



Flavoring your  
whole taste naturally



## Brand Story

Once upon a time in the countryside where the weather was arid, a farmer came to live and grow his garden. He planted a great variety of fruits, vegetables, spices and took care of them day by day.

By some miracle, one day in the middle of barrenness, there was a blooming vibrant green garden with every picturesque plant and flower of the tropics. The locals were surprised and admired the farmer, calling him "The Master" and his garden "Garden of paradise". Flowers scented wonderfully during all four seasons. But under the tropical sun, the trees still cannot bear fruits despite of his efforts.



When the "Garden of paradise" was in full bloom, there came a bird. The bird became a close friend to the farmer and a soulful part of the garden. Ever since his arrival, the garden started to bear fruits. They grew between the green leaves and brought graceful colors to his garden. Under the scorching tropical sun, the fruits brought all the natural essence from sunlight to refreshing dewdrops.

All the fruits had wonderful flavors: Crispy fresh cucumbers, golden tenderly sweet pineapples, deeply sweet and spicy flavor of cinnamon and star aniseed. Not only growing his own heaven garden, the farmer and the little bird also brought vegetables and spices seeds to others. In a little while, the region became a verdant, rich land full of sweet fruits and spices.





## MASTER OF FLAVOURS

HAGIMEX - succeeding the mission of The Master, understands from young buds to sweet fruits, whole-heartedly embraces the golden sunshine rays of the tropical region to send each customer the gifts of marvelous nature.



## BRAND STATEMENT

Possesses the secret of original, natural and “freshly harvested” flavors from the tropical region of Vietnam, Hagimex - the premium brand of canned vegetables and spices strive to satisfy diverse taste of all customers.

## HISTORY

Established in 2008 as a trading company exporting agricultural products, with the strong motivation for self-assurance of quality, Hagimex has become a leading manufacturer of canned fruits/vegetables and spices in Vietnam. Our products have been exported to over 40 countries. We are proud to be the first Vietnamese factory processing cinnamons and star anises under the BRC and IFS system – the 2 most prestigious global food safety initiatives. We are also among very few ones producing gherkins and canned fruits/vegetables qualified for these 2 standards.

Working with clients from all over the world, we received lots of compliments about the nice flavor of Vietnamese agricultural materials, and it struck us why Vietnamese products have a low value and were always evaluated low-priced. It turned out that Vietnamese



producers did not bring a global mindset and they were content with relying on a few markets which did not require high quality as long as price was low. We decided to take a different path, and set ourselves a mission of bringing high-quality Vietnamese agricultural products, made by Vietnamese, to all over the world, even the most demanding markets.

In 2015, we started a scheme to catch up with global standards. We have been investing to upgrade our facilities to create a producing environment to ensure food safety and hygiene, to increase automation and productivity. Not only facilities, we also invest in people and production organizations. Our young and passionate team constantly get training to enhance not

only knowledge of their job, but also skill and awareness to create a production environment which is disciplinary, improvement-driven, and engaging.

A great motivation for our determination to create added value to Vietnamese agricultural products is Vietnamese farmers and workers, who are so hard-working but still find it hard to make both ends meet. With commitment to our community, Hagimex has taken initiative to build a sustainable supply chain together with farmers, improve workers' working environment and income and dedicatedly take part in corporate social responsibility programs.

## R&D PROCESS

Our product research and development team is always up to date with the latest technological knowledge. We not only focus on improving the quality of products to meet customer's standards but also find new recipes and solutions

for each product line. With our experiences, strategic partners and passion, Hagimex constantly improves ourselves and innovates to meet the trust and expectation from customers.

## CERTIFICATES



**CHAPTER**

# II



**VISION**

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**MISSION**



## VISION

To become the best and most reliable Vietnamese manufacturer and exporter of canned fruits, vegetables and spices by 2022. Turnover of pickled cucumbers reach number 1 in industry, and cinnamon power top 3 in the industry by 2022.

We believe success comes from constant hard work and innovation.



## MISSION

“To bring high quality Vietnamese food products to the world.”

There are 3 important strategic objectives that are considered as the leverage for achieving Hagimex's mission:

- 1 Invest in human resources development and management.
- 2 Invest in R&D and advanced technology.
- 3 Invest in Infrastructure and efficient management module.

**“ Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs. ”**

**Bruntland Report (1987)**



In production and business, we believe that economic growth, environmental protection and social responsibility are the three guiding factors for our development. Hagimex cooperates with local organizations and farmers to contribute positively to the development of the local economy, the development of the agriculture in Vietnam, of future generations by

creating the core value to partners and increase the added value of agricultural products. We focus on sustainable development as one of the important business strategies because we believe it greatly contributes to success and does not hinder the ability to meet the demand of future generations.

## SOCIAL RESPONSIBILITY

Business closely associated with rural agriculture, Hagimex is always interested in social responsibility activities, especially in the locals where we harvest raw materials and produce. With the desire to accompany, develop with farmers' development, Hagimex has been building a high value supply chain, cooperating directly with farmers. We distribute seeds, sign contracts with farmers, buy good quality materials at a higher price than the market and commit to buy at a

fixed price even if the market price drops to ensure a stable source of income for farmers. We also regularly organize training sessions to assist farmers in farming techniques to have better yields, while improving quality, as well as preserving the fertility of their agricultural land. 50% of our material quantity currently comes from direct farming contract, and we will increase to 70% by the end of 2021.



## LABOR POLICY

Hagimex is committed to creating a safe work environment, ensuring that employees can do their best work, promote creativity and comply with local law. We want to contribute to increasing the quality of life of all the workers and their families through supportive policies.

Annually, we have activities to support children of employees who have good academic records and send gifts to all employees on occasions such as: lunar new year, mid-autumn festival, etc.



## SOCIAL WELFARE

Understanding that education is the only way to improve the quality of life, Hagimex pays special attention to funding educational activities. We regularly provide scholarships to

underprivileged students and participate in building libraries for poor schools in locals where we do business.

## MATERIAL RESOURCE

### Cucumber material area

Located in Ha Nam Province, which is one of the biggest cucumber cultivation areas in Vietnam, Hagimex gets access to big quantities of cucumber with better freshness of materials and lower transportation costs. Besides, we have been developing our materials areas to other provinces such as Hoa Binh, Hung Yen, Bac Giang, etc.


### Cinnamon area

Vietnam is now the world's 3rd biggest exporter of cassia cinnamon. Recognizing high value it brings farmers in remote mountainous areas with favorable soil and climate for high-quality cassia tree, Vietnam has made a plan to develop cassia areas significantly and sustainably. The total cassia area is around 80.000ha and increasing, in which Yen Bai is the most famous province for high quality cassia cinnamon.

Besides Yen Bai, Hagimex is an expert in sourcing True Saigon Cinnamon in the Central Highland Region, particularly Quang Nam Province. With the highest levels of essential oil of all cinnamon

Our total area of cucumber is currently 100 ha with material quantity for 300 containers per crop, 2 main and 1 sub crop per year. With the goal to produce 1000 containers of pickles in 2022, Hagimex is working to significantly expand our planting area.

## OUR VALUES



Lao Cai  
Yen Bai  
Phu Tho  
Lang Son  
Bac Giang  
Hoa Binh  
Ha Nam  
Hung Yen  
Hai Duong

Quang Nam

varieties, deep aroma and rich flavor, it is praised as the most delicious cinnamon in the world! As the cinnamon quantity in this region is little and the location is quite difficult to reach, not many cinnamon producers can get raw material from here, even conventional. We are a main player of this region with long-time cooperation with local farmers and

agents. With the development of a new organic farming area in Nam Tra My district– right in the heart of Saigon Cinnamon land, we are proud to supply the best flavor of organic cinnamon from Vietnam. We have around 2,800 ha area of organic cinnamon cultivation here, and its production is approximately 350 tons a year.

## UNIQUE SELLING POINTS

- 1 Wrapping all tropical flavors like freshly picked
- 2 Master of keeping the taste of fresh, delicious fruits and vegetables
- 3 Our service culture "Better everyday"





















CHAPTER

V














PRODUCTS

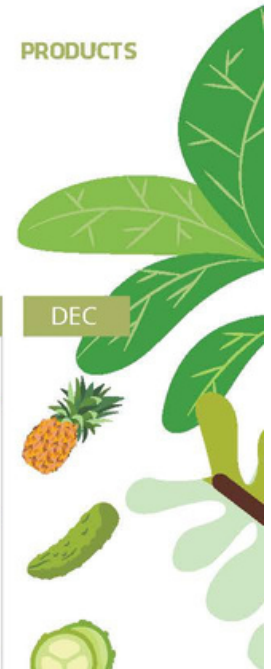


# HARVEST CALENDAR

JAN	FEB	MAR	APR	MAY	JUN
					
					
					
					
					
					
					



JUL	AUG	SEP	OCT	NOV	DEC
					
					
					
					
					
					



-   
Pineapple Queen
-   
Pineapple Cayenne
-   
Gherkin
-   
Sliced Cucumber
-   
Lychee
-   
Cinnamon
-   
Staranise

# PICKLED VEGETABLES

## PICKLED CUCUMBER/GHERKIN

**Scientific Name:** Cucumis Sativus

**Planting Areas:** Ha Nam, Hung Yen, Hoa Binh, Bac Giang, Lang Son, Phu Tho, Thai Binh, Thanh Hoa, Ninh Binh province.

**Characteristics:** spring crop (April - May) and winter crop (November - December), 90-day growing life cycle. Freshly picked by farmer every early morning.



### Products

**Cucumber size:** 2-5cm, 3-6cm, 4-7cm, 6-9cm, 9-12cm **Ingredients:** Dill, onion, mustard, flavors, etc.

**Types:** Whole dill, sliced pickles, spear pickles, bread & butter, sweet & sour, relish. **Packaging:** Glass jar, tin can, pouch



Whole Dill



Spear Pickles



Sliced Pickles



Bread & Butter



Sweet & Sour



Relish Pickles



## History of Vietnamese Gherkin

Gherkins came to Vietnam in the 90s, and not until 2010, for 20 years, Vietnamese gherkin was mostly supplied to Russian and Eastern European markets. Through state-owned companies, Russian experts brought gherkin trees to Vietnam.

Since 2010, Vietnam gherkin has been known about more and more, particularly through the raw material shortage crisis. However, high-end markets have not chosen Vietnam as a stable and sustainable supply. There's no stability for pickle factories and gherkin growers. Prices were always precarious, farmer's income depended heavily on traders and agents. Building a factory in 2011, Hagimex always aims to develop sustainable material sources. In our own material areas, we sign contracts with commitment to purchase all the output materials from farmers. The

farmers are not only our partners but also friends. There are farmers working with and growing gherkins for Hagimex until they cannot work on the field anymore.

Our company currently has supplied high quality products to demanding markets all over the world. We have contributed to bringing Vietnamese gherkin products fully integrated with global standards. As a result, we have increased purchasing prices of raw material, in larger quantities, to help Vietnamese farmers improve their incomes. Customers visit, make friends with our farmers and build a sustainable food supply chain.

We hope that you join our ecosystem and together make the world better!



# CANNED PINEAPPLE

**Scientific Name:** Ananas Comosus

**Characteristics:**

**Planting Areas:** Ninh Binh and Thanh Hoa Provinces

Queen Pineapple: Golden yellow flesh, aromatic, sweet taste. Harvested from November to April

Cayenne Pineapple: Big fruit with light yellow color. Crop in June and July

## Products

**Variety:** Queen and Cayenne

**Type:** Sliced, Chunks, Tidbits, Crushed

**Packaging:** 20oz, 30oz, 108oz



Sliced



Chunks



Tidbits



Crushed



# CANNED LYCHEE

**Scientific name:** Litchi chinensis

**Material sources:** Thanh Ha & Luc Ngan province with the highest quality of lychee.

Vietnam's most modern lychee production line, ensuring food safety and hygiene.



Canned Lychee

## OTHER CANNED FOODS



Pickled Tomato & Assortments



Pickled Chili



Pickled jalapenos



Soya Sauce & Chili Sauce



# CINNAMON

**Scientific name:** Cinnamomum cassia

**Planting Areas:** Yen Bai and Quang Nam provinces with both organic and conventional materials.

**Characteristics:** After 3-5 years, the farmers start to harvest leaves, branches of cinnamon but after 10-15 years of

## Products

- Only high-quality raw material used to ensure the rich natural flavor. A speciality range of True Saigon Cinnamon
- Manufacturing facilities are custom engineered to include integral cleaning systems to efficiently remove physical impurities and other foreign materials including dirt, stones, fiber, hair, etc.
- The only Vietnamese-owned producer

planting, cinnamon trees achieve the requirements of oil. For the Saigon Cinnamon it takes 20-25 year to be harvested.

**Harvest seasons:** March - May and September - October

**Cultivation:** Organic and Conventional

- assuring metal residue of cinnamon powder under 10mg/kg
- Producing strictly under BRC and IFS standards
- Efficient and dedicated quality control team carry in-depth testing of our products before, during and after the manufacturing processes



Powder Cinnamon



Broken & Split Cinnamon



Scrape Cinnamon



Tube Cinnamon



Round Cut Cinnamon



Square Cut Cinnamon



Cigarette Cinnamon



Cinnamon Cut (TBC, C&S)



## Sai Gon Cinnamon: The Legend is Back!

Cinnamomum loureiroi cinnamon grown in Central Vietnam is globally famous as Saigon Cinnamon and praised as the most delicious cinnamon in the world! Saigon Cinnamon can be traced back to years of Americans occupying Saigon and carrying tons of Vietnamese cinnamon to fill American cupboards.

At the time, Saigon was the East Asia pearl, so it was not strange that the merchants promoted and associated this aromatic cinnamon variety with the name - Que Saigon (Saigon cinnamon). In the 50s, Americans mainly used this cinnamon variety from An Nam.

Until the 60s, because of the Vietnam war, Saigon Cinnamon was no longer exported. Instead, spices merchants had to switch to Indonesian Korintjie Cinnamon. However, Indonesian cinnamon is bitter and doesn't have the same depth of flavor, so after the war, the world, again, has been hunting for Saigon Cinnamon.

Saigon Cinnamon is different from Ceylon, China or Indonesia cinnamon because it creates strong olfactory and gustatory aftershocks. It is the cinnamon with the highest levels of essential oil. When Saigon cinnamon is grounded

into powder, it has a strong but very sweet smell. It is warm, tangled with a little smell of cloves, slightly spicy smell of pepper, a bit of dried leaves and sweet fruit.

Saigon Cinnamon in Central Vietnam is also the best cinnamon variety; even though the similar variety is also cultivated in Northern Vietnam. Saigon Cinnamon growing period is up to 25 years, while similar cinnamon in the North is 10-15 years.

Hagimex LOVES Saigon cinnamon and wish to preserve and develop this native genetic plant to be found in no other places, and is proud to bring True Saigon Cinnamon back to the Western world. We are a main player of this Central Highland area with strong and long-time cooperation with local farmers and agents. We are the only company developing organic cinnamon in Nam Tra My district - right in the heart of Saigon Cinnamon land, with around 2,800 ha area of organic cinnamon cultivation here. Harvest quantity is approximately 350 tons a year.



# STAR ANISE

**Scientific Name:** Illicium Verum

**Planting Areas:** Lang Son Province

**Characteristics:** The main crop of star anise April-May and September-October

**Cultivation:** Organic and Conventional

## Products



Star Aniseed



Star Aniseed Powder



Broken Star Anise

# OTHER SPIECES



Chili



Ginger



Turmeric



Desiccated Coconut



## ORGANIC SPICES: CINNAMON AND STAR ANISE

Hagimex is proud to bring the best quality products, the new ranges of our organic produce, especially True Saigon Cinnamon. You can look forward to using products with modern technologies but still keep rich natural flavors. Our customers always get 100% natural benefits at a reasonable wholesale price.

- 100% natural & pure
- No pesticides
- Organic quality
- Hand harvesting
- Gentle storage
- Sustainable cultivation
- Fair cooperation

