

AMCHAM Agriculture Committee Business Plan 2019



Leadership Team

Committee Co-chair: Mariano Berdegue
Committee Co-chair: Luan Nguyen

Purpose

The Agriculture Committee of AmCham seeks to promote the agricultural interests of both Vietnam and the United States by providing a professional discussion platform on common issues, challenges and cooperation opportunities related to these industries as well as networking opportunities.

The committee examines industry trends and standards, identifies barriers and opportunities and exchanges best practices for the development of the agricultural sector.

The committee also supports the implementation of specific advocacy, communication, public relations or educational actions focused on farmers, government and consumers to understand opportunities and remove barriers for the agriculture sector.

Goals

- Grow the AmCham membership base of agricultural companies
- Keep members updated about industry, regulatory and other developments
- Advocate issues that affect the whole industry as well as supporting education efforts for farmers, government officials and consumers on specific issues on agriculture
- Constructively engage with authorities and political leadership in Vietnam and the U.S.

Objectives

This Committee will represent the shared interests of the member companies from the agricultural sector within AmCham for advocacy, communication and education. To achieve the stated goals, this Committee will:

1. Serve the interests of the agriculture community.
2. Create a vibrant community of 10-15 active members who regularly participate in monthly committee meetings and events, and approximately 20 members who participate less regularly, but stay involved several times a year.
3. Committee Meetings
 - a) Conduct monthly meeting unless otherwise noted by the active members.
 - b) Meetings:
 1. Conduct round table discussions
 2. Invite specialist speakers regularly about relevant topics
4. Organize Events, which may include:
 - a) Agriculture-related Workshop
 - b) Farmer Day
 - c) Factory/Plant Tours

d) Advocacy events and visits with relevant authorities

5. Quarterly networking and social events to encourage member participation, enhance communication between members, and to grow the membership base by outreach initiatives to prospective members.
6. Coordination between and among leadership teams of AmCham Committees such as Human Resources, Legal, Food and Beverage, among others, to discuss Vietnam policy issues, recommended changes that would specifically impact the agriculture community. Hold follow-up meetings with the entire committee if necessary.

Member companies will not engage in any type of discussion regarding prices, competition, customers or any such action that could be considered to constrain competition of ethical business conduct.