

## CURRICULUM VITAE

**Full name:** NGUYEN PHU SON

**Date of birth:** February 10, 1964

**Place of birth:** Can Tho City, Vietnam.

**Office Address:** School of Economics (CSE), Can Tho University (CTU)

**Office Tel:** +84 2923 838831

**Fax:** +84 292.3839168

**Email Address:** [npson@ctu.edu.vn](mailto:npson@ctu.edu.vn)

**Mobile:** 0913824513

### Working process

1987-1995: Working for School of Economics, Can Tho University, Vietnam

1995-1997: Studying in Wageningen University, the Netherlands for master degree in Agricultural Economics and Marketing

1997-2005: Working for School of Economics, Can Tho University, Vietnam

2005-2011: Working for Mekong Delta Development Research Institute, Can Tho University

2011-2015: Working for School of Economics, Can Tho University, Vietnam

2015-2018: Working for Center for Technology Transfer and Services, Can Tho University

2018 until now: Working for College of Economics, Can Tho University, Vietnam

### Education and Training

- Bsc in Agricultural Economics, 1987, CTU, Vietnam.
- Msc in Agricultural Economics and Marketing, 1997, Wageningen University, the Netherlands
- Doctor in applied Economics, 2010, Antwerpen University in Belgium.
- Associate Professor in Agriculture Economics in 2013

### Skills and Experiences in:

- Rural Development & Agricultural Economics
- Rural Market
- Agricultural Marketing & Rural Development.
- Value chain and supply chain.
- Local marketing
- Business and Global value chain
- Operation Management
- Logistics
- Starting to lecture in 1987.

### Participating in the following Researches

- Planning for decreasing damages derived from disaster risks in flood areas in An Giang and Dong Thap provinces (2001)
- The socio-economic efficiency of Artemia production in Vinh Chau District, Soc Trang Province (2002)
- Solutions for developing potential agricultural chains for poor community in Soc Trang province in the framework of CIDA project) (2002).

- Feasibility Study of Non-Agricultural Micro Business Opportunity in Can Tho City (2003)
- Feasibility Study of Handicraft Development in Soc Trang in the framework of CIDA project (2003)
- Analysis of shrimp value chain in the Mekong Delta (2008)
- A study of agricultural, aquacultural and industrial products in Hau Giang (2008)
- Risk management of pangasius value chain in the Mekong Delta (2010);
- Analysis of rice value chain in the Mekong Delta, Vietnam in the framework of WB organization (2010-2011);
- Studying farmers' perceptions on joining in cooperatively economic organizations in Soc Trang and Ca Mau provinces in the framework of WWF project (2011).
- Huy, H.T; Son, N.P; Tran, N.M; and Phuong. V.H. "Measuring impacts of international tourism development on economic development: the case of ASEAN countries. Economic Development Review, 211: 11-20.
- Livelihood and its market analysis in Tan Phu Dong district of Tien Giang province and Tieu Can district in Tra Vinh province, funded by The Norwegian Mission Alliance in Vietnam (NMA-V) (2014).
- Study and analysis for potentially competitive commodities in Tra Vinh province and selecting key commodities for the value chain analysis in the SME project communes. The Tra Vinh Small and Medium Enterprise (SME) Project with the financial support from the GAC-Canada (2015)
- Building the development plan on the value chains in the adaption with effects from climate changes in Ben Tre province, (2015-2016), The Ben Tre AMD Project.
- Value chain analysis of Pangasius and Shrimp in the Mekong River Delta, funded by WWF (2016).
- Conducting a baseline survey served for project evaluation of the project "Assessment of impacts of the project under title of Management of product quality and food safety of import-export agricultural products in Soc Trang province" (2017)
- Analysis of market system aiming to build the plan for improving peanut value chain in Tra Vinh province (2018)
- Conducting a master plan of vegetable production region in Tam Nong district, Dong Thap province (2018)
- Conducting a master plan of fruit production region in Tam Nong district, Dong Thap province (2018)
- Building the strategy for orange development in Vinh Long province (2019)
- Developing the strategy of brand development for Hieu Binh cooperative in Vinh Thanh district, Can Tho city (2020), funded by IRRI and VnSAT project
- Developing a comprehensive proposal on solutions to encourage the development of logistics services to contribute to the implementation of the

programme for the sustainable and effective development of agricultural sector in the Mekong Delta (2019 & 2020), funded by GIZ

- Conducting a landscape background study to identify potential fields for development bankable projects in the Mekong Delta (2020-2021), funded by *Project: DFCD MDL discovery phase (40002002/510001), the Netherlands*

**Training:** participating in training on the following themes

- Training for authorities in planning for disaster risk management and farmhouseholds' livelihood improvement in flood areas in Tien Giang and An Giang (2001).
- Making a marketing strategy for products, using SWOT analysis for staffs of DARDs, and leaders of agricultural co-operatives in Soc Trang (2004), An Giang (2006), Vinh Long and Lam Dong provinces (2009);

**Consultancy:** participating in consulting for farmer groups and SMEs about the following works:

- Consultancy on economic development strategy for North Vam Nao in An Giang (2007);
- Consultancy study for “Business development services” belonged to the Ben Tre DBRP Project, (2012).
- Writing consultant about “Market map and Value chain of shrimp products from forest-shrimp farming in Ca Mau province – Vietnam” in the framework of the “Responsible Shrimp Culture Improvement Project” funded by SNV – Netherlands Development Organisation, December 2013.
- Consultancy work on “Assessment and action plan on value chain development in the adaption with climate changes. The Ben Tre AMD Project with the funded by IFAD (2015);
- Training on “market and market access” for local officials and targeted groups of farmers in Tieu Can District, Tra Vinh province, with the funded by The Norwegian Mission Alliance in Vietnam (NMA-V) (2015);
- Being advisor of value chain for SME project in Tra Vinh (2017-2020)
- Conducting an assessment of return of investment and impact of climate change adaption (CCA) co-sponsoring fund in Tra Vinh province, funded by IFAD (2019)
- Consulting for SMEs in Vinh Long province to develop business and branding strategy (2019)
- Consulting for SMEs in Tra Vinh province to develop business and branding strategy (2019)
- Consultancy on “Evaluating the impact and effectiveness of the Public Private Partnership (PPP) Fund within the framework of AMD Ben Tre Project” under the Climate Change Adaptation Project in the Mekong Delta in Ben Tre Province. IFAD project (2020)
- Consulting for WWF Viet Nam to conduct a landscape background study to identify potential fields for development bankable projects in the Mekong Delta Project: DFCD MDL discovery phase (2021)

- Being advisor of value chain for SME project in Tra Vinh (2021-2023)
- Consulting on developing the project “Developing the marine economy of Tra Vinh province towards a sustainable direction until 2030” funded by SME Tra Vinh project, CIDA project (2022)
- Advising GIZ in supporting Mekong Delta province to develop integrated planning (2022)
- Consultant Package On “Assessment of Opportunities for Integrated, Flood-Based Rice-Fish-Shrimp Livelihood Models in The Communities at The Buffer Zone of the Lang Sen Wetland Reserve” for WWF (2022)
- Consulting on developing linkage model between agricultural cooperatives and enterprises in production and consumption of agricultural products (2022)
- Consulting on developing OCOP products in Tra Vinh province (2022).
- Consultancy to conduct “mapping potential investors for the development of bankable projects” and “Market research on value chains for processed fish products from local fish” in Long An province, WWF Program (2023)
- Consultancy on Identify Value Chain and Market of Nature based Solutions (NbS) livelihood models’ main products in Tam Nong district, Dong Thap province, WWF program (2023)

Can Tho, April 24, 2024