

## Vietnam hosts Northern Delta International Agriculture Fair 2024

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The Northern Delta International Agriculture Fair 2024 has recently been launched in Thã¿i Bã¿nh City.

Themed "Rural Youth Compete in Business Excellence, Joining Hands to Build New Rural Areas", the event was jointly held by the Ministry of Industry and Trade and the Central Committee of the Ho Chi Minh Communist Youth Union.

Le Hoang Tai, Deputy Director of the Trade Promotion Agency under the ministry, said the fair offers new opportunities for agricultural development by connecting agricultural products with advanced technologies from across Vietnam. It also serves as a platform for businesses, cooperatives, localities, and trade promotion organisations to network, exchange experiences, and explore commercial and investment opportunities now that agriculture is facing new challenges.

Nguyen Quang Hung, Permanent Vice Chairman of the provincial People's Committee and head of the fair's organising board, emphasised that over recent years, the province has implemented various measures to enhance investment attraction, trade promotion, and tourism development. These efforts have significantly contributed to the province's socio-economic growth. So far this year, the province has maintained robust growth, achieving a GRDP increase of 7.32%.

With its strengths in agricultural products, handicrafts, and traditional village industries, the province's products are now available not only in traditional markets but also major commercial centres and supermarkets nationwide, and on international e-commerce platforms.

This year's fair features nearly 300 booths from over 100 domestic and international enterprises. Highlights include an exhibition of socio-economic achievements by the province's districts and cities, displays of agricultural products from youth-led businesses and cooperatives nationwide, and showcases of outstanding products from cooperatives and ornamental plants from provinces across the Northern Delta.

Running until November 30, the fair also hosts a series of events, including the National Rural Youth Festival, the 19th Luong Dinh Cua Awards Ceremony, the Awards for the 2024 Rural Youth Startup Project Competition, and a supply-demand connection conference featuring exhibitions and consumption promotion of outstanding products from cooperatives and cooperative alliances in the province.