

Vietnam strengthens trade push into Argentina and Latin America through new business partnerships

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Vietnamese Trade Office engages Argentine importer to expand exports of coffee, spices, processed foods and value-added agricultural products across Latin American markets



Vietnam is stepping up efforts to expand its agricultural and food exports to Argentina and the wider Latin American region through closer engagement with regional importers and distributors. The latest initiative saw the Vietnamese Trade Office in Argentina hold business discussions with Cordillera Brewing Co. to explore import opportunities for Vietnamese agricultural commodities, processed foods and consumer products while strengthening long-term distribution networks across South America.

The meeting forms part of Vietnam's broader strategy to diversify export destinations and deepen its commercial presence in emerging international markets. Discussions focused on expanding bilateral trade by connecting Vietnamese exporters with distribution channels serving Argentina, Panama, Uruguay and Cuba, creating new opportunities for value-added agricultural products in a region witnessing changing consumer preferences.

Cordillera Brewing outlined plans to expand its import, processing and distribution business, identifying Vietnamese agricultural products as a key component of its regional sourcing strategy. The company expressed strong interest in importing Vietnamese green coffee beans for roasting operations across Argentina, Panama and Uruguay, reflecting growing demand for premium coffee products in Latin America.

According to the Ministry of Industry and Trade, Argentina remains entirely dependent on imported coffee, with the country's coffee market projected to reach approximately US\$135 million in 2026 while expanding at an annual rate of around 5 percent. The growing market presents significant opportunities for Vietnam, one of the world's leading coffee exporters, to

strengthen its position in South America's premium coffee supply chain.

Beyond coffee, Cordillera Brewing is seeking reliable Vietnamese suppliers of cashews, black pepper, cinnamon, star anise and other spices, alongside natural rubber, bamboo and rattan products, handicrafts and processed food. The diversified sourcing interest highlights increasing demand for Vietnamese agricultural and value-added products across multiple consumer and industrial segments in the region.

The company noted that while consumption of beer, wine and certain alcoholic beverages has softened in several Latin American markets, consumer demand continues to strengthen for premium coffee, processed foods, dried fruits, nuts and other higher-value food products. This evolving consumption pattern is expected to create favourable conditions for Vietnamese exporters capable of supplying quality agricultural products supported by value-added processing.

Both parties agreed to maintain regular information exchanges, facilitate business matchmaking initiatives and strengthen trade cooperation aimed at expanding the market presence of Vietnamese products across Argentina and neighbouring Latin American economies. The collaboration is expected to support broader efforts to diversify Vietnam's agricultural export markets while enhancing commercial connectivity with one of the world's emerging food import regions.

The initiative reflects Vietnam's continued focus on leveraging trade promotion activities to build stronger international partnerships, improve market access and increase exports of processed agricultural products as global demand increasingly shifts towards premium, sustainably sourced and value-added food products.