



**AUS4INNOVATION**

# Central Highlands Innovation Cluster

Aus4Innovation is helping the regional  
agri-food sector develop and promote  
competitive regional branding



**CSIRO**  
Australia's National  
Science Agency

# CREATING A COMPETITIVE GLOBAL BRAND FOR CENTRAL HIGHLANDS AGRICULTURE

Vietnam's Central Highlands region is a major agricultural hub, known in particular for high value crops such as coffee, pepper, tea and fruit.

While recent rapid growth in agriculture has improved income and livelihoods for many in the region, its export focus leaves it vulnerable to market fluctuations.

With the Community Development Center, Aus4Innovation is establishing a forum for local government, researchers, businesses, farmers and associations to convene and co-develop innovation solutions to industry challenges and opportunities.

The Innovation Cluster will harness the ideas, skills, networks and technology of its members to support inclusive regional growth.

- Resilient and competitive agriculture sector
- More cohesive networks in the agri-food system
- Increased technology transferred to industry