



MEKONG ORIGIN
VIETNAM'S FINEST EXPORTS

Company Profile

Vietnam-Based Coffee & Agri Export Broker

Sourced in Vietnam. Delivered to the World.



EST. 2025

8

Coffee Product
Categories

5

Fruit Product
Categories

40+

Individual
Products

4

Continents
Served

Prepared for International Buyers

Confidential — For the use of prospective buyers only

2025 / 2026

WHO WE ARE

Who We Are

Mekong Origin is a Vietnam-based export brokerage that connects international bulk buyers directly with certified Vietnamese producers of coffee and agricultural products. We are not a manufacturer, a trading house, or a commodity broker. We are a dedicated sourcing partner — embedded in Vietnam, fluent in the market, and working exclusively in the interest of the buyer.

Our office is in Ho Chi Minh City, with direct supplier relationships spanning Vietnam's Central Highlands, Mekong Delta, and northern highland growing regions. Every producer in our network is personally vetted before any introduction is made.

AT A GLANCE

Founded	2025
Headquarters	Ho Chi Minh City, Vietnam
Business Model	Export Brokerage — Asset-Light, No Inventory
Founder	Eric Joe
Primary Markets	Europe, Middle East, Africa, Asia-Pacific, Australia
Products	Coffee (8 categories) + Fruit & Agri (5 categories)
Response Time	Within 24 Hours, Every Business Day
Supplier Network	Verified, Certified, Personally Vetted
Order Basis	Demand-Driven — No Minimum Relationship Required
Payment	40% Deposit / 60% Prior to Bill of Lading

WHAT WE DO

What We Do

Supplier Verification Every producer is personally vetted. We confirm certifications, visit facilities where possible, and maintain direct relationships.	Supplier Matching We match your exact spec — grade, volume, process, certification — to the most suitable verified producer in our network.
Price Negotiation We negotiate directly with producers on your behalf, providing transparent FOB pricing with our brokerage fee built in.	Quality Inspection We coordinate pre-shipment inspection via SGS, Cafecontrol, or Intertek before any container is loaded.

Export Documentation

Phytosanitary certificates, certificates of origin, packing lists, and SGS reports — all managed end-to-end.

Sample Coordination

Pre-order samples dispatched via DHL Express. Most destinations receive samples within 3 to 5 business days.

Meet the Founder

I came to Vietnam as a teacher. I stayed because I saw something most people on the outside cannot see from where they sit.

Eric Joe arrived in Vietnam three years ago to teach English. What he found was a country with extraordinary agricultural output, world-class production capability, and manufacturers who could compete with anyone globally — but who could not access international buyers because of one simple barrier: language.

At the same time, Eric was watching international buyers struggle from the other side. Importers in Germany, wholesalers in the UAE, distributors in Australia — all sourcing Vietnamese coffee through layers of intermediaries, paying inflated margins, and never quite sure who they were actually dealing with. They needed someone on the ground. Someone who spoke both languages — not just Vietnamese and English, but the language of trade and the language of trust.

That gap is exactly what Mekong Origin was built to close.

With a background in economics, TESOL certification, and years of building digital businesses across multiple countries, Eric brings a rare combination of commercial discipline and cultural fluency to every client relationship. He has lived and worked across Cameroon, Russia, and Vietnam — three very different markets — and understands firsthand what it means to navigate unfamiliar trade environments from the outside.

He also knows what buyers actually need — because he has spent three years embedded in Vietnam asking producers exactly that question on their behalf. The result is a brokerage built not on catalogues and commission rates, but on genuine market knowledge, verified supplier relationships, and a commitment to long-term partnerships over short-term transactions.

✓ Economics background — commercial discipline applied to every deal
✓ 3 years on the ground in Vietnam — Central Highlands to Mekong Delta
✓ TESOL-certified — trained to bridge communication across cultures
✓ International experience across Cameroon, Russia, and Vietnam
✓ Digital-first operations — fast, lean, and responsive to buyers
✓ Every supplier personally vetted before any introduction is made

Eric Joe — Founder, Mekong Origin

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Coffee Products

We source the complete range of Vietnamese coffee — from raw green beans to finished private label goods — all available FOB Ho Chi Minh City. All suppliers hold relevant international certifications.

Category	Key Variants	MOQ	Certifications
Robusta Green Beans	Grade 1 & 2, SC13-SC18 Dak Lak origin	1 x 20ft FCL (~18 MT)	ISO 22000, HACCP FDA, Halal
Arabica Green Beans	Washed, Natural, Honey, Anaerobic Lam Dong, Son La, Ha Giang	1 x 20ft FCL	Organic, Fair Trade available
Roasted Coffee	9 varieties. Light/Medium/Dark or custom. Whole or ground.	30 kg (commercial)	On request
3-in-1 Instant	6 flavors: Coconut, Cappuccino Durian, Salt, Light, Strong	1 Metric Ton	ISO 22000, HACCP
Spray-Dried Instant	8 grades: Robusta to Premium Arabica. 10/25 kg.	1 Metric Ton	ISO 22000, HACCP
Freeze-Dried Instant	Robusta and Arabica. Full flavor retention.	1 Metric Ton	ISO 22000, HACCP
Decaffeinated	Green bean, roasted, and instant powder formats.	1 MT / 1 FCL (beans)	On request
Private Label & OEM	Stick sachets, jars, tin cans. Full branding support.	420,000 sticks	On request

Sourcing Regions

Dak Lak — Central Highlands Vietnam's primary Robusta belt. Altitude 650-700m. Commercial and specialty grades. Consistent moisture, low defect counts.	Lam Dong (Da Lat) — Southern Highlands Premium Arabica region. Altitude 1,050-1,500m. Fruity and chocolatey profiles. Washed and natural process available.
Son La — Northern Highlands High-altitude Arabica. Clean, bright cup. Growing popularity with specialty importers in Europe and Korea.	Ha Giang — Far North Specialty Arabica and unique varietals including Moka. Altitude above 1,500m. Limited production, SCA 82+ available.

Fruit & Agricultural Products

Mekong Origin extends its sourcing network beyond coffee into Vietnam's processed fruit and nut sector. We work with ISO, HACCP, and GACC-certified processors, applying the same vetting standards used across our coffee network.

Category	Products	MOQ	Private Label
Soft Dried Fruit	Mango (original, spicy, no-sugar), papaya, pineapple, guava, dragon fruit, passion fruit, banana, jackfruit	1 MT per product	Available
Vacuum Fried Fruit	Jackfruit, banana, coconut, taro, purple & yellow sweet potato, mixed fruit, okra	1 MT per product	Available
Flavored Cashew Nuts	W320 grade. Coconut, cheese, chili garlic flavors.	1 x 40ft container	Available
Dried Fruit Balls	Compressed, chewy. Mango, pineapple, dragon fruit.	1 x 20ft container	Available
IQF Frozen Fruit	Mango and avocado. 1/5/10 kg PE bags. Shelf life 24 months at below -18°C.	On request	Available

SUPPLIER CERTIFICATIONS

Supplier Certifications

ISO 22000 Food Safety Management Systems — held by all core suppliers.	HACCP Hazard Analysis and Critical Control Points — standard across network.
FDA Registered U.S. Food and Drug Administration registration (coffee suppliers).	Halal Certified Islamic Food and Nutrition Council — available on request.
GACC Certified General Administration of Customs China — fruit suppliers.	4C Certified Common Code for the Coffee Community — select coffee suppliers.
Organic EU and USDA Organic available through select Arabica suppliers.	Fair Trade Available on select Arabica lines from certified cooperatives.

Our Sourcing Process

Every engagement follows a structured, transparent process from first inquiry through to container loading. One point of contact throughout.

01	Inquiry Submit your product specification, target volume, and destination port. We respond within 24 hours.
02	Requirement Analysis We review your spec in detail — grade, certifications, packaging, delivery terms — and clarify any open points.
03	Supplier Matching We match your requirement to the most suitable verified producer in our network and obtain preliminary pricing.
04	Quotation You receive a clean FOB quotation with all relevant export details. Our brokerage fee is built in transparently.
05	Sample Request Pre-shipment samples dispatched via DHL Express. Most buyers receive samples within 3 to 5 business days.
06	Order Confirmation Pro Forma Invoice issued. Payment terms agreed. Contract signed between buyer and producer.
07	Quality Inspection Independent pre-shipment inspection arranged via SGS, Cafecontrol, or Intertek before container loading.
08	Shipment Full export document set provided: phytosanitary certificate, certificate of origin, packing list, Bill of Lading.
09	After-Sales Support We remain your contact for any post-delivery questions, claims, or repeat order planning.

Why Buyers Choose Mekong Origin

Zero Inventory Risk We operate as a broker. You hold no stock and carry no inventory risk. Every order is placed against confirmed demand.	Direct Vietnam Access No unnecessary layers between you and the producer. Factory-gate pricing with a transparent brokerage fee.
Verified Supplier Network Every supplier is personally vetted before any introduction is made. Certifications confirmed, not assumed.	Single Point of Contact You deal with Eric directly — one person who knows your account, requirements, and order history.
Full Documentation Support We handle all export paperwork end-to-end. A complete document package with every shipment.	Long-Term Partnership Focus We are not transactional. Our goal is to be your permanent Vietnam sourcing partner.

STANDARD COMMERCIAL TERMS

Standard Commercial Terms

Parameter	Coffee Products	Fruit & Agri Products
Price Basis	FOB Ho Chi Minh City	FOB Ho Chi Minh City
Payment Terms	40% deposit, 60% prior to B/L	40% deposit, 60% prior to B/L
MOQ (Beans/Bulk)	1 x 20ft FCL (~18 MT)	1 Metric Ton (most lines)
MOQ (Processed)	1 Metric Ton	1 x 20ft or 40ft FCL (nuts/balls)
Lead Time	15 to 30 days	15 to 30 days
Inspection	SGS / Cafecontrol / Intertek	SGS / Third-Party
Sampling	DHL Express, 3-5 business days	DHL Express, 3-5 business days
Incoterms	FOB (Incoterms 2020)	FOB, EXW, CIF, CNF, DDP

Contact & Next Steps

Ready to discuss a sourcing requirement? Tell us your product, volume, and destination — and we will come back within 24 hours with a verified supplier match and indicative FOB pricing.

FOUNDER & SOURCING DIRECTOR

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