

## Vietnam: Fruit & veg exporters urged to improve understanding of Middle East market

Vietnam has been witnessing the potential for fruit and vegetable exports to the United Arab Emirates (UAE) since the country banned the import of certain fruits and vegetables from five countries in the Middle East, according to the Department of Africa, West Asia and South Asia Markets under the Ministry of Industry and Trade.

Meanwhile, a report from the Vietnam General Department of Customs revealed that Vietnamese fruit and vegetable exports to the UAE reached \$14.2 million in 2014, \$16.2 million in 2015 and \$22.8 million in 2016, accounting for a modest part of the UAE's annual import turnover of this commodity group.

The department called on Vietnamese fruit and vegetable exporters to improve their understanding of the Middle East country's rules on food hygiene and safety to effectively tap into the lucrative market.

**Lien article :** <http://www.freshplaza.com/article/175215/Vietnam-Fruit-and-veg-exporters-urged-to-improve-understanding-of-Middle-East-market>