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INFORMATION CENTER FOR AGRICULTURE AND RURAL DEVELOPMENT

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CONNECTING RESEARCH TO PRACTICE



1. ABOUT US

Vietnam is integrating into a global economy characterised by strong competition, advanced technology, high productivity, and attention to quality. In a fast-changing world filled with vigorous competition, information is the foundation for business decisions and a key determinant for success. Leaders need quality information for rational decisions. Business people need quality information to evaluate business opportunities.

Farmers need quality information to decide how to employ their labor and land.

To serve as a reliable centre of rural and agricultural information, AgroInfo expeditiously applies multimedia communication tools, links analysis with practice, and provides consistent, useful and timely information as well as in-depth analyses to support different stakeholders such as farmers, leaders, researchers, and businesses.





2. What we do

ECONOMIC ANALYSIS

We combine modern analytical tools, unrivalled local knowledge and a wide partnership network to provide solutions for practical questions. Our advantages in terms of comprehensive data resources, close linkages with various think-tanks and leading analysts underlie the quality of the consulting services we provide.



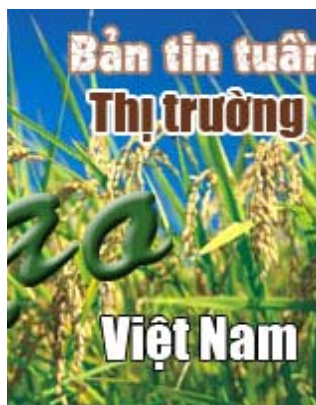


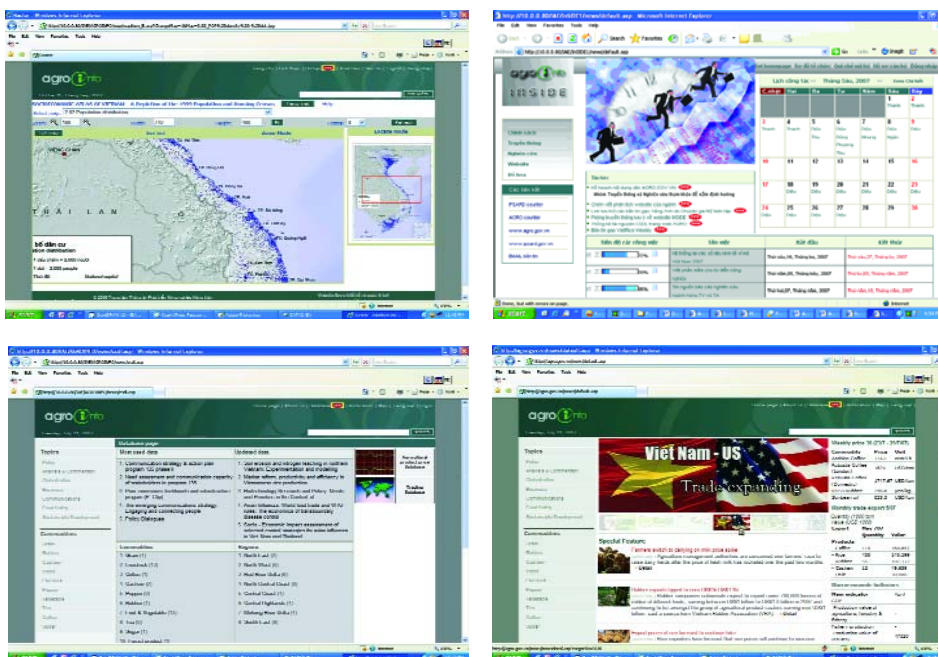


COMMUNICATIONS AND PUBLICATIONS

Strong insight into the industry and close partnerships with Vietnam's biggest communications groups have enabled us to provide unique information services and produce periodical and customized programmes in various mass media including newsprint, e-newspapers, and television. Our close connections with the Institute of Strategy and Policy for Agriculture and Rural Development (ISPARD), with various agencies of the Ministry of Agriculture and Rural Development (MARD) and with provinces and cities nationwide have given us an unchallenged advantage in effective policy communications activities including policy dialogues, e-forum, policy briefs, etc.

We have rich experience in developing high-quality customized information products, updating analysis on a regular basis and employing geographic techniques. With an innovation-based, pro-active and interactive approach, our breakthroughs in both comprehensive and industry-specific e-news have brought about impressive results and opened up huge development opportunities.





WEBSITE AND DATABASE

A user-friendly and impressive interface with frequently updated information and deep analyses on hot topics has turned the web page www.agro.gov.vn into an indispensable reference point for both local and foreign readers.

In terms of information provision, our close relationship with agencies in the industry and out-

siders has enabled us to develop a strong database with diversified features and powerful research tools by subject and by commodity.

We provide web and database design services which ensure optimal information sharing, transparency, and interconnections among all units of any entity which is in need of information technology applications in daily

operations as well as in long-term strategic development. Our unique innovation of an in-house web solution helps businesses and organizations to achieve surprising results by creative application of information tools in corporate governance and administration.

3. WHO ARE YOU



Our core value lies not only in highly selected "people" but also in "team work." We are a team of professional experts with enthusiasm and creativity. Our culture is defined by basic values of cooperation, respect for individual contributions, teamwork, continuous innovation, and benefits for our partners and for the community. We strive to create a relaxing, dynamic and professional working environment with learning and career development opportunities for everyone.

4. PARTNERS



Director of Information Center - Mr. Pham Quang Dieu discussed with leaders of Market and Trade Economics Division Dr. Neilson Conklin and Dr. Cheryl Christensen, Economic Research Service U.S. Department of Agriculture

We establish strategic partnerships based on trust and cooperation. Those partnerships evolve from our quality products, our professionalism and our commitment to mutual benefits.





5. LEADERSHIP

Pham Quang Dieu

Director

Vietnam's economy is fast-changing, and agriculture is faced with unprecedented opportunities and challenges, raising the need for a breakthrough both in thinking and action. In such a context, information and communications need vigorous changes. We believe that with a principle of "realizing ideas and institutionalizing experiments," AgroInfo will become a reliable reference point in terms of communications and information about the Vietnam economy for both local and foreign partners.



Phan Van Dan



Ngo Vi Dung



Pham Hoang Ngan

Phan Van Dan

IT Manager

Before, information technology was mainly to support the operations of an organization and was regarded as of minor importance. However, the current fast-changing environment requires a feedback mechanism and quick and accurate decisions. Our pilot programmes have proved that IT applications have gone much beyond corporate governance towards shaping the market and creating huge development opportunities.



Ngo Vi Dung

Research and Development Manager

For quite a long time in Vietnam research has been separated from practice. Research has been mainly focused on macro and general issues and has always had some time lags while in practice there is an urgent need for detailed and timely decisions. This situation needs to be changed and our goal is to best meet the demands of our partners and customers through our research and consultancy services with highly practical approaches and solutions.

Pham Hoang Ngan

Communications Manager

We realize an increasing need for information updates, forecasts and periodical analyses in fast-changing Vietnam. With a rich and accessible database, modern analytical tools and close relationships with the biggest mass media corporations in Vietnam, we will provide our partners with professional information and communication products.