fish a day, 54,000 tons of finished fillet a year, together with the clean fish farming area of hundreds of hectares located on peaceful Hau river gives jobs to more than 5,000 workers,... "the woman of fish worship" Dieu Hien has aims at the U.S where is considered the third biggest market of Vietnamese Tra fish - *Pangasius Hypophthalmus*, Basa fish - *Pangasius Bocourti*. Until the plant is put into operation, Ms. Dieu Hien continues following up to complete the target of global trademark by its product quality, daring steps but strong and duly in the developing strategy by the closed process from producing, researching to raising fish for goods and processing for exporting.

Ms. Dieu Hien used to tell us that Bianfishco's trading strategy is the six targets of quality, consisting of: quality for life, quality for the plant, quality for the farming area, quality for products, quality for services and quality for you. (Bianfishco is going to put into an operation of Vietnam-Bianfishco Pangasius Research Institute, the first Aquatic Product Research Institute established by an enterprise. Particularly, the aquatic palace work of doctor fish giving a free massage service to its employees, farmers, has been put into service for many months- Reporter). To complete the six targets is a way for the success of Bianfishco today, including the penetration of the choosy market like the U.S market.

Show me the pictures of Bianfishco US's office at 300N. Alpine Drive, Beverly Hills, California 90210 which has just been sent from the U.S. Ms Hien says it is a modern architectural house locates on a beautiful road. She paid 8 million U.S dollars to purchase that house. She has found another address (at # 10948 Santa Monica Blvd, Los Angeles, California 90025) for a showroom. This is the first address, for a series of similar showrooms in the states of the U.S, which is being established by her.



An office corner of Bianfishco USA in the United States of America.

Ms. Hien is very satisfactory to the ways of arrangement, decoration for the front of each address, there is always a three meter height statue of “ a couple of fishes” whisking the tails and raising the heads (like the statue in Bianfishco’s precinct in Vietnam – Reporter). Every customer who buy our products shall be presented T-shirts and caps,...with the picture of Tra fish-*Pangasius hypophthalmus*, a proud product which brings Vietnam economy billions of U.S dollars.

To promote the operation of the new company in the U.S, Ms. Hien has been recruiting personnel for its training. The training class lasts three months for its new company’s employees (mainly American- Reporter) more deeply understand Tra fish -*Pangasius Hypophthalmus*, Basa fish-*Pangasius Bocourti* and special products which are made by them. She is taking a big promotion program in the U.S so that the inhabitants know and consume Bianfishco’s products.

“ I shall do what I can with a hope that after the three year period of preferential tax rate of 0% with achievements we obtaining, we can be considered for this special policy the following years”- Ms. Hien bares her heart.

Binh Huyen – People’s Public Security Newspaper.