

Agri-Platform ~New Agriculture Management Platform with Finance Service~ - Hitachi



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The agriculture sector plays a significant role in Vietnam, accounting for 14% of its GDP and more than 40% of the labour force. Despite its importance, it remains in a state of analogue agriculture, due to the absence of a system linking farmers and buyers together.

There are three nodes on the agricultural supply chain: buyers, cooperatives and farmers. Buyers cannot reach out to the farmers directly. They have to go through a cooperative to buy produce.

This makes it difficult for farmers to assess market demands and adjust to the needs of the buyers. Farmers also do not keep records of their produce and yields. They also do not have enough collateral to access financing.

To solve this, Hitachi is working with Sorimachi Vietnam to develop the Agri-Platform, a one-stop portal for sharing information in the agriculture sector.

Agri-Platform uses data in the supply chain to visualize farmers' agricultural activities to prospective buyers. It enables farmers to sell their crops to buyers directly by serving as a gateway for business discovery.

On top of that, financial institutions can also use the data in the Agri-Platform to evaluate risk factors when it comes to offering financing to farmers.

The agriculture sector plays a significant role in Vietnam.

It accounts for 14% of the nation's GDP and more than 40% of the labour force.

Despite its importance, it remains in a state of analogue agriculture.

It lacks a formal system linking farmers and buyers.

Agricultural supply chain

There are 3 nodes on the agricultural supply chain:



Co-operatives

Agricultural supply chain



Buyers



Farmers

buyers, co-operatives and the farmers.



Co-operatives

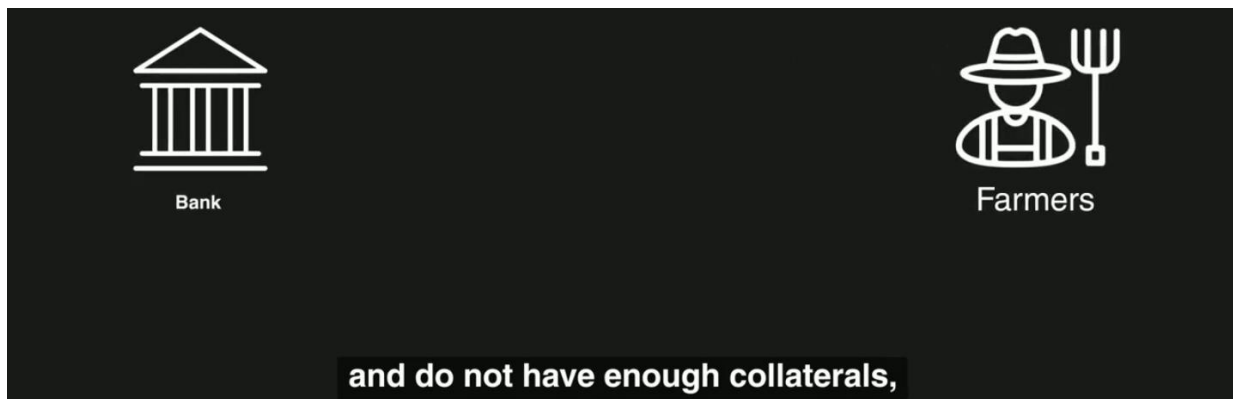
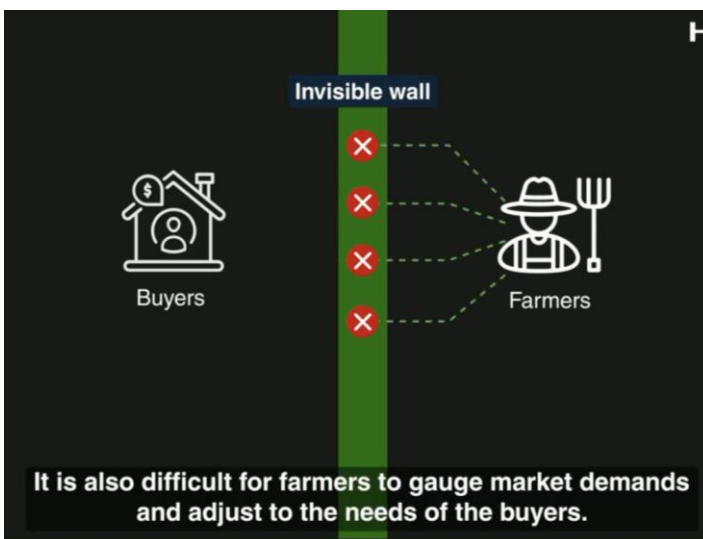
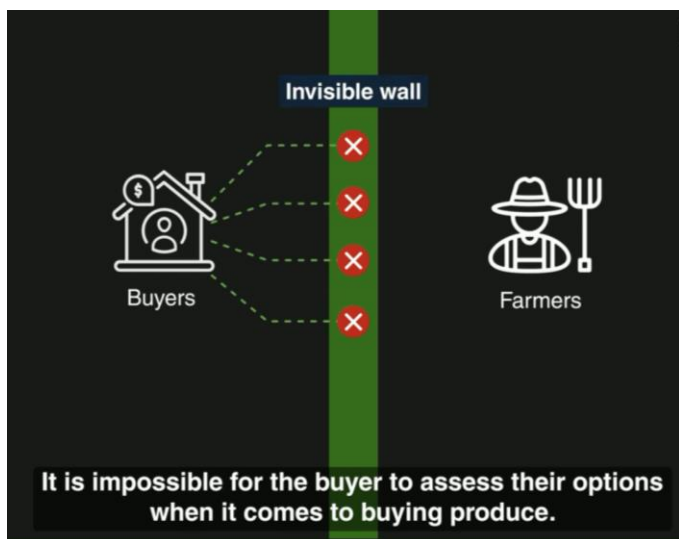


Buyers



Farmers

Buyers have to go through the co-operative to buy produce.





Bank



Apply for
finance



Farmers

making it difficult to secure financing from financial institutions.



This results in an immature supply chain that hinders the development of Vietnamese agriculture.

What if there is a platform for Vietnamese farmers and buyers to bring their businesses to the next level?

To solve this, Hitachi is working with Sorimachi Vietnam,

which serves the Vietnamese agricultural market with accounting and production management software.

Agri-PF

With this tie-up, Hitachi will develop the Agri-platform,

a one-stop portal for sharing vital information in the agriculture sector.

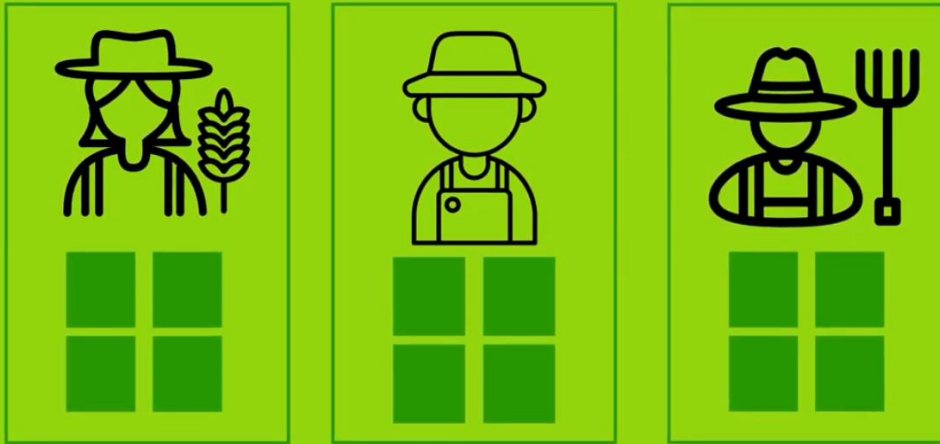


Agri-Platform



Agri-platform uses data in the supply chain

to visualise farmers' agricultural activities to prospective buyers.



The Agri-platform enables farmers to sell their crops to buyers directly.

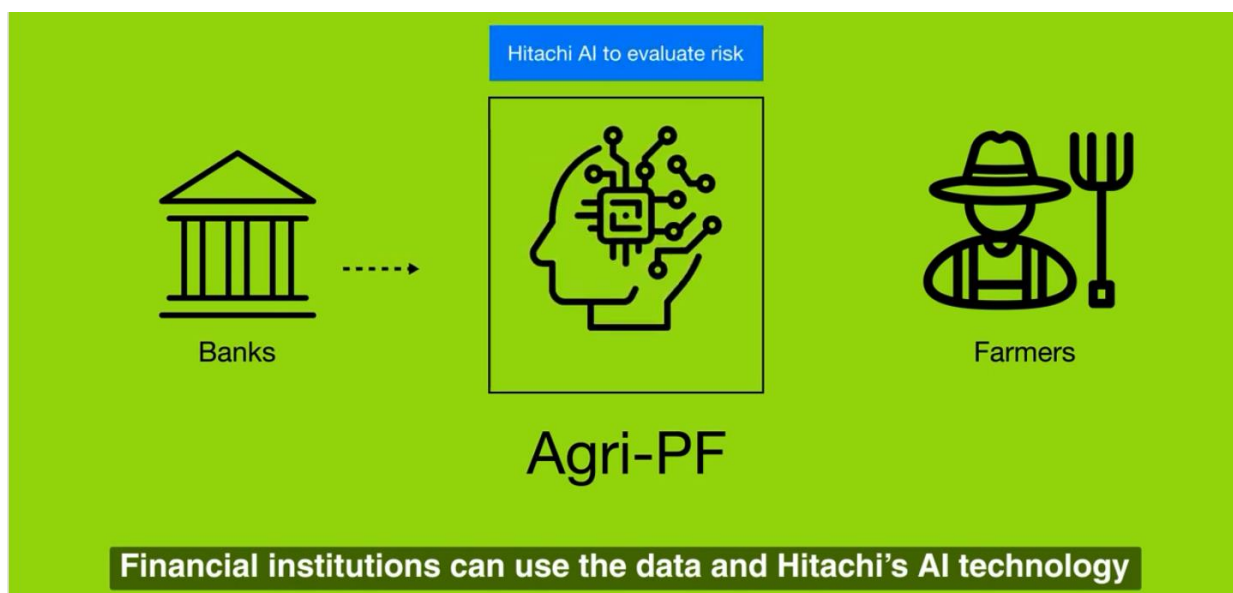
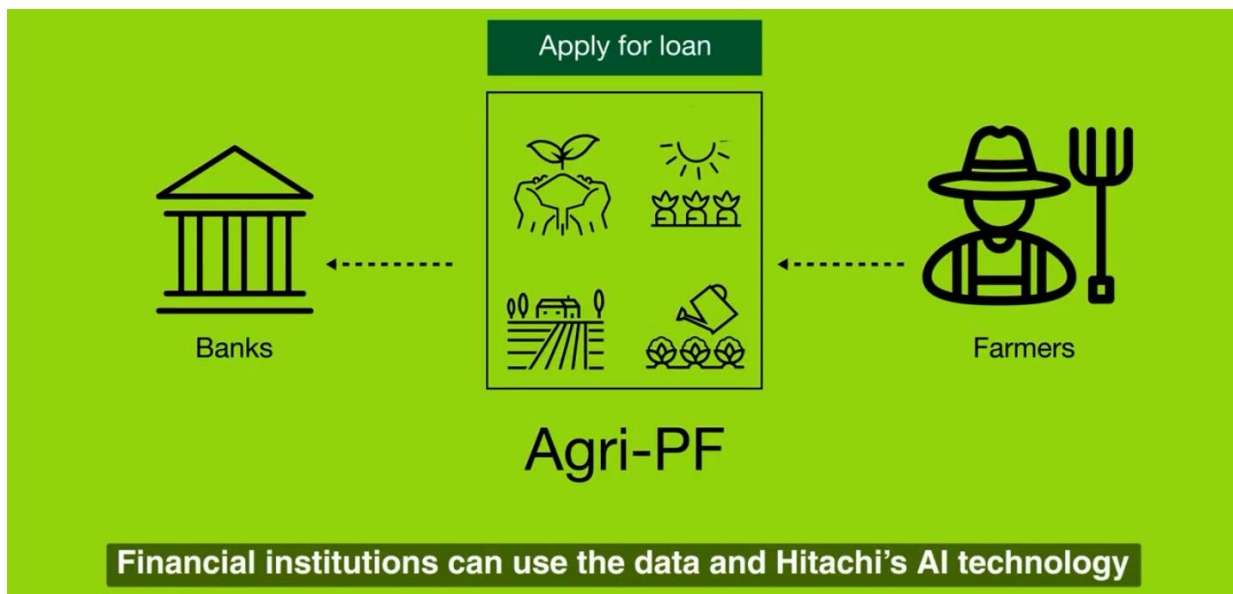


It serves as a convenient platform for business discovery and so much more.



Hitachi is considering a new financial service for farmers

by hooking up their data with Hitachi's AI technology.



to evaluate risk as they reach out to help the farmers.

With greater financing, farmers in Vietnam can improve their crop quality

and aim for a better quality of life.



Hitachi is seeking IT partners to gather data.

We are also seeking financial partners

that intend to use the data for financial solutions to the farmers.

This is Hitachi's contribution to the agriculture sector in Vietnam.

Speak to a Hitachi rep today

and see how we can bring this vision to life.



Hitachi Social Innovation is
POWERING GOOD