



Identifying Factors Affecting Development Investment Product With Geographical Indications In Vietnam: Research Lychee Products

Cu Thanh Thuy

Hanoi Architectural University (HAU)

Abstract

This study was conducted to analyze the factors affecting investment in product development with geographical indications. These factors are divided into groups to analyze which include: price, condition of natural and human resources, the support of local government. The data for the study were collected from the survey of farmers who is growing lychee products bearing geographical indications in Vietnam. At the same time, the study also compared the difference about development investment between two groups with geographical indications and no geographical indication. The Research findings are used as a basis for proposing recommendations to improve lychee products development investments with geographical indications in Vietnam.

Keywords: Development investment, geographical indications, Vietnam