



WE RISE *Together*

Creating equal market opportunities for women by
advancing Supplier Diversity through
Gender-Responsive Procurement (SD-GRP) in Viet Nam



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INTRODUCTION

With financial support of the Australian Government through the Mekong-Australia Partnership and implemented by UN Women, WE RISE Together project (March 2022 - February 2025) aims to create equal market opportunities for women by advancing supplier diversity through gender-responsive procurement (SD-GRP) in Thailand and Viet Nam. Gender-responsive procurement (GRP), defined as “the sustainable selection of services, goods, or civil works that takes into account the impact on gender equality and women’s empowerment¹. WE RISE Together project envisions creating an innovative ecosystem where women can lead businesses, and equally access and benefit from greater market opportunities, by working across four areas:

- 1. Stronger Ecosystems:** Support more public and private organisations to develop and promote policies and practices that advance SD-GRP
- 2. More supportive business models and networks:** Through resilient and inclusive business models and networking opportunities, WOBS and gender responsive enterprises (GREs) have increased capacity to access markets
- 3. Increased capacity of buyers:** Public and private buying organisations can better advocate for, promote and implement GRP
- 4. More equitable market opportunities:** Creating platforms for WOBS and GREs to connect to larger public and private buyers

¹ United Nations Global Marketplace. UN Women Gender Responsive Procurement. https://www.unqm.org/Shared/KnowledgeCenter/Pages/PT_GRP

PROJECT'S KEY RESULTS



Rapid Assessment Report on Gender Responsive Procurement.



Circular 06/2022/TT-BKHDT and Circular 52/2023/TT-BTC guiding the mechanism to use the State Budget for supporting policies for SMEs, were adopted as a result of UN Women's partly contribution of supports by generating evidences through researches and advocating with law makers.



Handbook support women-owned SMEs (WSMEs) to access the State policies and Handbook support WSMEs to access e-commerce platforms.



102 new WEPs signatories, making total 222 Vietnamese WEPs signatories by November 2024. Total 32 companies won WEPs Awards in 2022 and 2024.



653 leaders and staffs (98% women) from 261 women-owned businesses (WOBs) have strengthened their knowledge on gender inclusive sustainable businesses, brand building, financial management, digital technology application, and marketing strategy to build more resilient and competitive business models and utilise networking opportunities to better access markets.



1,562 leaders and staffs (90% women) from 558 companies have built capacity on gender-responsive procurement, supplier diversity and gender equality in the workplace, marketplace, and community according to Women's Empowerment Principles through the project's training, coaching programme and business connection events.



19 successful sale contracts signed between WOBs and buyers; 110 business connection among them created and processed including sending samples, quotations, testing samples, and negotiation on sale conditions, after business connection events including 143 WOBs as suppliers and 80 Buyers.

This book presents the stories of resilient and inclusive WOBs that have increased capacity to access markets and gender responsive buyers that advance GRP.

FOREWORD



It is with great pleasure that we present this inspiring collection of stories from 12 resilient women owned businesses and businesses that apply gender responsive procurement in Viet Nam.

Viet Nam aspires to become a high-income country by 2045 and be carbon neutral by 2050. To achieve this, the country needs to transform existing inequalities into new accelerators of inclusive and productive growth. One such area is market access.

The contribution of women-owned businesses (WOBs) in driving economic growth can no longer be ignored. One in five businesses in Viet Nam is owned by a woman, of which 92% of these businesses are small or micro. In Viet Nam, one woman owned business employs an average of 30 employees.

At a global scale, if women-led businesses grew at the rate of men's, the global GDP would rise to around \$2 trillion — the equivalent of 2% to 3% of

global GDP and generate between 288 million and 433 new million jobs. Currently, women-owned businesses receive only 1 percent of both public and private procurement spending globally.

By sharing the stories of these inspiring companies, we hope to inspire others and encourage further investment in women-led and owned businesses and gender responsive procurement. Together, we can create a more equitable and prosperous green and digital future for all.

Country Representative
UN Women in Viet Nam

Caroline T. Nyamayemombe

ACKNOWLEDGEMENT

UN Women would like to express sincere gratitude to the Australian Government, Department of Foreign Affairs and Trade, through the Mekong-Australia Partnership, for their generous funding of the WE RISE Together project. We also extend our thanks to the Viet Nam Women Entrepreneurs Council (VWEC) of the Viet Nam Chamber of Commerce and Industry and Women's Initiative for Startups and Entrepreneurship (WISE) for their invaluable

partnership and co-production of this publication. The 12 women-owned companies and gender-responsive businesses featured in this publication have openly shared their journeys, offering a strong foundation of support to help many other women rise and succeed. Last but not least, the WE RISE Together project would not have been possible without the technical guidance and resource mobilization support of the UN Women Regional Office for Asia and the Pacific.

Harnessing Sun and Soil

NGUYEN PHAM CAM TU'S SUSTAINABLE FARMING INNOVATION

*A*t 40, Nguyen Pham Cam Tu stands out as a pioneering force in the renewable energy sector in Da Nang. As one of the three founders of CAS Ltd. Co., Tu ventured into an innovative project in 2019, merging solar energy production with agriculture.

On a 4-hectare solar farm in Ninh Thuan province, she integrated the raising of 2,000 free-range chickens under solar-powered roofs, adhering to European Union standards for poultry. This venture produced superior-quality eggs that commanded higher prices compared to conventional alternatives.

Despite the promise of her enterprise, Tu faced challenges in sales and marketing. However, participation in the WE RISE Together program, facilitated by UN Women and the Women's Initiative for Startups and Entrepreneurship (WISE), proved transformative. The program broadened her perspective on gender-inclusive and sustainable business practices.





UN Women and WISE's training and mentoring really broadened my perspective.

Tu remarked.



With her team of 36 employees, she branded her products as part of a sustainable smart farming model, promising triple benefits for farmers, the environment, and the economy.

Women-owned businesses often face significant hurdles in accessing

critical resources and markets, receiving only 1 percent of both public and private procurement spending globally. Caroline Nyamayemombe, UN Women Viet Nam Country Representative, highlighted the importance of the WE RISE Together initiative.



Our strategy actively seeks to include qualified women-owned businesses in the supply chain. This not only promotes economic justice but also leads to a more diverse and resilient business ecosystem.

Caroline Nyamayemombe, UN Women Viet Nam Country Representative, stated.

Following the six-month accelerator and networking program, and a business connection event in March 2024, Tu secured contracts with two prestigious 5-star hotels in Da Nang, selling at least 20,000 eggs per month, with plans to expand to four more luxury hotels in the area. Tu's innovative approach and resilience exemplify how women entrepreneurs can drive significant change, creating a sustainable and inclusive future.



From Tradition to Triumph



TRAN THI VUI'S JOURNEY WITH MELALEUCA ESSENTIAL OILS

Transforming a small business into a million-dollar enterprise is challenging but achievable with determination, says Tran Thi Vui, a female entrepreneur running a 27-year-old melaleuca essential oil business in Hue, Viet Nam.

At 54, Thi Vui is the second generation in her family to produce essential oil in Hue, historically exclusive to the royal family and used by women post-childbirth for its antiseptic properties.

Today, her company employs 60 people, 80% of whom are women. During the harvesting season, it provides income opportunities for around 200 women and local farmers, who can earn up to 7 million VND (250 USD) per month by selling melaleuca leaves and medicinal plants to Kim Vui Co. Ltd.

“ I noticed the growing demand and decided to expand the family business. Women, the elderly, children, and anyone can use the oil whenever needed. So, I transformed my household business to Kim Vui Co. Ltd in 2014.

Vui shared.





However, Vui faces challenges in expanding her market, particularly among high-value buyers. Through a six-month training, coaching, and networking program provided by UN Women and the Viet Nam Women Entrepreneurs Council under the UN Women project WE RISE Together, Vui has observed significant positive impacts on her business.

She has passed on this knowledge to the next generations of women-owned business including her daughter, who is also managing the family business and overseeing sales and marketing.

Gender-responsive procurement is a new concept and tool, but not difficult to apply. After joining the project, I understand the catalytic impacts that I can create for other women and the community. In my supply chain, I have prioritized buying products from other women-owned businesses and learned more about storytelling to protect my brand reputation from counterfeit oils and how to increase sales on online markets like Shopee, Tiki, Lazada more effectively.

Vui explained.





Breaking Barriers

TRINH THI HONG'S BIO-DETERGENT REVOLUTION



At 60, Trinh Thi Hong is a remarkable figure in Da Nang, Viet Nam, who defied societal norms by founding Minh Hong Ltd. Co. at the age of 50. Despite initial skepticism from her husband and peers, who doubted her venture into the manufacturing and distribution of biological detergent products, she persisted. “He [her husband] even refused to have his name associated with the company,” Hong recalled.

Her journey began in 2011, inspired by a workshop in the Philippines, where she learned to transform discarded flowers and unused vegetables into bio-cleaning liquid. Through two years of experimentation, she honed her craft, turning waste into valuable products.

Today, Minh Hong Ltd. Co. employs six people directly but has a far-reaching impact, providing part-time work for 150 disadvantaged women in Da Nang. These women earn up to 7 million VND (250 USD) per month by fermenting wasted flowers and vegetables and selling them to Hong's company. Minh Hong Ltd. Co. now boasts 100 agents and five distributors, with ambitions to expand further and create more employment opportunities for disadvantaged women.

A six-month training, coaching, and networking program provided by "WE RISE Together" has been instrumental in her success. This program helped Hong enhance her product packaging, storytelling techniques, and marketing strategies, while also teaching her about procurement processes and building a gender-responsive and sustainable business.



I now understand how to effectively communicate the narrative of my business and products to buyers, setting myself apart.

She noted at a business networking event hosted by UN Women in Da Nang in March 2024.

The event, attended by 33 buyers in the tourism sector, showcased the impact of training on supplier diversity and gender-responsive procurement facilitated by UN Women and WISE.

Hong made strides in expanding her market reach in the tourism sector by sending product samples and quotations to 5-star hotels and advancing negotiations with major distributors in Quang Nam province and Da Nang.



Thiên Hương



Sweet Success

CHANGING WITH TRADITION
AT THIEN HUONG CONFECTIONERY
IN VIET NAM

led by Ho Thi Hoa, Thien Huong sesame candy, a “must-have” souvenir for visitors to the ancient capital of Hue - Viet Nam, symbolizes the city’s rich heritage. Founded over 50 years ago, Thien Huong began by crafting traditional sesame candies from Hoa’s father-in-law’s recipes. Hoa transformed the small business into a thriving enterprise, embodying the power of female leadership and resilience.



Thien Huong means the scent from heaven, also associated with the famous Perfume River of Hue.

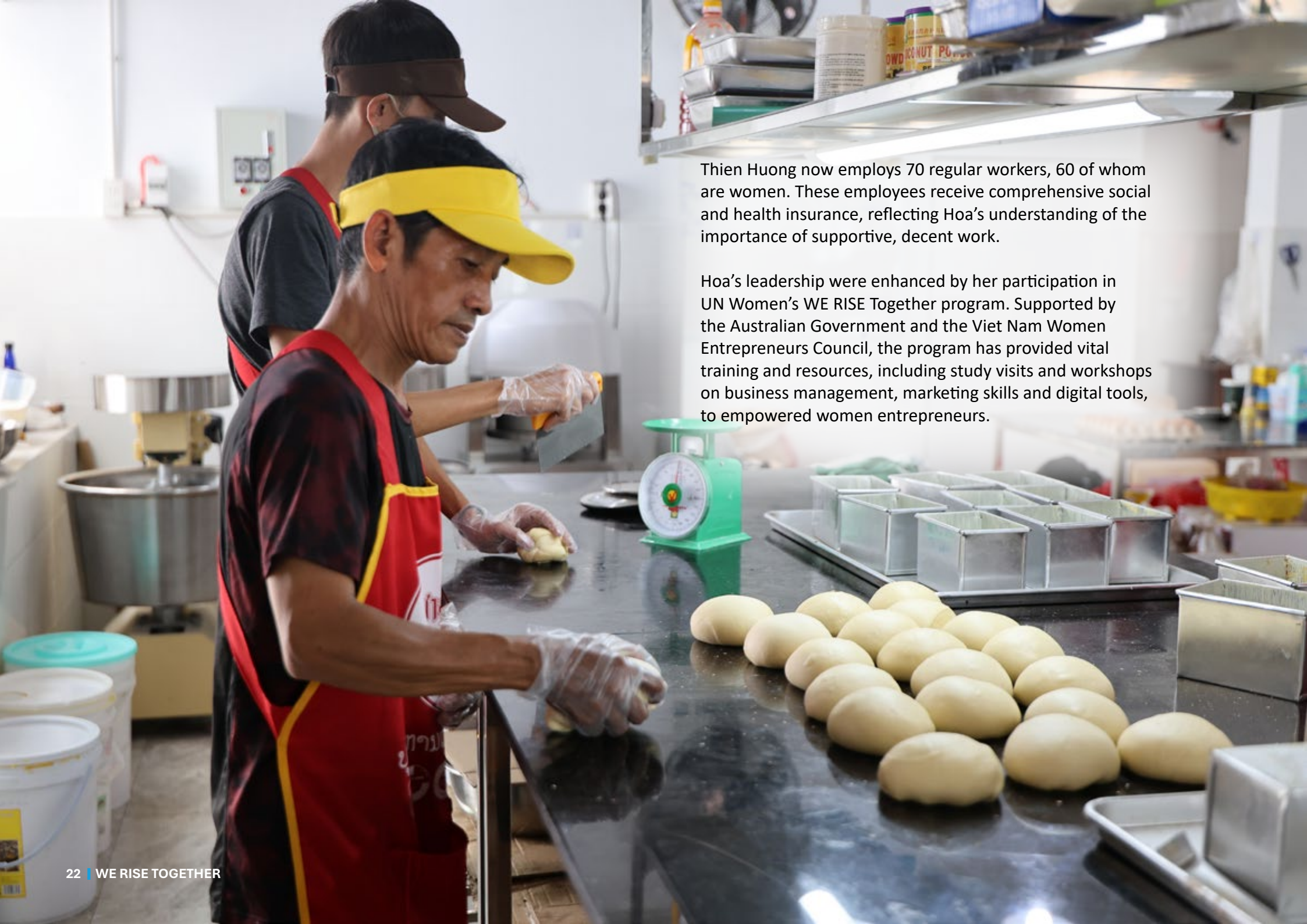
Hoa shared.

Through dedication and self-directed learning, Hoa shattered gender barriers by embracing a role typically reserved for sons, turning Thien Huong into one of Hue’s premier confectionery brands, demonstrating that women can thrive in traditionally male roles.

With determination, diligence and the right support, the power of women is limitless. Together, we can succeed.

Hoa reflected.





Thien Huong now employs 70 regular workers, 60 of whom are women. These employees receive comprehensive social and health insurance, reflecting Hoa's understanding of the importance of supportive, decent work.

Hoa's leadership were enhanced by her participation in UN Women's WE RISE Together program. Supported by the Australian Government and the Viet Nam Women Entrepreneurs Council, the program has provided vital training and resources, including study visits and workshops on business management, marketing skills and digital tools, to empowered women entrepreneurs.

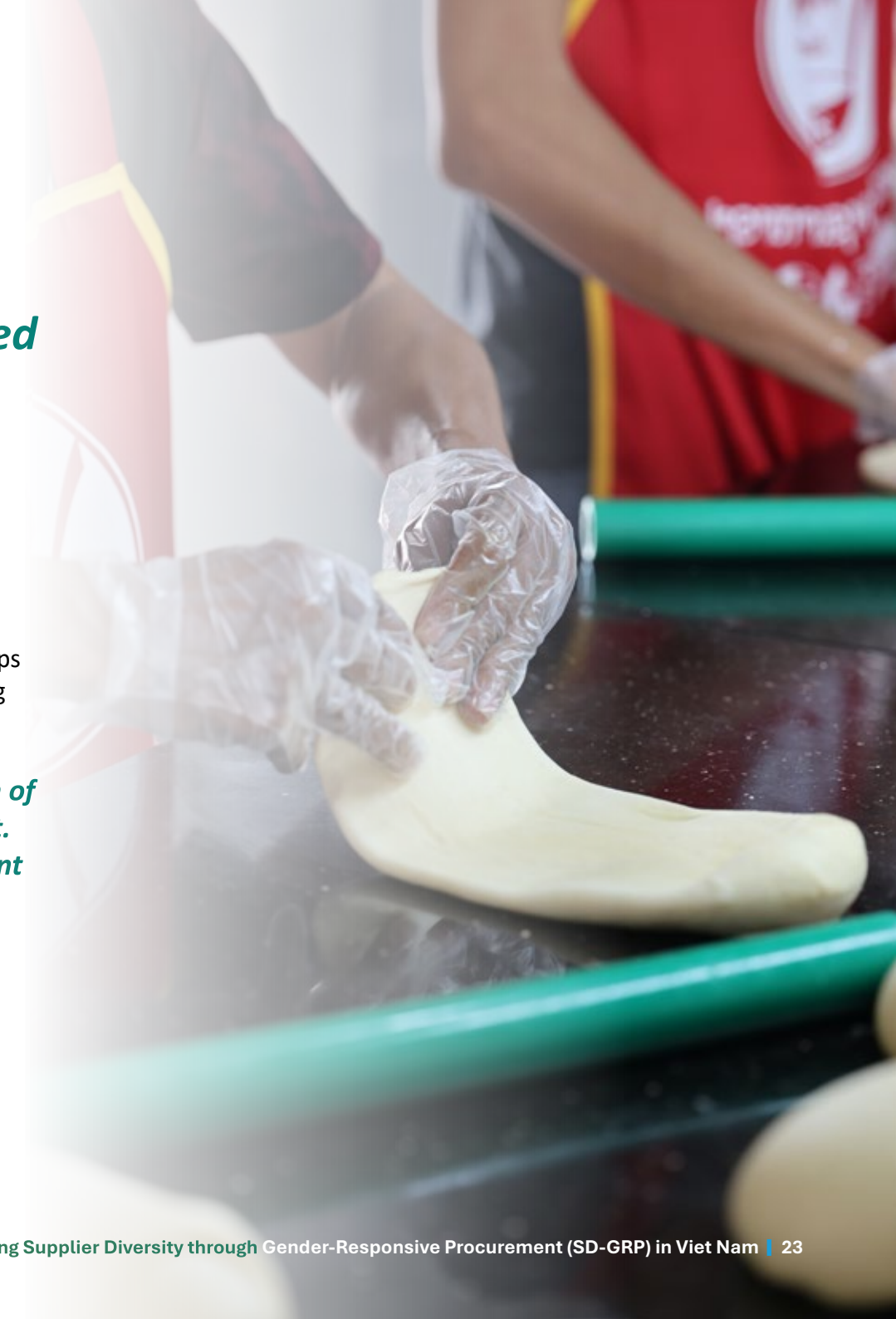
UN Women’s support has been pivotal for our business. The coaching and networking opportunities have connected us with new partners, opened access to new markets so that we can adapt to modern buyers’ demands.

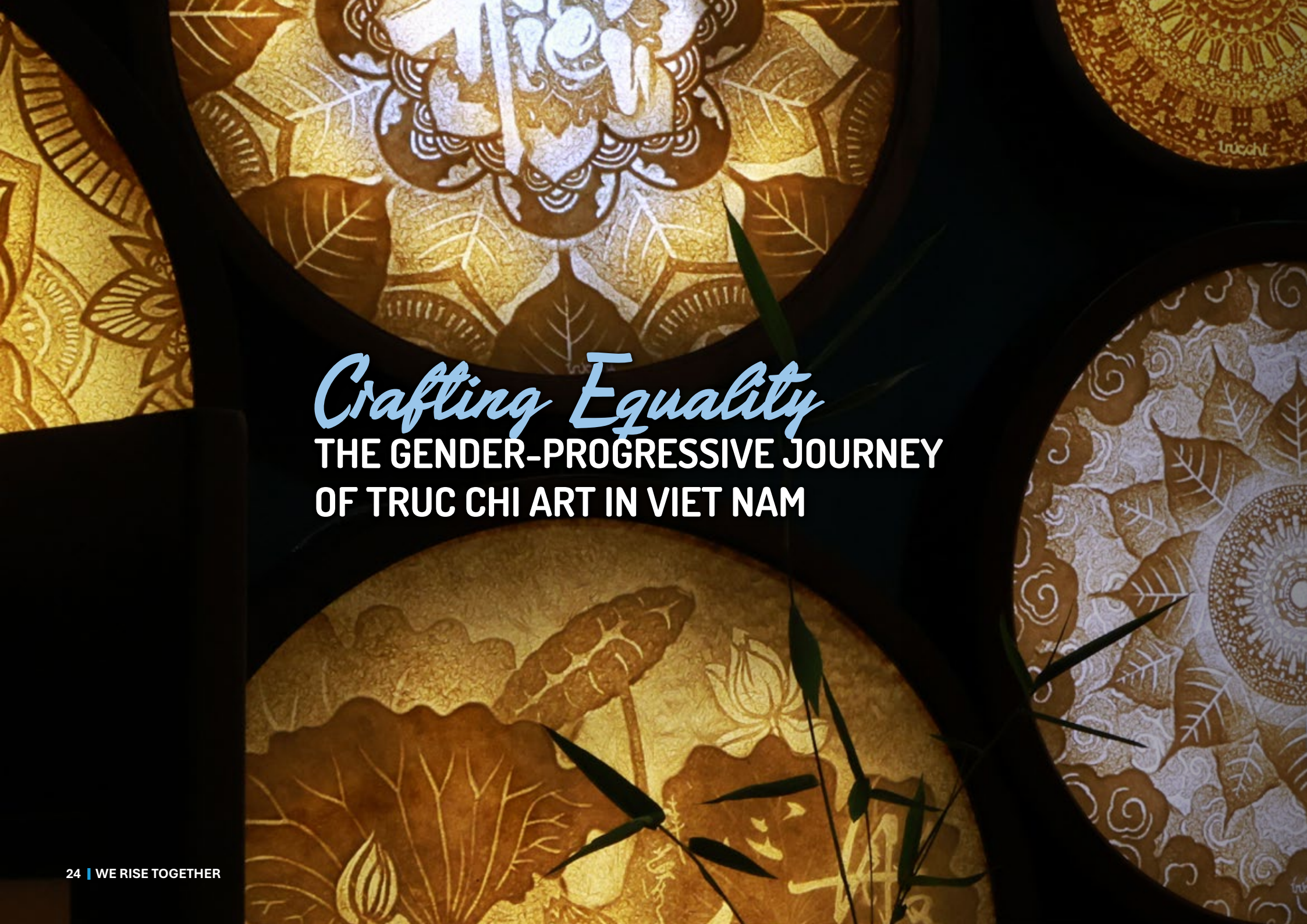
Hoa said.



Thanks to these efforts, Thien Huong’s products are now available in retail shops across Vietnamese airports, highlighting the tangible outcomes of the program.

“Thien Huong stands as a beacon of women’s leadership achievement. Hoa’s success and her commitment to gender-responsive practices underscore the pivotal role of women in driving economic and social progress,” said Caroline Nyamayemombe, UN Women Country Representative in Viet Nam in a visit to Thien Huong in July 2024.





Crafting Equality
THE GENDER-PROGRESSIVE JOURNEY
OF TRUC CHI ART IN VIET NAM

In the historic city of Hue – Viet Nam, Nguyen Dinh Bao Vy, co-founder of Truc Chi Art, is transforming traditional Vietnamese paper art into elevated artworks. Established in 2012, Truc Chi Art uses high-pressure water jets as “paint brushes” to craft textured images on paper. This innovative technique combines bamboo (Truc) and paper (Chi), embodying the spirit of Vietnamese culture in every piece.

Vy’s leadership is central to Truc Chi Art’s success, driving both business growth and women’s empowerment. With a team evenly split between men and women, she takes special

care for the well-being of her female workforce. To support working mothers, Vy introduced a policy allowing women with children under five to leave work early, creating a supportive environment that boosts productivity and morale.

Facing challenges in business operations, Vy found a turning point through the WE RISE Together program, funded by the Australian Government and implemented by UN Women. The coaching program provided valuable training in business management and marketing.

The coaching equipped me with the skills needed to navigate the complexities of running a successful enterprise.

Vy reflected.





The WE RISE Together program also opened new market opportunities for Truc Chi Art, connecting them with high-value buyers from the tourism industry. This support is crucial for Truc Chi Art, which operates in a niche market catering to premium buyers with specific aesthetic preferences.

UN Women’s networking opportunities were invaluable in helping us reach buyers who appreciate the unique artistry of Truc Chi. Our market access was expanded, allowing us to showcase our work to those who truly value its cultural significance.

Vy said.

With the support of UN Women, Truc Chi Art is not only preserving Vietnamese culture but also inspiring a broader movement toward gender equality and women’s empowerment within the arts and beyond.



Crafting Dreams

HOW BLU SAIGON'S PEARL PENS EMPOWER WOMEN AND PRESERVE VIETNAMESE HERITAGE



Ton Nu Xuan Quyen is a shining example of innovation and tradition coming together to create something extraordinary. As the second generation of a family known for producing exquisite seashell buttons for top fashion houses, she took the entrepreneurial plunge in 2018 to establish Blu Saigon Co. Ltd. This company, based in Ho Chi Minh City, specializes in handcrafted pearl pens, jewelry, and accessories made from seashells, all crafted by local women artisans.

The story of Blu Saigon is deeply rooted in preserving Vietnamese heritage while innovating for the luxury market. Their products, particularly the pearl pens, are a testament to meticulous craftsmanship. Each pen is handcrafted, taking between 24 to 72 hours to complete, using techniques that highlight the iridescent beauty of the pearls.

Since I was a girl, I've dreamed of making Vietnamese women's handcrafted skills known worldwide. I started my own business with strong conviction, but I've faced many challenges in accessing the luxury market as my company is still new.

Xuan Quyen shared.





“WE RISE Together” has played a pivotal role in Xuan Quyen’s journey. The program provided her with crucial insights into improving product packaging and marketing, and helped her connect with distributors of luxury brands.

Reflecting on her progress, Xuan Quyen said,

Thanks to the project’s coaching, I now understand the procedures and requirements of luxury buyers and distributors. My next plan is to continue to perfect my products to export to Australia and the U.S.

Blu Saigon’s success is not just in the beauty of their products but also in their commitment to empowering local women and preserving cultural heritage. Through her company, Xuan Quyen is not only creating beautiful, luxury items but also providing sustainable livelihoods. As she sets her sights on international markets, her story is a testament to the power of blending tradition with modern entrepreneurship. Blu Saigon signed the global UN Women’s Women Empowerment Principles.





Na Ni Store

**OVERCOMING PERSONAL CHALLENGES TO BUILD A 'MADE IN VIET NAM'
BRAND, CRAFTED BY THE ARTISTRY OF VIETNAMESE WOMEN**

With WE RISE Together, I no longer felt alone on my entrepreneurial journey. It helped me push past the limits women often face and believe in myself. As such, I hope this program will support many other women like me.

Tran Thi Nguyen Thuong, Head of NaNi Production & Trading Co., Ltd

RISING ABOVE ADVERSITY

After years of dedication to her position, Tran Thi Nguyen Thuong made the bold decision to step down as Executive Director of her company, to pursue her dream of building a “Made-in-Viet Nam” brand. And at nearly the age of 40, her entrepreneurial journey had just begun.

For Thuong, this was not merely a business venture but rather a mission — a chance to honor the artistry of Vietnamese women as she deeply understood the challenges women face in balancing life, family, and work. Though, she often felt isolated on her chosen path, having to manage everything on her own.

Over the course of seven years, she has built and expanded NaNi Store, specializing in women’s loungewear and casual clothing.

When Thuong first commenced her business venture, the COVID-19 pandemic struck and forced her to close several stores. As a result, she had to shift her focus almost entirely to online distribution and while these initial challenges seemed impossible to overcome at first, they ultimately strengthened her resolve. Through perseverance and continuous self-improvement, she gradually demonstrated her capabilities and earned the trust and confidence of her family, friends, and business partners.

Reflecting on her journey, Thuong shared that:

Beyond convincing my family and loved ones that my decision was the right one, I also had to convince myself to trust in my own abilities.

MARKET EXPANSION

To strengthen her business, Thuong employed a team of seamstresses, most of whom were stay-at-home mothers raising children while still contributing to their household income, to join her company under the motto: “Graceful Indoors – Empowered Outdoors”.

After nearly 24 months of fully participating in activities under the WE RISE Together program, and after being selected as one of four businesses to receive in-depth consultations in Ho Chi Minh City, **Thuong was able to transition her household business into a limited company, expanding greater market opportunities.**

Though newly established and small in scale, NaNi Production & Trading

Co., Ltd. has been a signatory of the Women’s Empowerment Principles since 2023. The company also practices “Supplier Diversity” and has adopted the “Gender-Responsive Procurement” policy to promote sustainable businesses. In terms of gender-responsive procurement, NaNi Store has made progress, setting a target to ensure 100% of its female employees receive full social and health insurance coverage by the end of 2025.

It should also be noted that NaNi store was recognized as a leader in the Gender-Responsive Procurement Assessment for its proactive efforts in expanding partnerships with female-led businesses, suppliers committed to gender equality in their value chain, and other gender-

responsible companies. Notably, 99% of NaNi Store’s suppliers are female.

To achieve these impressive results, NaNi Store engaged in various WE RISE Together Program’s workshops, learning from the experiences of others and connecting with potential partners. According to Thuong, **her company has saved over 100 million VND by fully utilizing available resources and realigning its customer segment.** More importantly, **the program helped NaNi Store build solid trust with its customers,** serving as the motivation for female-led and owned businesses to continue growing and pursuing new goals.







Fine Scandinavia SUPPLIER DIVERSITY AND GENDER-RESPONSIVE PROCUREMENT

These days, Gender-Responsive Procurement is not merely a trend, but rather a commitment. By actively choosing suppliers led by women or those who effectively implement gender equality policies, businesses will contribute majorly to promoting gender equality and create a more sustainable, diverse supply chain.

Ultimately, treating equal market opportunities for women and women-led businesses to participate in the supply chain is the goal of the WE RISE Together

Program, implemented by UN Women and the Viet Nam Women Entrepreneurs Council (VWEC). In this program, businesses that practice effective gender-responsive procurement meet with small and medium-sized enterprises led by women to explore ways to enhance services, products, purchasing requirements, and processes, as well as to connect potential business collaboration opportunities.

POTENTIAL OPPORTUNITIES IN WOMEN-LED BUSINESSES

STARTING FROM SOCIAL STIGMA

With 17 years of experience in manufacturing multi-material interior and exterior products in Binh Duong province, Fine Scandinavia recognizes that, due to the nature of the industry, the company primarily attracts almost male employees. In response and inspired by the program, the company has focused majorly on practicing women empowerment supplier diversity and gender-responsive procurement.

MINOR CHOICES, MAJOR IMPACT

To encourage women to participate in heavy industries, Fine Scandinavia recognizes the importance of ensuring gender equality in the workplace. In recent years, the company has maintained a workforce **comprising 20% women**.



Women currently hold important and core positions within the company. They serve as admirable role models for the next generation to follow and learn from. Furthermore, the corporate culture that values and respects women also helps them feel more integrated in environments often considered ‘male-dominated,’ such as the manufacturing sector.

To Thi Ngoc Dan - Fine Scandinavia
Administrative and Human Resources
Director shared.



MOVING FORWARD WITH 'WE RISE TOGETHER'

Fine Scandinavia always prioritizes and supports small and medium-sized suppliers who meet local quality standards, particularly businesses owned by women. Currently, 15% of the company's suppliers are from female-led businesses, and in addition, Fine Scandinavia also encourages and supports its suppliers to endorse the Women's Empowerment Principles (WEPs). The implementation of these policies has enabled the company to collaborate with high-quality suppliers at competitive prices, enhancing its reputation and image among customers.

Moreover, Fine Scandinavia has proactively utilized the GRP tool from UN Women while also recognized as a pioneer in GRP activities. Through the WE RISE Together Program, Fine Scandinavia and other potential buyers have had the opportunity to share procurement requirements and processes with female-led and owned businesses, aiming to help them gain closer access to the company's supply chain.

To maintain and develop its GRP policy, Fine Scandinavia identifies it as a long-term goal that requires time and a clear plan to attract more female-owned suppliers. The company is currently using the GRP toolkit to shape its purchasing policies and plans to increase the proportion of significant female business partners by 10% by 2025. The company's leadership believes that, it is essential to raise awareness and promote gender equality at Fine Scandinavia through media channels, so that partners can recognize potential opportunities and challenge themselves in areas still perceived as 'male domains'.

The company's commitment to gender equality has led Johan Sundberg, the CEO, to receive the "Leader Committed to Action for Gender Equality" award as part of the UN Women WEPs Awards in 2021. This award acknowledges Fine Scandinavia's achievements and efforts in fulfilling its gender equality commitments and serves as a source of inspiration for the company to continue implementing supplier diversity and gender-responsive procurement policies in the workplace, market, and community.

IPP Travel Retail

LEADING THE WAY IN SUPPLIER DIVERSITY AND GENDER-RESPONSIVE PROCUREMENT



Duy Anh Trading Joint Stock Company (IPP Travel Retail - IPPTR), which is part of the Imex Pan Pacific Group (IPPG), has been operating within the retail services sector of Vietnamese airports for nearly 30 years. Aside from providing unique shopping experiences for travelers, the company also focuses on contributing valuable benefits to society, particularly in supporting women entrepreneurs through its supplier diversity and gender-responsive procurement policies.

The IPPG and IPP Travel Retail both prioritize sustainable development and gender equality. Over the

years, the Group has undertaken various activities to contribute to community development, including supporting small and medium-sized enterprises, especially those led by women, to join its supply chain. In 2021, Le Hong Thuy Tien, CEO of IPPG, received the highest award in the Senior Leadership category for her commitment to promoting gender equality at the UN Women WEPs Awards. Under her leadership, commitments to supplier diversity and gender-responsive procurement have been implemented across all member companies, including IPP Travel Retail.





IPP Travel Retail has developed and implemented a supplier diversity policy, prioritizing the selection of female-led businesses and suppliers from disadvantaged and remote areas. In addition to criteria related to quality, reputation, and capability, IPPTR also awards extra points to suppliers owned by women or those

who effectively implement gender equality policies.

In 2024, through the WE RISE Together Program, IPPTR had conducted multiple in-depth consultations for four female-led businesses in Hue city and connected with 30 companies in

the tourism sector at workshops in Hue and Ho Chi Minh city. These activities have helped these businesses enhance their competitiveness, expand business opportunities, and diversify the supply of products and services for IPPTR. As a result, many unique products from female-led

businesses have connected closer to customers and gain the opportunity to be sold at retail counters within the airport system managed by IPPTR.

With its efforts dedicated to female-led businesses, IPP Travel Retail proudly contributes to the development of these businesses.

We believe that supporting women-led businesses is not only a social responsibility but also an opportunity for sustainable economic development. When women are empowered, society becomes more advanced. Therefore, in the future, IPP Travel Retail will continue to implement and refine its supplier diversity policy, aiming to build a sustainable supply chain and contribute to socio-economic development.

Nguyen Thi Thanh Tuyen - Managing Director of IPPTR shared.



Spreading The Essence of Hue

THE INSPIRING STORY OF MOC TRULY HUE'S CO., LTD.

Moc Truly Hue Co., LTD is one of the pioneering businesses in Hue dedicated to the restoration and development of the ancient white lotus species unique to the region. These days, Moc Truly produces and sells a wide range of signature Hue lotus-based products such as kẹo cau (areca candy), mè xừng (sesame candy), bánh in (printed cakes), bánh ép (pressed rice cakes), ginger jam, pomelo peel jam and many more.

Founded officially in January 2020 under the leadership of Founder Pham Thi Dieu Huyen, Moc Truly Hue's has achieved significant success after joining the WE RISE Together Program (WRT). Similar to other startups, Moc Truly Hue's has faced numerous challenges in brand building, market exploration, and effective financial management. However, driven by her passion for preserving and promoting the traditional values of Hue, Dieu Huyen sought and leveraged opportunities like the WRT Program to grow her business.



WE RISE Together program has equipped me with modern management knowledge and skills, opening up many networking opportunities with potential partners for the business, helping bring our Hue specialty products closer to consumers.

Dieu Huyen shared.



The WE RISE Together program has expanded Moc Truly Hue's network and enhanced their access to diverse new markets. Through events and business networking seminars, Moc Truly Hue's has met and connected with numerous potential partners, including supermarket chains and airport retail stores, thus expanding its market reach beyond Thua Thien Hue province.

Another standout benefit of the WE RISE Together program is the in-depth consultation on key areas such as financial management, digital marketing, and applying artificial intelligence (AI) tools. This has enabled Moc Truly to optimize operational costs, improve capital efficiency, and create creative marketing content that is both captivating and cost-effective in terms of time and resources.

WE RISE Together has helped me enhance my management skills, feel more confident in making business decisions, and build sustainable development strategies for the company.

Dieu Huyen remarked.



I am forever grateful for the opportunities and knowledge the program has provided. I believe that with the support of WE RISE Together, Moc Truly Hue's will continue to grow and contribute to bringing the traditional cultural values of Hue to many customers both domestically and internationally.

Pham Thi Dieu Huyen expressed her feelings and gratitude towards the WRT Program.



The story of Moc Truly Hue's is a clear example of the crucial role played by support programs for female-owned businesses. Such programs have helped small and medium-sized enterprises like Moc Truly Hue's enhance their capabilities and access markets, thus promoting and advancing the economic empowerment of Vietnamese women.



Co Cay Hoa La
EMPOWERING VIETNAMESE
WOMEN ECONOMICALLY



Co Cay Hoa La, a brand under ONA Global Company, founded by two young female entrepreneurs, has steadily established its name in the Vietnamese market. With a mission to develop natural beauty products and empower women economically, the brand offers safe and healthy personal care products, while enhancing women's roles in society through the development of sustainable agricultural value chains.

JOURNEY FROM TRADITIONAL INSPIRATION TO PRODUCT INNOVATION

Inspired by her mother's traditional care methods, Bich Nguyen, Co-Founder and General Director of ONA Global, shared: *"The story of the ginger wine jars my mother used to care for us during winter inspired us to develop shampoo and shower gel products extracted from ginger and turmeric, alongside other natural Vietnamese medicinal herbs."* These products not only preserve the essence of Vietnamese tradition but also cater to the modern trend of safe, natural beauty, forming the brand's core values.

CHALLENGES IN MARKET EXPANSION STRATEGY

Currently, Co Cay Hoa La generates 60% of its revenue through online channels, with the rest coming from large pharmacy chains, mother-and-baby stores, etc. Bich and her leadership team aim to expand into traditional distribution channels such as salons, spas, and luxury hotels to build the brand and drive sustainable business growth.



Entering this market, particularly luxury hotels and spas, is not easy due to limited access and opportunities for business connections.

Bich said.

This is a common challenge for women entrepreneurs, who often struggle to balance work and family, alongside the lack of targeted support networks for women-owned businesses.



WE RISE TOGETHER: OPENING OPPORTUNITIES FOR SUSTAINABLE COLLABORATION

The WE RISE Together project, organized by UN Women and WISE, focuses on promoting diversity and gender-responsible procurement, creating opportunities for women-owned businesses like Co Cay Hoa La to reach large potential customers.

By participating in WISE's six-month accelerator program, the company has improved its management capacity, market development, and gender equality practices, while

gaining a deeper understanding of procurement policies and procedures of luxury hotels. This has enabled them to tailor their products and business strategies to meet the demands of the high-end market. Moreover, the project has directly helped the brand connect with like-minded partners, developing a sustainable supply chain and increasing its presence in premium customer segments.

A BREAKTHROUGH WITH JW MARRIOTT HANOI

August 2024 marked a significant milestone for Co Cay Hoa La brand when it officially signed a contract with JW Marriott Hanoi, one of the prestigious hotels within the globally renowned Marriott International chain. Through the WE RISE Together accelerator program, JW Marriott Hanoi shared its diverse and sustainable procurement policies, enabling women-owned businesses like Co Cay Hoa La to align their strategies with suitable supply requirements. Co Cay Hoa La's products are now available at the

hotel's spa, representing a major step forward in entering the high-end service market.

This success reflects not only product innovation but also the value of finding partners with a shared vision of sustainable development, supporting Vietnamese agriculture, and enhancing the role of women in the community. The collaboration with JW Marriott Hanoi helps solidify the brand's presence in the luxury market, opening doors for long-term, sustainable growth.





FUTURE VISION: EXPANDING TO INTERNATIONAL MARKETS

Co Cay Hoa La is not only focusing on the domestic market but is also eyeing international expansion. The brand is concentrating on exporting body care products made from Vietnamese agricultural ingredients such as ginger, turmeric, and red beans. With Cosmos Organic certification, they are confident

in bringing high-quality, health-conscious products to global consumers.

By 2030, the brand envisions that every Vietnamese household will have at least one of its products, continuing its journey of creativity, innovation, and sustainability.



Green Joy

THE JOURNEY TO BECOME A “GREEN LINK” IN THE SUSTAINABLE SUPPLY CHAIN

Founded in 2018 by Vo Quoc Thao Nguyen, Green Joy was born out of a desire to combat environmental degradation. After 8 years in banking, Nguyen shifted her focus to environmental issues.

“*The images of a plastic straw stuck in a turtle’s nose and beaches choked with trash drove me to start Green Joy.*

—
Nguyen explained.



Green Joy specializes in eco-friendly products like grass straws and utensils made from Lepironia grass and areca palm, primarily serving hotels, restaurants, and cafes. These plant-based, sustainable items undergo rigorous testing by certifiers like SGS and Eurofins to ensure top quality.

In just five years, Green Joy has achieved significant success, with 80% of its production exported to countries with stringent quality standard like the US, Germany, France, Belgium, Poland, Korea and Japan. Their products are also featured in luxury hotels, resorts, restaurant and supermarket chains across Viet Nam such as Intercontinental Hanoi Landmark 72, JW Marriott Hanoi, Premier Village Phu Quoc resort, Annam Gourmet, the Deck Saigon, etc.



Despite this success, Green Joy faces challenges in reaching new customers.

As a small women-owned business, building relationships with large-scale buyers is tough. Many sticks with old suppliers or require personal connections to gain access to senior management and the purchasing department.

Nguyen noted.

Large hotel and restaurant chains also have strict technical requirements and complex procurement processes that requires demanding resources and capacity, which can be challenging for small suppliers like Green Joy.

The WE RISE Together Program has been crucial in helping Green Joy overcome these obstacles. The program offers training in business management and marketing, along with networking opportunities. Through the support and networking activities provided by the Program, Green Joy successfully connected with Melia Da Nang, and Dong Tien Bakery, with an anticipated need for nearly 500,000 straws annually.

The WE RISE Together Program has opened doors that were previously closed. It's been a game-changer for connecting us with key industry players.

Nguyen reflected.

Looking ahead, Green Joy remains hopeful for continued success, thanks to the support of UN Women and initiatives like WE RISE Together. These efforts not only foster sustainable business practices but also empower women entrepreneurs to make meaningful impacts in their industries.





