

# About CRED

Center for Rural Economy Development (CRED) is a Vietnamese non-profit organisation that was established and registered as a member organization of Vietnam Union of Science and Technology Association (VUSTA) with an operator permit number A-1211, from the Ministry of Science and Technology (MOST), dated on September 22, 2014, working for the elimination of poverty and greater inclusion of disadvantaged groups including the poor, women, youth and ethnic minorities through greater participation and benefits from sustainable development and economic growth.

CRED is a pioneer organization working with market system development (MSD) which enable CRED to connect the communities, local business and producer groups with high-quality service providers to promote sustainable production practices, enhance export readiness of small and medium enterprises (SMEs).

CRED's long-term mission is to promote sustainable development and adaptive abilities to global changes, and be a hub for connecting stakeholder. All of our activities are therefore focused on providing top quality services for local development that last, adding values to communities, producer groups, local business on the basis of sustainable development.

Along with the aforementioned mission, we incorporate CRED's core value into our quest to rank among the top nonprofits in Vietnam's agriculture, forestry, and tourism sectors:

## COMMITMENT

Committed in providing high quality services with lasting values

## RESPONSIBILITY

Always uphold responsibility and ethics in operations and activities



## ECOSYSTEM

Build and develop a knowledge and experience sharing eco-system

## DEVELOPMENT

Towards sustainable development



# CRED's services

For corporations, farmers groups, and development projects, CRED offers consultancy, management, and project implementation services:

## Agro-forestry

### SUSTAINABLE FARMING AND PRODUCTION

- Consulting on sustainable agriculture certification according to international standards (Organic EU/USDA, UEBT/RA, FairTrade and Fair for Life);
- Training/coaching skills and knowledges for sustainable farming;
- Provide technical – technology solutions by orders.

### MARKET INFORMATION AND LINKAGE

- Providing domestic and export informations to access markets for small and medium-sized enterprises such as regulations, standards, needs, market segments, competitors, market trends, business culture... ;
- Consulting on packaging and labeling meet to market requirement;
- Training/coaching for businesses on branding and multi-channel marketing: traditional and digital platforms;
- Match making between sellers and buyers through participate in domestic & international trade fairs, direct and online commerce connections.

## Sustainable tourism

- Planning, occupation capacity assessment and consulting on building sustainable tourism destination;
- Building and developing sustainable tourism models;
- Practice sustainability standards in destinations;
- Strengthen and improve the tourism management capacity and service provision skills for local authorities and people.

Sustainable destination planning, development and management

- Develop training materials reflect with target audiences in the destination;
- Services to raise awareness about sustainable tourism;
- Training/coaching tourism service skills and management capacity for local people in sustainable models/ destinations.

Capacity building based tourism sustainable

- Researching market trends and service provision of the destination;
- Select and propose products that are suitable for tourist and the conditions at destination;
- Product review; Price of products and accompanying service packages;
- Enhance customer experience

Building and renewing tourism products in a sustainable

- Identify the different and unique selling points of destination;
- Build sustainable communication channels that are suitable to each customer segment;
- Implement and evaluate the effectiveness of communication channels and forms of communication

Destination marketing and promotion

# Research, develop and implement value chain development projects



Advocacy, making a favorable policy environment for industry development;



Career opportunities in Agro-forestry, Tourism; Skills training in Agriculture - Forestry production, Tourism, handicrafts



Developing public-private partnership and partnerships between small-scale producers;



Market access assisting; building marketing and trade promotion plans



Advice to integrate Agro-Forestry and Tourism development schemes and projects into Government development master plan/program;



Research and develop value chains of Agro-forestry, Tourism; Assessment and provide intervention solutions from production facilities to the market;





# CRED

is proud to have gained advantages and a strong foothold with the key staffs having more than 20 years of experience and a team of dynamic, passionate, experienced staff members and professionals in the sectors of value chain development, consultancy on assessment of export potential, sustainable tourism development, eco-friendly biodiversity agro-forestry, and livelihood improvement projects. With our team, CRED offers:



## STRATEGIC PARTNERSHIP

Deep-rooted working relation, partnership and trust with governments from central to district levels, international donors, organizations and enterprises.



## RICH NETWORK

Extensive networks provide CRED access to sectors' knowledges and data treasure through national and international research institutions, major donors, private sector, governments and investors.



## TOP SERVICES

Top services in agro-forestry and tourism sectors are delivered through proven methodologies in Value Chain Development/Market System Development, Climate-smart agriculture adaptive to climate change, application of international standards in the context of small scale production of Vietnam.



## GOOD UNDERSTANDING

Good understanding of the needs of Farmers, SMEs and Buyers to coordinate relevant supports efficiently.



## STRONG LEADERSHIP

Strong leadership and expertise combining an adaptive management model allow CRED to either be a project partner or a provider of quality services for any entity, from the community to businesses, state management agencies, research institutes, small and medium enterprises, international and domestic organizations, etc.



## IDEA BANK

The expertise and practical experience brings CRED an "Idea Bank" of initiatives and solutions in the fields of agriculture, forestry and tourism to become a partner with any organization.

## CRED is coordinating 2 forums/platforms to encourage collaboration and sharing



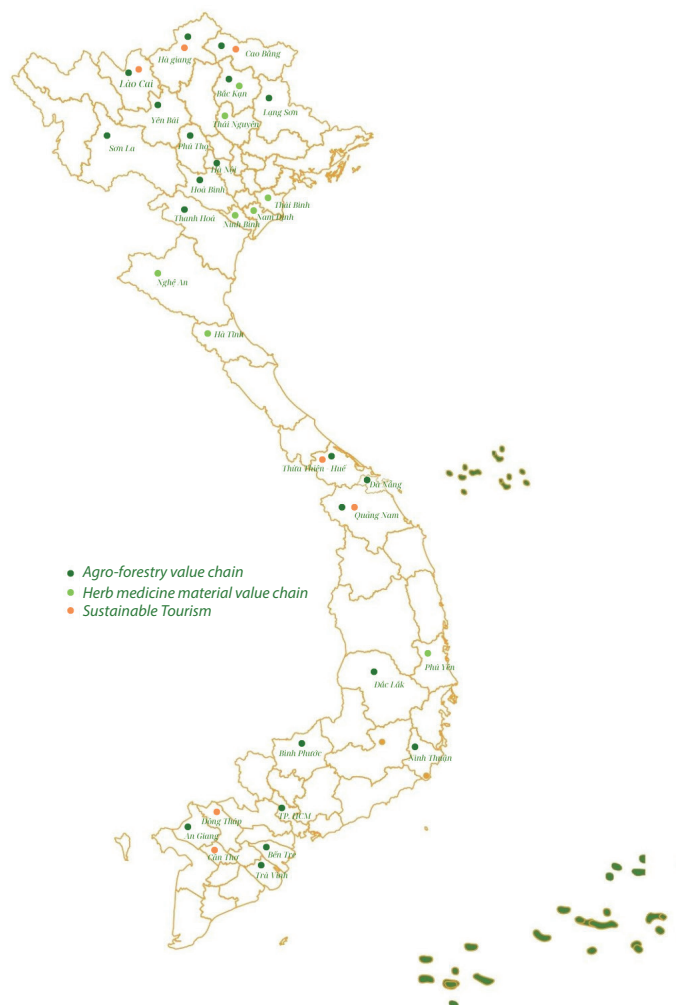
Responsible Tourism: A network that brings together community-based tourism (CBT) organizations with the aim of promoting travel-related goods and services. Learn more about the CBT platform at: [www.vietnamresponsibletourism.com](http://www.vietnamresponsibletourism.com);



Biotrade: A resource site for Vietnamese manufacturers of natural ingredients which are committed to employing sustainable bio-trade business methods that comply to international standards. Find out more about us and form a partnership at [www.biotrade-asia.com](http://www.biotrade-asia.com).

## Experiences and partners

CRED, cooperate with partners, state management agencies and businesses in different regions in Vietnam to develop the value chains of Agriculture - Forestry and Tourism in localities:



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