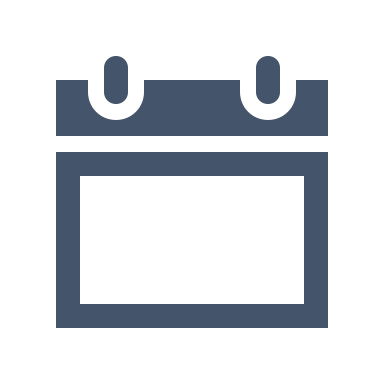
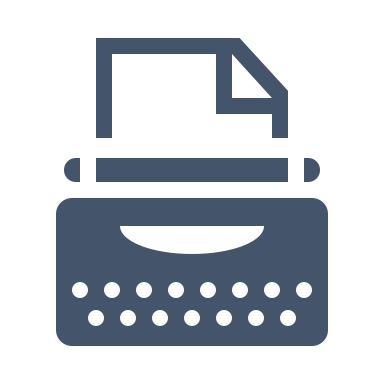
**On becoming the first ILDEX Vietnam’s South Africa Pavilion, ILDEX interviews Nthabiseng Maude Mthethwa**

 11/02/2022

 by **ILDEX EXHIBITIONS**

A person smiling in front of a framed picture

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#### The nation of Vietnam is spread over 3,260 km coastline in the eastern portion of mainland Southeast Asia and is home to a population of 90 million people. There has been a long-standing history of agriculture and livestock industry and more recently has been undergone a structural change involving a move toward intensive system and industrial standard.

During the event, we caught up with Nthabiseng, the Deputy Director of Resource Based Industries Invest South Africa, on her thoughts about the Feed to Food value chain exhibition and opportunities for South African companies in her profession to penetrate and reach the quality sources and high demand customers from the huge potential market of Vietnam.

### **Could you tell us a bit about yourself and why are you here?**

My name is **Nthabiseng Maude Mthethwa**. I come with my colleagues from South Africa. This is the first time we are here. We are here today to come and scope the exhibition, see how the exhibition is and get a look and feel how the physical exhibition here in Southeast Asia is. Also, the main purpose is to address our concerns about the chances of bringing our representative companies from South Africa here.

**A picture containing text, indoor, marketplace, scene

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**From this event, the 7th Edition of ILDEX Vietnam, how have you found the onsite experience?**

It was a fantastic opportunity to be here, at the physical ILDEX Vietnam exhibition. My colleagues and I had a couple internal discussions among our team and of course with our principal and the Embassy here in Hanoi. After witnessing the shows and assessing the possibilities, we see a clear opportunity for South African companies to position themselves and make new potential businesses here.

### **What is your opinion about South African companies looking to join the exhibition next exhibition?**

We will work closely with the South African companies and our stakeholders- other departments, authorities- to find the best solution to bring those companies here to exhibit and have business matching meetings.

I think in the [8th ILDEX Vietnam Exhibition](https://www.ildex-vietnam.com/), we will definitely come back with 10- 15 companies under South Africa Pavilion with informative desk, academic and interesting seminars and of course a round table discussion for business development purposes.

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