

## MARD organises week of introducing Vietnamese agricultural cuisine

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Vietnam's Economic and Trade Exhibition Fair Area and the Agricultural Trade Promotion Centre, which operates under the Ministry of Agriculture and Rural Development (MARD), in collaboration with the Central New Rural Coordination Office and the Vietnam Association of Agriculture and Rural Development, have organised a week-long event aimed at introducing and connecting traditional Vietnamese cuisine with fish sauce products and typical regional dishes, thereby promoting Vietnamese culinary culture to consumers. This event is especially targeted at diplomatic agencies, foreign counsellors in Vietnam, and international organisations such as FAO, UNDP, IFAD, WB, and UNESCO.

During the week dedicated to traditional fish sauce and fish sauce products, an array of regional dishes are prepared using fish sauce, which provides an excellent opportunity to promote the products and educate people about their stories and production process chains. By introducing Vietnamese fish sauce and other culinary products made from fish sauce to consumers, we can raise awareness and preserve the unique cultural features and traditions of Vietnam. This not only attracted domestic and foreign tourists but also helped in promoting trade and connecting the supply and demand of traditional fish sauce products and cuisine made from fish sauce.

The event featured several side activities, including a discussion that introduced fish sauce culture and Vietnamese cuisine to diplomatic agencies and foreign counsellors in Vietnam. In addition, there was a Q&A talk show where consumers could interact with experts, businesses, and cooperatives. The organisers also hosted live stream sessions to promote and connect consumption for units and businesses participating in the week.