



## Acuerdo de Asociación Transpacífico (TPP) II:

# Brunei, Malasia, Singapur y Vietnam

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Inteligencia de Mercados

Octubre 2011



# Información de las economías TPP II 2010

	Brunei	Malasia	Singapur	Vietnam
Capital	Bandar Seri Begawan	Kuala Lumpur	Singapur	Hanoi
Población (mills persn)	0.4	28.7	4.7	90.5
Area (Perú/Mcdo)	223	4	1,844	4
Var. % PBI	4.1	7.2	14.5	6.8
PBI per capita (US\$)	51,600	14,700	62,100	3,100
Ubicación PBI percap.	8°	76°	5°	166°
Esperanza de vida	76	74	82	72
1 US\$ equivale a	1.26 dólares	3.13 Ringgit	1.26 dólares	20,950 Dong
Part.% Expo Perú	0.01	0.02	0.02	0.18
Empresas vinculadas	1	47	70	67
Productos vinculados	5	38	86	28

# Ubicación del Perú y economías regionales como proveedor en los mercados TPP II 2010

## Brunei

**21. Perú**  
31. Brasil  
35. México  
39. Uruguay  
46. Colombia

## Malasia

21. Brasil  
25. Argentina  
39. México  
41. Chile  
46. Ecuador  
**58. Perú**

## Singapur

23. Venezuela  
28. Brasil  
29. México  
54. Chile  
56. Colombia  
**95. Perú**

## Vietnam

17. Brasil  
24. Chile  
38. México  
**40. Perú**  
44. Uruguay  
45. Paraguay

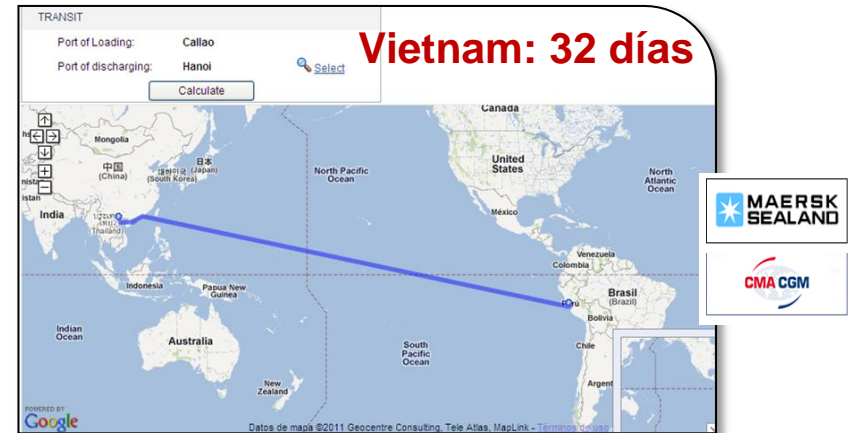
# Perú: Principales productos exportados al Mercado TPP II 2010

Brunei	Malasia	Singapur	Vietnam
3.5 millones	8.6 millones	6.7 millones	63.9 millones
Tubos de perforación (96%)	Fosfato de calcio (20%)	Cacao en grano (52%)	Harina de pescado (91%)
	Acido bórico (15%)	T-shirts de algodón (13%)	Aceite de pescado (2%)
	Carmín de cochinilla (13%)	Uva fresca (3%)	
	Uva fresca (11%)	Almejas (3%)	
	Alambre de cobre (9%)	Aletas de tiburón (3%)	
	Acido ortobórico (3%)	Conchas de abanico (3%)	
	Lacas colorantes (2%)	Espárrago fresco (2%)	

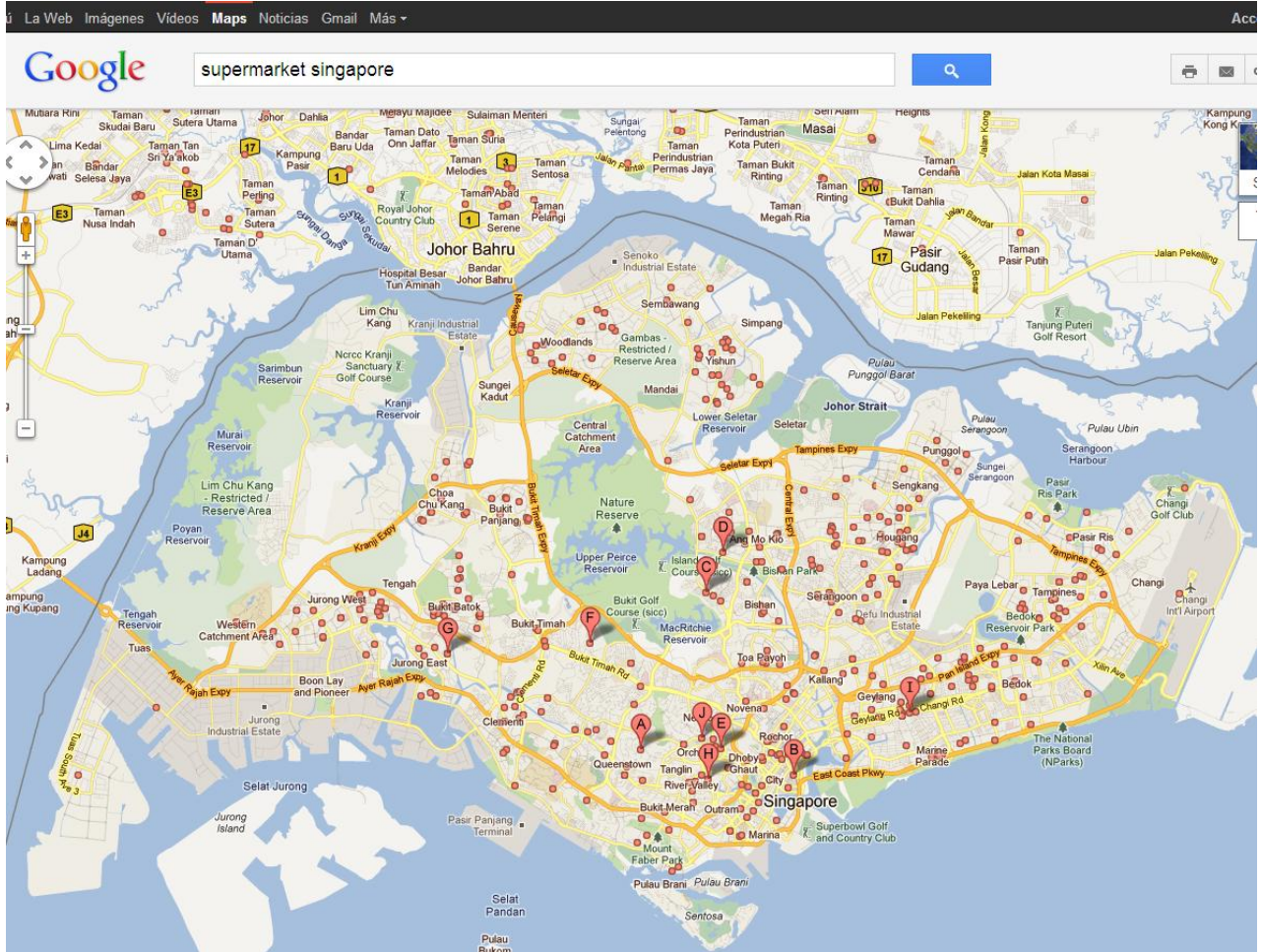
# Importaciones en los mercados TPP II 2010 (millones de dólares)

Productos (HS2)	Brunei	Malasia	Singapur	Vietnam
<b>Total</b>	<b>2,852</b>	<b>164,586</b>	<b>310,865</b>	<b>83,132</b>
Frutas (08)	11	302	470	582
Hortalizas (07)	9	719	411	556
Café y especias (09)	3	392	217	140
Pesquero (03)	10	683	708	519
Cacao y preparaciones (18)	9	1,146	544	25
Preparaciones de legumbres y hortalizas (20)	16	219	242	51
Confecciones de punto (61)	18	135	1,022	832
Confecciones tejido plano (62)	13	174	819	541
Calzado y sus partes (64)	16	233	491	315
Manufacturas de madera (94)	208	527	1,182	501

# Tiempo de Travesía a los mercados TPP II



# Retailers en mercados TPP II (Singapur)





# ¿Qué se necesita para exportar a los mercados asiáticos?



# 1.- Conocer el Mercado

- Hábitos de consumo
- Tendencias
- Canales de distribución y comercialización
- Costumbres
- Forma de negociar
- Protocolo
- Participar en ferias y misiones

## 2.- Apoyarnos en los productos peruanos líderes en el mundo

### *Posición en el Mundo de productos tradicionales*

1

Harina de pescado  
Aceite de pescado  
Concentrado de plomo  
Concentrado de zinc  
Concentrado de Molibdeno  
Café orgánico

✓ Metales: cobre, oro, zinc y plomo – demandado por el **sector industrial y de la construcción** in Asia and the EU.

3

Concentrado de cobre  
Concentrado de plata

✓ Harina de pescado: alta demanda del **sector acuícola** en Asia (China).

4

Estaño en bruto  
Cátodos de cobre  
Oro en bruto

✓ Café: **productos gourmet** (orgánicos, comercio justo, especiales) demandado por la Unión Europea y Estados Unidos.

5

Concentrado de estaño

✓ Derivados del petróleo: Nafta (primer derivado de Camisea) demandado por la **industria petroquímica** en California.

## 2.- Apoyarnos en los productos peruanos líderes en el mundo

### *Posición en el Mundo de productos No tradicionales*

**1** Espárrago fresco  
Espárrago preparado  
Platos de zinc  
Laminas de hierro

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**2** Madera aserrada  
Lacas colorantes

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**4** Ácido sulfúrico  
Oxícloruro de cobre  
Frijoles secos  
Paprika  
Anchoas saladas

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**5** Óxido de zinc  
Palta  
Anchoas en conserva  
Palmito en conserva

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**7** Mango fresco  
Pota congelada  
Aceituna en conserva  
Materias colorantes

- ✓ **Prendas de vestir: nichos con alto poder de compra** (Algodón en EEUU y Sudamerica y Alpaca en Japón y Corea del Sur)
- ✓ **Agroindustria: competitividad global** en hortalizas (espárragos y alcachofa) y fruta fresca (mango, banana, citricos) en la UE y EEUU.
- ✓ **Químicos: alta calidad** en la industria del plástico y cuidado de la belleza con alta demanda en América Central y del Sur.
- ✓ **Pesca: camarón** (EEUU), **pota** (China-España), caballa en conserva, jurel y sardina **(EEUU-Africa)**

### 3.- Aprovechar los TLC's y oportunidades comerciales

Singapur (arancel cero)	Mercado	Productos
<ul style="list-style-type: none"> <li>•Banano fresco</li> <li>•Palta</li> <li>•Mango</li> <li>•Naranja, limón y mandarina</li> <li>•Uva fresca</li> <li>•Espárrago</li> <li>•Alcachofa</li> <li>•Cacao (grano, pasta,etc)</li> <li>•Café</li> <li>•Abalones preparados</li> <li>•Pota congelada</li> <li>•Pota preparada</li> <li>•Aleta de tiburón seca</li> <li>•T-shirts de algodón</li> <li>•Polo shirt dama y caballero</li> </ul>	Brunei	Barras de hierro, alambre de cobre, revestimientos cerámicos, barras de acero, cloruro de potasio, muebles de madera, t-shirts de algodón, langostinos, alimento para mascotas, uva fresca.
	Malasia	Alambre de cobre, café, pimienta, placa de polímero de propileno, alimento para animales, langostino, cebolla, filete de pescado, madera, mandarina, cacao en grano, pota congelada, t-shirts de algodón, revestimiento cerámico, uva fresca, polo shirt de algodón, ajo, pasta de cacao
	Singapur	T-shirts y sueter de algodón, revestimiento cerámico, filete de pescado congelado, alambre de cobre, láminas de polímeros de propileno, uva fresca, polo shirt de algodón hombre y mujer, cacao en grano y manteca, cebolla, prendas para bebe, mango, mandarina, banano, café, paprika.
	Vietnam	Placas de polímeros de propileno, uva fresca, revestimientos cerámicos, mandarinas, pota congelada, cebolla, filete congelado de pescado, alambre de cobre, oxido de zinc, cacao en polvo.

### 3.- Aprovechar los TLC's y oportunidades comerciales

#### Ferias en los mercados TPP II



The 37th International Food and Beverage Exhibition  
**FOODEX JAPAN 2012**



The 6th International Food & Drinks, Hotel, Restaurant, Bakery & Foodservice Equipment, Supplies & Services Exhibition and Conference

**intertextile**  
SHANGHAI apparel fabrics

China International Trade Fair for Apparel Fabrics and Accessories  
中国国际纺织面料及辅料(秋冬)博览会



LifeStyle  
Vietnam 2012  
18-21 April



Vietnam International Fashion Fair



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Cozy - 365 Daily Tea - Artiso

**Product Category** Tea

### Distribution Countries

Vietnam

### Description

Artiso (Artichoke flower) 365 Daily Tea has recently been introduced to consumers in Vietnam under the Cozy brand name. This herbal black tea blend is presented in a 50g paperboard box containing 25 teabags, retailing at 42,000.00 VND. Eco Products JSC is the manufacturer.



### Brand & Product Name ( 1 SKUs)

Eden Organic Pasta Company - Artichoke Ribbons Pasta

**Product Category** Pasta

### Distribution Countries

Singapore

### Claims/Tags

High Protein; Organic

### Description

Artichoke Ribbons Pasta, a new product from 'Eden Organic Pasta Company', has recently been introduced to consumers in Singapore by Nature's Glory Pte Ltd. This Pasta is said to be made from organic golden amber durum wheat and organic Jerusalem artichoke powder. A 100g provides about 210 calories and 9 grams of protein. The product comes in a 227g pack, sold for 4.70 SGD.



## 4.- Diversificación de productos

### Brand & Product Name ( 9 SKUs)

Organic Made In Nature - Dried Fruit Pieces - Apple; Apricot; Black Mission Figs; Calimyrna Figs; Cranberries; Mango; Pineapple; Plums; Raisins

**Product Category** Canned Fruit; Fruit

### Distribution Countries

Singapore

### Claims/Tags

High Antioxidants; Natural; No Gluten; Organic

### Description

Ban Choon Marketing (Pte) Ltd. has launched new range of Dried Fruit Pieces, under the brand Organic Made In Nature for consumers in Singapore. This product is certified by USDA Organic. The range includes nine variants - Pineapple, Mango, Apricot, Raisins, Plums, Calimyrna Figs, Black Mission Figs, Apple, and Cranberries. Each variant is offered in a 85g stand up pouch. Made In Nature, LLC is the manufacturer.



### Brand & Product Name ( 1 SKUs)

Vinamilk Vfresh - Artichoke Drink

### Distribution Countries

Vietnam

### Claims/Tags

No Preservatives; Recyclable

### Description

Claimed to be free from preservatives, new Vinamilk Vfresh Artichoke Drink has been released to the market in Vietnam by Vinamilk Share Holding Company. Each 350ml plastic bottle of this "Cooling & Refreshing Healthy drink" retails for 12000.00 VND.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Tao Kae Noi Super Crisp - Grilled Seaweed - Hot Chilli Squid

**Product Category** Other Savory Snacks

### Distribution Countries

Malaysia; Russia; Singapore; Thailand

### Description

Consumers in Thailand, Malaysia, Singapore and Russia can now purchase new Grilled Seaweed under the brand name Tao Kae Noi Super Crisp. This product comes in the Hot Chilli Squid flavor. Presented in a 24g bag with a releasable zipper, it is on sale at approximately 39 THB. It is said to contain soy. The manufacturer is Taokaenoi Food and Marketing Co.,Ltd. from Thailand.



### Brand & Product Name ( 3 SKUs)

Top Valu - Juice - Carrot; Healthy Vegetable; Vegetable

### Distribution Countries

Malaysia

### Claims/Tags

High Fiber; No Salt; No Sugar

### Description

Aeon Co. (M) Bhd has rolled out new Juice variants to consumers of Malaysia, under the brand name 'Top Valu'. The variants include - Healthy Vegetable, Carrot and Vegetable. Each is offered in a 190g can priced at 4.90 MYR.





## 4.- Diversificación de productos

### Brand & Product Name ( 2 SKUs)

Fragata Snack Pack - Olivas Verdes Deshuesadas (Pitted Green Olives) - Con Ajo (Garlic); Con Pimiento Picante (Hot Pepper)

### Distribution Countries

Singapore

### Description

Fragata Snack Pack Olivas Verdes Deshuesadas (Pitted Green Olives) range is new on the market in Singapore, launched by Angel Camacho Alimentacion, S.L. The range includes two variants - Con Pimiento Picante (Hot Pepper), and Con Ajo (Garlic). Each variant is presented in a recyclable plastic stand up pouch of 70g.



### Brand & Product Name ( 3 SKUs)

Bird in Hand - Olives - Green; Kalamata; Manzanillo

### Distribution Countries

Singapore

### Description

'Bird in Hand' Olives are new on the market in Singapore. They are offered in three variants - Green Olives, Kalamata Olives and Manzanillo Olives. All are sold in 300g jars at 17.15 SGD. The Butcher (S) Pte Ltd is the manufacturer of these products.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Bibica Migita - Ginger Candy

**Product Category** Sugar  
Confectionery

**Distribution Countries** Vietnam  
**Claims/Tags** Fresh; Natural

### Description

The Bibica Migita brand of Ginger Candy has been launched in Vietnam. The confectionery is said to be formulated with "fresh, natural ginger." Produced by Bibica Corporation, each 70g bag of candies is priced at 22500.00 VND.



### Brand & Product Name ( 4 SKUs)

Red Rock Deli - Deli-Style Potato Chips - Honey Soy; Lime & Black Pepper; Sea Salt & Balsamic Vinegar; Sweet Chilli

**Product Category** Potato Chips

**Distribution Countries** Singapore  
**Claims/Tags** Low Saturated Fat

### Description

Red Rock Deli Deli-Style Potato Chips range is newly launched in Singapore. The range includes - Sweet Chilli, Honey Soy, Lime & Black Pepper and, Sea Salt & Balsamic Vinegar. These chips are said to contain 75 percent less saturated fat. Each variety is offered in a 185g pillow bag priced at 5.50 SGD. Red Rock Deli Chip Company is the manufacturer.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Minute Maid Nutri Boost - Milk & Juice Drink with Nutrients - Orange Flavor

**Product Category** Functional Drinks

**Distribution Countries** **Claims/Tags**

Vietnam

High Calcium; High Minerals;  
High Vitamins

### Description

Claimed to be high in vitamins, calcium, and zinc, Minute Maid Nutri Boost Milk & Juice Drink with Nutrients in an Orange Flavor variety has been launched to the market in Vietnam by Coca Cola Vietnam Co. Ltd. Tagged "Boosted With Nutrients," each 300ml plastic bottle of this drink is priced at 20,000.00 VND. According to the label text, this product is available exclusively in Vietnam and exports are not authorized.



### Brand & Product Name ( 1 SKUs)

Ba Vi - Drinking Yoghurt - Orange Flavor

**Product Category** Milk; Yogurt

**Distribution Countries**

Vietnam

### Description

A new Drinking Yogurt has been introduced to the market in Vietnam under the Ba Vi label. The pasteurized, sweetened dairy beverage is offered in an Orange Flavor variety and is described as "naturally fermented with tropical orange flavor that brings you relaxing spirit." It is produced by IDP International Milk Co. and is sold in a 200ml resealable carton that is priced at 9,800 VND.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

CED - Organic Sugar

### Distribution Countries

Malaysia

### Description

CED Organic Sugar is newly launched in Malaysia by SCC Marketing (M) Sdn Bhd. Said to be made from sun sweetened sugar cane, this Organic Sugar has a natural rich flavor and aroma that goes excellent with coffee or tea. Presented in a plastic jar of 900g, this product is retailed at 8.49 MYR.



### Claims/Tags

Natural; Organic

### Brand & Product Name ( 5 SKUs)

Figo - 5 in 1 Steamboat Choice; Crab Ball; Four Cour Roll; Taro Fish Ball; Vegie Fish Ball

### Distribution Countries

Malaysia

### Description

Figo Foods Sdn Bhd has introduced new range of Meat products to consumers in Malaysia, under the Figo brand name. The range includes - 5 in 1 Steamboat Choice, Taro Fish Ball, Four Cour Roll, Crab Ball and Vegie Fish Ball. Each variety is offered in a 500g packet. The steamboat variety is retailed at 6.80 MYR.



## 4.- Diversificación de productos

### Brand & Product Name ( 3 SKUs)

Ego - Thin Crackers - Black Sesame; Shallot Vegetable; Vegetable

**Product Category** Crackers (Savory Biscuits)

### Distribution Countries

Malaysia

### Description

Ego brand of Thin Crackers are new on the market in Malaysia, launched by Kee Wee Hup Kee Trading (M) Sdn Bhd. The range includes four variants - Shallot Vegetable, Black Sesame, and Vegetable. Presented in a plastic pack of 256g, each variant is retailed at 4.49 MYR.



### Brand & Product Name ( 4 SKUs)

Saudi Gold - Beef Frankfurters; Chicken Cocktail; Chicken Frankfurters; Honey Chicken Frankfurters

**Product Category** Frozen Ready Meals

### Distribution Countries

Malaysia

### Description

Saudi Gold brand of Chicken Cocktail (4.20 MYR, 400g), Chicken Frankfurters (4.90 MYR, 340g), Honey Chicken Frankfurters (4.90 MYR, 340g), and Beef Frankfurters (4.90 MYR, 340g) are newly launched in Malaysia by Perusahaan Saudee Sdn. Bhd. Each variety is presented in a plastic packet.



## 4.- Diversificación de productos

### Brand & Product Name ( 5 SKUs)

Sweetie - Japanese Rice Cake - Black Sesame;  
Chocolate; Golden Jade; Peanut Butter; Red Bean

**Product Category** Cakes and Pastries

### Distribution Countries

Malaysia

### Description

Sweetie brand of Japanese Rice Cake is new on the market in Malaysia, launched by Today Bakeries Products (Klang) Sdn Bhd. The range includes five variants - Peanut Butter, Golden Jade, Chocolate, Black Sesame, and Red Bean. Presented in a plastic tray of 180g, each variant is retailed at 4.80 MYR.



### Brand & Product Name ( 5 SKUs)

TCM - Black Pomfret; Crab Meat; Dory Fillet; Prawn Meat;  
Scallop

**Product Category** Chilled Fish and Seafood; Fish and Fish Products

### Distribution Countries

Malaysia

### Description

Thai Chia Marketing has introduced new varieties of Fish to consumers in Malaysia, under the TCM brand name. The varieties include - Black Pomfret, Scallop, Prawn Meat, Crab Meat and Dory Fillet. Each variety is offered in a 500g vacuum pack. The black pomfret variety is retailed at 7.50 MYR.



## 4.- Diversificación de productos

### Brand & Product Name ( 4 SKUs)

Sensible Foods - Crunch Dried Snack - Apple Harvest; Orchard Blend; Sweet Corn; Tropical Blend

**Product Category** Other Savory Snacks

### Distribution Countries

Singapore

### Claims/Tags

Low Fat; No Gluten

### Description

Sensible Foods Crunch Dried Snack range has been newly launched in Singapore by Cold Storage Singapore Pte Ltd. These snacks are available in four varieties - Sweet Corn, Tropical Blend, Apple Harvest and Orchard Blend. This product is said to be low in fat and free from gluten. Each variety is offered in a 21g pack. Sensible Foods LLC is the manufacturer.



### Brand & Product Name ( 3 SKUs)

EnviroKidz Organic Panda - Crispy Rice Bar - Berry Blast; Chocolate; Peanut Butter

**Product Category** Baby Snacks; Cereal Bars

### Distribution Countries Claims/Tags

Singapore

Low Fat; Low Sodium; No Gluten; No Trans Fat; No Wheat; Organic; Vegetarian

### Description

EnviroKidz Organic Panda Crispy Rice Bar has been recently launched in Singapore. This bar is available in three varieties - Chocolate, Berry Blast and Peanut Butter. Pack literature states, "Made with all-natural ingredients, these USDA-certified organic treats have a pleasing crunch and are packed with delicious, protein-rich peanut butter. Lightly sweetened with organic honey, the Panda Bars are low-fat, low-sodium, gluten-free, wheat-free, trans-fat free, and vegetarian". Each variety is offered in a 165g packet priced at 8.95 SGD.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Win2 - Garlic Bread

**Product Category** Bread and Rolls

### Distribution Countries

Singapore

### Description

Win Win Food Singapore Pte Ltd has introduced new Garlic Bread to consumers in Singapore, under the Win2 brand name. This crispy garlic bread is said to be made from a base of corn, wheat flour, rice, corn starch, palm oil, salt, sugar, garlic powder, yeast and garlic seasoning. It is offered in a 65g stand up pouch priced at 1.10 SGD. Win Win Food Industries Sdn. Bhd is the manufacturer.



### Brand & Product Name ( 5 SKUs)

Mi-Eco - Organic Noodles - Beetroot; Carrot; Pumpkin; Spinach; Tomato

**Product Category** Dried Pasta and Noodles; Pasta

**Distribution Countries** **Claims/Tags**

Malaysia

No Genetic Modification; No Preservatives; Organic

### Description

Mi-Eco range of Organic Noodles have been recently launched in Malaysia. The range includes - Spinach, Carrot, Pumpkin, Tomato and Beetroot. This product is claimed to contain no preservatives and no GMO. Each variety is offered in a 250g packet priced at 8.50 MYR. Eco Lifestyle Enterprise is the manufacturer.





## 4.- Diversificación de productos

### Brand & Product Name ( 2 SKUs)

First Choice - Potato Chips - BBQ;  
Tomato

**Product Category** Potato Chips

### Distribution Countries

Malaysia

### Claims/Tags

Private Label

### Description

First Choice private label range of Potato Chips are newly launched in Malaysia by GCH Retail (Malaysia) Sdn Bhd. The range includes two flavors - Tomato and BBQ. These Tomato flavored Potato Chips are reportedly said to be made from the base of fresh potatoes, vegetable oil, and antioxidants. Presented in a plastic pack of 60g, each flavor is retailed at 1.99 MYR.



### Brand & Product Name ( 4 SKUs)

Nestle Bliss - 0% Fat Yogurt Drink - Apple Kiwi; Lime Cucumber; Passion Fruit Orange; Peach Mango

### Product Category

### Distribution Countries

Malaysia

### Claims/Tags

No Artificial Color; No Fat

### Description

Nestle Bliss 0% Fat Yogurt Drink range is newly launched in Malaysia by Nestle Products Sdn Bhd. The range includes four variants - Passion Fruit Orange, Apple Kiwi, Lime Cucumber, and Peach Mango. Free from fat and artificial color, each variant is presented in a plastic bottle of 700g retailing for 3.99 MYR.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Alce Nero - Organic Chunky Tomato Puree Basil

**Product Category** Pizza; Wet Cooking Sauces

### Distribution Countries

Malaysia

### Description

Alce Nero Organic Chunky Tomato Puree Basil is newly available to consumers in Malaysia by A.Clouet & Co (KL) Sdn. Bhd. Pack literature states, "This fresh authentic Tomato Basil makes it ideal to create the own tomato sauce on pizza base". It is offered in a 500g glass jar, priced at 13.20 MYR.



### Brand & Product Name ( 4 SKUs)

Hakubaku - Organic Noodles - Ramen; Sobb; Somen; Udon

**Product Category** Dried Pasta and Noodles; Pasta

### Distribution Countries

Malaysia

### Description

Hakubaku range of Organic Noodles have been recently launched in Malaysia. The range includes - Udon, Ramen, Somen and Sobb. These noodles are claimed as 98 percent fat free. Each variety is offered in a three count packet priced at 9.90 MYR. Hakubaku Australia Pty Ltd is the manufacturer.



## 4.- Diversificación de productos

### Brand & Product Name ( 8 SKUs)

Silang - Potato Cracker - Kimchi; Original; Tomato; Wasabi

**Product Category** Crackers (Savory Biscuits)

### Distribution Countries

Malaysia

### Description

Network Foods (M) Sdn Bhd has introduced new range of Potato Crackers to consumers in Malaysia, under the brand name Silang. The range includes - Original, Kimchi, Tomato, and Wasabi. These Crackers are said to be super crispy. Each flavor is offered in 108g and 238g packs priced at 2.39 MYR and 4.89 MYR respectively. Dong Guan Kam Tai Foods Co., Ltd. is the manufacturer.



### Brand & Product Name ( 1 SKUs)

Richfield - Rice Crackers - Original Flavor

**Product Category** Crackers (Savory Biscuits)

### Distribution Countries

Vietnam

### Claims/Tags

No Cholesterol;  
Vegetarian

### Description

Richfield Rice Crackers (Kintaro Senbei) in an Original Flavor are now available to consumers in Vietnam. Claimed to be free from cholesterol and suitable for a vegetarian diet, these crackers are touted to be baked not fried. Each cardboard box contains an 88g offering of rice crackers and is priced at 34,000.00 VND. The manufacturer is Richfield Foods JSC.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Vitame Udon - Organic Japanese Noodles

**Product Category** Dried Pasta and Noodles; Pasta

**Distribution Countries** **Claims/Tags**

Malaysia

High Fiber; High Protein;  
Low Fat; No Sugar; Organic

### Description

The Vitame brand of Organic Japanese Noodles has been introduced in the Malaysia market, under its new Udon range. Labelled as "sugar free", it is reported that this product has low fat content and high fibre content. It is presented in a paperboard box of 200g, priced at 6.90 MYR. Everprosper Food Industries Sdn. Bhd. is its manufacturer.



### Brand & Product Name ( 5 SKUs)

Seneca - Crispy Apple Chips - Cinnamon; Golden Delicious; Granny Smith; Original; Sour Apple

**Product Category** Other Savory Snacks; Potato Chips

**Distribution Countries** **Claims/Tags**

Malaysia

Fresh; Low Fat; Low Sodium;  
No Cholesterol; No Trans Fat

### Description

Claimed to be made from fresh apples, Seneca Foods Corp. launches a new range of Crispy Apple Chips in Malaysia, under the brand name Seneca. The range includes five variants - Cinnamon, Sour Apple, Golden Delicious, Original and Granny Smith. Touted as "meet the quest for a tasty, yet healthier, snack alternative", it is reported that this product contains low content of fat, sodium and does not contain trans fats and cholesterol. Each variant is presented in a plastic packet of 71g, priced at 9.99 MYR. Ait Fine Foods Sdn Bhd is its distributor.



## 4.- Diversificación de productos

### Brand & Product Name ( 2 SKUs)

Jack 'n Jill - Potato Chips - Salmon Wasabi Flavour;  
Unagi Seaweed Flavour

**Product Category** Potato Chips

### Distribution Countries

Malaysia

### Description

Two varieties of Potato Chips have been newly launched in Malaysia, under the brand name Jack 'n Jill. The varieties are - Unagi Seaweed Flavour and Salmon Wasabi Flavour. Each variant is presented in a plastic stand up pouch of 52.5g, priced at 3.50 MYR. URC Snack Foods Malaysia Sdn. Bhd. is its manufacturer.



### Brand & Product Name ( 1 SKUs)

Nongshim - Potato Noodle Soup

**Product Category** Dried Soup

### Distribution Countries

Vietnam

### Description

Nongshim Potato Noodle Soup has been launched to the market in Vietnam in a 117g plastic pillow bag priced at 32,000.00 VND. The manufacturer is Nong Shim Co. Ltd. of South Korea and the distributor is Nhat Minh Thanh Co. Ltd. Preparation instructions are provided.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Cocoa Indochine Passion - 3 in 1 Instant Cocoa

**Product Category** Other Hot Drinks

### Distribution Countries

Vietnam

### Claims/Tags

Anti-Aging; High Calcium;  
High Iron; High Magnesium;  
High Minerals; High Vitamins;  
Instant

### Description

Cocoa Indochine Passion 3 in 1 Instant Cocoa is newly available in Vietnam. According to the label text, this "Hi Chocolate" cocoa is fortified with choline, taurine, vitamin A, vitamin B1, vitamin B2, flavonoids, polyphenols, calcium, iron, iodine, and magnesium. Tagged "Against Oxidize - Help Slow Aging Process," each 150g cardboard box of cocoa retails for 48,000.00 VND. The manufacturer is Cocoa Indochine JSC.



### Brand & Product Name ( 1 SKUs)

Wahaha Bakery - Organic Pumpkin Floss

**Product Category** Cakes and Pastries

### Distribution Countries

Malaysia

### Description

Matahari Sdn Bhd has launched new Organic Pumpkin Floss in Malaysia. This is marketed under the brand Wahaha Bakery. The product is offered in a 250g tray pack priced at 12.50 MYR. Packaging literature states that the product is, "high in alpha-carotene, potassium, fiber and low in calories". It is further said to be suitable for vegetarians.

### Claims/Tags

High Fiber; Low Calories;  
Organic; Vegetarian



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Nescafe - Espresso Drink - Ca Phe Sua

**Product Category** Coffee; RTD Tea and Coffee

### Distribution Countries

Vietnam

### Description

Nestle Vietnam Co., Ltd. has introduced a new Ca Phe Sua (Cappuccino) variety of Nescafe Espresso Drink in Vietnam. Each 170ml metal can of this beverage retails for 18,000.00 VND.



### Brand & Product Name ( 1 SKUs)

Highlands Coffee - Vietnamese Iced Black Coffee

**Product Category** Coffee; RTD Tea and Coffee

### Distribution Countries Claims/Tags

Vietnam

Recyclable; Single Serving

### Description

Promoted as strong and authentic, Highlands Coffee Vietnamese Iced Black Coffee (Cafe Da) has been released in Vietnam in a 235ml single-serving metal can priced at 18,000.00 VND. This ready to drink product is manufactured by Viet Thai Quoc Te Co. Ltd.



## 4.- Diversificación de productos

### Brand & Product Name ( 3 SKUs)

Klassno - Premium 3 in 1 Coffee - Colombian Blend;  
Mocha; Original

**Product Category** Coffee

### Distribution Countries

Malaysia / Singapore

### Description

Klassno Premium 3 in 1 Coffee range is newly launched in Malaysia by Future Enterprises Pte. Ltd. The range includes three flavors - Colombian Blend (9.99 MYR, 20 count), Mocha (7.99 MYR, 20 count), and Original (7.99 MYR, 20 count). Each variant is presented in a plastic packet.



### Brand & Product Name ( 1 SKUs)

Kopiko - Brown Coffee

**Product Category** Coffee

### Distribution Countries

Malaysia

### Description

Inbisco Marketing & sales Sdn Bhd has introduced new Brown Coffee to consumers in Malaysia, under the Kopiko brand name. Pack literature states, "Kopiko Brown Coffee, tastes better and gives good aroma smell. The taste of caramel soothes within the mouth". It is offered in a 30 count plastic stand up bag, priced at 7.99 MYR. PT Torabika Eka Semesta is the manufacturer.





## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

2 Zero Happy Coffee - Instant White Coffee - 3-in-1

**Product Category** Coffee

### Distribution Countries

Vietnam

### Claims/Tags

Instant; Recyclable

### Description

2 Zero Happy Coffee Instant White Coffee (Ca Phe Sua) in a 3-in-1 variety has been released in Vietnam by Vietnam Wheat Flour Technology JSC. This instant coffee is sold in a 200g plastic rack display packet for 45,500.00 VND.



### Brand & Product Name ( 1 SKUs)

Besame - Ca Phe Hoa Tan 3 Trong 1

**Product Category** Coffee

### Distribution Countries

Vietnam

### Claims/Tags

Instant; Single Serving

### Description

Vinacafe Bien Hoa JSC has reportedly launched Besame Ca Phe Hoa Tan 3 Trong 1 (3 in 1 Instant Coffee) in Vietnam. Each box contains twenty 17g single-serving packs of instant coffee flavored with creamer and sugar for the retail price of 55,000.00 VND.



## 4.- Diversificación de productos

### Brand & Product Name ( 1 SKUs)

Mangini Linea Bye-Bye - Coffee Candies

**Product Category** Sugar Confectionery

### Distribution Countries

Vietnam

### Claims/Tags

Low Calories

### Description

Mangini SpA has introduced new Coffee Candies in Vietnam under the brand name Mangini Linea Bye-Bye. Presented in a 130g rack display plastic bag with individually wrapped candies inside, this product is tagged as low in calories.



### Brand & Product Name ( 1 SKUs)

MacCoffee - Ca Phe Pho - Phong Cach Viet

**Product Category** Coffee

### Distribution Countries

Vietnam

### Claims/Tags

Instant; Single Serving

### Description

Consumers in Vietnam have a new Phong Cach Viet (Viet Style) of Ca Phe Pho (Instant Black Coffee) available to them from FES Vietnam Co. Ltd. The mix can be used to make instant iced coffee. Marketed under the MacCoffee brand name, each 160g box contains 10 single-serve sachets and is priced at 44,000.00 VND.



## 5.- Unirnos y fortalecer la Marca país





## Acuerdo de Asociación Transpacífico (TPP) II:

# Brunei, Malasia, Singapur y Vietnam

Javier Rebatta  
Inteligencia de Mercados

Octubre 2011

