

Barentz launched Vietnam to expand as ingredients supplier

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"The Vietnamese consumers are getting increasingly concerned with quality", said Hang Nguyen, director of Barentz Vietnam.

Vietnam's has seen an amazing economic growth and the population is much healthier now than 20 years ago. But there is still much to do in the years to come to reduce poverty and increase the health level of the Vietnamese people.

"Through Barentz's excellent ingredients portfolio and production facilities in the region, we can offer our clients within the Vietnamese food industry products of the highest quality, while also providing them with knowledge and support in choosing the optimal ingredients combinations in all stages of the food manufacturing process. Our total offer, from source to solution, will clearly improve the quality level on the Vietnamese food market."

"Through our experienced team in Vietnam we have direct access to the Vietnamese market, which quickly will accelerate our growth," said Hidde van der Wal, CEO of Barentz International.

Barentz state-of-the-art production facilities Vitablend in Singapore, will deliver nutritional premixes and functional blends that will enhance the nutritional values of Vietnamese food products and meet the demands of the producers and the consumers.

"We can offer the Vietnamese food industry a wide product portfolio of high quality ingredients. In fact, through our activities in Vietnam over the past years, Barentz has already become the market leader for nutritional ingredients for dairy and infant products in Vietnam. Having established a new legal entity, we are now also planning to expand our offer to other industry segments such as Pharmaceuticals, Personal Care and Animal Nutrition over the next two years."