MMlaw
MIGUÉRÈS MOULIN

HUẾ FORUM
22–24 OCTOBER 2026

Impact that starts with the farming families of Huế

MMlaw, expert for LuxDev, the Luxembourg Development Cooperation Agency

With the Department of Foreign Affairs of Huế City

Tác động bắt đầu từ những gia đình nông dân ở Huế

A member of the
UN Global Compact

> “LuxDev’s approach is to create impact where value begins.”
>
> **Hien Bui Thi Mai, finance expert**

As part of its commitment to sustainable development, MMlaw is proud to support LuxDev, the Luxembourg Development Cooperation Agency, at its Huế forum, which brings together economic development stakeholders in Vietnam.

Impact begins with the farming families who grow the natural raw materials (sâm Bố Chính ginseng, aromatic plants such as tràm and màng tang, and bamboo) that sustain hundreds of households around Huế. The goal is to strengthen the climate and economic resilience of farmers, especially women, and of the small businesses, cooperatives and aggregators that buy and transform their harvests, through better market access, financial skills and tailored finance.

Digital commerce, in Vietnam and in Europe, emerged at the forum as a key lever to open new markets. Every order won downstream becomes stable income upstream.

MMlaw contributes its expertise on EU compliance, commercial structuring and marketplace readiness.

Measurable impact, from harvest to consumer.

With the entrepreneurs met at the forum: Maries · Bao La Cooperative · Huế Việt Organic · Myy Nature · Huế One Food · Ngự Phạm Triều Nguyễn · Công Thành (NEO) · SBC Hoàng Gia · Bạch Mã Herbals