

(Chairwoman Amanda Rasmussen’s speech at the Workshop “Consultation on the Draft of Circular on Guidelines for good labels” on April 22, 2019)

Welcome and thank you **Dr. Nguyen Hoang Linh**, Deputy General Director, Directorate for Standards, Metrology & Quality, Ministry of Science & Technology for your participation today.

Distinguished guests from government agencies and business associations, welcome and thank you for attending. My name is Amanda Rasmussen. I am the current Chairwoman for AmCham Vietnam and Chief Operating Officer of ITL Corporation.

- I am honored to welcome you all this important joint event for the consultation on the Draft of Circular on Guidelines for goods labels.
- On behalf of AmCham and many other business associations, we thank the Directorate for Standards, Metrology & Quality (STAMEQ), Ministry of Science & Technology for co-hosting the this workshop this morning.
- The following business associations have also put forth great efforts and cooperation for this workshop:
 - VCCI
 - CIEM
 - VASEP
 - Vietnam Dairy Association,
 - FFA - Food & Food Stuff Association of HCMC
 - AFT - Association of Food Transparency

AmCham Vietnam is very proud of co-hosting with STAMEQ to organize this workshop. The topic on goods labeling has far reaching importance.

- Labeling regulations are gatekeepers for all goods
- Labels on goods help consumers understand important information about the goods they buy.
- The efforts of many here today to clarify the regulations will improve how businesses communicate with consumers through labeling.

This strengthens quality and creates standard regulations in Vietnam.

- This workshop is important to improve quality standards that support Vietnamese and U.S. companies here.
- But it also helps because it standardizes the Vietnamese quality regulations to meet international systems. This will help the exporting capability of local companies.

This type of joint effort is at the core of AmCham Vietnam’s main priorities:

- AmCham Vietnam has done a wide range of projects to work with Vietnamese agencies to promote a better business environment in the country
 - Such examples include logistics, supply chain, transportation, energy, and Food Safety management.
- Quality and standards are also important to AmCham Vietnam's members.
 - Our Food & Beverage Committee will continue to work closely with STAMEQ to make it happen.

We hope that by today's collaboration and coming MOU which will be signed by two sides in May, we can create an official channel to have frequent dialogues.

- This will create better understandings, support and sharing of know-how.
- The aim and result is to have a good business environment in Vietnam to sell goods here and for export.

Thank you again to our hosts and business associations convening this important group event. We are optimistic about achieving our goals.