



17 MAY | SEOUL

IADSA Annual General Meeting

The Grant

**The IADSA**  
**Project Grant for**  
**associations**  
Supporting great ideas



# The IADSA Project Grant Supporting great ideas

## Scope

Created to encourage national initiatives and provide support to member associations to:

- achieve ideas that will help build the credibility of the sector and
- could potentially be replicated as best practice in other parts of the world.

# The IADSA Project Grant

Supporting great ideas

## Who could apply?

Associations who are direct members of IADSA

Applicants could apply for any figure up to the limit of US\$20,000.  
For a project or series of projects

## The Review Panel

IADSA Executive Council of IADSA  
AHPA, AIFN, CMA, CRN UK, CRN US, FSE, UNPA,

# The IADSA Project Grant

## Supporting great ideas

### Key criteria

Association member engagement → backing and involvement of members of the association.

Replicable → in other countries or regions and serve as an example of a best practice.

Ambition → potential to create change and make progress

Achievable targets → Achievable given the right resources and input.

# The IADSA Project Grant

Supporting great ideas

## Candidates

1. MADSA, Malaysia
2. Natural Products NZ, New Zealand
3. VAFF, Vietnam

# MADSA, Malaysia

## How much am I willing to pay for this health supplement?

Examine consumers' preferences and determine their willingness to pay for health supplements

# Natural Products NZ, New Zealand Prove, Persuade and Progress

Economic research to provide a crucial tool for convincing New Zealand's government of complementary medicine's transformative role in improving health outcomes and reducing New Zealand's health system costs



# VAFF Vietnam

## Towards: One Market. One ASEAN

Reduce technical barriers to trade for the Health Supplement Industry via full and uniform implementation of the ASEAN harmonized technical standards for Health Supplements

**The winner is ...**



**VAFF**

\* **IADSA Project grant proposal:  
“Towards: One Market. One ASEAN”**

**Prepared on behalf of the**

**Vietnam Association of Functional Foods (“VAFF”)**

**Thach DO**

**Deputy Secretary General - External Affairs (VAFF)**

- I. Background and why this project is necessary.
- II. The approach of this Project proposal
- III. Key activities and milestones proposed under this project.
- IV. Project Budget Forecast.
- V. The Project team - key stakeholders.



VAFF

\* ***“Towards: One Market. One  
ASEAN”***

## \* **Conscious:**

- \* The recent global trend in 2016 of a more nationalist approach to free trade and economic integration (Trumpism, TPP, Brexit...);
- \* The more populist stance of government leaders in regards to basic principles of free trade.

## \* **Recognizing:**

- \* The effort of ASEAN Leaders, The Traditional Medicines and Health Supplements Product Working Group (“TMHS PWG”) and the Industry (Represented by AAHSA and AATMI) for the past 13 years cumulating to 19 harmonized technical standards to be adopted in Vietnam in May 2017.
- \* Post implementation challenges are mostly attributed to difference in legal interpretation and unclear roadmap to transpose these agreement into the local legal framework and context.

## \* **Determined:**

- \* To realize the vision of ASEAN as a “single market and production base characterized by free flow of goods, services, and investments, as well as freer flow of capital and skills”.
- \* To create a replicable blueprint to ensure that the adopted harmonized technical standards will be fully and consistently implemented within ASEAN members as well as other region.

\* **I. “Towards: One Market. One ASEAN”:  
Background and why this project is  
necessary**

## \* **Main objective:**

- \* Reducing technical barriers to trade for the Health Supplement Industry via full and uniformed implementation of the ASEAN harmonized technical standards for Health Supplements in Vietnam ensuring that the Vietnamese consumer has fast and sustainable access to innovative, high quality and safe Health Supplement products.

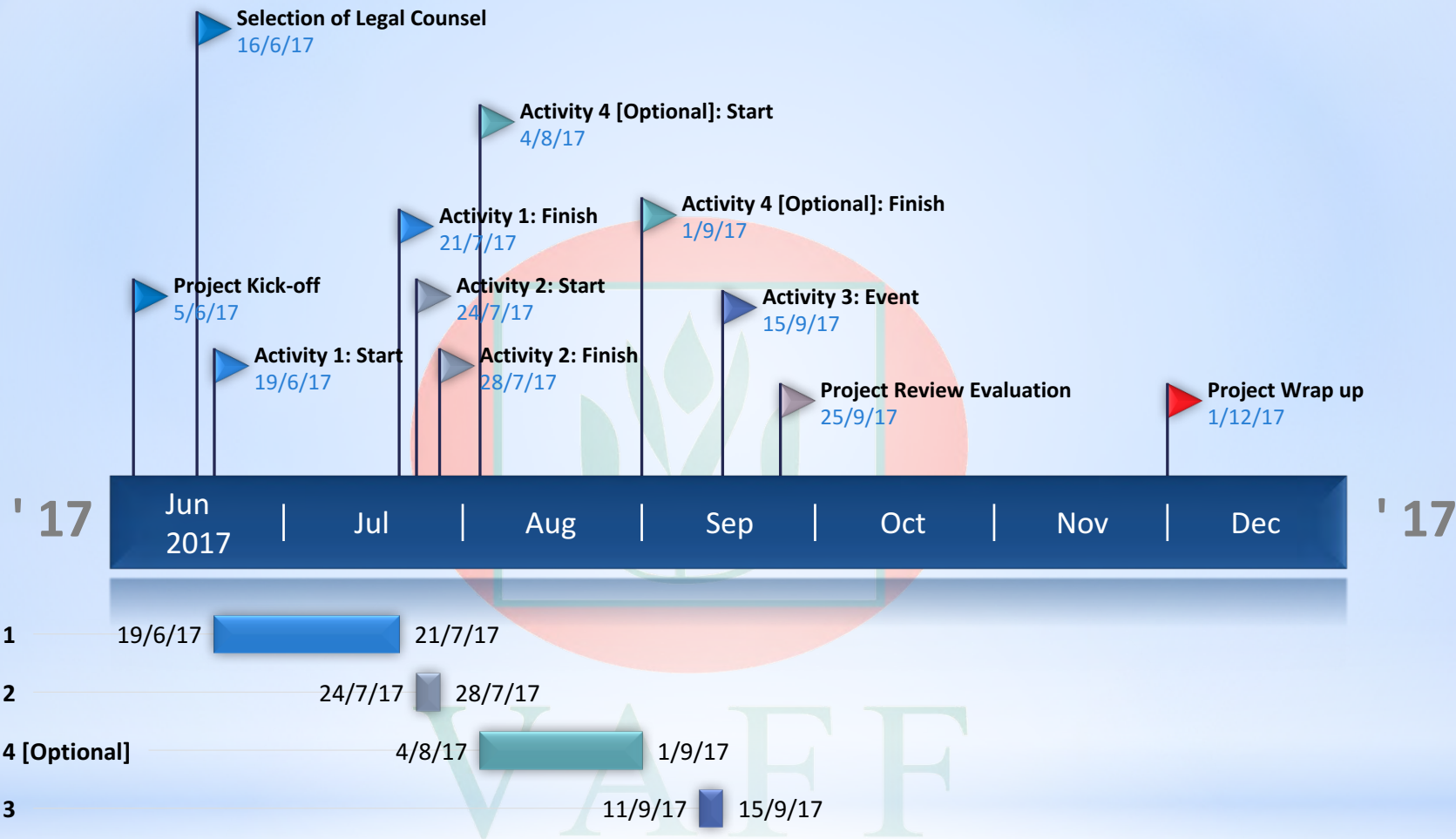
## \* **Potential spill over effect:**

- \* Enabling full and uniformed implementation of harmonized ASEAN technical standards for Health Supplements in Vietnam. This approach can be used as a best practice framework for other ASEAN national industry associations (and potential other region) in the engagement and pro-active support to government stakeholders to achieve the set objective.
- \* The positioning of local national industry association as a pro-active dialogue policy partner with government stakeholders for future engagements.

\* **II. “Towards: One Market. One ASEAN”:** The approach

- \* **Activity 1:** Commission of Legal Analysis and detailed Roadmap of current local legislation that would need to be amended/added to transpose fully commitments made in the ASEAN Agreement on Health Supplements;
- \* **Activity 2:** Commission of Legal position paper (which will be send with the Legal Analysis and Roadmap above) from VAFF to relevant Government stakeholders;
- \* **Activity 3:** One (1) seminar/workshop in Hanoi with government stakeholders to present the main findings and recommendations of the Roadmap;
- \* **Activity 4 [Optional]:** Policies/Incentives recommendations to enable and enhancing Vietnam competitiveness and attractiveness as an investment destination for Health Supplements.

\* **III. “Towards: One Market. One ASEAN”:** Key activities and milestones proposed



\* III. *“Towards: One Market. One ASEAN”*: Key activities and milestones proposed



Activity	Budget (Est.)* USD
Activity 1: Commission of Legal Analysis and detailed Roadmap	\$3,000
Activity 2: Commission of Legal position paper	\$2,000
Activity 3: One (1) seminar/workshop	\$15,000
Activity 4 [Optional]: Policies/Incentives recommendations	\$ 5,000
<b>TOTAL</b>	<b>\$25,000</b>
Funding from IADSA Grant	\$20,000
Funding from local industry via VAFF [Optional]	\$5,000

**\* IV. “Towards: One Market. One ASEAN”: Activity budget forecast**

\*Budget estimation is based on Estimated daily work pro forma cost calculations based on UN and EU cost norms for National Consultants Rates in Vietnam

## \* Steering committee:

### \* VAFF Project Members:

- \* Associate Professor Dr. Tran Dang (Chairman VAFF, Former Director General of the Vietnam Food Administration, Ministry of Health);
- \* Associate Professor Dr. Le Van Truyen (Vice Chairman VAFF, Former Vice Minister, Ministry of Health);

### \* Government Regulators Project Members:

- \* Dr. Le Van Giang (Deputy Director General, Vietnam Food Administration, Ministry of Health; Head of Delegation - Vietnam Government Delegation to the ACCSQ TMHS PWG)

## \* Project Lead:

- \* Mr. Thach Do (Deputy Secretary General in charge for External Affairs VAFF, Official Delegate to the Vietnam Government Delegation to the ASEAN Consultative Committee on Standard and Quality (“ACCSQ”) for Traditional Medicines and Health Supplements Product Working Group (“TMHS PWG”).

**\* V. “Towards: One Market. One ASEAN”:** The Project Team - Key stakeholders



VAFF

\***Thank you.**

For more information, please visit:

<http://www.vaff.org.vn>

Or contact Mr. Thach DO: [thach.do@vaff.org.vn](mailto:thach.do@vaff.org.vn)