

Organisations active in the Mekong Delta

Larive International

Larive International is the go-to party for Western SMEs and MNCs with the ambition to do business in the Mekong Delta and high-growth emerging markets. Do you want to gain specific market insights? Do you want to verify opportunities? Are you interested in the market size for specific products? Are you looking for potential (distribution) partners or a location for a factory/office? These are typical questions the Larive International team deals with on a daily basis.

Larive International B.V. is a business development advisory firm and consultancy specialized in assisting companies in developing and implementing their market entry or expansion strategies in(to) high-growth emerging markets. Founded in 1975 and headquartered in the Netherlands, Larive International is the parent of the Larive Group, a license based network with exclusive members in 25 countries throughout Asia, Central Eastern Europe, Turkey and Sub Saharan Africa. In Vietnam, Larive is represented by OpenAsia since 1994.

The services of Larive & OpenAsia include business intelligence, market entry growth strategy advisory (including feasibility studies and developing business cases) and implementation support. Larive & OpenAsia support a wide range of clients, predominately active in the agro-food, automotive, energy (equipment) manufacturing industries. In addition, Larive initiates and coordinates clusters of companies active in various agro-food value chains by implementing projects in high growth markets.

PHOTO - Larive International - Team Building

Cluster approach

As Larive is locally represented by OpenAsia, they have the perfect position to spot opportunities and trends. To seize these opportunities, Larive approaches potential cluster partners to assess their ambitions to jointly formulate a cluster plan and execute activities. After initial consultations, a formal cluster is established including public and private organisations, which jointly implement activities to seize opportunities and grow their organisation in Vietnam. After the establishment, Larive & OpenAsia take on the role of general (financial) project management (both local and international), coordinate the implementation of activities, are responsible for the research components of the plan, and act as the liaison between the parties as well as the Dutch Government. An example of a partnership resulting from this approach is ShrimpTechVietnam ([insert link to ShrimpTechVietnam showcase](#)).

PHOTO - ShrimpTechVietnam - Partnership Visit ShrimpVet

Other reference projects

[Longlisting of potential strategic partners/acquisition targets in Vietnam](#)



Skretting, part of Nutreco, provides nutritional solutions for the aquaculture industry. Skretting Asia earmarked Vietnam as a priority growth market for aqua specialties. Larive was engaged by Skretting to provide insight into the Vietnamese market for aqua specialties and a (high-level) overview of potential strategic partners / acquisition targets active in Vietnam across water treatment products, feed additives and treatment and therapeutics products.

Larive-OpenAsia conducted interviews with manufacturers, farmers and shop owners to shape an overview of the products available in the market, the manufacturers and distributors active in the market and an indication of the sales volume of the top 10-15 players per product category.

Information has been validated with both aquaculture experts and published data related to the Vietnamese aqua specialty market. Larive provided Skretting with a report detailing the top 10-15 players, their size, a market size estimation and the key market trends. An additional longlist provided Skretting insight into the top 40-50 players active in the market with key parameters (location, product scope, high-over indication of size, website). The deliverables enabled Skretting to more accurately define its entry into the segment and target specific companies for partnerships or acquisition.

PHOTO - ShrimpTechVietnam - Partnership visit Skretting Vietnam 02

Market research on Ground Carbonate Calcium and Precipitated Carbonate Calcium in Vietnam



IMERYS, headquartered in France is one of the world's largest producers of white industrial minerals. Through its local joint-venture business, IMERYS provides Calcium Carbonate for a wide range of applications both for domestic and export markets.

Larive-OpenAsia provided Imerys in detailed insight into GCC and PCC (Precipitated Calcium Carbonate) market to identify priority segments (product lines, application segments, regions, competitors) in order to capture market movements and evolving trends in Vietnam.



Business development and M&A advisory in Asia

Danone is one of the world's leading health food companies with activities in dairy, water, early life nutrition and medical nutrition. Larive has been acting as permanent advisor for Danone on business development and M&A advisory in South East Asia (including Vietnam).



Legal framework study for ASEAN region

DAF Trucks N.V., part of PACCAR Group, is a Netherlands headquartered truck manufacturer. The company is particularly strong in the heavy vehicles (HCV >16 tons) segment.

DAF has defined the Association of South East Asian Nations ("ASEAN") region as a strategic growth market and has the ambition to increase its presence in this region, either via export & distribution of complete trucks and/or local assembly.

In order to assess market entry feasibility in the ASEAN region and define its market entry strategy, Larive-OpenAsia delivered a thorough and objective overview of the legal framework related to truck import and local assembly in several priority markets in Vietnam.

Contact details

More information about your opportunities in the Mekong Delta? Contact Iris Boom iris.boom@larive.com or visit www.larive.com