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# Healthy Markets



Photo: PATH

*Growing the commercial market in Vietnam.*

## **GVN Counterparts**

Ministry of Health  
Ministry of Culture, Sport and Tourism  
Ministry of Science and Technology

## **Duration**

April 2014 - March 2019

## **Planned Budget:**

\$15,000,000

## **Prime Implementer:**

PATH

Evidence of a growing willingness to pay for a wide array of private health-related goods and services, such as high quality condoms, HIV testing and counseling, sterile needles and syringes and private clinical services, reveals a market poised for growth and innovation. Recent policy changes signal opportunities for new market driven models to ensure access to high quality prevention goods and services. As the Government Vietnam works to develop a more sustainable response to the HIV epidemic, a new model is necessary to ensure high quality, lifesaving, market-driven access to goods and services.

The Healthy Markets Activity aims to grow a viable commercial market for HIV-related goods and services capable of meeting the needs of populations facing the greatest risks. The project will leverage private-sector solutions, expertise, interests, and assets to identify market opportunities and catalyze market responses to the HIV epidemic. The project will support a phased transition from an environment where condoms and other related HIV prevention goods and services are predominantly subsidized, to one where non-subsidized commodities, services and distribution channels are the norm.

To create a modern marketplace for HIV-related goods and services the project will explore new markets with manufacturers, create opportunities for new distribution channels, and increase demand among key populations – injecting drug users, female sex workers and men who have sex with men. The project offers market and consumer behavior research, policy and regulatory support, technical assistance and private sector engagement opportunities to encourage innovation and investment. The project will facilitate the formation of a multi-sectoral Market Growth Advisory Group to identify and address policy and administrative barriers to market entry; establish a government endorsed condom “Quality Seal” program and launch an “Innovation Fund” with small grants to improve local supply and stimulate increased demand for condoms, sterile needles and syringes and the delivery of HIV testing and counseling from private sector providers.

## **EXPECTED RESULTS**

As a result of the Healthy Markets Activity, the private sector will increase its market share in quality HIV-related goods and services. High quality products, innovative distribution channels, and increased consumer demand among populations facing the greatest HIV risks will drive market growth.

### **For more information:**

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