

VIETNAM'S AGRICULTURAL EXPORTS IN THE POST COVID-19 PERIOD

Nguyen Kim Oanh, MA

Department of Monetary and Financial Stability, State Bank of Vietnam, Hanoi, Vietnam

Email: tombay299@gmail.com

Pham Minh Dat, PhD*

Thuongmai University, Hanoi, Vietnam

**Corresponding: minhdat@tmu.edu.vn*

Abstract

The development of science and technology and the wave of the 4.0 technology revolution create many opportunities for the agricultural industry to improve its competitiveness and meet the increasing requirements of export markets. The most prominent applications of the 4.0 technology revolution such as digital technology (AI, Bigdata, Internet of things IoT, remote sensing technology...) help reduce costs, increase quality and productivity effectively. Opportunities to promote the production of high-value products for export. However, in the context of the complicated development of the Covid-19 pandemic, which directly affects major economic centers and industrial parks, significantly affects the production and export of Vietnamese agricultural products. The fourth wave of the Covid-19 epidemic broke out strongly in many localities, disrupting the supply-consumption chains and directly affecting the export of Vietnamese agricultural products. Therefore, the research problem for the export of Vietnamese agricultural products in the post-Covid-19 period is to overcome the supply chain disruptions, creating momentum for the recovery and growth of Vietnam's agriculture. The article uses the method of reviewing documents, secondary information on agricultural product export and practice in Vietnam in the post-Covid-19 period, thereby proposing a number of solutions for agribusiness enterprises to export agricultural products to promote the potential of agricultural product exports and overcome the post-Covid-19 period.

Keywords: Agricultural products; Export of agricultural products; Post-Covid-19 period; Vietnamese agricultural products.

Introduction

From the end of 2019 until now, the Covid-19 pandemic has affected a series of major export markets of our country. Due to the fact that many countries closed their borders and restricted imports, the export volume of agricultural products in 2020 decreased slightly, reaching 18.5 billion USD, down 0.8% compared to 2019. Seafood exports reached 8.4 billion USD, down 0.9% compared to 2019. However, thanks to the strong increase in export of forest products and furniture, reaching over 13.1 billion USD, up 13.4% compared to 2019), the total turnover agricultural, forestry and fishery exports in 2020 still increased compared to 2019, reaching 41.2 billion USD, up 2.6% compared to 2019 (GSO, 2022).

Vietnam is still basically an agricultural country, so the export of agricultural products plays

a special role, creating social stability and improving the quality of life for farmers, contributing to the country's economic development. With the existing agricultural products, with the potential in terms of natural and social conditions, Vietnam is aiming for the top 15 largest exporters of agricultural products in the world. However, since the outbreak of the pandemic, some countries have started or are considering customs clearance restrictions at border gates, import and export restrictions, which seriously affect the export of goods of Vietnam in general and export of agricultural products in particular. The study clearly assesses the impact of Covid-19 on the production and export of Vietnamese agricultural products.

The study clearly assesses the impact of Covid-19 on the production and export of Vietnamese agricultural products. The urgent issue is to orient the research for the article: “*Vietnam’s agricultural exports in the post-Covid-19 period*”, to analyze the effects of the Covid-19 pandemic on Vietnam’s agricultural exports, from which there are a number of solutions to overcome supply chain disruptions, to cope with the new context, creating momentum for the recovery and growth of Vietnam’s agriculture.

Research overview and research methods

The Covid-19 pandemic has been taking place on a global scale and has had a great impact on all economic activities in almost all countries, including Vietnam. This issue is becoming the focus of research of many domestic and foreign scientists. Workie et al in 2020 with the results of a study assessing the impact of Covid-19 on food security and agriculture. The study also shows that the measures and restrictions applied by different countries increase food insecurity, especially for developing countries, and food insecurity. Global food supplies and food prices have also been affected since the pandemic began to spread through different countries. The large global economic impact of Covid-19 could have an impact on agriculture and food production (Somner et al., 2020). Along with that, Henry (2020) pointed out the impact of the pandemic on food demand, food supply and impact on agricultural research. On that basis, innovative solutions in agriculture were put forward to respond to the Covid-19 epidemic, including production automation, deployment of advanced plant varieties, increased investment in research and development agricultural will support food security.

Research by Pham Hong Chuong (2020) on the impact of the Covid-19 pandemic on the Vietnamese economy. On the basis of provisioning for a number of scenarios of the impact of the pandemic on the Vietnamese economy, the study has shown that the impact of the Covid-19 epidemic not only on growth but also on all sectors of the economy is reduced. but also seriously affected businesses in the region, including production and business results, which were seriously affected; the number and size of enterprises decreased along with the loss of jobs and increased unemployment. In addition, businesses appreciate the role of supportive policies to overcome the difficult period due to the impact of the pandemic.

In addition, Pham Thi Thanh Binh (2020) pointed out the impact of Covid-19 on the Vietnamese economy, in which many sectors are affected. The impact of the pandemic disrupted supply chains and trade flows, and production and business stalled; revenue tax decline; investment activities are interrupted; the stock market dropped sharply, financial and monetary activities also declined; tourism industry is difficult.

Export is a foreign trade activity between countries in the world to exploit its advantages with other countries. For many years, export still occupies an important position in foreign trade activities of each country. Export is understood as the act of bringing goods and services from one

country to another for profit. According to Article 28 of Vietnam Commercial Law (2005), the export of goods means that goods are brought out of Vietnam's territory or brought into a special area located in the Vietnamese territory which is considered a separate customs area according to regulations. provisions of law (National Assembly, 2015).

For agricultural countries, agricultural export activities bring a lot of benefits to the country and the economy. Therefore, there are many domestic and foreign scholars who have done a lot of research on this topic, including the work of some scholars such as Itthipong Mahathanaseth and Loren W. Tauer (2014) conducted. measures the degree of market power that Thailand has in its main rice export markets. The elasticity of excess demand for Thai rice for its key export markets of China, Indonesia, the US and South Africa is estimated and used as an indicator of competitiveness or strength market strength in each respective market. Research results also show the effect in other market penetration policies of Thailand.

Anup Adhikari et al (2016) conducted a review of growth performance and identified determinants of rice exports from India with special reference to basmati rice for the period 1980 - 1981 to 2012 - 2013. Factors such as composite growth rate, volatility index and Markov chain analysis are applied to estimate trends and instability and export projects to different countries. The results of the study have shown that rice has contributed significantly to the national income of India.

For Vietnam, Tran Tien Khai (2010) and Pham Ngoc Trung (2014) have pointed out the current situation as well as outstanding problems in rice export activities of Vietnam; At the same time, the authors also give suggestions on the adjustment of policies in Vietnam's rice exports as well as forecasts about the world's rice consumption demand, and then offer solutions to improve efficiency Vietnam's rice exports.

In addition, in the context of deeper international integration, Vietnam's export of agricultural products is also more or less affected. In that context, Ha Van Hoi (2015) studied the negotiation contents in TPP on rice export of Vietnam. At the same time, the article also overviews the situation of rice production and export in Vietnam. Not only that, the author also analyzes opportunities and challenges for joining TPP for Vietnam's rice exports and proposes some solutions to research problems.

Thus, agricultural export is the exchange of agricultural products between one country and another. Export of agricultural products can also be understood as agricultural products produced in the country that are sold abroad. Exporting is the least risky and lowest cost form of entering foreign markets. For developing countries like Vietnam, exports play a huge role for the economy and for businesses.

Under the impact of the Covid-19 pandemic on the development of the world economy in general and Vietnam in particular, there are many articles that have mentioned this issue with many different aspects. Agricultural products are Vietnam's export strength and are also mentioned by many articles. However, the current articles mostly just stop at the statistics of Vietnam's agricultural exports from 2019 to now and under the impact of the Covid-19 pandemic, but have not gone into specific analysis. in any market.

The author uses the theoretical framework of export capacity of Bui Ngoc Son et al (2005, 2009) which has been applied in the research on the export capacity of organic agricultural products of Vietnamese enterprises by the author. et al (2020) to make an analytical model to evaluate the capacity of a number of enterprises exporting organic agricultural products after the post-Covid-19 period and the EVFTA comes into effect. Regarding the export capacity of enterprises, according to

Bui Ngoc Son et al. (2005, 2009), there are 05 components as follows: (1) capacity to research, analyze and forecast domestic and foreign markets; (2) capacity for marketing, searching for customers; (3) capacity to organize the production of competitive export products in domestic and international markets; (4) the export organization capacity of the enterprise; (5) the ability to dominate and expand the market.

The study mainly uses secondary data collected from reports of the General Statistics Office of Vietnam, departments and agencies; published studies, articles, journals and topics related to the impact of the Covid-19 epidemic. After collecting secondary data, the author uses descriptive statistics, synthesis, analysis, comparison and inference to assess the impact of the covid-19 pandemic on the export of agricultural products of the country Vietnam.

Results

Impact of the Covid-19 epidemic on Vietnamese agricultural production

Specifically, in the first eight months of 2021, the export turnover of agricultural products will reach 12.4 billion USD, up 14.2%, of which there are 6 items with increased export value: Vegetables and fruits with 2.5 billion USD, up 11.8%; cashew nuts reached 2.3 billion USD, up 15.1%, volume increased 19.2%; coffee reached 2 billion USD, increased by 1.1%, the volume decreased by 6.9%, but due to the increase in export prices, the export value increased; rubber reached 1.9 billion USD, up 61.4%, the volume increased by 23.3%; cassava and cassava products reached 776 million USD, up 28.4%, the volume increased by 13.4%; pepper reached USD 666 million, up 50.2% (although the volume decreased by 0.8%, the export value still increased due to the increase in export price. Only 2 items with a decrease in export value were: Rice reached 2.1 billion USD, a decrease of 6.8% in volume, a decrease of 14.8%; tea reached USD 133 million, a decrease of 1.6% in volume, a decrease of 6% (GSO, 2022).

If compared with the increase of 13.9% in the first 6 months, the increase in export value of the 8 months over the same period increased by 0.3 percentage points. In which: Pepper increased by 9.7 percentage points; coffee increased by 5.6 percentage points; cashews increased by 4 percentage points. In addition, there were a number of decreased items: Rice decreased by 2.1 percentage points; cassava and cassava products decreased by 2.1 percentage points; vegetables and fruits decreased by 5.9 percentage points; tea decreased by 6 percentage points; rubber decreased by 18.5 percentage points (GSO, 2022). That shows that although the 4th wave of Covid-19 epidemic has affected many aspects of the economy, the export of agricultural products still maintained a good increase.

Despite being affected by the Covid-19 epidemic, the export value of fruit and vegetable products in the first eight months of 2021 still reached the highest with 2.5 billion USD, up 11.8% over the same period last year. With this momentum, this year's vegetable and fruit exports will have a strong recovery, expected to reach from 3.6 billion USD to 4 billion USD. Some products with high export volume are: Rubber by 23.3%; cashew nuts up 19.2%; cassava and cassava products increased by 13.4%. Some other items with high export value are: Rubber is the commodity with the highest increase in export value, up 61.4%; followed by pepper with an increase of 50.2%; cassava and cassava products increased by 28.4%; cashew nuts increased by 15.1%. The export value of many agricultural products in the first eight months of 2021 increased over the same period last year not only due to an increase in volume but also to an increase in export prices (GSO, 2022).

In terms of market, the export value of Vietnam's agricultural products kept increasing

because the main export markets were still maintained. By country, in the first eight months of 2021, China is the largest importer of Vietnam's agricultural products with 4.3 billion USD in the same period in 2020 reaching 3.3 billion USD; followed by the United States with 1.2 billion USD, the same period in 2020 reached 1.1 billion USD; The Philippines ranked third with 914 million USD, the same period in 2020 was 928 million USD; Germany reached 458 million USD (the same period in 2020 reached 404 million USD; the Netherlands reached 363 million USD, equivalent to 362 million USD in the same period in 2020. By continent, Asia leads with total export value reached 7.1 billion USD, the same period in 2020 reached 6 billion USD, followed by the European market reached 2 billion USD, the same period in 2020 reached 1.8 billion USD); America ranked third with 1.4 billion USD, the same period in 2020 reached 1.2 billion USD; Africa reached 544 million USD, the same period in 2020 reached 524 million USD; Australia reached 165 million USD, the same period in 2020 reached 158 million USD. Particularly, exports to Asean reached nearly 1.5 billion USD (lower than the same period in 2020 reached 1.6 billion USD; to the EU market, 27 countries, excluding the UK) reached 1.5 billion USD, the same period by 2020 to reach 1.4 billion USD (GSO, 2022).

Although still achieving good growth in the first 8 months of 2021, Vietnam's agricultural exports still face many difficulties and challenges. It is forecasted that from now until the end of the year, the Covid-19 epidemic will continue to affect trade, transportation and goods activities and directly affect the production and processing of agricultural products for export. Implementing social distancing, many businesses have to increase costs to carry out "3-on-the-spot" production. Besides the shortage of containers, the freight for export goods is constantly increasing. Shipping costs to markets such as the US and Europe have increased 2 to 3 times in the past year and are continuing to increase sharply. In the context of the Covid-19 epidemic in the world, complicated developments along with drought and invasion saltwater intrusion affects production and import and export activities of agricultural products, the agricultural sector has had many timely and effective solutions to respond, so the results of agricultural production as of September 2020 have achieved the following results: remarkable achievement.

Table 1. Agricultural production results property of Vietnam 8 months 2021

No	Product	Conclude fruit product export (1,000 won ton)	So compare together period five before (%)
1	Paddy		
	- Winter-spring paddy	19,900	97.0
	- Summer-autumn paddy	10,830	98.9
2	Corn	909.4	97.0
3	Yam	101.6	92.2
4	Lost	163.4	95.2
5	Soybean	41.0	90.1
6	Vegetables, beans	992.4	100.4
7	Thing	333.8	117.8
8	Rubber	840.8	105.7
9	Pepper	268.3	101.8
10	Mango	798.5	105.5
11	Dragon fruit	799.2	108.4

12	Oranges	526.5	104.4
13	Grapefruit	523.1	107.0
14	Fabric	309.7	115.0

(Source: General Statistics Office in 2021)

Thanks to the restructuring of crops in a positive direction, planting new rice varieties with high economic value gradually replacing traditional rice varieties, the country's winter-spring rice yield in 2020 will reach 66.4 quintals/ha, an increase 0.9 quintals/ha compared to the 2019 winter-spring crop. The country's winter-spring rice output reached 19.9 million tons, down 593.5 thousand tons compared to the previous year's winter-spring crop due to the 3,024 planted area this year 1 thousand hectares, down 3.2%, of which 30.6 thousand hectares of rice were damaged by drought and salinization, so the harvested area of winter-spring rice only reached 2,993.5 thousand hectares, a decrease of 130.6 thousand ha compared to the previous year.

For seasonal rice, as of mid-September, the cultivated area of winter rice nationwide reached 1,512.6 thousand hectares, equaling 97.1% of the same period last year, of which the northern localities reached 1,050.8 thousand hectares, equaling 98.1%, the southern provinces reached 461.8 thousand ha, equaling 95%. The cultivated area of winter rice in the North this year is low, mainly because localities have converted a part of the rice cultivation area to use for other purposes, of which the Red River Delta region reached 484.5 thousand hectares, a decrease of 12.8 thousand hectares compared to the previous years crop; The Northern Midlands and Mountains reached 418.9 thousand hectares, a decrease of 2.7 thousand hectares; North Central Coast reached 147.4 thousand hectares, down 4.6 thousand hectares. In some localities, the area of seasonal rice decreased significantly: Thanh Hoa decreased by 4.7 thousand hectares; Hai Phong reduced by 2.7 thousand ha; Hanoi reduced 2.4 thousand hectares. Up to now, early-season rice tea in the North is in the stage of seeding and ripening, has harvested 58.8 thousand hectares, equaling 60% of the same period in 2019; estimated yield was 51.3 quintals/ha, an increase of 0.3 quintals/ha.

In this year summer-autumn rice crop, the whole country cultivated 1,944.8 thousand hectares, down 64.8 thousand hectares compared to the previous year's summer-autumn crop, of which the Mekong River Delta gained 1,523.9 thousand hectares, down 45.2 thousand hectares. As of September 15, 2020, localities have harvested 1,618.7 thousand hectares of summer-autumn rice, accounting for 83.2% of the cultivated area and equaling 91.7% of the same period last year. According to reports from localities, the country's summer-autumn rice yield this year is estimated at 55.7 quintals/ha, an increase of 0.9 quintals/ha compared to the 2019 summer-autumn crop, but due to a decrease in the cultivated area, production The total volume of the whole summer-autumn crop 2020 is estimated at 10.83 million tons, down 119.3 thousand tons, of which the Mekong River Delta region will reach 8.57 million tons, down 110.7 thousand tons. In some localities, the area of summer-autumn rice cultivation decreased significantly compared to the previous year: Tien Giang decreased by 16.7 thousand hectares; Kien Giang reduced by 6.9 thousand ha; Dong Thap decreased by 6.8 thousand hectares.

Besides the results obtained from rice production, as of mid-September, the whole country planted 909.4 thousand hectares of maize, equaling 97% of the same period last year; 101.6 thousand hectares of sweet potatoes, equaling 92.2%; 163.4 thousand hectares of peanuts, equaling 95.2%; 41 thousand hectares of soybeans, equal to 90.1%; 992.4 thousand hectares of vegetables and beans, equal to 100.4%.

Regarding production of perennial plants, the total area of perennial plants in 9 months was estimated at 3,580.4 thousand up 1.4 % over the same period last year, of which industrial plants

reached 2,193.3 thousand ha, an increase of 1,193.3 thousand ha 0.1%; group of fruit trees reached 1,097.6 thousand ha, up 4.2%; group of fruit trees containing oil reached 179.2 thousand ha, up 0.9%; group of spices and medicinal plants reached 49.3 thousand ha, up 1.2%. The output of some perennial industrial plants increased over the same period last year: the output of cashew was estimated at 333.8 thousand tons, up 17.8%; rubber reached 840.8 thousand tons, up 5.7%; pepper reached 268.3 thousand tons, up 1.8%; coconut reached 1,355.2 thousand tons, up 1.6%; bud tea reached 859.1 thousand tons, up 3.6%. Harvested output of some major fruit trees in the first nine months of this year mostly increased over the same period last year: mango reached 798.5 thousand tons, up 5.5%; dragon fruit reached 799.2 thousand tons, up 8.4%; oranges reached 526.5 thousand tons, up 4.4%; pomelo reached 523.1 thousand tons, up 7%; rambutan gained 309.6 thousand tons, up 0.5%; bananas reached 1,859.9 thousand tons, up 5.6%; longan reached 501.9 thousand tons, up 12.4%; litchi reached 309.7 thousand tons, up 15%.

Impact of the Covid-19 pandemic on Vietnam's agricultural exports

In the past time, the Covid-19 pandemic has severely affected most industries and fields of the economy, the business and production situation of enterprises has faced many difficulties; Many enterprises had to suspend operations, reduce production scale or produce in moderation, foreign trade exchange activities between Vietnam and other countries were interrupted. According to statistics of the General Department of Customs, by the end of August 2020, Vietnamese agricultural products were present in more than 180 countries, of which China is still the largest market for importing Vietnamese agricultural products. South in the past 8 months with 3.39 billion USD, down 11.9% over the same period in 2020; followed by the EU market (28 countries) with 1.68 billion USD, down 2.4%; to ASEAN reached 1.65 billion USD, up 10%; to the United States with 1.1 billion USD, a slight decrease of 0.6%.

According to the statistical results of Vietnam's agricultural exports over the three quarters of 2021 (Table 2), it shows the fluctuation of agricultural product exports under the change of the COVID-19 epidemic. In the first quarter of 2021, many agricultural products faced difficulties because of the COVID-19 pandemic, at first the Chinese market, then the Korean and Japanese markets, and from the beginning of March, the US and EU markets. and ASEAN. Vietnam's agricultural products exported to many markets are very diverse, but the most direct and obvious influences are vegetables and fruits because these are fresh products, difficult to preserve for a long time. During the peak period of the epidemic, export activities to these major markets took place very slowly and fell sharply, mainly due to blockade orders and restrictions on travel and trade, leading to the cancellation of a series of contracts export; On the other hand, it is also due to lack of manpower and lengthy procedures because of having to comply with regulations on disease control. For that reason, export turnover of agricultural and forestry products decreased by 4.5%; in which many items fell sharply such as rubber (down 26.4%), tea (down 16.9%), vegetables and fruits (down 6.2%). On the other hand, businesses in the agricultural sector are often not strong, sustainable businesses. Therefore, when difficulties such as epidemics and the effects of drought and saltwater intrusion caused 274 businesses to suspend operations in the first quarter of 2021, an increase of 18.6% over the same period last year 2020.

Table 2. Export results of some key agricultural products of Vietnam in the first 8 months of 2021

No	Products Products	Conclude fruit export password (1000 USD)	So compare together period five before (%)
----	----------------------	--	---

		3 month	6 month	8 month	3 month	6 month	8 month
1	Seed thing	666,904	1,486,437	2,306,295	104.1	99.8	96.2
2	Tomato get high	835.223	1,590,064	1,987.565	98.3	101.4	91.4
3	Tea	38,797	90,972	157.111	83.1	91.9	95.0
4	Tall su	33.1253	638,418	1,423,835	73.6	75.8	94.0
5	Pepper	17.6294	355,919	489,479	93.0	78.7	82.5
6	Rice	700,809	1,717,071	2,448.957	114.9	118.5	111.1
7	Cassava and the product Products are from cassava	258,796	471.557	678.152	100.9	102.1	100.4
8	Row vegetable fruit	889,638	1.757.156	2.491,882	93.8	86.2	88.4

(Source: General Department of Vietnam Customs in 2021)

In general, for the agriculture, forestry and fishery sectors, the growth in the second quarter was improved compared to the first quarter (up 1.19% compared to an increase of only 0.08% in the first quarter). Besides, the export of agricultural products also recovered somewhat, down only 4.3% over the same period while the decline in the first quarter was 8%. In the two quarters of 2021, the export of agricultural products reached 8.1 billion USD, down 282 million USD compared to the same period last year. In the 2 quarters of 2021, there are 5/8 export items in the group of agricultural products with a decrease in value compared to the same period last year, of which the biggest decrease is 278 million USD in vegetables and fruits (down 13.8%) and a sharp increase especially rice with an increase of 18.5%. In which, exports to the main market, China, still fell sharply over the same period, reaching 2.43 billion USD, down 17.1%; to the US reached 841 million USD, up 5%; to the Philippines reached 737 million USD, a sharp increase of 21.1%. Along with the continuation of the Covid-19 epidemic, which had a profound impact through the second quarter of 2021, businesses had to temporarily suspend operations with an increase of 23.9% over the same period in 2020 .

In the 3 quarters of 2021, the export value of agricultural products reached 12.16 billion USD, down 3% over the same period last year. Continuing to be affected by the Covid-19 epidemic and the effects of pests and diseases, many agricultural exports decreased, including pepper (down 17.5%), vegetables and fruits (down 11.6%), coffee (down 8.6%), rubber (down 6%), tea (down 5%), cashew (down 3.8%) but rice and cassava still maintained export value increased over the same period. Specifically: rice export value reached 2.5 billion USD (up 12.0%); cassava and cassava products reached 678 million USD (maintained 100.4%). China is still the largest import market of Vietnam's agricultural products in the past 3 quarters with 3.89 billion USD, down 9.4% over the same period in 2021; followed by the EU market (28 countries) with USD 1.86 billion, down 2.1%; to ASEAN reached 1.8 billion USD, up 9.3%; to the United States with 1.24 billion USD, a slight increase of 0.7%.

In the 3 quarters of 2021, the export value of agricultural products reached 12.16 billion USD, down 3% over the same period last year. Continuing to be affected by the Covid-19 epidemic and the effects of pests and diseases, many agricultural exports decreased, including pepper (down 17.5%), vegetables and fruits (down 11.6%), coffee (down 8.6%), rubber (down 6%), tea (down

5%), cashew (down 3.8%) but rice and cassava still maintained export value increased over the same period. Specifically: Rice export value reached 2.5 billion USD (up 12.0%); cassava and cassava products reached 678 million USD (maintained 100.4%). China is still the largest import market of Vietnam's agricultural products in the 3 quarters of 2021 with 3.89 billion USD, down 9.4% over the same period in 2020; followed by the EU market (28 countries) with USD 1.86 billion, down 2.1%; to ASEAN reached 1.8 billion USD, up 9.3%; to the United States with 1.24 billion USD, a slight increase of 0.7%.

In general, due to the impact of the Covid-19 epidemic, many orders were canceled or delayed, greatly affecting production, business and commercial activities of enterprises. On the other hand, subjectively, besides the results achieved in the past time, Vietnam's agricultural products still have a number of problems: mainly raw products are exported, there are many small quota exports; export turnover to the high-end market is still small; Therefore, in order to achieve the export target of 2022, the State and Vietnamese enterprises must have specific solutions to make a breakthrough in the coming time.

Some solutions to export Vietnamese agricultural products in the post-Covid-19 period

From the side of state management agencies

The State needs to continue to perform the task of effective Covid-19 prevention and control in the context of the pandemic's complicated developments on a global scale. Doing this well is also an important contribution to socio-economic stability and promoting economic growth in general and agricultural product exports in particular. Along with that, the State has stepped up international cooperation in epidemic prevention and control, effectively exploiting support resources from international organizations such as the World Bank, IMF, ADB, and bilateral donors in order to have more resources. support for Vietnam's economy in general and the export of agricultural products in particular. Besides, it is necessary to carefully consider the appropriate time, route and method of opening the door to the outside. The State should closely monitor the export of agricultural products through border gates with China; work with your side to identify specific measures to ensure goods clearance and control the epidemic; promoting the restructuring of the import-export market in a sustainable way.

The State needs to grasp the production situation, difficulties and obstacles in the consumption of agricultural products; timely inform and warn about new regulations of export markets, especially the Chinese market; focusing on resolving technical barriers, negotiating to expand markets (expanding recognition of production areas, types of products, and exporting enterprises) to EU countries, the Eurasian Economic Union, the United States, Brazil... and export agricultural products to other potential markets .

At the same time, the State should focus on developing infrastructure and supporting services to boost agricultural exports: step up the construction of physical and technical infrastructure to serve the development of export transport services; improving the investment and business environment to facilitate and support enterprises to overcome difficulties; need to expand the service market, support and enhance the access of enterprises to financial services; encourage and support vocational training and technical worker training activities for enterprises producing goods for export; promote, propagate and raise awareness about export marketing.

From enterprises producing and exporting agricultural products of Vietnam

Firstly, each enterprise must actively build and develop a brand name for agricultural products for export. Brand building is a “survival” factor for Vietnamese agricultural products, therefore, enterprises producing, processing and exporting agricultural products must be proactive

in receiving information, properly aware of the role and scope. The importance of branding through media such as Internet, television, newspapers, magazines... from there, building and developing brands to improve the competitiveness of agricultural products in the market international School.

Second, proactively plan marketing and promote the business's brand to the international market. Businesses can combine with travel companies to organize eco-tours to introduce Vietnamese agricultural products to foreign tourists. Participating in promoting images and brands at fairs, exhibitions, international trade promotion events. Especially, applying E-commerce in promoting brands and products.

Third, businesses need to take advantage of opportunities from the Vietnam - EU Free Trade Agreement (EVFTA) and increase processing technology. The EVFTA Agreement has officially taken effect from August 1, 2020 and is expected to bring many favorable opportunities to Vietnam's economy and society, including agricultural product exports. EU with a population of 508 million people, GDP of 18 trillion USD is the world's second largest import market, with an annual import expenditure of about 2.338 billion USD, while Vietnam's export market share in the EU is about 2% and with just over 42% of Vietnam's export turnover to the EU enjoying the tax rate of 0% under the Generalized Tariff Preferences Program (GSP). Therefore, when the EVFTA Agreement comes into effect, import taxes are eliminated, which is an opportunity for Vietnamese agricultural enterprises to promote agricultural exports to this market. However, in order for agricultural products to be exported to the EU market, agricultural products must ensure strict technical standards, traceability, packaging, and design, etc., which requires businesses to invest in quality. quality, food hygiene and safety and processing technology.

Finally, to be able to meet the quality of agricultural products of export markets, it is necessary to create a sustainable value chain link between enterprises, farmer households and cooperatives in production and consumption of products. Typically, businesses contribute capital to partner cooperatives, appoint personnel to participate in the management of agricultural production and processing; transfer the production process to create high quality and standard products; provide agricultural machinery and equipment to build raw material areas for stronger linkages. Improve the competitiveness of enterprises, take advantage of science, technology and modern techniques in production, processing, packaging and export. In order to do so, it is necessary to have a source of good quality products, at low prices, with diverse designs to be able to compete with agricultural products of the same type produced by other countries. Develop an export market information system, in which it is necessary to proactively capture market fluctuations in order to promptly take reasonable and quick measures to resolve. diversify export products, build brands. Export items need to be diversified to be suitable for many different markets. In addition, it is necessary to promote advertising to promote the brand of Vietnamese agricultural products to export to new markets.

Discussion and Conclusion

Despite being affected by the Covid-19 pandemic, Vietnam's production and export still achieved positive results. This is an important premise for the agricultural industry in general and agricultural products in particular to overcome difficulties and fulfill the targets by 2022. On that basis, the State and agricultural product export enterprises need to make more efforts, focus faithfully implement important and flexible solutions to promote advantages in the production,

processing and export of agricultural products to both prepare conditions for production, develop markets, and promote export of agricultural products of Vietnam .

Enterprises need to promote the building and promotion of corporate and product brands (these brand levels are linked and supportive of each other, contributing to improving the value of their agricultural and aquatic products. businesses themselves, helping consumers around the world better recognize and choose to buy Vietnamese products); improve the rate of taking advantage of EVFTA's incentives by organizing production and sourcing goods reasonably to meet the origin criteria, thereby being granted a Certificate of Origin to enjoy tariff preferences under EVFTA in particular. and international economic integration in general. In the coming time, we need to seek and expand new markets in the official direction to avoid price pressure. To do this, businesses need to pay attention to product quality, traceability, and packaging to comply with regulations and standards of countries importing Vietnamese agricultural products.

References

1. Anup, A. (2016), Export of Rice from India: Performance and Determinants. *Agricultural Economics Research Review*, 29(1), pp. 135
2. Bui Gem Paint and add the (2009), *Power force export password of the business Karma Vietnamese male in thing to sue market economy*, Monographs, Information and Communication Publishing House.
3. Bui Ngoc Son et al (2005), *Research and propose solutions to improve the export capacity of Hanoi enterprises to promote the industrialization and modernization of the capital in the process of economic integration International*, General report on topics, Code: TC-XH/12-03-02, Foreign Trade University .
4. General Statistics Office of Vietnam - GSO (2022), *Report on agricultural product exports for the period 2011-2020*.
5. General Statistics Office of Vietnam - GSO (2022), *Report on export of agricultural products in the first 8 months of 2021*.
6. Ha Van Hoi (2015), "Participating in TPP: Opportunities and Challenges for Vietnam's Rice Export", *Science Journal of Vietnam National University, Hanoi: Economics and Business*, 31(1), pp. 1 - 10.
7. Henry, R. (2020), *Innovations in Agriculture and Food Supply in Response to the Covid-19 Pandemic* , Molecular Plant 13, 1095 - 1097.
8. Itthipong, M., & Loren, T. (2014), Thailand's Market Power in Its Rice Export Markets. *Journal of Agricultural & Food Industrial Organization* , 12(1), pp. 109 - 120.
9. Ministry of Industry and Trade of Vietnam (2021), *Report on Vietnam's import and export 2010 - 2020* .
10. National Assembly of the Socialist Republic of Vietnam (2015), *Commercial Law*, Law No. 36/2005/QH11, dated 14/6/2005.
11. Pham Market Bar Jar (2020), "*Pandemic Covid-19: Art move next terrible economic and counter application of the Vietnamese Nam*", Banking Magazine, No. 6 (8 - 11).
12. Pham Ngoc Trung (2014), "Solutions to improve Vietnam's rice exports", *Journal of Science, Vietnam National University, Hanoi: Economics and Business* , 30(3), pp. 54 - 62.
13. Pham Pink Chapter (2020), "Art" move of the grand Translate COVID-19 arrive background terrible economic Vietnamese Male", *Magazines Economic and Development Magazine* , No. 274 April 2020, 2 - 10.

14. Phan Collect Page and roof Bar Huyen (2020), *Research assist power force export password product Products shallow karmic property muscle of the one number business Karma Vietnamese male in old man scene festival enter*, Topics talent department learn and labour turmeric school level, Thuongmai University .
15. Somner, A., Hoy, C. , Ortiz-Juarez, E. (2020), *Estimates of the Impact of Covid-19 on Global Poverty*, United Nations University Wider , Helsinki working paper 2020/43.
16. Tran Tien Khai (2010), *Vietnam's rice export policy and issues to be adjusted* . Proceedings of the Conference on Social Science and Sustainable Development in the Mekong Delta, August 28, 2010.
17. Workie, E., Mackolil, J., Sendhil, J.,N., Ramadas (2020) *Deciphering the impact of COVID-19 pandemic on food security, agriculture, and livelihoods: A review of the evidence from developing countries*, journal pre -proof .