



Aus4Equality|GREAT  
Partnering for Change



## Building on Traditional Knowledge to Develop Herbal Products and Services Sapanapro Company

### Opportunity

Domestic demand for herbal bath products in Vietnam is growing, with Sapanapro benefiting through increased sales over the last five years and a 150 percent increase in revenue in 2018. Tourists, particularly in destinations such as Sa Pa, are increasingly seeking out herbal bath products and experiences, such as spas. Sapanapro has identified buyers (Herbe and DK Pharma) who have committed to purchasing 70% of additional production.

**Ethnic minority women are knowledgeable in the traditional medicinal uses of local herbs, and there is potential for women to earn an increased income through the provision of raw herbal materials to processors such as Sapanapro. The commercialisation of local herbal products also has the potential to contribute to knowledge preservation and protect the natural biodiversity of the area through the cultivation and sustainable collection of herbal medicinal plants.**

### Solutions for Change

- » Expand medicinal herb production areas by engaging with more women in order to meet market demand
- » Diversify products and services to expand markets
- » Develop nursery to provide seedlings for women groups to grow medicinal plants
- » Improve Sapanapro's management capacity and facilities to meet market growth

### Challenges

To meet the demand for local herbs, significant additional production areas are needed. Households will need to be convinced of the economic opportunity if they are to dedicate land and time to the cultivation and collection of herbs. Technical knowledge and support, access to inputs and connections to buyers and markets are needed.

Women will require technical training and support as cultivating herbs for commercial sale is a significantly different approach to collecting for household use.

### Expected Results

- » **Increased income** for 552 people, including 414 ethnic minority women
- » **Seven jobs created** for women
- » Minimum 80% of participating women report **increased confidence**
- » **Private sector contribution:** AUD 282,818



Provincial People's Committee  
Lao Cai Province

