

## **THE PERSON FOR TRA FISH-PANGASIUS HYPOPHTHALMUS, BASA FISH -PANGASIUS BOCOURTI TRADEMARK**

*As a person with a light brain in business, businesswoman Pham Thi Dieu Hien, Chairperson of the Board, Bianfishco's Director General has made many trips to the U.S to take surveys of American food demands as well as their daily meals from tastes to dishes made from Vietnam Tra Fish-Pangasius Hypophthalmus, Basa Fish -Pangasius Bocourti in order to take a basis to build plans of production, processing and packing in accordance with the U.S taste.*

*In addition, she also gives her traditional customers travel tickets to Vietnam visiting fish farming area in the lowest section of Mekong river, seeing aqua-cultural technique by their own eyes and sightseeing the processing plant of fast foods under 6 targets of quality: quality for life, quality for farming area, quality for plant, quality for products, quality for services and quality for consumers.*



### **Raising the position of Tra fish-Pangasius Hypophthalmus, Basa Fish -Pangasius Bocourti**

Bianfishco's six quality targets is performed through the process of the enterprise's establishment and development, this is also a basis for Bianfishco penetrating the world market easily – especially the U.S market. Bianfishco's operating process is proved that its products have not been complained or returned due to failure of quality since it took part in the exporting market of 2006. Through the process of taking survey at Bianfishco plant, the U.S DOC and the U.S Legal Department of Commerce permit Bianfishco to enjoy the preferential tax rate of 0% up to 2012 under the Billing code: 3510-DS-P as a "New Shipper". This is the first Vietnamese aquatic product business, exporting Tra Fish-Pangasius Hypophthalmus, Basa Fish -Pangasius Bocourti, is given the second preferential tax rate in the U.S for a long period. And Bianfishco's coming destination shall be forever with this preferential tax rate when Ms. Dieu Hien establishes an office of Bianfishco US at 300. Alpine Drive, Beverly Hills, California 90210 with the basic investment of 8 million USD. This is a modern architectural house locates in the U.S big Commercial area. Along with this, Bianfishco US also invests a

showroom in California and according to Ms. Dieu Hien this is only one of showrooms which are going to be invested in states of the U.S.

Besides the purpose of selling to customers, programs of promotion and introduction of its products are also made via the sellers in order that American people can know more about nutrition ingredients in the product made by Bianfishco such as fillet fish with fuzzy flour, fillet fish with Tempura, fillet fish with Seasoning/Marinade, Fish Finger shaped with flour, fish Burger ball fish, fish sausage, fried fish... all are made from Tra fish-*Pangasius Hypophthalmus* – a unique product is naturally offered to the inhabitants in Mekong delta. These products are formed from her visits in the U.S for a survey of the market. Ms Dieu Hien found that daily food consumption demands in the U.S is very large and because of the industrial life, the inhabitants always use fast foods with high nutrition but “poor” fat – while the information of epidemics of H5N1 influenza virus and A/H1N1 spreading through out the world makes the U.S people worried, Bianfishco introduces this new product line which is much responded by the U.S consumers. This is also Ms. Dieu Hien’s business experience: should do what the market needs but shouldn’t “do gain” what is available in the market and the other did.

#### **From the fair to the economic contracts**



#### **The visit to Bianfishco's Plant of Prime Minister Nguyễn Tấn Dũng.**

Vietnam seeing the aqua-cultural technique of the Mekong Delta inhabitants by their own eyes.

Thanks to the efforts done by Bianfishco for several years, Deputy Minister of Agriculture and Rural Development, Luong Le Phuong affirms: “Bianfishco is one of the most modern aquatic product plants in Asean, strictly complies with the international standards in the course of farming and processing Tra fish and Basa fish. This is a pioneer business in producing high quality Tra fish, Basa fish which is trusted by international partners. This is a proper developing way that Vietnamese Government encourages other businesses to follow up”.

In addition, Bianfishco always receives the hearty encouragement from the importers. Bianfishco’s products, are appraised and certified to be satisfactory to the global quality standard by the international appraisal organizations including BID organization ( Business Initiative Directions),

From the way of decoration, organization, material supplying to the manner of serving and welcoming visitors, the two stalls booked by Bianfishco for the attendance in Boston fair, which is annually held in the U.S, lasts for three days from 15<sup>th</sup> to 17<sup>th</sup>/3/2009 (in which there is a stall with two front doors) attracting lots of visitors; many economic contracts are concluded, when learning about the A-Z closed process of farming and producing, several visitors are very excited to write, e-mail and phone Bianfishco to be the company’s traditional customers and to be given travel tickets to

which has just been awarded the prize “Respect for the highest international standards” in Switzerland. The prize is considered and selected by many criteria such as a business of stable development, good quality product, modern manufactory, application of high technology in production process, complying with environmental protection rules, care for the community... particularly in Vietnam, Bianfishco is honorably awarded the third rank labour medal by the party and the government, Ms. Dieu Hien herself has been selected to be one of Vietnamese 36 typical businesswomen who are awarded the prize “Yellow rose” and “ Thanh Giong cup” for the three consecutive years (2007-2009).

### **Meeting expectations of the farmers and the labourers**

At the first day of construction commencement of the most modern aquatic product processing plant in Asian, Ms. Die Hein did think of the raw material area – because this is one of factors that decides Bianfishco’s success, according to her, if the products meet quality standards, the input should be good. So she invests in the fresh fish farming area of hundreds of hectares right on Hau river bank behind the plant and also gives the farmers directions of fresh fish farming technique in order that they shall be the suppliers of raw materials when the plant is put into operation. With the message “ side by side the fish farmers”, Ms. Dieu Hien spent more than ten billion VN dongs to support Tra fish farmers who have had a strong attachment to the company to breed young fish and buy feed in the difficult time in 2008.

According to Ms. Dieu Hien’s Tra fish, Basa fish is a “manna” product of Mekong delta. This is a specific fish. According to her thinking, all the area is only 6,000 hectares of water face for raising Tra fish, Basa fish, the annual exporting value is up to billions of U.S dollars. Rice paddy, fruit trees occupy a large area of hundreds of hectares and are annually supported by research institutes but the foreign currency source is brought at a very low rate while Tra fish and Basa fish are not supported by any research institutes.

Think is do, Bianfishco – the first private enterprise in the country bravely invests to establish a research institute named Pangasius Bianfishco with the purpose of studying breedings, feeds, bio-technology related to the aquatic cultural and processing field. Pangasius Bianfishco is expected to be operated in 2009 and attracts many domestic and foreign talented professors, engineers, experts on fishery. Besides improvement of quality and product value for Bianfishco, the institute also assists the local farmers how to apply high technology to gain a stable development in the fishery of Tra fish and Basa fish.

Not only paying attention to the farmers, she also spent more than a half of total plant’s area of 30.000m<sup>2</sup> for mini parks, hills of pines, and star trees, small bamboos.....which are arranged with bonsai pots harmoniously as well as she has invested tens of billions VN dongs to build the massage area for relax of more than 5,000 employees only in the working time and at

shifting. And this is also a basis for international partners' visits and gives them a good view to Bianfishco for a purpose of long cooperation.

**(Quốc Chánh – Business Forum of Publishing Date 05/06/2009)**