



For Your Return

# NUTRICARE CO LTD., VIETNAM



ISO 22000:2005; GMP, HACCP

[www.nutricare.com.vn](http://www.nutricare.com.vn)



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# Topics Covered

1

- Vietnam - A review of nutrition status: Challenges and Opportunities

2

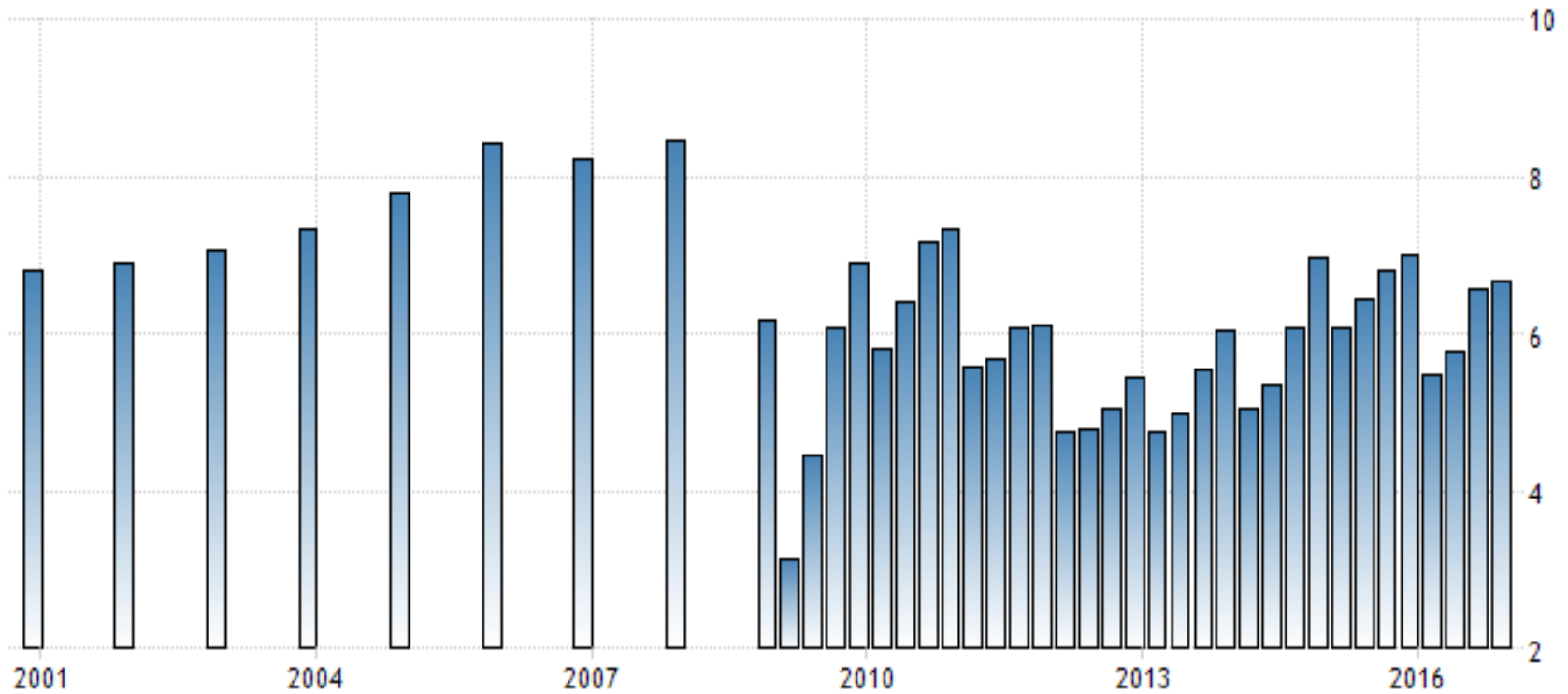
- Nutricare and its CSR



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# Economic development

VIETNAM GDP GROWTH RATE

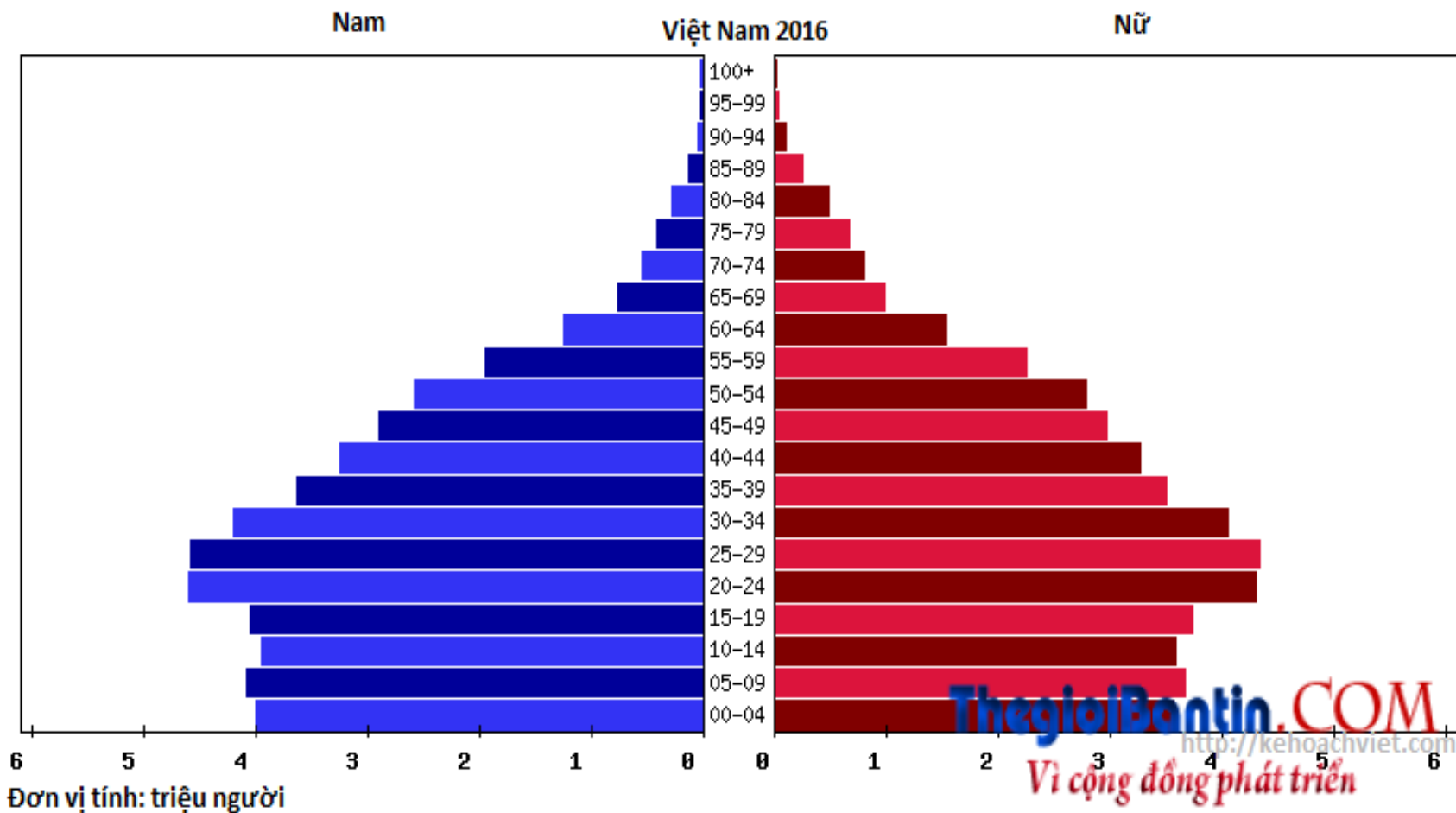


SOURCE: [WWW.TRADINGECONOMICS.COM](http://WWW.TRADINGECONOMICS.COM) | GENERAL STATISTICS OFFICE OF VIETNAM



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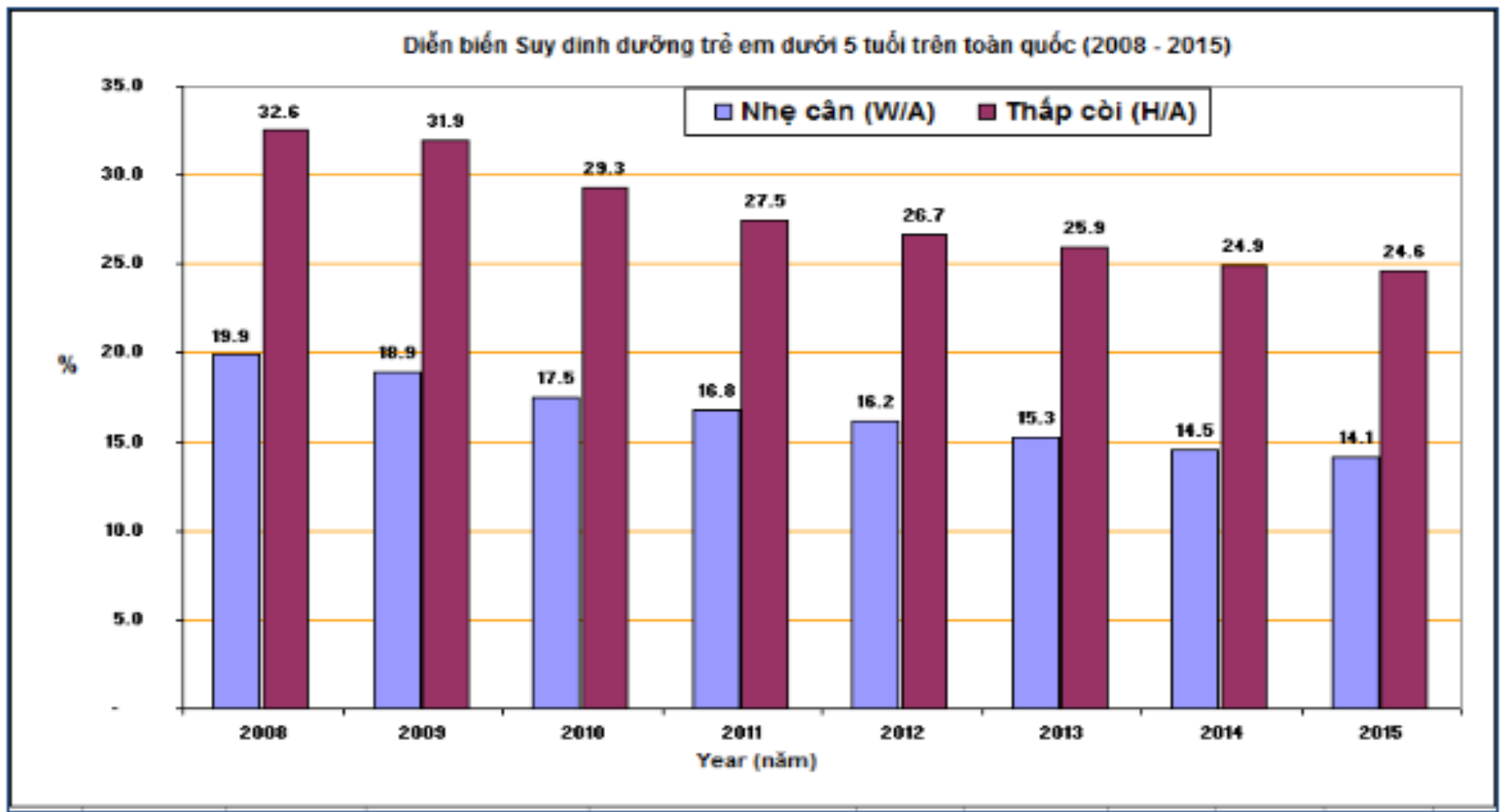
# Golden Age of Population





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# Prevalence of Malnutrition Underweight & Stunting (2008-15)





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# Remaining Problems

- CED
- Anemia
- VAD, IDD
- LBW
- MAM, Westing
- New problems of Overweight, Obesity, NCDs,...



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# Vietnam's National Nutrition Strategy (2011-2020) aims at:

## Women:

- CED among reproductive-aged women < 12%
- Anaemia in pregnant women reduced to 23 %
- LBW (< 2,500g) reduced to < 8%

## Under 5 year children:

- Stunting reduced to 23%
- VAD (<0.7  $\mu\text{mol/L}$ ) reduced to < 8 %
- Anemia reduced to 15%





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# Some Projects among NNS

- Project for maternal and child malnutrition control, focused on reduction of stunting, improvement of height, and proper health and nutrition for pregnant women.
- Project for micronutrient deficiency control:
- Program for School Nutrition:
- Program for food and nutrition security and nutrition in emergencies:





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# Local RUTF bars

- High Energy Bar
- Hebi (green bean cake)
- Contained:
  - Mung & Soy beans
  - Rice
  - Sesame
  - Sugar
  - Whole milk powder & Whey protein
  - Vegetable fat & oil
  - Vitamin/mineral premix

WHO/UNICEF Requirement	Amount
Energy density	5.2-5.5 kcal/g
Total energy from protein (50% from milk products)	10-12%
Total energy from Lipids	45-60%
Max. water content	2.5%



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# Locally Produced RUFT HEBI

- In Bar form



- In Paste form





# Challenges

Globalization brings new issues to many countries, including Vietnam, raising emerging challenges in nutrition and food safety.

Large scale urbanization raises issues related to social structure, food production, and biological environment

Vietnam has been recognized as one among 5 countries badly affected by global climate change.

Population growth has further increased the pressure for development.

-> Double-burden of malnutrition





# Nutricare Mission

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# CORE VALUES

## **Human**

Human is the center  
of acts.

## **Innovation**

Innovations  
are regular  
activities.

## **Morality**

Morality is  
foundation





## MISSION

Providing the best Nutrition Solutions and Therapeutic Food.

## VISION 2030

To become the leader Nutrition Solutions and Therapeutic Food.



**ISO 22000:2005; GMP, HACCP**





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# Products



*We fully abide by the recommendations International Code of Marketing of Breast-milk Substitutes*



# Nutricare's Products for Malnutrition children

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Products	Pictures	Distribution channels	Used for
Care 100 Plus		High energy Nutritional products	For children with Anorexia and Malnutrition from 1-10 years of age
Hanie Kid		Therapeutic products	For children with Anorexia and Malnutrition
MetaMax		Therapeutic products	For digestive disorder children

**ACCOMMODATE POLICIES & MARKET DEMANDS**





# Nutricare's CSR

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Pay back for society





Medical examination -  
Medicine delivery  
- Gift giving to people in Nam Sai Commune, Sapa District



Nutricare jointly  
"Examine -Deliver medicines-Give gifts" in Ha Giang



Nutricare  
Company Limited  
presented gifts to  
needy children in  
Bac Kan



Nutricare distributes micronutrient supplement products to poor children in Ho Chi Minh

More than 1,000 gift packages from Nutricare were donated to people in CENTRAL PROVINCES





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# COMBINATION CORE VALUES & SOCIAL RESPONSIBILITIES

## Human

Human is the center of acts.

## Innovation

Innovations are regular activities.

## Morality

Morality is foundation





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# Thanks for listening!

