



EXPORT POSITIONING STATEMENT PHAM DINH INTERNATIONAL CO., LTD.



POSITIONING OVERVIEW

Pham Dinh International Co., Ltd. is positioned as a Vietnamese agrifood company delivering authentic, traceable, and responsibly sourced products from the highland regions of Vietnam to global markets.

Our brands are developed for international partners who value product origin, transparency, and long-term cooperation rather than short-term trading.

BRAND PHILOSOPHY

At Pham Dinh International, we believe that true product value begins at the origin.

We work closely with highland farming communities, focusing on responsible sourcing, controlled processing, and transparent information throughout the supply chain.

Every product reflects our commitment to authenticity, consistency, and respect for natural resources.

EXPORT MARKET FOCUS

Pham Dinh International focuses on the following international markets:

European Union (EU)

United States

Australia

New Zealand

These markets share strong demand for food products with clear origin, traceability, and ethical business practices.

PRODUCT POSITIONING

Our products are positioned as:

Vietnam Highland Origin Products

Clean-label and naturally processed

Transparent and traceable

Developed for premium and specialty segments

We do not compete in mass-market pricing.

Instead, we focus on delivering stable quality and long-term value for our partners.



CORE COMPETITIVE STRENGTHS

- Clear sourcing from Vietnam highland regions
- GS1 barcode system and QR code traceability
- Compliance with food safety regulations
- Flexible packaging and OEM/Private Label capability
- Long-term partnership mindset

COOPERATION APPROACH

We seek strategic cooperation with international distributors, importers, and specialty retailers who share our values of transparency, responsibility, and sustainable growth.

Our preferred cooperation models include:

- Export distribution partnerships
- OEM / Private Label manufacturing
- Long-term supply agreements

LONG-TERM VISION

Pham Dinh International aims to build Vietnamese-origin brands that can be trusted in international markets.

We believe sustainable export growth is achieved through product integrity, consistent standards, and lasting partnerships — not through short-term trading.

BRAND MESSAGE

- From Highland with Love
- Authentic Vietnamese agricultural products
- From the highlands of Vietnam to global markets



PRODUCT OVERVIEW

Product Name: QQ Eco Coffee

Brand: QQ Eco Coffee

Category: Roasted Ground Coffee & Roasted Whole Bean Coffee – Vietnamese Coffee Products

Origin: Vietnam Highlands

Manufacturer: Pham Dinh International Co., Ltd.

Product Description:

QQ Eco Coffee is a Vietnamese coffee brand developed by Pham Dinh International Co., Ltd., specializing in high-quality coffee products sourced from the highland regions of Vietnam.

Our coffee is carefully selected, roasted, and processed to preserve its natural aroma, strong body, and distinctive Vietnamese coffee character.

QQ Eco Coffee is created for consumers who appreciate authentic coffee taste and reliable quality.

PRODUCT FEATURES

Coffee sourced from Vietnam highlands

Carefully selected coffee beans

Traditional roasting profile

Full-bodied coffee taste

Rich and bold flavor profile

Suitable for hot and iced coffee preparation

Ideal for take-away and retail markets

PRODUCT TYPES

QQ Eco Coffee offers various product formats to meet different market demands:

Roasted coffee beans

Roasted Whole Bean Coffee for traditional brewing

Coffee products suitable for retail and foodservice markets. (Custom product formats available upon request)

INGREDIENTS

Coffee beans (100%)

No artificial flavors – No preservatives – No additives

ROASTING & PROCESSING

Selected green coffee beans

Controlled roasting process

Consistent flavor profiling

Hygienic grinding and packaging

Strict quality inspection before delivery

TASTE PROFILE

Aroma: Natural coffee aroma

Body: Full-bodied

Flavor: Rich, bold, traditional

Vietnamese style

Aftertaste: Long-lasting and smooth





PACKAGING OPTIONS

Available packaging solutions:

Aluminum foil coffee bags with valve

Vacuum-sealed bags

Kraft paper bags with inner lining

Bulk packaging for export

Net weight options:

250g – 500g – 1kg

(Custom packaging available)

EXPORT & COOPERATION

QQ Eco Coffee welcomes international cooperation in the following forms:

Export distribution partnership

OEM / Private Label coffee production

Bulk coffee supply

Long-term strategic cooperation

Product specifications, roast level, packaging, and MOQ can be customized according to partner requirements.

TARGET MARKETS

European Union (EU), United States, Australia, New Zealand.

QQ Eco Coffee is developed for international markets that value traceability, transparency, and authentic Vietnamese coffee origin.

BRAND MESSAGE

Brand Values for International Markets

Transparency in sourcing and processing

Respect for origin and farming communities

Consistent product quality

Long-term cooperation mindset

QQ Eco Coffee is developed for international markets that value origin, transparency, and authentic Vietnamese coffee culture — from the highlands of Vietnam to consumers worldwide.

SHELF LIFE & STORAGE

Shelf life: 12–18 months (depending on packaging)

Storage condition: Store in a cool, dry place, away from direct sunlight

QUALITY & TRACEABILITY

Clear raw material sourcing

Controlled roasting and processing

GS1 barcode system

QR code product traceability

Compliance with Vietnamese food safety regulations

PRODUCT OVERVIEW

Product Name: Macadamia Nuts

Brand: QQ MacaLife

Category: Tree Nuts – Premium Agricultural Product

Origin of Raw Materials: Vietnam Highlands

Manufacturer: Pham Dinh International Co., Ltd.

Product Description:

QQ Group Macadamia Nuts are produced from carefully selected macadamia nuts cultivated in the highland regions of Vietnam.

The product is processed under controlled conditions to preserve its natural creamy taste, smooth texture, and premium nut quality.

With consistent standards and clear traceability, Macadamia Nuts are suitable for international distribution and premium retail markets.

PRODUCT FEATURES

Premium macadamia nuts sourced from Vietnam highlands

Naturally rich and creamy flavor

Carefully processed and selected

Clean-label product

Suitable for retail and export markets

INGREDIENTS

Macadamia nuts (100%)

(No artificial flavors – No preservatives – No additives)

PRODUCT SPECIFICATION

Product form: Whole macadamia kernels / in-shell

(upon request)

Kernel grade: Available upon request

Color: Natural ivory white

Taste profile: Creamy, buttery, naturally rich

Texture: Smooth and crunchy

PROCESSING & QUALITY CONTROL

Careful raw material selection

Controlled processing environment

Strict quality inspection

Hygienic packaging procedures

Compliance with food safety regulations



PACKAGING OPTIONS

Available packaging options:
Vacuum-sealed bag
Zip bag
Kraft paper bag with inner lining
Plastic jar / tin can (upon request)
Bulk packaging for export
Net weight options:
100g – 250g – 500g – 1kg
(Custom packaging available)

EXPORT & COOPERATION

QQ MacaLife welcomes international cooperation in the following forms:
Export distribution partnership
OEM / Private Label manufacturing
Bulk supply for international buyers
Long-term cooperation agreements
MOQ, packaging, and specifications can be customized according to partner requirements.

TARGET MARKETS

Asian Countries
European Union (EU)
United States
Australia
New Zealand

These markets demonstrate strong demand for premium nuts with clear origin and traceable supply chains.

BRAND MESSAGE

QQ MACALIFE
From Highland with Love
Authentic Vietnamese agricultural products
From the highlands to global markets

SHELF LIFE & STORAGE

Shelf life: 12 months (depending on packaging)
Storage condition: Store in a cool, dry place, away from direct sunlight

TRACEABILITY & COMPLIANCE

Clear raw material origin
GS1 barcode system
QR code product traceability
Compliance with Vietnamese food safety regulations



PRODUCT OVERVIEW

Product Name: Cashew Nuts

Brand: QQ Group

Category: Tree Nuts – Processed Agricultural Product

Origin of Raw Materials: Binh Phuoc Province, Vietnam

Product Description:

QQ Group Cashew Nuts are produced from carefully selected cashew kernels sourced from Binh Phuoc Province, the leading cashew-growing region of Vietnam.

The product is processed under controlled conditions to preserve the natural flavor, texture, and nutritional value of the cashew nuts.

With a clean taste and consistent quality, QQ Group Cashew Nuts are suitable for various international markets and consumer preferences.

PRODUCT FEATURES

Premium Vietnamese cashew kernels

Sourced from Binh Phuoc Province, Viet Nam

Natural taste and smooth texture

Clean and carefully processed

Suitable for retail and export distribution

INGREDIENTS

Cashew nuts (100%)

(No artificial flavors – No preservatives)

PRODUCT SPECIFICATION

Product form: Whole cashew kernels

Kernel grade: WW (available upon request)

Color: Natural ivory white

Taste profile: Mild, creamy, natural

Texture: Smooth and crunchy

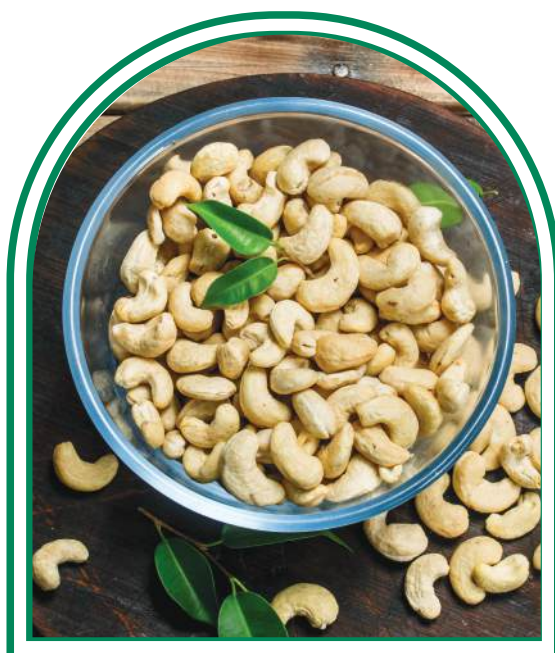
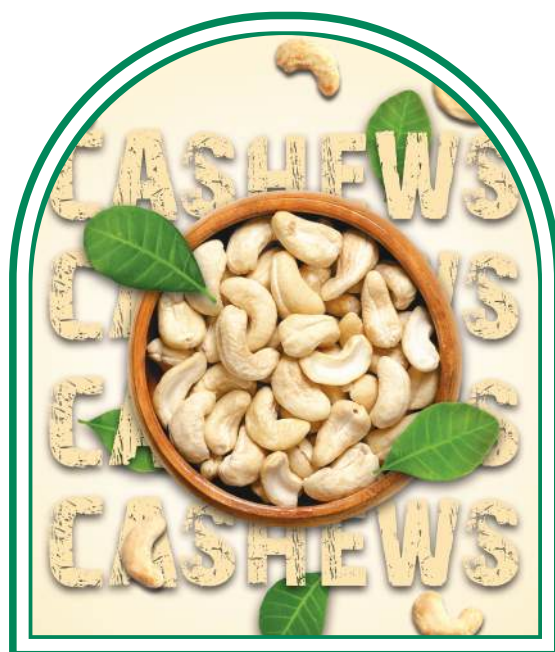
PROCESSING & QUALITY CONTROL

Carefully selected raw materials

Processed under hygienic conditions

Strict quality inspection before packaging

Compliance with food safety regulations



PACKAGING OPTIONS

Available packaging options:

- Vacuum bag
- Zip bag
- Kraft paper bag with inner lining
- Plastic jar / tin can (upon request)
- Net weight options:
100g – 250g – 500g – 1kg
(Custom packaging available)

EXPORT & COOPERATION

- QQ Group welcomes international cooperation in the following forms:
- Export distribution partnership
 - OEM / Private Label manufacturing
 - Bulk supply for international buyers
 - Long-term cooperation contracts
- MOQ, packaging, and specifications can be customized according to partner requirements.

BRAND MESSAGE

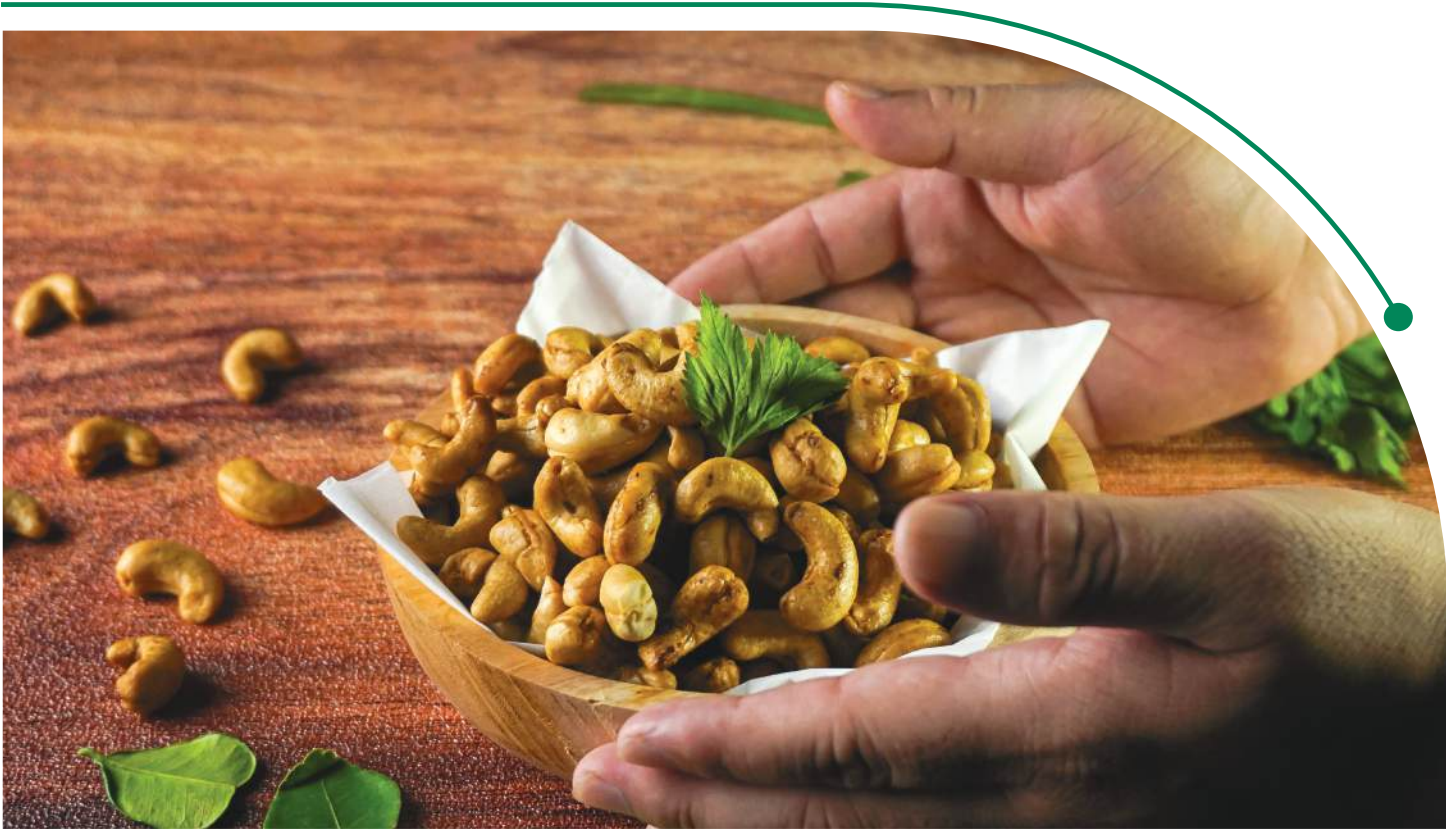
- QQ GROUP
- From Highland with Love
- Authentic Vietnamese agricultural products
- From the highlands to global markets

SHELF LIFE & STORAGE

- Shelf life: 12 months (depending on packaging)
- Storage: Store in a cool, dry place, away from direct sunlight

TRACEABILITY & COMPLIANCE

- Clear raw material origin
- GS1 barcode system
- QR code product traceability
- Compliance with Vietnamese food safety regulations



PRODUCT NAME: GREEN COFFEE BEANS

Type: Robusta / Arabica / Customized Blend

Origin: Vietnam (Dak Lak, Lam Dong Highlands)

Product Description:

Our green coffee beans are sourced from Vietnam’s highland regions, carefully selected and processed to meet export standards. Suitable for industrial roasting and specialty coffee applications.

SPECIFICATIONS:

Moisture: ≤ 12.5%

Black & broken beans: ≤ 1-2%

Screen size: 16-18 (depending on type)

Foreign matter: ≤ 0.5%

Processing method: Natural / Washed

KEY FEATURES:

Strong body (Robusta) / mild acidity (Arabica)

Consistent quality & traceable origin

Ideal for espresso & filter roasting

PACKAGING:

60kg jute bags / PP bags / OEM available

SUPPLY CAPACITY:

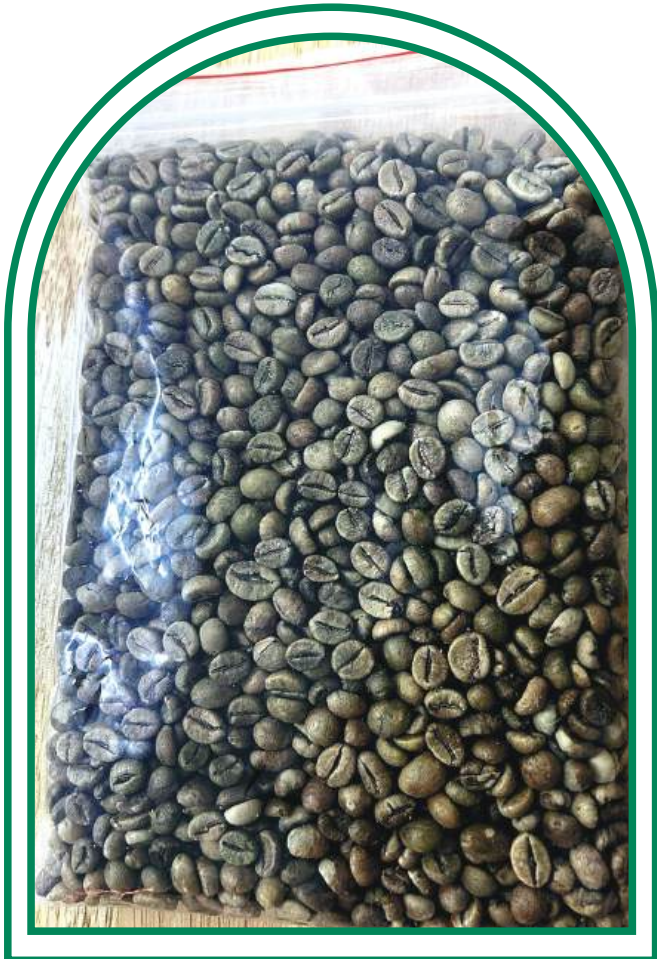
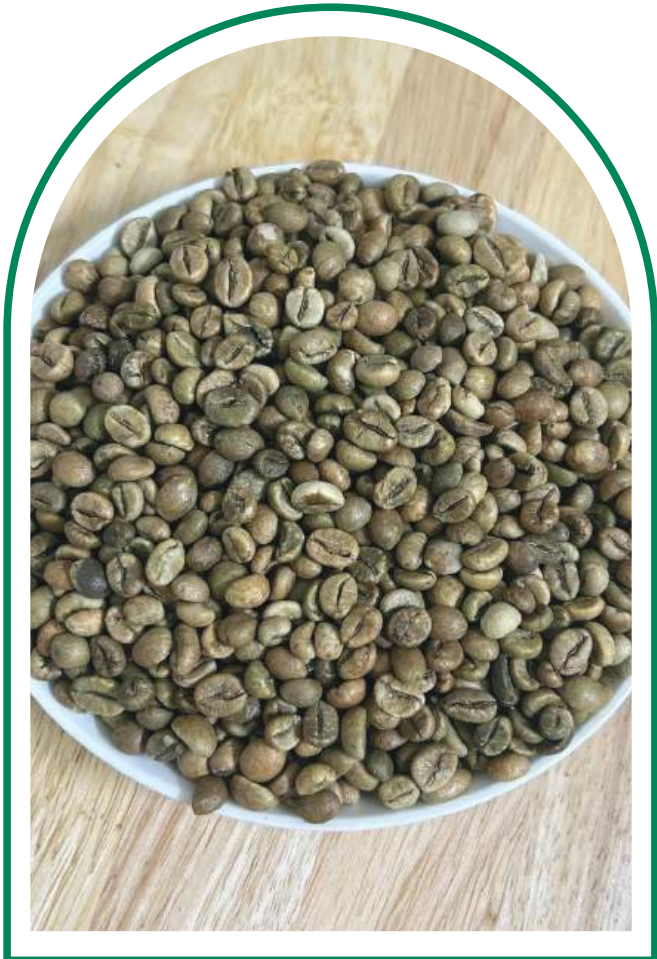
50 – 200 MT/month

CERTIFICATES (AVAILABLE UPON REQUEST):

CO, CQ

PHYTOSANITARY CERTIFICATE

FDA / HACCP / ISO



PRODUCT NAME: HIGHLAND DRIP COFFEE

Brand: QQ Eco Coffee / Pham Dinh (OEM available)

PRODUCT DESCRIPTION:

Convenient single-serve drip coffee made from 100% pure Vietnamese highland coffee. Designed for easy brewing anytime, anywhere.

INGREDIENTS:

100% roasted ground coffee (Arabica / Robusta / Customized blend)

No additives, no artificial flavor

KEY FEATURES:

Easy brewing – no machine required

Authentic coffee flavor

Premium packaging – ideal for gifting

PACKAGING:

15g per bag

Box of 5 / 10 / 15 / 20 bags

OEM branding available

SHELF LIFE:

12 – 18 months

STORAGE:

Store in a cool, dry place

APPLICATIONS:

Office use

Travel

Premium gifts





CONTACT

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WE LOOK FORWARD TO LONG-TERM COOPERATION.