



# Fresh Studio

INTRODUCTION FRESH STUDIO

[www.freshstudio.vn](http://www.freshstudio.vn)





# Fresh Studio

Southeast Asia's High-Quality Agriculture Specialists



Our mission

**Grow better lives from farmers to consumers by making our clients successful in the production and marketing of sustainable food.**



# About us

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## Professional services firm

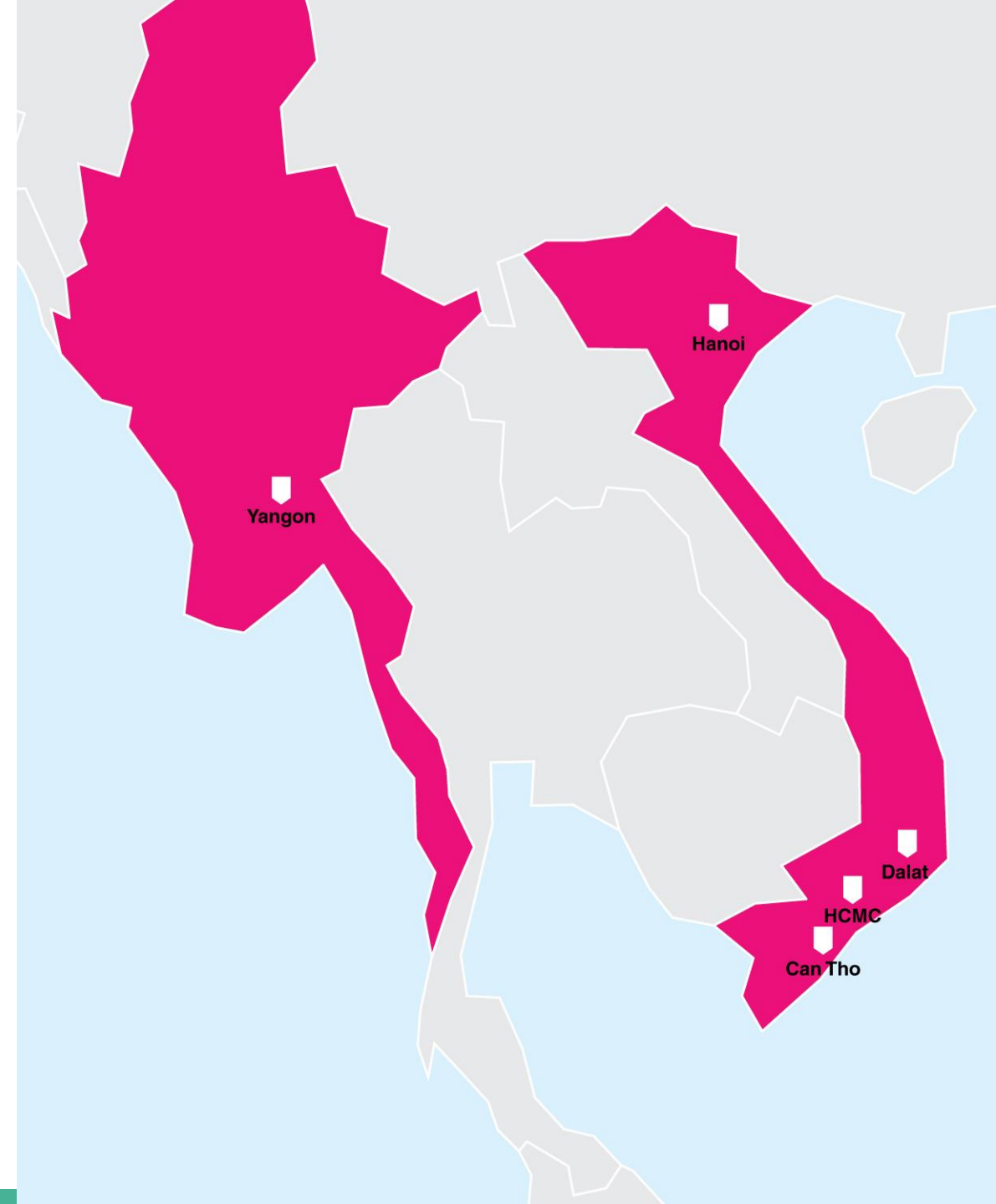
- We are a food consulting company, assisting clients with all aspect of their food provision, from farm to fork, from production to marketing. Our scope of work ranges from agricultural inputs to fresh produce, processed goods and end consumer products.

## Value chain driven

- Multi-disciplinary teams in Vietnam, Myanmar the Netherlands: 60 staff
- 360° approach

## Located in Asia

- Vietnam offices: Hanoi, Dalat, HCMC, Can Tho
- Myanmar office: Yangon
- Netherlands: Venlo
- Working in Philippines, Vietnam, Thailand, Indonesia, Cambodia, Laos, China, Malaysia and Japan





# Our Services

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## **BUSINESS DEVELOPMENT**

The mission of our business development department is to help clients in the agricultural sector build their business in South-East Asia. Our support includes collecting information, identifying potential partners, and working with clients to develop and implement a business plan in line with their needs.



## **RESEARCH & DEVELOPMENT**

We have extensive research and innovation capacity, including R&D locations in Dalat and Hai Duong for crops, and a food lab in Hanoi for consumer research. At these R&D locations we develop and fine tune innovations under local conditions, while collecting tangible evidence on the effectiveness of tested methods and production techniques.



## **PRODUCTION ASSISTANCE**

Without the right base set of knowledge, tools and technical support, agriculture production is an uphill battle. Therefore, we also focus on providing advanced technologies and knowledge that producers can directly use in their current production system in combination to technical support.



## **SOURCING**

The agricultural sector in Asia is mostly characterized by a small-holder structure. For potential buyers, small-scale farming can be inefficient and makes it difficult to meet both domestic and international quality and food safety standards. Fresh Studio is dedicated to support you with our sourcing services to develop efficient and well-managed food value chains in Vietnam and Myanmar.



## **QUALITY ASSURANCE**

Fresh Studio can help you to improve your monitoring system or develop a new one enabling you to manage and control supply chain risks, whether it is to monitor the effectiveness of your own services or the performance of your partners.



## **MARKETING & BRANDING**

Fresh Studio supports clients in developing authentic and inspiring brand and marketing campaigns for the agricultural sector. Services includes consumer research, sensory evaluation, communication strategy and development and market activation.

# Our Clients



## BUSINESS DEVELOPMENT



## SOURCING



## RESEARCH & DEVELOPMENT



## QUALITY ASSURANCE



## PRODUCTION ASSISTANCE



## MARKETING & BRANDING



# Our Expertise

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## Passion for food

- Since 2006, we have worked passionately in different regions and cultures of the Asian agri-food sector, and gained a wide range of expertise and knowledge that are crucial for our clients.

## Present in all sectors



Livestock



Seafood



Vegetables  
& fruits



Ornamentals  
& spices





**ESTHER WINTRAECKEN**

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featuring foods

