

# FROM L.A.T.T.E TO SUSTAINABILITY



At Betrimex, we are committed to creating a sustainable world by promoting socio-economic and environmental values. We strive to adhere to the five unbreakable pillars of **L.A.T.T.E values: Local, Authentic, Transparent, Traceable,** and **Ethical**, which are integral to our mission of enhancing a zero-waste coconut-based product chain while promoting human health.

# LOCAL

Preserve and promote local products while ensuring local community well-being



#### LOCAL ECONOMIC DEVELOPMENT

In the Mekong Delta, Betrimex has signed long-term coconut purchasing agreements with farmers and cooperatives at prices higher than market rates, promoting the growth of the local economy.



#### BENTRE COCONUT MATERIAL

Develop coconut raw material area of nearly **30,000 hectares**.



#### **FAIRTRADE**

Betrimex aids farmers and cooperatives in obtaining Fairtrade certification and accessing the **Fairtrade Premium funds** to improve community infrastructure and coconut plantation.



# AUTHENTIC

Most genuine and tastiest coconuts from Mekong Delta preserved by advanced processing technology



A center where Betrimex utilizes coconut production waste to incubate new varieties of coconut in an embryo culture, particularly Ben Tre coconuts. This innovative approach helps in reducing environmental waste and promotes sustainable practices in the coconut industry.



### **RECYCLABLE PACKAGING**



# TRANSPARENT

Apply block chain technology to monitor and ensure product quality from farm to box

#### **ORGANIC MATERIAL SOURCES**

Betrimex targets 10,000 hectares of organic coconut gardens by 2025, aiming for stable output, quality improvement, emission reduction, and ecosystem enhancement, all aligned with global organic certifications.















#### SAP HANA & FARMER RELATIONSHIP MANAGEMENT (FRM)

Betrimex partnered with a consulting firm to implement **SAP Hana** for ERP operations and develop **FRM** for streamlined raw material management.

#### **PAPERLESS OFFICE**

Utilize **DigiO** (E-office) for digitizing company signing and approval processes, thereby reducing paper consumption and minimizing environmental emissions.



# TRACEABLE

Deliver highest quality products as declared and promised



### **AGRO LAB**

to establish **a traceability-focused system** for cultivating coconut trees in Vietnam that covers all stages from planting to harvesting.



## ETHICAL

With zero-waste mission, we uphold fairness in our actions with the environment, farmers, partners, and consumers

### **GREEN FACTORY -CLEAN ENERGY**

Betrimex is taking steps to enhance environmental sustainability and reduce greenhouse gas emissions. We use cost-saving and energy-efficient measures like Wastewater Treatment and Solar Power Systems, and have set up a production line in Denmark to minimize transportation and CO<sub>2</sub> emissions in the region.





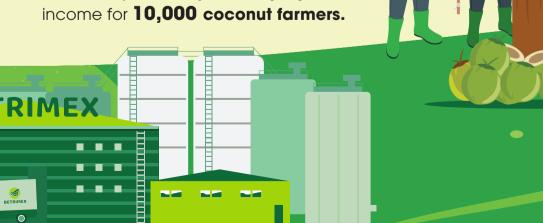
### **CORPORATE SOCIAL** RESPONSIBILITY

Betrimex supports locals through community activities, such as distributing water bags, providing fertilizer, awarding scholarships, and aiding COVID-19...



### **SUPPORTING** LOCAL COMMUNITY

Generate jobs for 1,000 employees and





BETRIMEX IMPORT EXPORT JOINT-STOCK CORPORATION (BETRIMEX)

Lot K, Phong Nam Industrial Cluster - Cottage Industry, Phong Nam Commune, Giong Trom District, Ben Tre Province, Vietnam



