



BETRIMEX

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



**L**OCAL  
**A**UTHENTIC  
**T**RANSSPARENT  
**T**RACEABLE  
**E**THICAL

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

## 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*



## AGRO LAB

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

Betrimex uses Tetrak Pak's technology for **pure coconut taste and eco-friendly packaging** that is reusable, recyclable, and compostable.



# 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 income for **10,000 coconut farmers**.



**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

 (+84) 1800585871

 [info@betrimex.com.vn](mailto:info@betrimex.com.vn)