



VOV.VN - The northern province of Hai Duong hosted a teleconference on May 18 as part of efforts to promote the greater consumption of Thanh Ha lychees and other local agricultural products to foreign markets.

The event comes following Hai Duongs first shipments of its lychees to demanding markets, including Japan, the United States, Australia, Europe, and Singapore.

The teleconference was attended by numerous representatives from relevant ministries, the Hai Duong Peoples Committee, along with hundreds of businesses and supermarkets based both at home and abroad.

Addressing the event, Nguyen Duong Thai, chairman of the Hai Duong Provincial People's Committee, emphasised that Thanh Ha lychee specialties have now received a geographical indication (GI) certification due to origin traceability and production procedures being complied in line with international standards.

Amid continued complicated developments of the COVID-19 pandemic, Hai Duong has been proactive in developing a suitable scenario aimed at promoting the consumption of agricultural products through digital platforms, he said.

Deputy Minister of Industry and Trade Do Thang Hai noted his ministry has been closely co-ordinating with the provincial administration in a bid to launch a national trade promotion scheme and an e-commerce development programme that serves to introduce agricultural products, including lychees, through reputable e-trading platforms.

For his part, Minister of Agriculture and Rural Development Le Minh Hoan affirmed that Thanh Ha lychees and agricultural products from Hai Duong enjoy competitive advantages in both the domestic and international markets despite an array of challenges caused by the COVID-19 epidemic.

Minister Hoan therefore asked the locality to develop the agricultural sector in both a sustainable and in-depth manner, with a specific focus on the processing stage and diversification of products as part of efforts to cater to diverse consumer tastes.

During the teleconference, a ceremony was held to launch Thanh Ha lychee and other agricultural products through e-commerce platforms such as Lazada and Sendo.

Online transactions were also held with the participation of approximately 200 major importers for Thanh Ha lychees and agricultural products to be exported to markets such as China, Singapore, Japan, the US, France, the Netherlands.

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