



**BETRIMEX**

**COCO  
XIM**

**BETRIMEX &  
COCOXIM  
INTRODUCTION**



BETRIMEX

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WHY COCOXIM?



BETRIMEX

# 1. BETRIMEX AT A GLANCE





BETRIMEX

# ABOUT US

Since **1976**

## THE JOURNEY OF ENHANCEMENT VIETNAMESE COCONUT VALUE

After 47 years of development, Ben Tre Import and Export Joint Stock Corporation (**BETRIMEX**) has quickly affirmed its brand in the processing and exporting coconut products industry as a **"Coconut Expert"**.

There have been ups and downs but there are also outstanding achievements contributing to raising the value chain of Vietnamese coconut trees and products.

[Introduction Video](#)





# Key Milestones

ABBREVIATION	
CW	Coconut Water
CM	Coconut Milk
CCC	Coconut Cooking Cream
VCO	Virgin Coconut Oil
FJ	Fruit Juice

**Launched**

- Organic and Premium **VCO**
- Organic and Unsweetened **CM**
- Watermelon **FJ**



**2022** • Production Capacity: Reach to 120M LTRs

**2021** • Launched Cocomim in China

**Launched**

- Organic CW with Mango and Pineapple flavours
- Organic and Conventional CCC



**2019**

Set up **production line for CO and CCC**  
**Launched CM** Original (330ml, 1L), Chocolate, Matcha (330ml)



**2018**

Set up **representative offices in Singapore and New York**  
 Introduced new **Organic CW** compliant with USA, European & Australian standards



**2017**

Kickstarted the **"10,000 ha organic farms"** initiative in Ben Tre  
**Launched Original, Citrus, Lotus, Pineapple CW** 330ml



**2016**

**Established production facility in Phong Nam** for the production of coconut water and coconut milk beverages with **Tetra Pak packaging capabilities**



**2015**

**The company was privatised to TTC Group**  
 Officially equitized with the trade name "Ben Tre Import Export Joint Stock Company (Betrimex)"



**2006**

The company **shifted** the processing of coconuts **into produce desiccated coconut and coconut cream**

**2004**

Betrimex, **formerly known as Ben Tre Import and Export Company**, was established by People's Committee of Ben Tre Province. It was mainly engaged in the export of rice

**1976**



# Performance Highlight

## FACTS



Of delivering the best quality coconut products from Ben Tre



Employees



Countries welcoming Betrimex products



- Vietnam
- China
- Singapore
- USA



Retails customer outlets globally



Including Organic Certificates from EU, Korea, Japan; UASD; ACO; Fair Trade and several awards recognizing the company's achievements granted by the government and consumers

## 2021 – 2022 ACHIEVEMENTS



Almost **9000 ha** Organic farm



## MANUFACTURE CAPABILITIES



## 05 PRODUCT LINES





BETRIMEX

WHY BEN TRE?

## THE PORTRAIT OF BETRIMEX

*Bentre*  
*Precious Material Source*

Famous for the best coconut in Vietnam, Ben Tre owns the largest coconut growing area in the country with over **70,000 hectares**.



**500**  
million fruits/year



**40%**  
coconut  
production  
in Vietnam

Accounting for over **500 million fruits/year**, this coconut's homeland consists of **40% coconut production** in Vietnam.

Although coconut can be found in many places in Vietnam, only Ben Tre has Green Xiem coconut, which has brought this province a certificate of Geographical Indication.



**BETRIMEX**

**WHY BEN TRE?**

# THE PORTRAIT OF BETRIMEX



**PHONG NAM PLANT**



**MO CAY PLANT**

**BENTRE**





### WHY BEN TRE?

## THE PORTRAIT OF BETRIMEX

## THE COCONUT'S GROWING & PROCESSING INDUSTRY



**THE IDEAL PLACE TO PLANT THE BEST COCONUT IN VIETNAM**

- Situated in the Cuu Long River Delta, Ben Tre is highly favourable for the cultivation of coconut trees due to the ideal climate conditions and its loamy, alluvial soil with good drainage.



### MATERIAL SOURCE IN BENTRE

	BEN TRE'S COCONUT	AVERAGE COCONUT
Coconut Meat	35% / whole coconut	27% / whole coconut
Coconut Water	30% / whole coconut	22% / whole coconut
Brix level of coconut water	7%-9% / whole coconut	4%-5% / whole coconut
Amount of copra	1.9MT/ ha	0.9MT/ ha



Source: Asian Pacific Coconut Community



BETRIMEX

WHY BEN TRE?

## THE PORTRAIT OF BETRIMEX

# Bentre Precious Material Source

*The best and unique in Ben Tre, Vietnam*



## Green Xiem Coconut



### EXCEPTIONAL HIGH QUALITY COCONUT

- Favorable conditions allow the cultivation of coconut trees for high yield and better quality.
- The green Xiem coconut in Ben Tre has a reputation for having thick coconut meat, fattier coconut copra and sweeter coconut water compared to other species.




"Zero Waste"

# Production Value Chain



  
2x Pasteurisation  
& Cold Pressed

  
Sterilised using direct  
ultra-high-temperature (UHT)  
From Tetra Pak (Sweden)

  
From Harvesting to  
Final products in **24 hours**

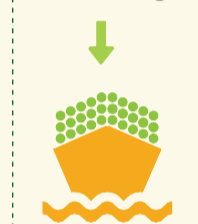
  
For the **Freshest Taste**

## RAW COCONUTS

## PREPARATION



Harvesting



Transport to manufacture

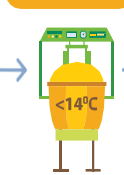
DE-HUSKING DRILLING



DE-SHELLING & PEELING



FILTRATION



COOLING



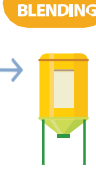
SEPARATION



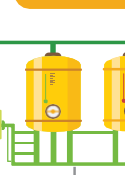
PASTEURISATION



MIXING & BLENDING



STERILISATION



PACKAGING



HOMOGENISATION



COCONUT WATER BEVERAGE PROCESSING

COCONUT MILK BEVERAGE PROCESSING

COCONUT COOKING CREAM PROCESSING

COCONUT OIL PROCESSING

DESICCATED COCONUT PROCESSING

COCONUT CHARCOAL PROCESSING

CLEANING & GRINDING



PRESSING



FILTRATION



Coconut cream



Coconut Kernels



Shells



The production process is completely self-contained, environmentally friendly



# Advanced Manufacturing Plants

## Manufacturing Plants



120 mil liters/yr  
13 mil liters/yr  
2 mil liters/yr

### PHONG NAM PLANT (7.6 ha)

FSSC 22000 BRC | FDA | HALAL KOSHER | USDA - NOP | EU - ORGANIC | BSCI | ISO 14001:2005 | OHSAS 18001:2007 | ISO 17025 (for R&D facility)



30 MT/day

### MO CAY PLANT (1.3 ha)

FSSC 22000 | FDA | USDA - NOP | EU - ORGANIC | KOSHER | HALAL



5,000 m<sup>2</sup>  
4,000 Pallets ≈ 3 mil liters of products

### WAREHOUSE (10,000 SQ METERS)

HACCP | GMP | SSOP



# THE PORTRAIT OF BETRIMEX

## NEW CAPACITY IN 2022 - 2023



BETRIMEX



**New UHT line-3 installment in Q1, 2023, beverage capacity up to 120M liters (i/o 60M previously)**

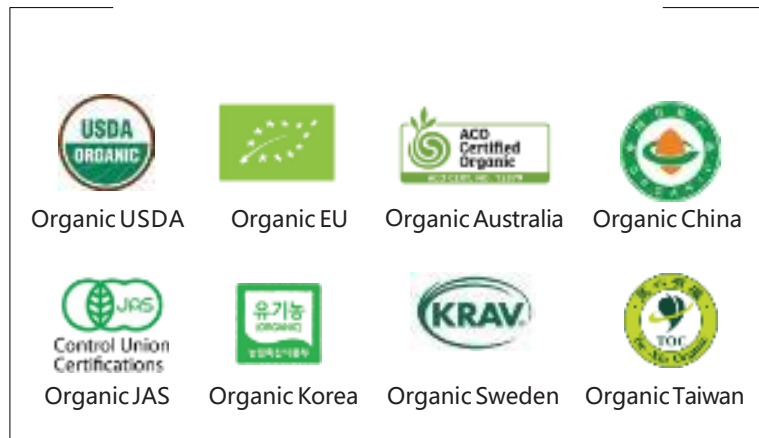


**New warehouse 3.9 hectares in December 2022**

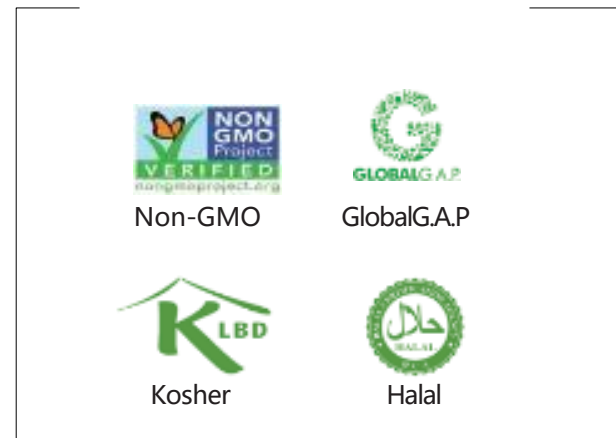
## Awards & Titles On Products

### Certificate

#### ORGANIC PRODUCT CERTIFICATION



#### PRODUCT CERTIFICATION



#### MANUFACTURING CERTIFICATION



#### MANAGEMENT SYSTEM STANDARD



### Special Awards

More than 40 recognitions for contribution to developing Vietnam's agriculture and branding, including

Government emulation flag "Leading unit of emulation movement in 2007"	Prime Minister
Certificate of Merit "Having many achievements in work, contributing to the cause of building socialism and defending the Fatherland"	Prime Minister
Government emulation flag "Leading unit of emulation movement in 2009"	Prime Minister
Certificate of Merit from the Prime Minister	Prime Minister
Labor Medal, Class III	President of the Socialist Republic of Vietnam
Outstanding achievements in 2013 contributed to the construction and development of the commerce industry	Ministry of Industry and Trade
Silver Award - National Quality Award 2014	Prime Minister
Gold Award - National Quality Award 2016	Prime Minister
Top 10 Asia Pacific Outstanding brand 2019 & 2021	Asia Industry Information Association



"Product Exporter of The Year 2022" Award



BETRIMEX

## 2. COMMUNITY ACTIVITIES - ESG



1

# MOTHER LAND



Sustainability Development & Environmental Friendliness

Accompanying farmers to build organic coconut areas from **Zero** to **9,000** hectares in 2022



## Organic plantation



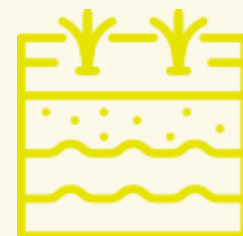
No chemical pesticides



Use natural enemies to kill pests



Organic fertilizer



Organic farmland in accordance

with EU, USDA, Australia, China, Japan, Korea's standards



ORGANIC MATERIAL AREA





BETRIMEX

## 2 OUR COMMUNITIES

Training & funding support **5,000 farmers** to prevent **“The black-headed Caterpillar”**

Applied biological methods without harm to the environment such as:

- ✓ **Spraying BSF oil**
- ✓ **Releasing 60 million red-eyed bees**  
(*Trichogramma* spp.)

for pest prevention to develop organic coconut production hubs and preserve natural habitats.





BETRIMEX

2

OUR   
COMMUNITIES

9

NEW HOUSES

9 new houses  
for poor farmers



9

BIRDGES

9 bridges  
in rural areas



700

GIFTS

700 gifts  
for COVID support



138

TONS

138 tons  
organic fertilizer  
for famers



31,000

BOOKS

31,000 books  
for 94  
primary schools



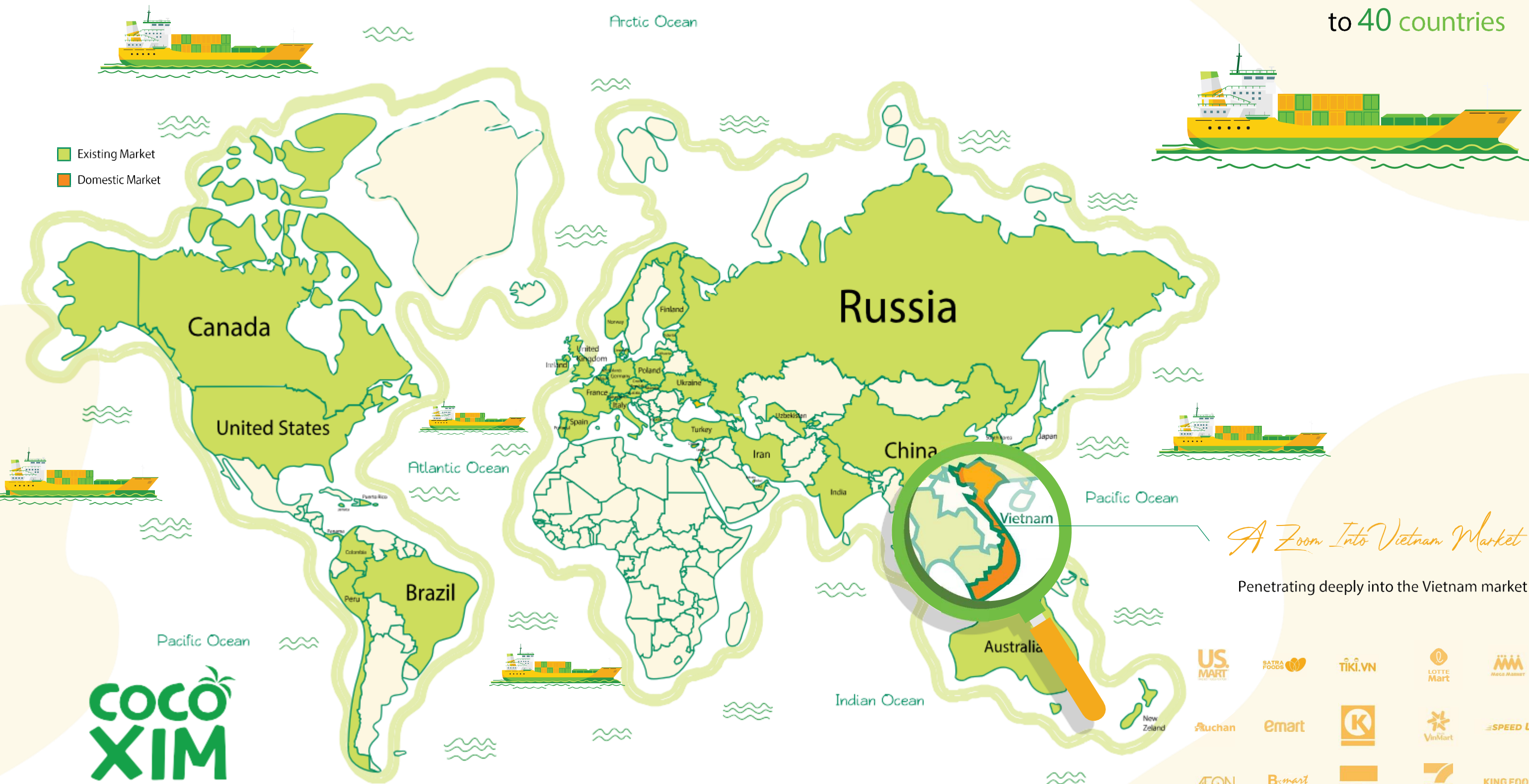


### 3. COCOXIM PORTPOLIO



# Betrimex On The World Map

to 40 countries



*A Zoom Into Vietnam Market*

Penetrating deeply into the Vietnam market

With more than 10 EU countries: **Germany, United Kingdom, France, Italy, Spain, Poland, Romania, Belgium, Czech Republic, Portugal, Hungary, Austria, Norway, Croatia, Lithuania**



# Diversified Product Portfolio



## COCONUT WATER



330ml, 1L  
Organic



Pure 330ml, 1L



Citrus 330ml



Lotus 330ml

## COCONUT MILK DRINK



Organic 330ml, 1L  
Organic



Unsweetened 330ml, 1L



Original 330ml



Japanese Matcha 330ml



Chocolate 330ml



Coffee 330ml

## COCONUT COOKING CREAM

Can



Organic 400ml  
Organic



Conventional 400ml

Tetra Pak



Organic 200ml, 250ml, 330ml, 1L

Organic



Conventional 200ml, 250ml, 330ml, 1L

## VIRGIN COCONUT OIL



200ml, 220ml, 500ml, 950ml  
Organic



Premium  
200ml, 220ml, 500ml, 950ml

# Coconut Water



Provide **5 essential minerals (Na, K, Mg, Ca, P)**

**Perfect for:**

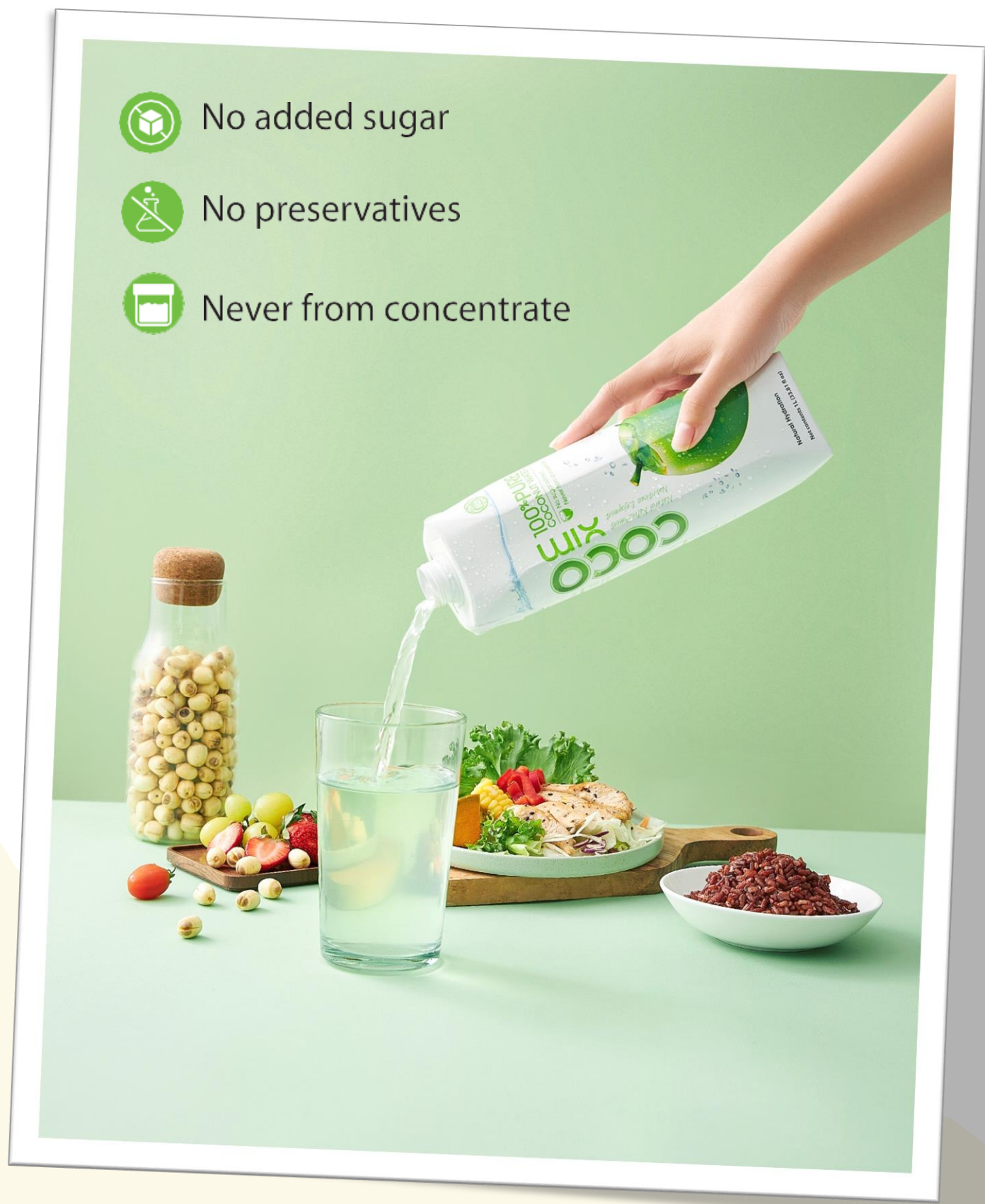


Sport



Refreshment

✓ **Good source of fiber & vitamins**



- No added sugar
- No preservatives
- Never from concentrate

# Coconut Milk

## Ready To Drink



Unsweetened  
Coconut Milk  
330 ml & 1L

Organic  
Coconut Milk  
330 ml & 1L

Original  
Coconut Milk  
330 ml

Japanese Matcha  
Coconut Milk  
330ml

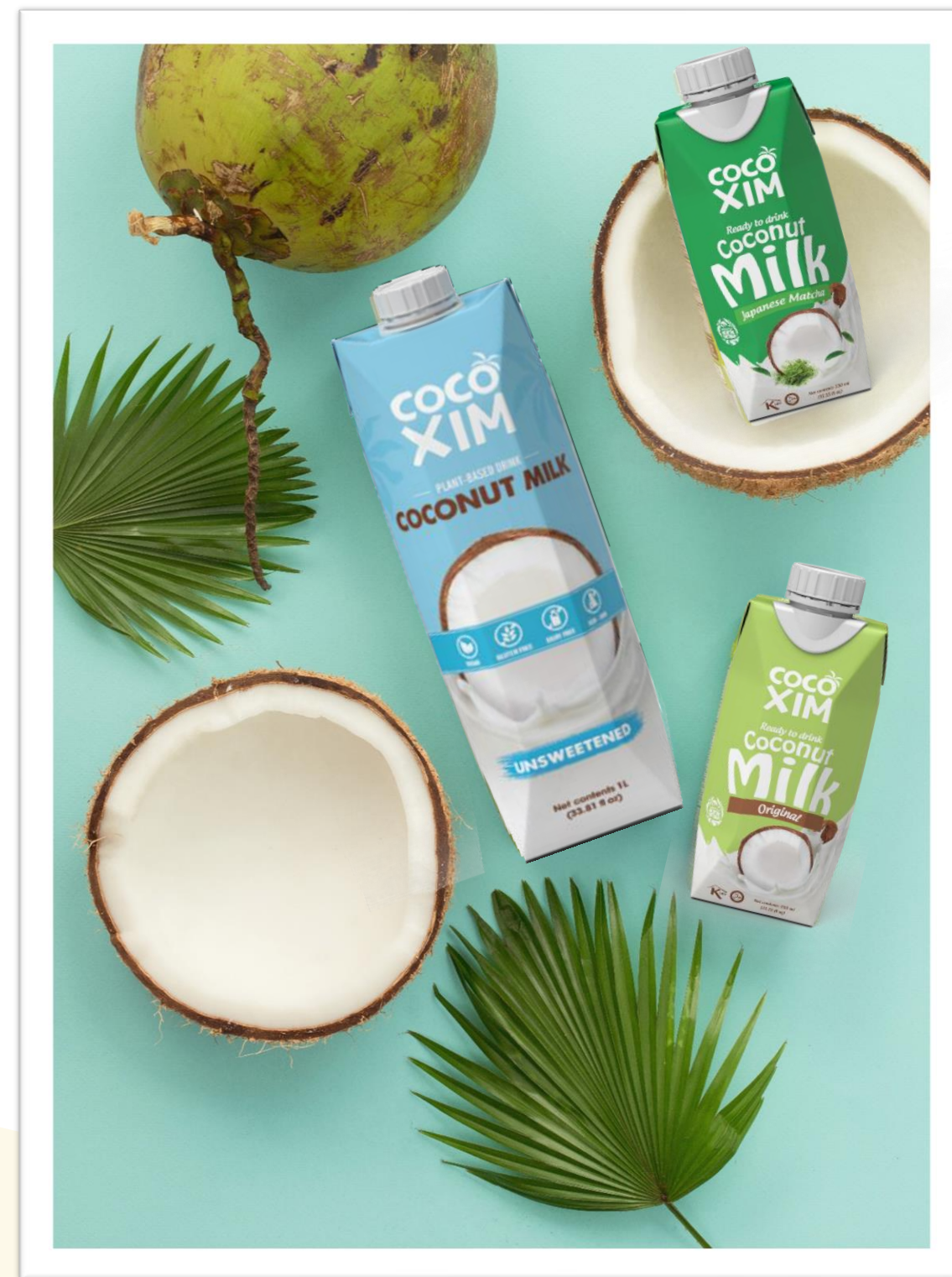
Chocolate Flavored  
Coconut Milk  
330 ml

Coffee Flavored  
Coconut Milk  
330 ml

- No added sugar
- Contain acid lauric
- Non-GMO
- 100% Plant Based

- Immune boost:** Acid lauric helps to enhance immune system.
- Weight control:** MCT – fatty acids, easily absorbed and being quickly converted to energy so it will help to control weight
- Good for brain:** MCT in coconut milk helps to increase concentration.

✓ A delicious alternative to dairy-milk



# Coconut Milk/Cream



**Organic**

**Conventional**

Can: 400ml; TPA: 200ml, 250ml; 330ml, 1000ml



Dairy Free



No preservatives



Non -GMOs



Cholesterol Free



Perfect for curries, soups, sauces, baking, beverage, etc.



✓ Great applications for tasty food & drinks

# Virgin Coconut oil



## Organic & Conventional

200ml, 250ml, 500ml, 950ml



Cold-pressed



56-60% MCT,  
44% Lauric Acid



No additives



No coloring



**Perfect for:**



Hair care



Skin care



Oral care



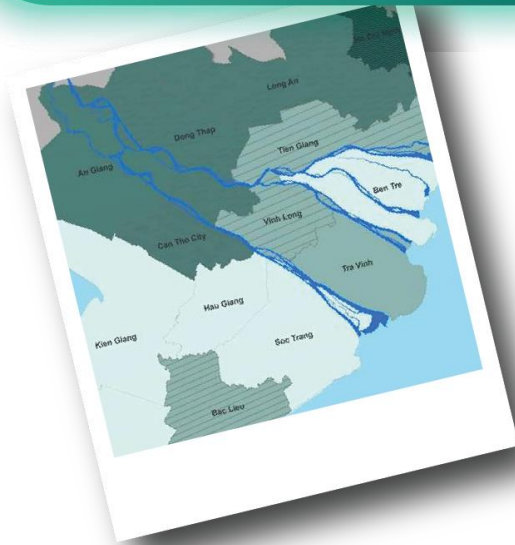
The slide features a white background with a green vertical bar on the left side containing a palm tree silhouette. A large, light yellow, abstract shape resembling a sand dune or a splash is at the bottom. The main text is centered in a bold green font.

# 4. Why COCOXIM?

# Why COCOXIM?

Always Support  
& Move Forward

Right at center  
of coconut kingdom



Fresh within 24hrs



Strong in supply chain



Marketing support



Strong R&D Capacity



9  
Projects  
21  
Products

IN HOUSE 2023

*Thank you*



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