



September 25th, 2020

Meridian Institute
Washington, DC Office
1800 M St. NW #400N, Washington DC 20036 USA

Dear Sir/Madam,

First at all, we appreciate your kind letter on June 25th, 2020 about the Call to Action on compliance with the International Code of Marketing of Breat-milk Substitutes (BMS) (“the Code”). Hereby, we would like to give our response related to your consideration about the marketing of BMS in order to improve health and nutrition for babies and mothers in Vietnam as well as worldwide.

Vinamilk is a leading nutrition company in Vietnam with more than 20 brands serving nutritional needs of different age groups including infants and young children. We deeply care and provide high quality nutrition solutions of intenational standards for the healthy growth and development of children and women.

We always fully comply with national laws and regulations in relation to manufacturing and marketing of infants and young children products. All of our policies and marketing activities for infants and young children have been strictly built to control this compliance. Our products meet all the relevant national and global standards for composition, safety, quality and nutrient levels and are in line with national dietary guidelines.

Vinamilk are willing to support the adoption and implementation of national legislation aligned with the Code in order to create a level playing field for all companies. In the event of any adjustment, we are ready to comply with the national laws.

Beside that, we also propose Meridian Institute may work with industry associations as well as the health management authorities in Vietnam to have specific plans and directions for enterprises in order to implement the Code and achieve the nutrition goals.

We hope the above information satisfies your concerns regarding this matter.

Sincerely yours,



For and on behalf of Vinamilk

PHAN MINH TIEN
Marketing Executive Director