

Can Tho lands South Korean investment to advance agri-food processing and exports

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South Korean food company Dawon Food Service is expanding its footprint in Southeast Asia with plans to establish an agricultural and seafood processing plant in Vietnam's Mekong Delta, a move that underscores growing international interest in the region's vast agricultural production capacity and export potential.

The investment follows the signing of a memorandum of understanding (MoU) between Dawon Food Service and the Can Tho City Cooperative Alliance, launching a partnership designed to enhance the competitiveness of agricultural and aquatic products from southern Vietnam while strengthening access to overseas markets.

The planned processing facility, expected to be developed in Vi Thanh Ward and surrounding areas, will operate according to Korean production standards and serve as a certified processing hub for agricultural and seafood products sourced from local cooperatives and farmers.

Under the agreement, Dawon Food Service will lead investment, processing, and international distribution activities, while the Can Tho City Cooperative Alliance will coordinate raw material supply through its network of cooperatives, farmer groups, and agricultural producers.

Strengthening Market Access for Vietnamese Agriculture

The partnership reflects a broader trend of international food companies seeking closer integration with agricultural supply chains in Vietnam, one of Asia's leading exporters of rice, seafood, and fresh produce.

"The project will create more stable market opportunities for agricultural and aquatic products from Can Tho and the wider Mekong Delta region," said Vo Minh Canh, Chairman of the Can Tho City Cooperative Alliance.

He noted that stronger collaboration with international companies is increasingly important as local cooperatives seek to improve processing capabilities, adopt advanced technologies, and meet rising global quality standards.

"As cooperatives pursue higher-value markets, support from enterprises with expertise in processing, distribution, and export development becomes essential for sustainable growth," Canh said.

Building a Korea-Standard Supply Chain

A key component of the initiative will be the implementation of Korean agricultural production protocols across participating farms and cooperatives.

Dawon Food Service plans to provide technical guidance and intensive training programs to help farmers standardize cultivation practices, improve product quality, and comply with international market requirements.

The company will also oversee procurement, processing, value-added manufacturing, and distribution, creating an integrated supply chain linking producers in the Mekong Delta directly to consumers in South Korea and other global markets.

According to company representatives, agricultural and seafood products sourced through the program will undergo systematic processing before being exported to international destinations.

Mekong Delta Emerges as Strategic Investment Destination

Dawon Food Service's decision follows extensive field assessments of Can Tho, which the company identified as a strategic location due to its agricultural resources, logistics connectivity, and role as the economic center of the Mekong Delta.

"Can Tho possesses favorable conditions and significant potential for developing a modern agricultural and seafood processing ecosystem," said Park Jong Woog, a representative of Dawon Food Service.

He added that the project is expected to bring Mekong Delta products closer to Korean consumers while creating new export opportunities for Vietnamese producers.

The Mekong Delta remains one of Southeast Asia's most important agricultural regions, contributing more than half of Vietnam's rice production, approximately 65 percent of aquaculture output, and nearly 90 percent of the country's rice exports.

Expanding Global Growth Ambitions

The investment also aligns with Dawon Food Service's broader international expansion strategy.

The company, which has more than two decades of experience in food production and meal services, currently generates approximately \$15 million in annual revenue from the U.S. market and sees Vietnam as a key platform for future growth.

"Through this strategic cooperation project, we expect to significantly expand our business scale and potentially double our global revenue in the near future," Park said.

In the coming months, Dawon Food Service plans to finalize detailed investment plans and invite additional South Korean companies to participate in the project, further deepening economic ties between Vietnam and South Korea while strengthening the Mekong Delta's role in global food supply chains.

For Can Tho, the initiative represents another step toward transforming the region from a major production center into a higher-value processing and export hub capable of competing in increasingly demanding international markets.