



WELCOME TO SSC - VIETNAM

SOUTHERN SEED CORPORATION



Vietnam

- ▶ Area: 332,698 km² (33.2 m ha)
Cultivated area: 10.5 m ha (32%)
Population: 90,630,000 (2014)
GDP: 206 b USD; 2,233 USD/capita
Capital: Hà Nội (6 m inhabitants)
City: Hochiminh (8 m inhabitants)
- ▶ Country: 67.7 m inhabitants (74%)
Labour: 47 m (70%)
Farmer: 0.38ha/household, age: 20
Education: Elementary school
- ▶ Agricultural regions:
 1. Hồng (Red) river delta
 2. Western highland/Lâm Đồng
 3. Cửu Long (Mekong) river delta

Vietnam Agriculture, 2014

Crops	Cultivated area, ha	%	Production ton	Yield ton/ha
Rice	7.860.000	60.5	45,000,000	5.77
Maize/corn	1.210.000	9.3	5,450,000	4.50
Fruit	843.700	6.5	930,000	1.10
Vegetables	881.200	6.8	15,419,000	17.49
Rubber	970.000	7.5	1,668,400	1.72
Coffee	590.000	4.5	1,360,000	2.15
Cashew-nut	305.000	2.3	279,000	0.91
Coconut	145.000	1.1	1,210,000	9.45
Tea	135.000	1.0	984,000	7.96
Pepper	52.000	0.4	125,000	2.65
Total	12,991.000	100%		



WORLD TRADE
ORGANIZATION



Joining the WTO in 2006, Vietnam has moved into an extremely big market: 6b consumers, 95% world's GDP and an imported market in agric, forestry & fisheries of $\geq$ 1,362 billion USD per annum

WTO & Vietnam's exportation

	Thế giới x tỷ U\$	Vietnam's exportation, x Million USD						
		2006	2009	2010	2011	2012	2013	2014
FruitVeg	U\$ 98 B	300	420	412	515	770	1,040	1,470
Flower	U\$ 25 B	10	14	60	60	N/A	N/A	N/A
Rice	U\$ 17 B	1,490	2,600	3,230	3,700	3,700	2,950	3,000
Coffee	U\$7-8 B	1,911	1,800	1,670	2,300	3,740	2,750	3,600
Rubber	U\$7 B	1,400	1,200	2,320	2,700	2,850	2,520	1,800
Tea	U\$6 B	131	180	200	182	243	250	235
Cashew	U\$2-3B	654	850	1,140	1,400	1,480	1,630	2,000
Cassava						1,312	1,110	1,000
Pepper	U\$ 2 B	271	328	390	775	802	901	1,200
Total	\$1,362 B	8,300	15,300	19,150	25,000	27,310	27,500	30,860

Corn importation: 4.5 M tons at \$1 B USD



SOUTHERN SEED CORPORATION

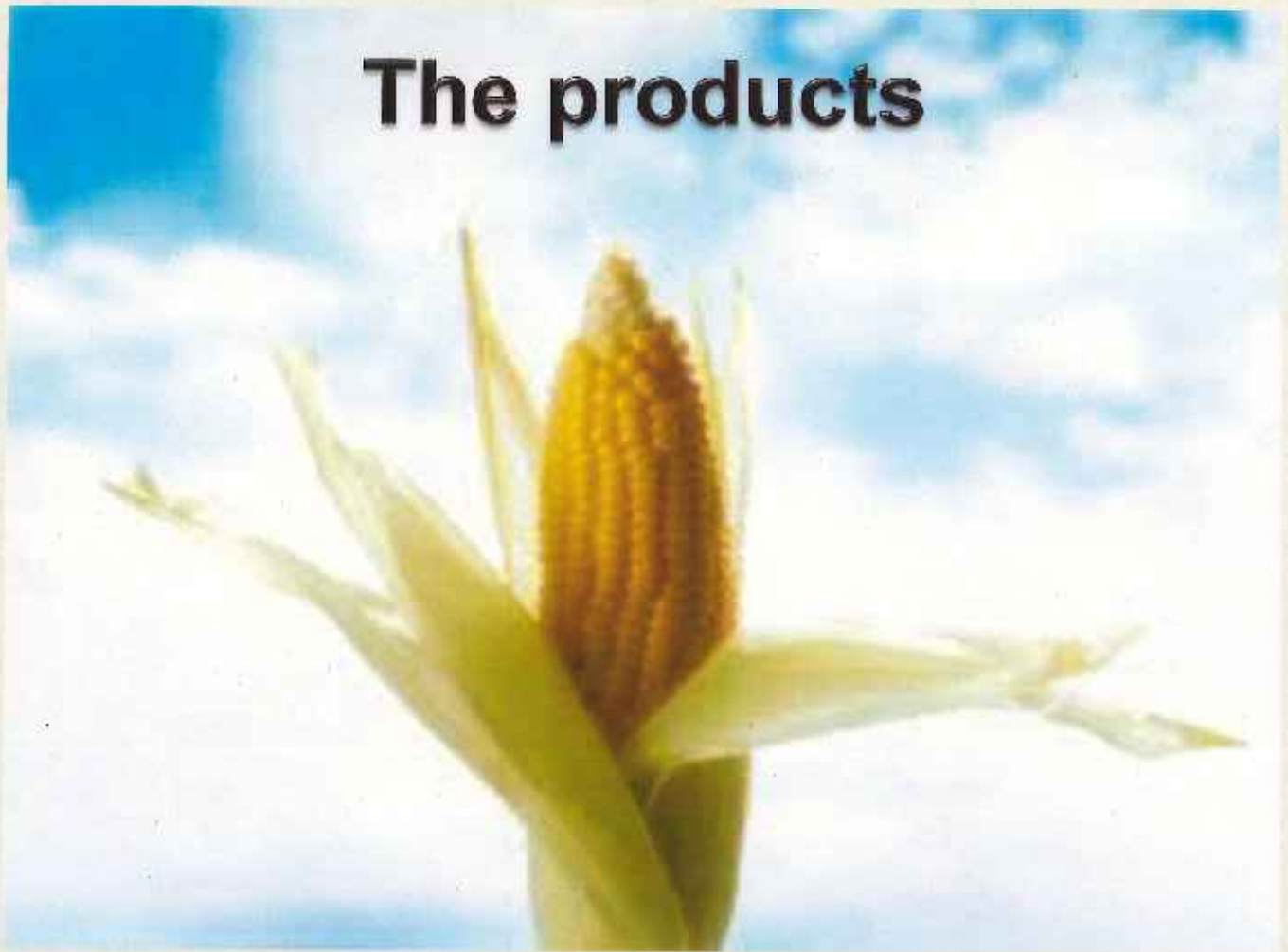


The Profile

Company Name	SOUTHERN SEED CORPORATION - SSC CENTER FOR VEGETABLE & FLOWER SEEDS
Head Office	282 Le Van Sy Street, Ward 1, Tan Binh District, Hoichiminh City, Vietnam Tel: (84)8-3844 2414; 3844 4633; Fax: (84)8-3844 2387 E-mail: southernseed@ssc.com.vn ; Website: www.ssc.com.vn
Founded	1976
Joint Stock	The First Joint Stock Seed company recognized by the Vietnamese Government in 2002
Stock Listing	• Shares of SSC was listed in the Hoichiminh Stock Exchange in March 2005 • SSC was listed as one of the Top 10 Vietnamese companies in Asia for the "Best Under 1 Billion" by Forbes Asia 2013

Paid-in Capital	60 billion Vietnam dong (VND) in 2002 150 billion Vietnam dong (VND) in 2010
Annual Turnover	600 Billion Vietnam dong (VND) in 2014 Profit after Tax 87 Billion Vietnam dong (VND)
Fields of Business	1. Introduction, Production and Sales of Seeds of Rice, Maize/corn, Vegetables, Flowers, and Forages. 2. Research & Breeding new variety. 3. Contract seed production. 4. Production and Sales of agricultural/gardening materials.
Employees	366
Average age	36.4
Years of service	8.4 year

The products



Maize/Corn



Hybrid Yellow corn: SSC2095
SSC 586, SSC 557, SSC 131.

Hybrid Waxy corn: MX 2, MX 4,
MX 6, MX 10, MX 10 Super.

Sweet corn: Hybrid 3.



Rice

Oryza sativa L. var. *indica*



Hybrid rice: Nam U'u 1, Nam U'u 603, 604, 605, Bắc U'u 903 KBL, HR 182. OP rice: OM & IR series..

O. sativa var. *japonica* rice

No	Cultivar	Exp.Yield (t/ha)
1	Langi	7.22
2	Sherpa	7.29
3	Aikarisisari	8.91
4	Akitakomachi	8.75
5	Kinuhikari	7.08
6	Koshihikari	6.62
7	Nihonbare	5.90

Vegetables



Tomato for Highland: T42, T56. Tomato for lowland: T43

Hot pepper: No. 20, Rocket 106 and 108.

Watermelon: An Tiem 95; An Tiem 103, AT107, AT109, AT111;

Cucumber: CuC 23, CuC 134, CuC 474, CuC 77, CuC 472.

Bitter gourd/Bitter melon: BiG 14, BiG 49, Innova 11.

The Seed production

Year	Maize (ton)	OP Rice (ton)	F1 Rice (ton)	Mung Bean (ton)	Veges (ton)	Total (ton)	Planting area (ha)
2009	3,697	4,484	337	245	53	8,829	3,535
2010	3,724	3,987	697	484	130	9,095	3,300
2011	2,468	6,377	578	831	87	10,452	3,573
2012	2,913	8,756	699	526	65	12,976	3,889
2013	4,036	8,233	465	45	63	12,856	3,649
2014	5,064	7,973	818	478	65	14,399	4,025

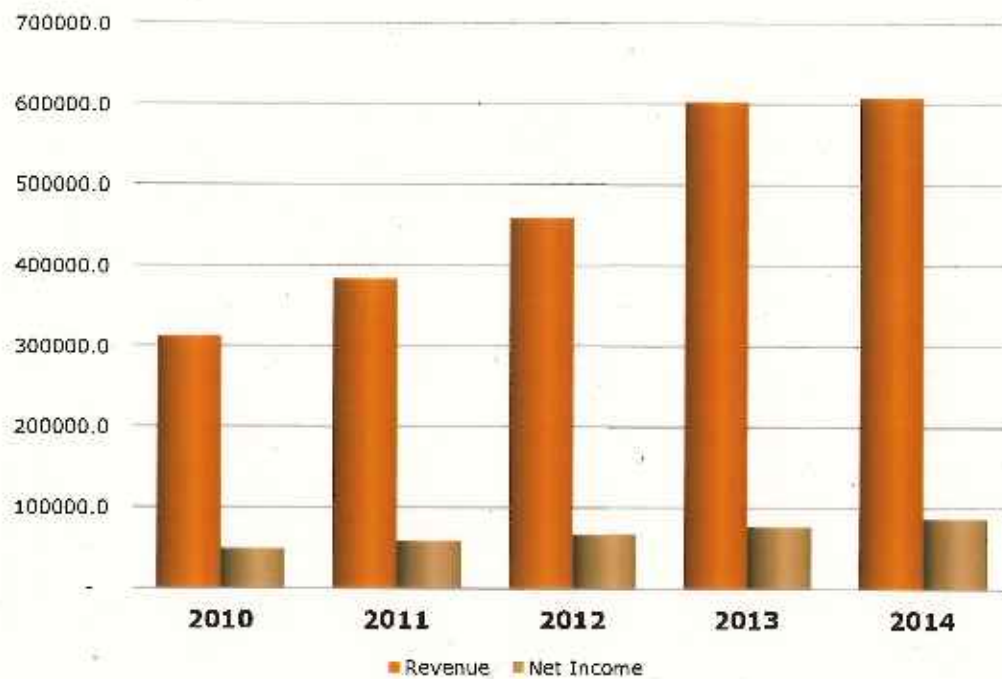
The business network

- ▶ **Distribution:**
Domestic: Whole country
Overseas: Laos, Cambodia, Myanmar.
- ▶ **Business Net work:**
HCM Head Office;
Hanoi branch; North Coast branch; Central Coast branch.
- ▶ **Contract seed:** Japan, South Korea, Taiwan, China.
- ▶ **Growth:**
2009 ... 258 billion VNĐ
2014 ... 600 billion VNĐ
(30% per annum)

MẠNG LƯỚI CHI NHANH NC - SX - KD CỦA SSC KHU VỰC ASIAN
BRANCHES NETWORK OF SSC IN ASIAN AREA



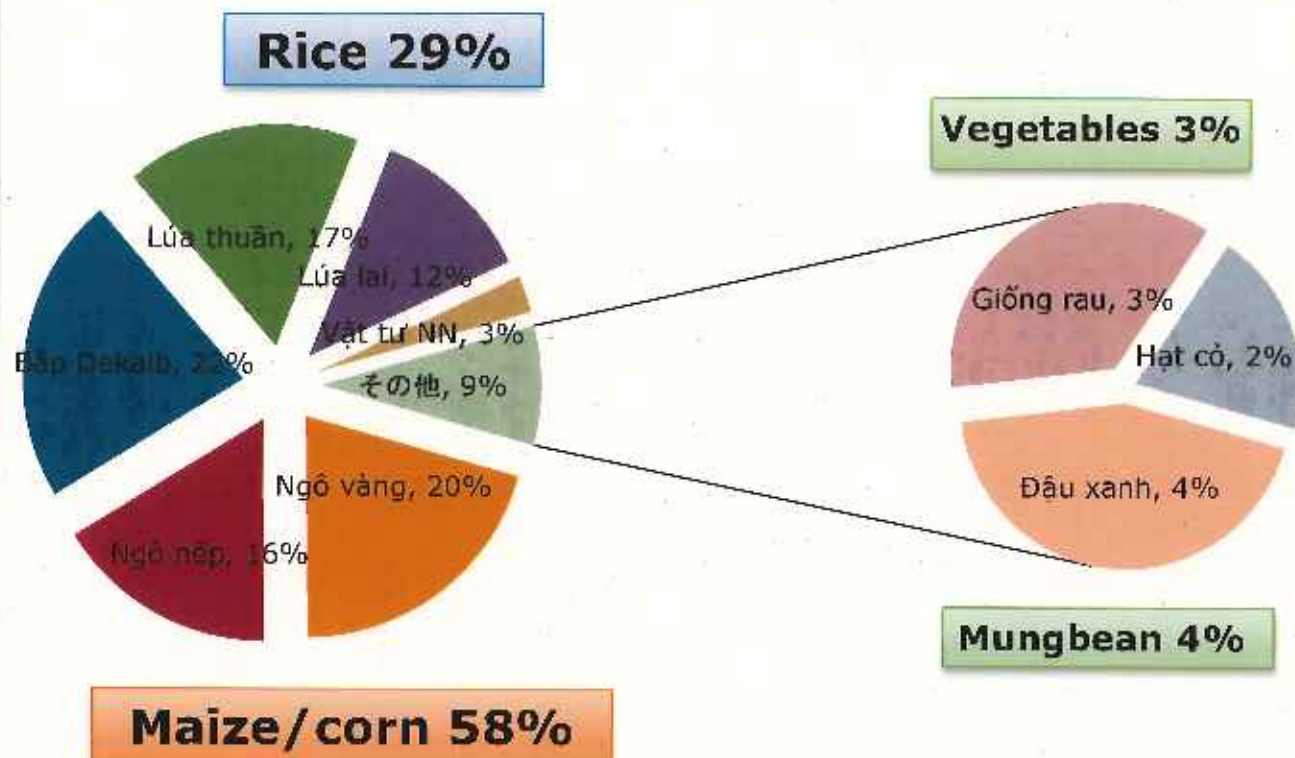
The growth



The incomes

Items	Unit	2009	2010	2011	2012	2013	2014
Revenue	\$Billion VND	258.130	280.530	378.992	445.998	598.275	601.961
Net income	\$Billion VND	50.543	50.480	59.999	67.205	78.198	87.484
Staff No.	Person	357	337	338	374	396	410
Dividend rate	%	15	15	20	20	30	25

Revenue structure, 2014



The Position of SSC?

No	Products	Seed sales, 2014 (x Million VND)	% Seed Market	Position in VietNam Seed Market
1	OP Rice	108,229	5%	Top 2 (in the south)
2	Hybrid Rice	75,019	7%	Top 1 (made in Vietnam)
3	Hybrid Field Corn	270,046	20%	Top 1 (made in Vietnam)
4	Hybrid Waxy corn	102,493	>50%	Top 1 (made in Vietnam)
5	Mung Bean	23,958	20%	Top 1 (made in Vietnam)
6	Forages (Feedstuff)	10,970	50%	Top 1 (imported)
7	Vegetables	19,807	2-3%	Top 12-15
				Top 3 (in total)

The contribution of Multi-National companies

No	Multinational Seed company	Seed sales, 2007 (US\$ Million)	% Global Seed Market	Position in VietNam Seed Market
1	Monsanto, US	\$4,964	23%	Top 2 (corn)
2	DuPont, US	\$3,300	15%	Top 7 (corn) & Top 10 (Hi-Rice)
3	Syngenta, Suisse	\$2,018	9%	Top 1 (corn) & Top 10 (Vegetable)
4	Groupe Limagrain, French	\$1,226	6%	Hi-Rice by Chinese Subsidiary
5	Land O' Lakes, US	\$ 917	4%	
6	KWS AG, Germany	\$ 702	3%	
7	Bayer Crop Science, Ger	\$ 524	2%	Top 10 (Hybrid Rice)
8	Sakata, Japan	\$ 396	<2%	Vegetable Seed by Lotus Co.
9	DLF-Trifolium, Denmark	\$ 391	<2%	
10	Takii, Japan	\$ 347	<2%	Top 5 (Vegetable)
	Top 10	\$14,785	67%	

Vietnam Seed market, 2014

Crops	Area, 2014 (ha)	Seed kg/ha	Seed needed, 2014 (ton)	Seed market, 2012 (ton)	Estimated Market Value x US\$1,000
Rice, OP	7,860,000	120	943,200	346,000	173,000
Rice, F1	650,000	27	17,550	17,550	52,500
Maize, F1	1,210,000	20	24,200	19,200	76,800
Peanut	254,600	200	50,920	20,370	40,740
Soybean	190,100	100	19,010	11,470	22,940
Vegetable	881,200	15	12,000	8,000	80,000
Total					445,980

What happens in the future?



SSC strategy



- ▶ Transfer 2 million ha of Rice to other Crops: Maize/Corn Vegetables...
- ▶ Vietnamese Government has had a policy to increase the exportation of Vegetables to ≥ 1 Billion USD by 2015;
- ▶ JICA supports Lam Dong to develop vegetable industry;
- ▶ 200,000 ha for Forages for Dairy cow.

Distribution of Vietnam's vegetable seed

8,000 t of vegetable seeds

1. Import = 3000t (38%), F1, high yield, high quality.
2. Self-reproduction by Growers = 4400t (55%), OP, poor disease resistant, low yield, low quality.
3. Vietnamese Seed companies = 600t (7.5%), $> 70\%$

Replace 55% of growers' OP varieties



F1 hybrids with higher yield and quality

SSC development strategy

New 27ha SRC facilities in Củ Chi



Looking for...



the Future

May 2015

1

Free ASEAN market
(ATIGA)
600 M customers

GDP = U\$1,300
Billion

1. Rice;
2. Animal feedstuff;
3. Vegetables



May 2015

2

Asia-East Europe Alliance
(EEU)
600 M customers

GDP = U\$4,000 Billion

1. Export: Rice, Corn, Veges
2. Import: Mechanical equip?



2015

3

HĐ đối tác xuyên TBD

***Trans-Pacific
Partnership***

40% World GDP

GDP = U\$31,000 Billion

- 1. High tech/high quality**
- 2. Finance & Management**



**1. Innovation
in
Science &
Technology**



Quality for our Seeds for our growers!

Research & Development

Nghiên Cứu - Phát Triển Sản Phẩm

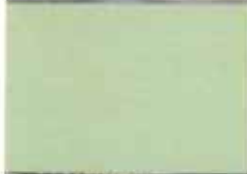
Research & Development

Mục tiêu của SSC là ngày càng mở rộng thị trường, phát triển sản phẩm mang dấu ấn khoa học công nghệ, chiếm ít nhất 20% hàm lượng khoa học công nghệ...

Hàng nghìn Việt Nam có thể cạnh tranh tốt với các nước, vấn đề là phải nghĩ lớn và làm lớn. Trong kinh doanh giống cây trồng, nhà kinh doanh phải đầu tư nghiên cứu bằng công nghệ sản.

Target of the SSC is expanding markets, developing products marking of science & technology, covering at least 20% content of science and technology...

Vietnam's Agriculture can well compete with others countries, the problem is to think big and dare to be great. The business must invest in high-tech research in seeds business.



SSC

SSC

Released new variety

- ▶ Hybrid rice: Nam You 1, Bo You 903 KBL (bacterial leaf blight resistance), HR 182, Nam You 603, 604. *New varieties: Nam You 209, KC06-1331*
- ▶ Hybrid Field corn: SSC 2095, SSC 586, SSC 557, SSC 131; SK100. *New varieties: SSC7830, P2P*
- ▶ Hybrid waxy corn: MX 2, MX 4, MX 6, MX 10, MX10S. *New varieties: CX247, Max88,*
- ▶ Vegetables: *14 New varieties: Gold Cup, Tú cầu, Moon 16, Hoa Tuyết,*

2. Co-operation with Japanese seed company for mutual benefits



Takii Experiment Research Station, Japan 1977/2013



Takii's watermelon for Mekong River Delta region



Takii's watermelon for Central Coast region

3. New kind of veges: High eating quality



Takii's Momotaro tomato type





***Thank you for
your co-operation !***