

EBI | 2024

VIETNAM E-BUSINESS INDEX 2024

TOWARDS ONLINE EXPORTS

Vietnam E-commerce Association (VECOM)

Address: Room 702, 7th Floor, HKC Tower No 285, Doi Can street, Hanoi City

Phone: 8424 - 6259 8271; Email: office@vecom.vn

Website: www.vecom.vn



REPORT 

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SUPPORT



FADO



CONTACT INFORMATION

VIETNAME E-COMMERCE ASSOCIATION (VECOM)

Address: Room 702, 7th Floor, HKC Tower No 285, Doi Can street, Lieu Giai Ward, Hanoi City

Phone: 8424 - 6259 8271

Email: office@vecom.vn

Website: www.vecom.vn

PREFACE

In the difficult economic context of the world and Vietnam, the e-commerce sector in our country continues to thrive, with a growth rate exceeding 25% and reaching a scale of over 25 billion USD. Online exports to consumers abroad have surged, creating a new trend for e-commerce in Vietnam. E-commerce is also increasingly penetrating sectors such as education, healthcare, and the environment.

However, in contrast to the rapid growth in scale is the lack of sustainability in Vietnam's e-commerce. the key factors contributing to this unsustainability are the digital divide, digital human resources, and the environment. In fact, the gap in e-commerce development between Hanoi and Ho Chi Minh City compared to the other 61 localities is significant, the availability of high-quality human resources trained formally at universities has not met the demand, and e-commerce is having an increasingly negative impact on the environment.

This year's E-commerce Business Index Report continues to highlight the need for policies and solutions to address the three major issues mentioned above. Additionally, the report recommends that state management agencies assess the current situation and enact policies and laws to promote online exports, education technology (EdTech), and health technology (HealthTech).

In 2024, VECOM will continue to refine the methodology for calculating the e-commerce index. Besides calculations based on surveys of thousands of businesses, VECOM will also utilize various reliable quantitative information channels. The national domain name ".VN" remains the most crucial factor in evaluating infrastructure for e-commerce. Although the Vietnam Internet Network Information Center (VNNIC) has implemented numerous activities to promote the registration and use of national domain names, the change in some localities is minimal. Therefore, this year, VECOM will not rank the index for localities where there is only one national domain name for every 2000 people on average.

The level of participation in e-commerce platforms and multi-channel sales support technology platforms is crucial information when calculating the index scores. Due to the close correlation between the number of businesses and the average income of people in each locality with e-commerce, this information is considered when calculating the indices.

This year's E-commerce Business Index Report is a valuable source of information for anyone interested in online business, including businesses, research and consulting units, policy and law-making agencies, etc. In particular, local state management agencies such as the Department of Industry and Trade, Department of Information

and Communications, Department of Planning and Investment, Center for Trade and Investment Promotion, etc., can propose specific activities within their management scope to promote each component index within the overall index, thereby contributing to the development of e-commerce in the locality.

The Vietnam E-Commerce Association (VECOM) would like to express its sincere gratitude to all agencies, organizations, businesses, and individuals who have supported the development of this E-commerce Index Report. Many Departments of Industry and Trade, including Hanoi, Ho Chi Minh City, Hai Phong, Da Nang, An Giang, Bac Kan, Ben Tre, Binh Thuan, Ca Mau, Cao Bang, Dong Nai, Gia Lai, Ha Tinh, Hoa Binh, Hung Yen, Khanh Hoa, Kon Tum, Lai Chau, Lam Dong, Lao Cai, Nghe An, Ninh Binh, Phu Tho, Quang Binh, Quang Ngai, Quang Tri, Thanh Hoa, Tien Giang, Vinh Long, Yen Bai, have enthusiastically supported the survey on the implementation of e-commerce by businesses in their localities.

Member and partner businesses continue to strongly support the development of this report. VECOM would like to thank the Vietnam Post Corporation (Vietnam Post), SAPO Technology Joint Stock Company, FADO GLOBAL Joint Stock Company, Noi Bai Express and Trading Joint Stock Company (NETCO Post), Haravan Joint Stock Company, OSB Investment and Technology Joint Stock Company, Metric Data Science Joint Stock Company.

The report also received effective support from many other businesses and units. VECOM would like to express its gratitude to the Vietnam Internet Network Information Center (VNNIC), EdTech Agency, ChoThuocTot Pharmaceutical Joint Stock Company, and many other units for their enthusiastic assistance and valuable information

The Department of E-commerce and Digital Economy under the Ministry of Industry and Trade continues to effectively guide and support this challenging activity. Thousands of businesses across the country have enthusiastically provided information according to the survey questionnaire.

I would like to respectfully introduce the Vietnam E-commerce Index Report 2024 and welcome any feedback to better fulfill this task in the coming years.

General Secretary

Vietnam E-commerce Association

Tran Van Trong

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CHAPTER I

OVERVIEW

E-commerce Continues Rapid Growth

Despite the challenges faced by the Vietnamese economy in 2023, e-commerce continued to thrive. VECOM estimates that the sector grew by over 25% compared to 2022, reaching a value of 25 billion USD. Online retail sales alone accounted for 17.3 billion USD of this total.

This growth rate significantly outpaces the overall economic picture. According to the General Statistics Office, the estimated GDP growth for 2023 was 5.1% compared to the previous year. The service sector grew by 6.8%, with notable contributions from transportation and warehousing (9.2%), finance, banking, and insurance (6.2%), and accommodation and food services (12.2%). In 2023, the total retail sales of goods and consumer service revenue at current prices is estimated to have reached 6,232 trillion VND, a 9.6% increase.¹ *Retail sales of goods alone accounted for 4,859 trillion VND, representing 78% of total retail sales and an 8.6% increase compared to the previous year.*²

Consequently, e-commerce now represents about 10% of total retail sales of goods and consumer service revenue, surpassing the 8.5% figure from 2022. The share of online retail sales in total retail sales of goods reached approximately 8.8%, exceeding the corresponding rate of 7.2% in 2022.

The rapid development of e-commerce is intertwined with the growth of related fields. In recent years, payment and order fulfillment services have witnessed significant advancements, employing modern technology that has fueled the growth of e-commerce in general and online retail in particular. Business-to-consumer cross-border e-commerce has entered a new phase. The education technology sector continues to expand with emerging market opportunities. However, the rapid growth of online retail and food delivery services has also negatively impacted the environment, particularly through the generation of large amounts of plastic waste.

Online Payments Becoming Increasingly Popular

Payment services have experienced significant growth alongside the digital transformation process. By the end of 2023, cashless payments reached approximately 11 billion transactions, a nearly 50% increase compared to 2022. The total transaction value exceeded 200 million billion VND. Notably, online payments accounted for almost 2 billion transactions, with a value exceeding 52 million billion VND, representing increases of over 56% in quantity and 5.8% in value compared to 2022. Mobile phone payments reached over 7 billion transactions with a value exceeding 49 million billion

¹ <https://www.gso.gov.vn/bai-top/2023/12/bao-cau-tinh-hinh-kinh-te-xa-hoi-quy-iv-va-nam-2023/>

² <https://moit.gov.vn/tin-tuc/thi-truong-trong-nuoc/to-ng-mu-c-ba-n-le-ha-ng-ho-a-va-doanh-thu-di-ch-vu-tieu-du-ng-tang-9-6.html>

VND, an increase of more than 61% in quantity and nearly 12% in value. QR code payments reached nearly 183 million transactions, with a value exceeding 116 thousand billion VND, representing increases of almost 172% in quantity and over 74% in value compared to the previous year. Online account opening has been implemented since the end of March 2021. By the end of 2023, there were nearly 27 million active payment accounts opened using electronic methods (eKYC) and 12.9 million cards in circulation issued through eKYC. The number of active e-wallets stood at 36.2 million, accounting for 63.2% of the nearly 57.3 million activated e-wallets, with a total amount of nearly 3 thousand billion VND on these wallets. After two years of piloting, Mobile Money has shown good growth, with nearly 6 million registered accounts by the end of 2023, of which nearly 70% were registered in remote, mountainous, and island areas. The total number of transactions was around 47 million, with a total transaction value exceeding 2.4 thousand billion VND.³

Last-mile Delivery Services Make a Breakthrough

The growth of e-commerce in 2023 is closely tied to the development of both the scale and quality of fulfillment services and last-mile delivery.

In 2023, numerous businesses invested heavily in integrating high levels of technology into their fulfillment centers. Mid-sized fulfillment center models emerged, specifically catering to small and retail customers in the heart of major cities, such as Swifthub's Fulfillment Hub or N&H Logistics in Ho Chi Minh City. These trends are expected to further drive the growth of fulfillment services in the coming years. The two leading e-commerce platforms in Vietnam have also launched two high-tech sorting centers.

Vietnam's last-mile delivery market is becoming more vibrant with the participation of a growing number of companies. According to a report by Allied Market Research, the Vietnamese express delivery market was valued at 0.71 billion USD in 2021 and is projected to reach 4.88 billion USD by 2030, with a compound annual growth rate (CAGR) of 24.1% during the period 2022-2030. The trend of direct investment by foreign express delivery companies is becoming increasingly evident. The last-mile delivery market is witnessing intense competition in terms of both pricing and service quality.

The rapid development of the e-commerce sector, coupled with the rise in B2C deliveries and the rapid growth of international trade services, are among the factors driving market growth. In 2021, the B2C segment accounted for over 3/5 of the total market share in Vietnam's express delivery market. Based on end-use, the e-commerce platform segment held the largest market share in 2021, contributing to around 4/5 of the overall market share of Vietnam's express delivery market. The domestic segment

³ <https://vneconomy.vn/thanh-toan-khong-dung-tien-mat-tang-truong-50-trong-nam-2023.htm>

holds the largest market share in the Vietnamese express delivery market. Meanwhile, the international segment is experiencing the highest growth rate, at around 25.7% during the period 2022-2030.⁴

According to the 2023 Postal Market Overview Report, postal service revenue from 2019-2023 has grown steadily at an average rate of over 20% per year. However, this growth is showing signs of slowing down. In contrast to the overall revenue situation, revenue from parcel and package services has grown at a rate about 1.5 times faster than the growth rate of postal services and is trending upwards. The output of postal services has grown rapidly and steadily in the period 2019-2023, with an average rate of over 36%. The output of parcel and package services has grown faster than the growth rate of postal output, accounting for 82% of postal services and is trending upwards.⁵

According to the Ministry of Information and Communications, postal service revenue in 2022 reached 52.3 trillion VND, with a total postal output of 1.9 billion, including 1.55 billion parcels and packages. In 2023, postal service revenue is estimated to reach 58.9 trillion VND, an increase of 9.3%. The total postal output is expected to reach 2.5 billion, an increase of 32% compared to 2022, of which the output of parcels and packages is around 2.17 billion, accounting for 87% of postal output.⁶

According to the Postal Department, the output of parcels and packages for e-commerce in 2022 was estimated to be around 1.4 billion. The output of parcels and packages for e-commerce in 2023 is around 1.84 billion, accounting for 74% of postal output and an increase of 31% compared to 2022.⁷

Decision No. 654/QĐ-TTg dated May 30, 2022, by the Prime Minister, approving the Postal Development Strategy to 2025 and orientation to 2030, outlines the vision for postal services to become an essential infrastructure of the country and the digital economy, especially for e-commerce by 2030. The proposed solution for competitive postal services (outside the scope of public interest) is to develop fulfillment services for e-commerce. Although postal services in general, especially last-mile delivery services for e-commerce, have grown quite rapidly, the legal framework is still lacking in uniformity.

Cross-Border E-Commerce: An Inevitable Trend

⁴ Allied Market Research (2021). Viet Nam Express Delivery Market.

<https://www.alliedmarketresearch.com/vietnam-express-delivery-services-market-A11094>

⁵ Lê Mỹ (2023). Doanh thu dịch vụ bưu chính Việt Nam chủ yếu là vận chuyển gói, kiện.

<https://vietnamnet.vn/doanh-thu-dich-vu-buu-chinh-viet-nam-chu-yeu-la-van-chuyen-goi-kien-2220757.html>

⁶ Bộ Thông tin và Truyền thông. Báo cáo Tổng kết công tác năm 2023, Phương hướng, nhiệm vụ năm 2024. https://drive.google.com/drive/folders/1-lpgsyUDiQJfutKnLkrXt1jiAt_GAR4P

⁷ Vụ Bưu Chính, Bộ Thông tin và Truyền thông (2023). Chiến lược phát triển bưu chính bền vững, hướng tới dịch vụ bưu chính xanh.

<https://drive.google.com/drive/folders/19fLIWTKsYVU8LSRRtM8PHv4sdX3LzGva>

Cross-border e-commerce, is becoming increasingly prevalent in Vietnam. However, since the Covid-19 pandemic, business-to-business (B2B) online export transactions have faced numerous challenges.

On the other hand, business-to-consumer (B2C) online export transactions have experienced strong growth. According to estimates by Access Partnership in the report "Local Consumers, Global Customers 2022," Vietnam's B2C online exports reached 3.5 billion USD in 2022. The report predicts that with the current pace of online exports by small and micro enterprises, the export value will reach 5.5 billion USD by 2027. However, with a synchronized and robust effort from both businesses and relevant stakeholders, this figure could potentially reach 13 billion USD by 2027.⁸

According to Amazon, in the 12 months leading up to August 31, 2023, Vietnamese sellers on Amazon achieved strong results with 17 million products sold to Amazon customers worldwide, strengthening the presence of Vietnamese goods globally. The export value of Vietnamese businesses selling on Amazon increased by 50%. Thousands of Vietnamese businesses seized the opportunity to do business globally with Amazon, and the number of Vietnamese sellers on Amazon increased by 40%. Amazon highly values the effective cooperation with Vietnamese small and medium-sized enterprises, affirming the flexibility and resilience of domestic businesses in a challenging economic environment.

The Vietnam E-commerce Association (VECOM) has implemented various activities to support businesses in seizing B2B online export opportunities. The first seminar on online exports attracted the attention of numerous agencies, organizations, and businesses.⁹ In 2020, the *Digital Transformation Forum in Import and Export of Goods* was held on a large scale, contributing to promoting the interest of businesses and organizations in this form of business.¹⁰ In 2017, VECOM established the Vietnam E-commerce Export Support Alliance (VESA).¹¹ Currently, VECOM is collaborating with various organizations and businesses to expand the scale and effectiveness of this Alliance.¹²

In October 2023, the United States Agency for International Development (USAID) and the Ministry of Industry and Trade signed a memorandum of understanding on the implementation of the "Vietnam Digital Trade Project," which will be implemented over three years. With support from USAID, this project will help the Ministry of Industry and Trade in deploying policy frameworks that facilitate digital trade with input from the

⁸ <https://vesa.vecom.vn/kim-ngach-xuat-khau-b2c-cua-viet-nam-co-the-dat-13-ty-usd>

⁹ <https://voief.vecom.vn/2107>

¹⁰ <https://voief.vecom.vn/>

¹¹ <https://vecom.vn/kinh-doanh-xuat-nhap-khau-truc-tuyen-doanh-nghiep-se-nhan-duoc-nhieu-ho-tro-trong-thoi-gian-toi-i>

¹² Vietnam E-commerce Export Support Alliance. <https://vesa.vecom.vn/>

private sector. The project also encourages small and medium-sized enterprises to participate in digital trade by introducing new business models and best practices, such as product traceability, and facilitating cross-border connections between businesses through the DECOBIZ digital trade promotion platform. The project also supports the Ministry of Industry and Trade in developing a tool to quantify the scale of cross-border e-commerce.¹³

Plastic Waste from E-Commerce is Rapidly Increasing

Since 2019, VECOM has initiated the vision of sustainable e-commerce development and implemented various activities that integrate the development of this field with environmental protection. In 2023, VECOM proposed the implementation of the following activities:

- Advise and recommend to state management agencies on e-commerce, digital economy, and environment to issue policies and legal documents to reduce the negative impacts of the digital business sector on the environment;
- Collaborate with scientific research organizations, environmental protection organizations, and online business platforms to research, survey, and assess the environmental impacts of online business activities;
- Disseminate the Law on Environmental Protection to online businesses, encouraging businesses to implement solutions for circular economy, green procurement, minimization, reuse, recycling, and treatment of plastic waste;
- Mobilize support from organizations, including international organizations, to carry out communication activities to raise consumer awareness about their role and power in contributing to minimizing negative environmental impacts when shopping online;
- Collaborate with several universities to encourage e-commerce students to participate in scientific research on environmental protection in the digital business sector. Organize engaging events that attract student participation in proposing solutions to minimize the negative impacts of e-commerce on the environment.¹⁴

According to a study conducted within the framework of the Reducing Plastic Waste in the Oceans in Vietnam Project, jointly implemented by the World Wide Fund for Nature (WWF) and the Vietnam Administration of Seas and Islands, in 2023, e-commerce in Vietnam used 170 thousand tons of packaging and plastic materials of various kinds. With an average growth rate maintained above 25% per year, it is evident

¹³ <https://www.usaid.gov/vi/vietnam/press-releases/oct-13-2023-united-states-vietnam-launch-new-activity-facilitate-digital-trade>

¹⁴ VECOM, EBI Report 2023

that by 2030, the amount of plastic waste generated from e-commerce will be significant. The negative environmental impacts are not limited to the scale of plastic waste but also to the location and nature of the waste. Firstly, most e-commerce activities are concentrated in major cities along rivers and seas, such as Ho Chi Minh City, Hanoi, Da Nang, Hai Phong, Can Tho, and Nha Trang, increasing the risk of plastic waste directly discharging into the ocean. Secondly, packaging and plastic materials used in e-commerce are mainly plastic bags and plastic utensils such as straws, spoons, forks, and foam boxes, which are difficult to biodegrade and are single-use. Thirdly, most parcels are packed directly by hundreds of thousands of merchants using outdated technology without focusing on environmental protection standards.

For single-use plastic products and plastic packaging that is difficult to biodegrade, Article 64 of the Government's Decree No. 08/2022/ND-CP, Detailing a Number of Articles of the Law on Environmental Protection, has established strict regulations.¹⁵ Accordingly, from January 1, 2026, the production and import of non-biodegradable plastic bags with dimensions smaller than 50cm x 50cm and a single-layer thickness of less than 50 microns will be prohibited, except for production for export or production and import for packaging products and goods sold in the market. Organizations and individuals producing or importing single-use plastic products and plastic packaging that is difficult to biodegrade must fulfill their responsibilities for recycling and treatment as stipulated in this Decree. The Decree also stipulates a gradual reduction in the production and import of single-use plastic products, plastic packaging that is difficult to biodegrade, and products and goods containing microplastics. After December 31, 2030, the production and import of single-use microplastic products (except for products certified with the Vietnam Ecolabel), plastic packaging that is difficult to biodegrade (including non-biodegradable plastic bags, foam boxes for packaging and containing food), and products and goods containing microplastics will be stopped, except for production for export and the production and import of plastic packaging that is difficult to biodegrade for packaging products and goods sold in the market.

The deadline of January 1, 2026, is approaching, and the restriction on the production and import of non-biodegradable plastic bags with dimensions smaller than 50cm x 50cm and a single-layer thickness of less than 50 microns will directly impact all e-commerce platforms and hundreds of thousands of online businesses. However, according to a survey by VECOM, very few e-commerce businesses and merchants are aware of and have appropriate plans to use alternative packaging materials.

¹⁵ <https://vanban.chinhphu.vn/?pageid=27160&docid=205092>

At a higher level, Vietnam is participating in negotiations for a Global Agreement on Plastic Pollution. This legally binding agreement is expected to be adopted by UN member states by the end of 2024 and will have a comprehensive and profound impact not only on reducing plastic pollution but also on all socio-economic activities, including e-commerce¹⁶. According to VECOM's observations, state management agencies for the digital economy and e-commerce, as well as online businesses, have paid little attention to the negotiation process of this agreement.

Environmental protection and plastic waste reduction in the online environment require the joint efforts of many stakeholders. Within the scope of its resources, VECOM has focused on encouraging e-commerce students to participate in scientific research on environmental protection in the digital business sector and organizing engaging events that attract student participation in proposing solutions to minimize the negative impacts of e-commerce on the environment. For example, the topic "Green E-commerce - Rapid Reduction of Plastic Waste" in the 2023 Digital Business Talent Student Competition attracted over 70 teams from dozens of universities. Many teams proposed innovative solutions to reduce packaging and plastic materials in online retail and food delivery services.¹⁷

In addition to the negative environmental impacts, e-commerce can also be a powerful tool for environmental protection. Digital platforms or e-commerce platforms that support transactions of environmental goods and services can be such tools. For instance, GRAC is a technology company that provides digital transformation solutions for waste management and circular economy. The GRAC app supports localities and waste collection companies, connecting stakeholders to collect plastic waste, recyclables, and other types of waste, and provides waste collection services for households and waste generators in Vietnam.¹⁸

The VECA app - Technology Scrap Collector - connects all stakeholders in the recycling ecosystem. For businesses, VECA offers solutions for collecting packaging to achieve Extended Producer Responsibility (EPR) goals and collecting packaging transparently. The company has programs to raise awareness and educate the public about recycling and environmental protection, bringing about positive changes in consumer behavior. For scrap sellers and collectors, the VECA app effectively supports the collection, transportation, and management of scrap materials. This app is completely free for collectors and sellers. It provides convenience and transparency for sellers while helping collectors increase their income. Additionally, VECA supports the efficient,

¹⁶ Văn bản Dự thảo số 0 của Thỏa thuận ô nhiễm nhựa toàn cầu có tại <https://wedocs.unep.org/bitstream/handle/20.500.11822/43239/ZERODRAFT.pdf>

¹⁷ <https://dbc.vecomnet.vn/>

¹⁸ GRAC. <https://grac.vn/>

transparent, and professional collection of industrial scrap. It directly connects with processing stations and recycling factories to promote waste sorting, collection, and recycling as part of the circular economy.¹⁹

It is evident that digital platforms for trading environmental goods and services cannot succeed without the participation and leadership of state management agencies for e-commerce and the environment. These agencies have the responsibility of developing supportive policies and a transparent legal environment for the business activities of digital platforms as well as related stakeholders such as scrap suppliers, recyclers, collection units, sorting and transportation units, etc.

The United Nations Development Programme (UNDP) is a pioneering international organization in providing guidance and support to Vietnam in promoting the development and operation of digital platforms for scrap trading, with the aim of strengthening the market for buying and selling secondary materials in the plastics and textile industries in a formal and convenient manner. This activity is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), with implementation support from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. In April 2024, UNDP organized the first workshop to present baseline findings on material trading activities of stakeholders in the waste value chain to assess market demand for this type of transparent market. The workshop also facilitated consultations with stakeholders in the supply chain to design an online platform that meets actual needs, while providing a platform for dialogue for domestic and international experts to discuss challenges and opportunities for creating a suitable trading platform for secondary materials.

¹⁹ VECA. <https://veca.app/trang-chu>

UNDP and GIZ Partner to Promote Transition to a Circular Economy in Vietnam

The circular economy focuses on preserving the value of products, materials, and resources. However, one of the main challenges in scaling up circular models is the lack of information on the quantity and quality of available waste and recyclables.

The United Nations Development Programme (UNDP) and the Vietnam Circular Economy Network have launched a pilot initiative for a secondary materials trading platform to gradually replace primary materials with secondary materials. This initiative is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and receives support from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The initiative aims to facilitate the trade of waste and recyclables in the plastics and textile industries, thereby promoting sustainable and efficient business practices. *The project will pilot a user-friendly e-commerce platform that is more accessible to both buyers and sellers.* This platform is expected to create a network of service providers, manufacturers, and recyclers in the secondary materials market, increasing trading opportunities and contributing to a more transparent and competitive market. Interested businesses can register to participate in this pilot by contacting UNDP. Secondary materials traded on the platform are also expected to receive certifications and standards to ensure the highest social standards.

According to the Ministry of Industry and Trade, Vietnam's plastics industry output reached 9.54 million tons in 2022, with an average annual growth rate of 10.6% in domestic demand for plastics. As domestic supply meets only 20% of demand, 77% of recycled plastics are imported from abroad. Vietnam is currently the third-largest importer of plastic scrap after Malaysia and Hong Kong, with nearly 290,000 tons of plastic imported in 2019.

In the textile sector, Vietnam's export output reached a value of 29.5 billion USD in 2020. Vietnam is the third-largest garment exporter in the world after China and Bangladesh. It is estimated that 10-25% of the fabric used in garment production becomes post-industrial waste. Apart from a small amount that is recycled and exported as filling material for soft furnishings, most of the waste is incinerated or landfilled. Effectively increasing the use of recycled materials in production can help meet the emerging needs of important markets and brands. At the same time, this also helps Vietnam become self-sufficient in the supply chain of imported yarn and fabric for the garment industry.

<https://vietnamcirculareconomy.vn/undp-va-giz-hop-tac-thuc-day-qua-trinh-chuyen-doi-sang-nen-kinh-te-tuan-hoan-o-viet-nam/>

Education Technology (EdTech) Market Holds Great Potential²⁰

As of 2023, the Vietnamese EdTech market is estimated to be worth around 3 billion USD. According to research by HolonIQ, Vietnam's EdTech market share reached 20% of Southeast Asia in 2023, placing it among the top three countries in the region.²¹ The

²⁰ EdTech Agency provided. <https://edtechagency.net/vi/>

²¹ <https://www.holoniq.com/notes/2023-southeast-asia-EdTech-50>

market's growth rate was 14% in 2022 and increased to 20% in 2023. Vietnam is also among the top 10 countries with the fastest-growing EdTech sectors globally.

In terms of market size by age group, there are approximately 27 million students and 40 million working professionals. Regarding customer base by product, the content segment has about 27 million users, platforms/LMS have around 20 million users, STEM (Science, Technology, Engineering, and Mathematics) has about 23 million users, and foreign languages have around 60 million users.

The number of online education service users currently stands at around 8.8 million, representing only 11% of the total number of people in the age group with learning needs. The current market size is approximately 70 million people aged 3 to 60 years old.

According to Statista, the revenue of Vietnam's online education market is expected to grow by 10.4% annually between 2023 and 2027. The number of users of online education platforms is projected to reach nearly 11 million by 2027.

There are currently around 700 EdTech companies, including both domestic and foreign companies, operating and doing business in Vietnam. Among them, there are approximately 300 technology companies and over 400 businesses operating in the digital environment but lacking high technology content in their educational products, services, and solutions. The majority of EdTech startups in Vietnam were established less than six years ago.²² In the ranking of the top 50 EdTech startups in Southeast Asia by HolonIQ, Vietnam has 10 companies, accounting for 20% of the total EdTech companies in the region, including Codegym, Azota, Teky, and Clevali.

Investment capital in EdTech in 2023 focused on emerging startups. The characteristics of EdTech companies that attract capital often include a focus on technology, particularly the use of Artificial Intelligence (AI) to provide personalized learning experiences that meet the specific needs of each student. In 2023, the most invested segments were foreign languages, especially English. The student segment focused on content and test preparation. The three education technology platforms that raised the most capital were Equest, Elsa, and MindX, with 120 million USD, 23 million USD, and 15 million USD, respectively.

Investment in EdTech is forecast to increase by approximately 20% by 2027 compared to 2023, focusing on content products and skills training that integrate AI technology.²³

²² EdTech Vietnam 2024

²³ <https://ictvietnam.vn/muc-do-dau-tu-cao-cho-giao-duc-se-tao-co-hoi-de-EdTech-viet-phat-trien-63943.html#:~:text=Theo%20s%E1%BB%91%20li%E1%BB%87u%20do%20EdTech,giai%20%C4%91o%E1%BA%AIn%20t%E1%BB%AB%202019%20%2D%202023.>

Outstanding educational technology products in Vietnam in 2023



The following policies and laws directly impact the education technology sector:

- Decision No. 1373/QĐ-TTg dated July 30, 2021, by the Prime Minister, approving the Project "Building a Learning Society for the period 2021-2030";
- Decision No. 131/QĐ-TTg dated January 25, 2022, by the Prime Minister, approving the Project "Enhancing the application of information technology and digital transformation in education and training for the period 2022-2025, with a vision to 2030";
- Circular No. 12/2016/TT-BGDĐT regulating the application of information technology in management and organization of online training;
- Circular No. 30/2023/TT-BGDĐT regulating the application of information technology in online training for higher education.

It can be observed that state management agencies for e-commerce and the digital economy have not prioritized the development of educational technology services. Therefore, to date, there haven't been any policies or legal documents specifically aimed at promoting this field as a significant business sector within e-commerce and the digital economy.

However, there are existing policies on e-commerce and the digital economy that indirectly promote educational technology through online training activities at higher education and vocational training institutions.

For example, Decision No. 645/QĐ-TTg by the Prime Minister, approving the Master Plan for National E-commerce Development for the period 2021-2025, assigns the

Ministry of Education and Training to issue policies encouraging teaching in the field of e-commerce, promote formal training on e-commerce in universities, encourage the application of online training, and develop learning materials for research and teaching in e-commerce.

Decision No. 411/QĐ-TTg by the Prime Minister, approving the National Strategy for Development of the Digital Economy and Digital Society to 2025, with a vision to 2030, sets forth more specific tasks. This Decision requires the review and amendment of regulations and policies to encourage maximizing the duration and volume of online training, ensuring a minimum proportion of online training duration and credits in the total training time, recognizing and allowing appropriate conversion of certain information technology and digital technology degrees and certificates issued by reputable domestic and foreign technology organizations and businesses into corresponding course credits to shorten training time. The Decision also requires the development and implementation of a digital platform connecting training institutions with businesses to promote learning from practical work, search for and apply products and services of educational technology (EdTech) businesses in teaching, and create mechanisms for piloting breakthrough new products and services, supporting fast and effective training.

Regarding online training activities, the Decision assigns the Ministry of Education and Training, during the period from 2022 to 2024, to review and amend regulations and policies to encourage maximizing the duration and volume of online training, ensuring a minimum proportion of online training duration and credits in the total training time. VECOM's observation indicates that as of 2024, the activities related to online training and educational technology outlined in the two aforementioned Decisions have been implemented at a relatively low level.

Healthcare Technology (HealthTech) Market Holds Great Potential

In recent years, online pharmaceutical sales have become increasingly popular. However, the current Pharmacy Law and Decree 54/2017/ND-CP guiding the Pharmacy Law do not yet regulate issues related to online drug sales or drug sales through e-commerce platforms.

Amending the Pharmacy Law is necessary to promote pharmaceutical business through e-commerce. This would provide retailers with a new sales channel to better meet customer needs. At the same time, coordination between state management agencies for pharmaceuticals and e-commerce is required to create a favorable legal environment for online pharmaceutical retail while safeguarding public health.

Chothuocot - 4.0 Pharmaceutical Supply Solution

Established in June 2021, after nearly 3 years of development, **Chothuocot** has gradually become a trusted brand in supplying and handling thousands of pharmaceutical orders today. Chothuocot - one of the few startups in the field of medical technology and services - is gradually building a strong ecosystem in the HealthTech industry. It provides a platform for connecting and distributing pharmaceuticals, functional foods, cosmetics, and medical supplies, along with pharmacy management software, to nearly 20,000 partners across 63 provinces and cities in Vietnam.

With the mission of building a healthcare ecosystem that helps people receive better healthcare, Chothuocot is committed to providing customers with the most complete shopping experience, supporting fast delivery within 24 hours, offering affordable and genuine products, and providing complete invoices and documentation.

Together with Chothuocot's founding team of experienced pharmacists in the fields of medicine and information technology, Chothuocot aims to apply technology to the fullest extent - connecting and modernizing the pharmaceutical distribution model, enabling retail drug businesses to access online sources of high-quality wholesale goods directly from manufacturers.

After 3 years of development with a growth rate of 300% per year, Chothuocot is confident in handling thousands of orders daily with over 10,000 product codes from more than 300 different manufacturers. With the goal of becoming a leader in the HealthTech field, Chothuocot will build an all-in-one B2B2C ecosystem with many useful features for both pharmacies and consumers.

To be able to develop stronger and more sustainably, Chothuocot understands that service quality, product quality, and user experience must be prioritized. Therefore, Chothuocot regularly collaborates with domestic and foreign manufacturers to support partners in training, certification, and providing useful training courses for professional pharmacists.

<https://chothuocot.vn/>

VECOM assesses that Vietnam's e-commerce has developed rapidly during the ten-year period from 2016 to 2025. In the final years of this period, several major issues have emerged that require the creation of a more transparent and favorable policy and legal environment, such as in online transactions for pharmaceuticals, education, and environmental goods and services.

In the next ten-year period from 2026 to 2030, alongside maintaining a high growth rate, Vietnam needs to build a vision for sustainable e-commerce development. Key factors determining the success of this sector include narrowing the digital divide between localities, developing high-quality digital human resources, protecting the rights of online consumers, capitalizing on opportunities from online exports, and mitigating negative environmental impacts.

CHAPTER II

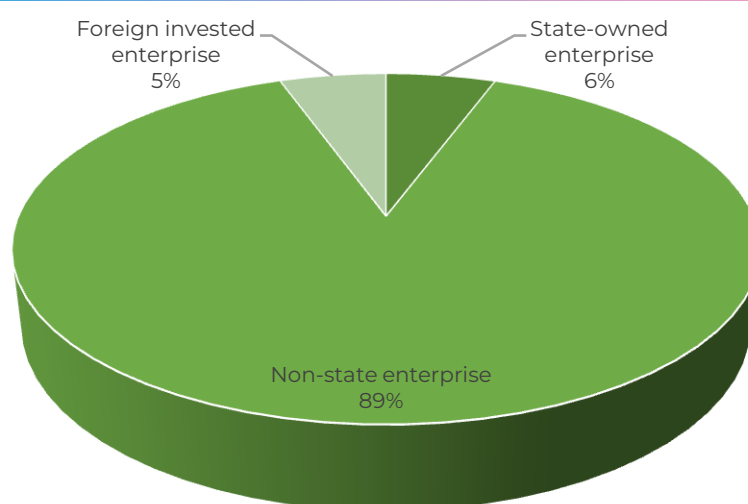
THE OVERALL LANDSCAPE OF E-COMMERCE 2024

1. ENTERPRISES PARTICIPATING IN THE SURVEY

In 2023, the Vietnam E-commerce Association (VECOM) conducted a nationwide survey of enterprises regarding the application of e-commerce. Over 5,000 valid survey responses were collected to support statistical analysis for the 2024 E-commerce Index Report.

Enterprises participating in this year's survey are still divided into three main groups: State-owned Enterprises (SOEs), Non-state Enterprises, and Foreign-invested Enterprises (FIEs). Non-state enterprises account for the majority with 88% of the total number of surveyed enterprises.

Figure 1: Types of enterprises participating in the survey

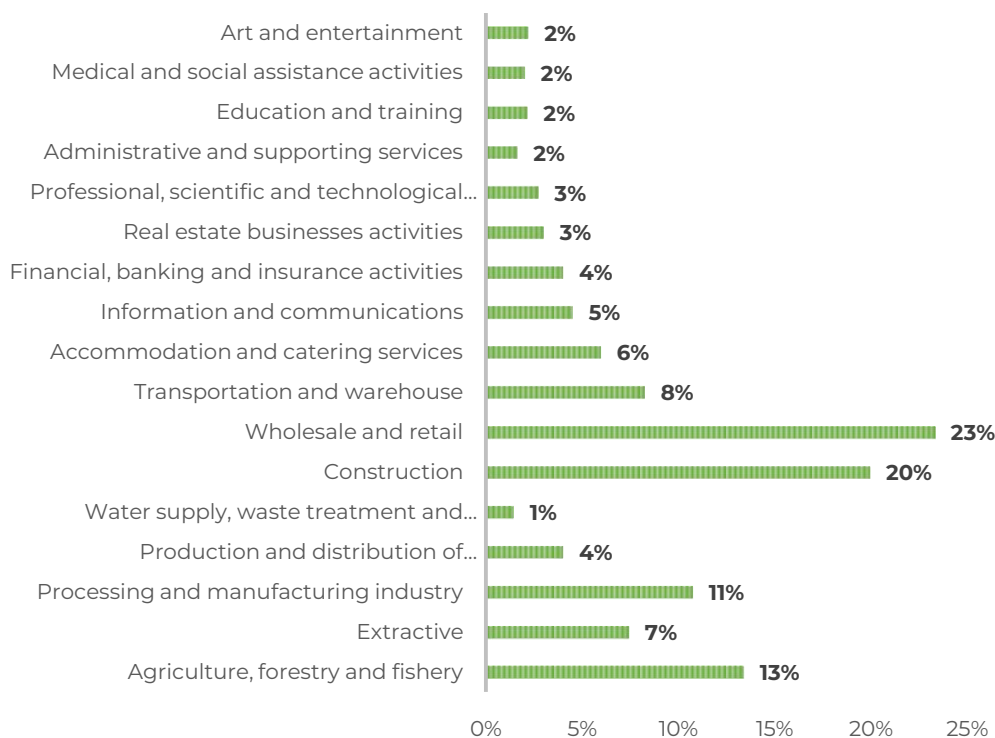


For the group of foreign-invested enterprises, 37% stated that foreign investors have controlling power in the business (significantly higher than the 28% rate of the previous year).

The proportion of small and medium-sized enterprises (SMEs) with under 300 employees accounts for 88% of the total surveyed enterprises, while large enterprises with over 300 employees make up 12%.

Regarding the main business sectors of the surveyed enterprises: Wholesale and Retail businesses account for the highest percentage (23%); followed by Construction (20%); Agriculture, Forestry, and Fishery with 13%; and Processing and Manufacturing with 11% of the total surveyed enterprises..

Figure 2: Main business sectors of the surveyed enterprises



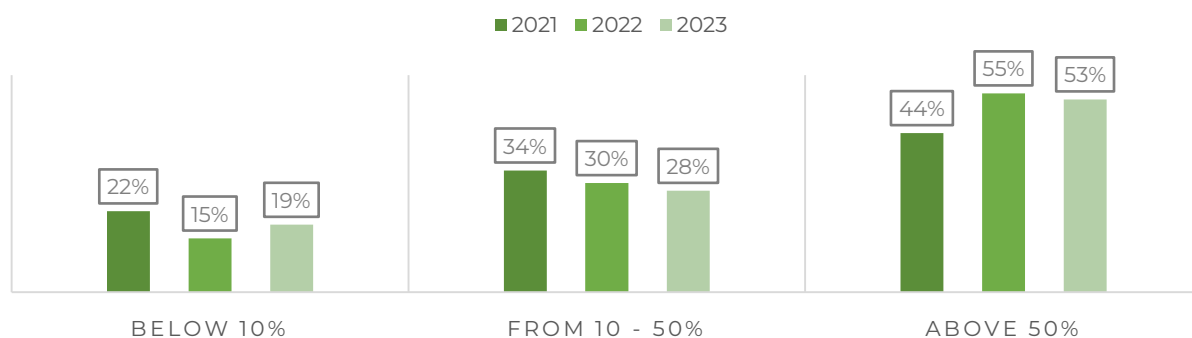
2. INFRASTRUCTURE AND HUMAN RESOURCES

a. Supporting Tools in the Workplace

The majority of surveyed enterprises reported using platforms like Viber, WhatsApp, Skype, and Facebook Messenger in their daily operations. Among them, 53% of enterprises indicated that over 50% of their workforce regularly uses these tools (not much change compared to the previous year), 28% reported 10%-50% regular usage, and 19% reported less than 10% regular usage.

The group of large enterprises has a significantly higher rate of employees regularly using these platforms compared to small and medium-sized enterprises: 68% of large enterprises reported that over 50% of their workforce regularly uses these platforms, while the rate for small enterprises was only 51%.

Figure 3: Usage of platforms like Facebook Messenger, Zalo, Viber, Skype... over the years

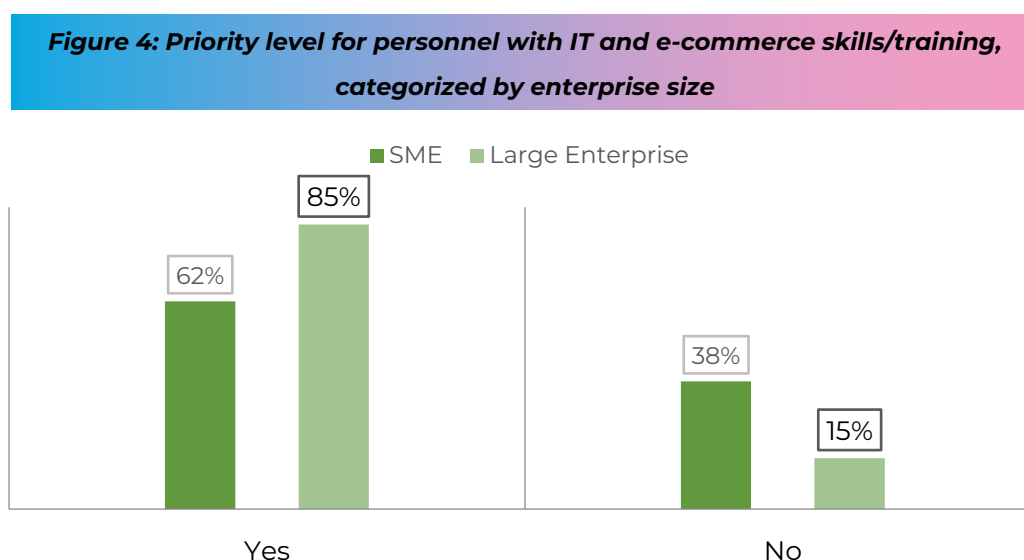


b. Priority Level for Personnel with IT and E-commerce Skills/Training

With the goal of sustainable e-commerce development towards 2025, aiming for balanced growth and narrowing the gap between the two central cities, Hanoi and Ho Chi Minh City, and the remaining provinces, the role of human resources is increasingly emphasized. This requires significant investment and attention from state agencies and organizations to promote the training of human resources with knowledge and skills in e-commerce applications, thereby serving e-commerce promotion activities in various provinces.

The 2023 survey reveals that 64% of participating enterprises prioritize candidates with IT and e-commerce skills or training during recruitment.

Meanwhile, when considering enterprise size, large enterprises show a higher level of interest and priority in recruiting personnel with these skill sets. Specifically, while 62% of small and medium-sized enterprises prioritize recruiting personnel with IT and e-commerce skills/training, this rate reaches 85% among large enterprises.

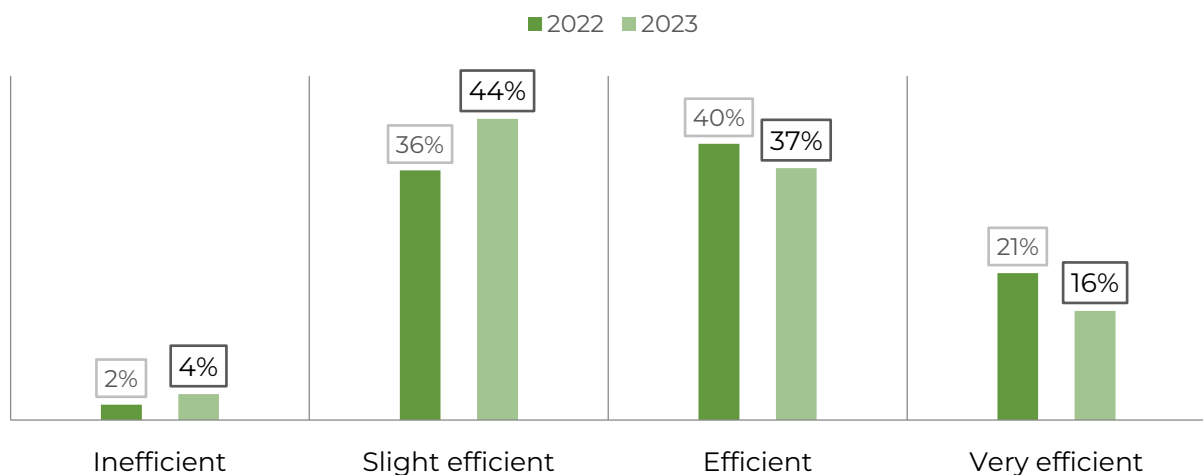


Several sectors prioritize recruiting personnel with IT and e-commerce skills or training: i) Information and Communication; ii) Finance, Banking, and Insurance; iii) Real Estate; iv) Professional, Scientific, and Technological Activities; v) Administrative and Support Services; vi) Education and Training; vii) Arts, Entertainment, and Recreation.

c. Effectiveness of Investing in IT and E-commerce Infrastructure for Production and Business Activities

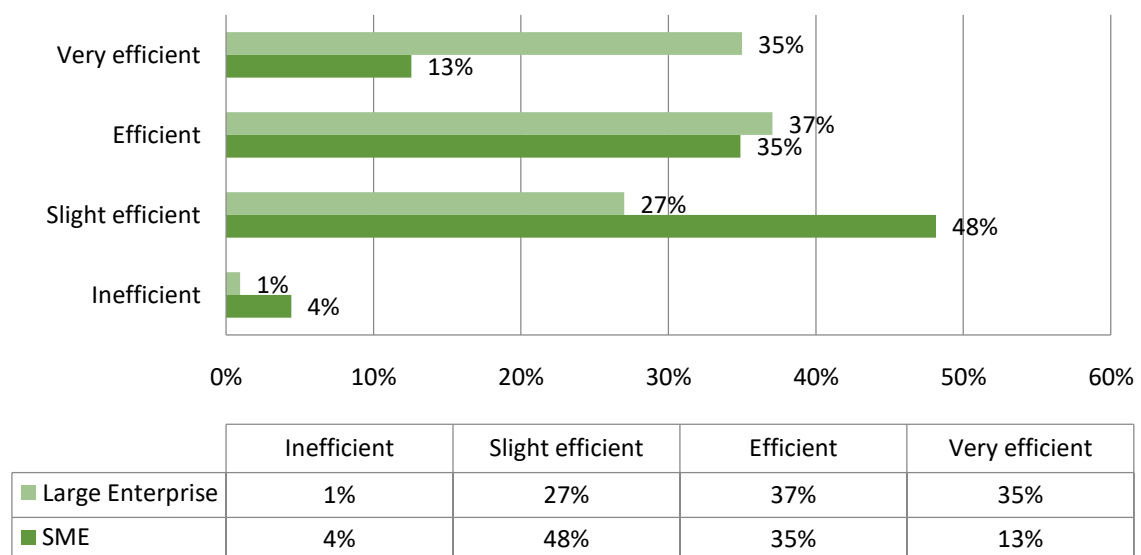
16% of surveyed enterprises reported that investing in IT and e-commerce infrastructure for production and business activities yielded very high effectiveness (lower compared to the optimism of businesses in 2022).

Figure 5: Evaluation of the effectiveness of investing in IT and e-commerce infrastructure for production and business activities over two years



Large enterprises have a higher evaluation of the effectiveness of this investment compared to small and medium-sized enterprises. Specifically, 35% of large enterprises reported that investing in IT and e-commerce infrastructure brought very high effectiveness, while only 13% of small and medium-sized enterprises shared the same assessment.

Figure 6: Evaluation of the effectiveness of investing in IT and e-commerce infrastructure for production and business activities, categorized by enterprise size



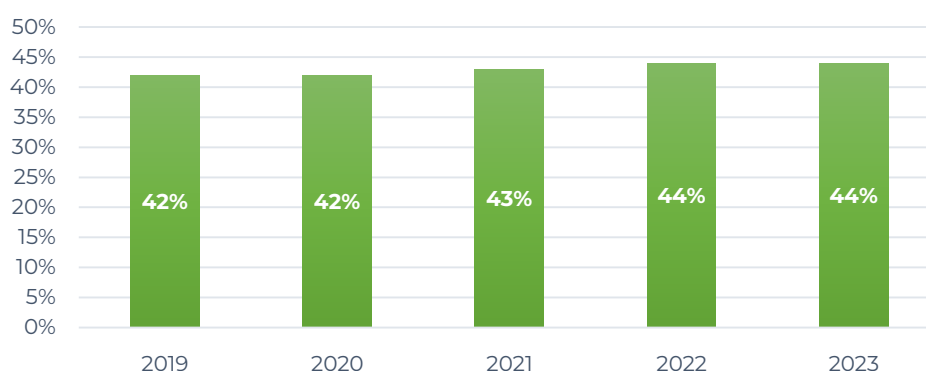
3. BUSINESS-TO-CONSUMER (B2C) E-COMMERCE TRANSACTIONS

a. Enterprise Websites

Enterprise websites are consistently considered the leading channel for building a sustainable brand in the online environment, which holds true for both large and small and medium-sized enterprises.

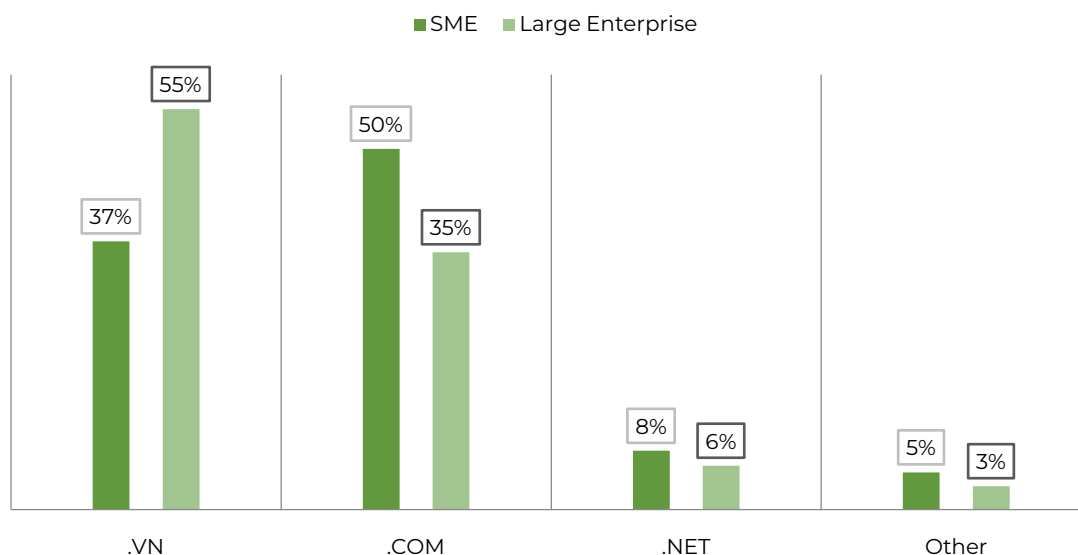
The survey indicates that the percentage of enterprises with established websites hasn't changed significantly compared to previous years, and the deviation from previous years remains minimal.

Figure 7: Percentage of enterprises with websites over the years



47% of enterprises prioritize using the .COM domain, while 41% prioritize the .VN domain. These are also the two most commonly used domain names currently.

Figure 8: Percentage of enterprises prioritizing domain names by enterprise size

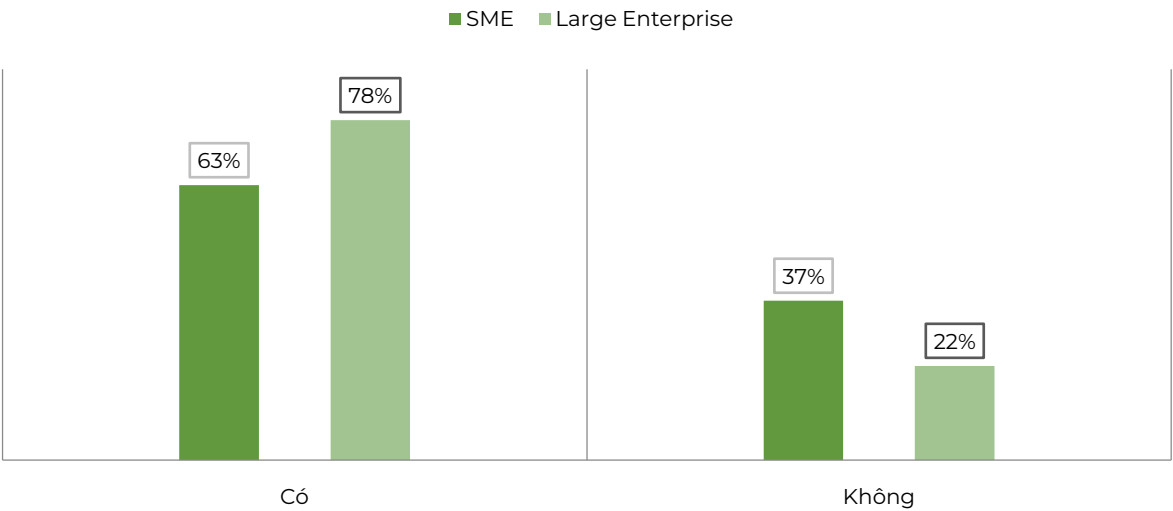


Examining enterprise size, large enterprises tend to prioritize the .VN domain significantly more than the .COM domain and other domain extensions.

Among enterprises with websites, 66% reported having integrated online interaction features (Zalo, Facebook, etc.) with their customers directly on their website platforms. Similarly, when categorized by enterprise size, the percentage of enterprises

with integrated online interaction features on their websites is slightly higher among large enterprises compared to small and medium-sized enterprises (78% for large enterprises, compared to 63% for small enterprises).

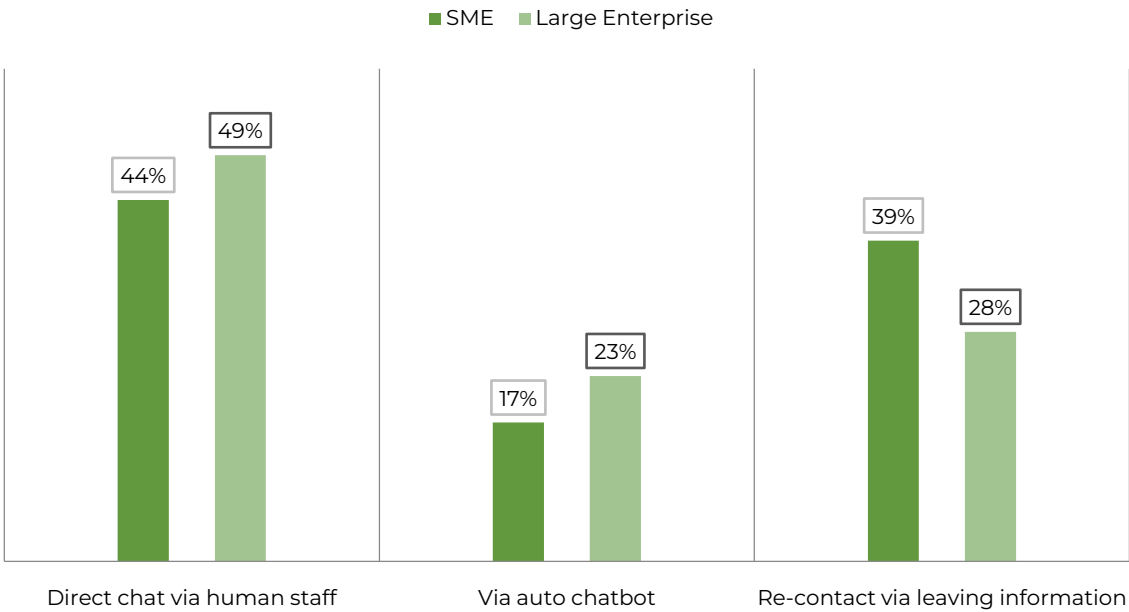
Figure 9: Percentage of enterprise websites with integrated online interaction features, by size



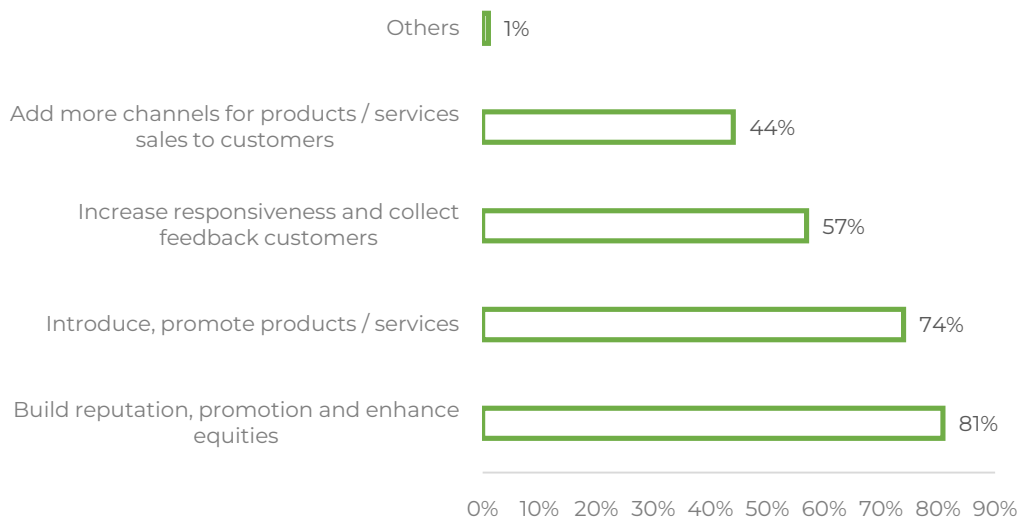
66% of enterprises stated that managing online customer feedback is done through personnel responsible for direct interaction, while 44% utilize chatbot support technology.

Large enterprises tend to utilize both direct customer interaction personnel and automated chatbots more than small and medium-sized enterprises. Conversely, small enterprises prioritize communication with customers through contact information left by the customer.

Figure 10: Methods of online customer feedback through enterprise websites, by size

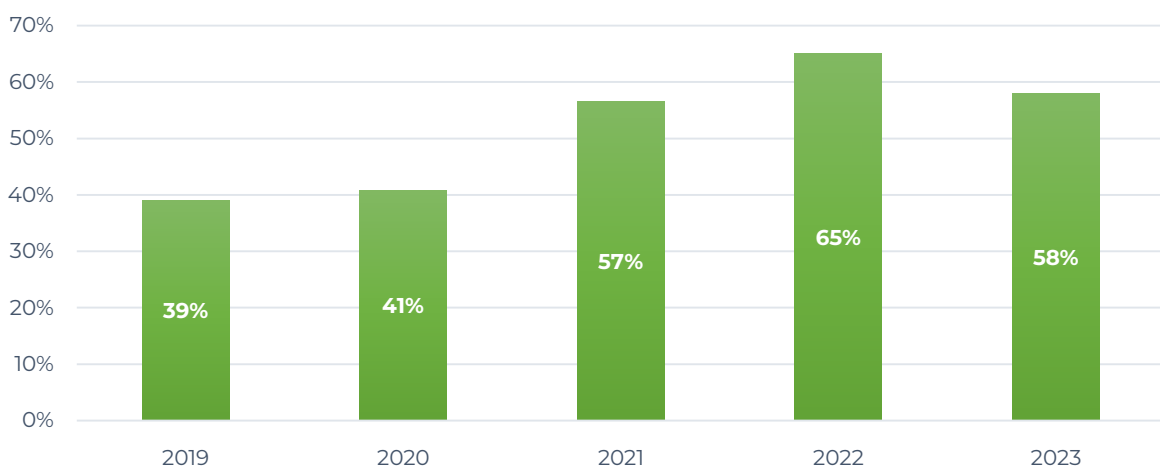


Building credibility, promoting, and elevating brand image are the primary goals that all enterprises aim for when developing a website (81% of enterprises stated this as their purpose for building a website).

Figure 11: Purposes for building enterprise websites

b. Social Media Business

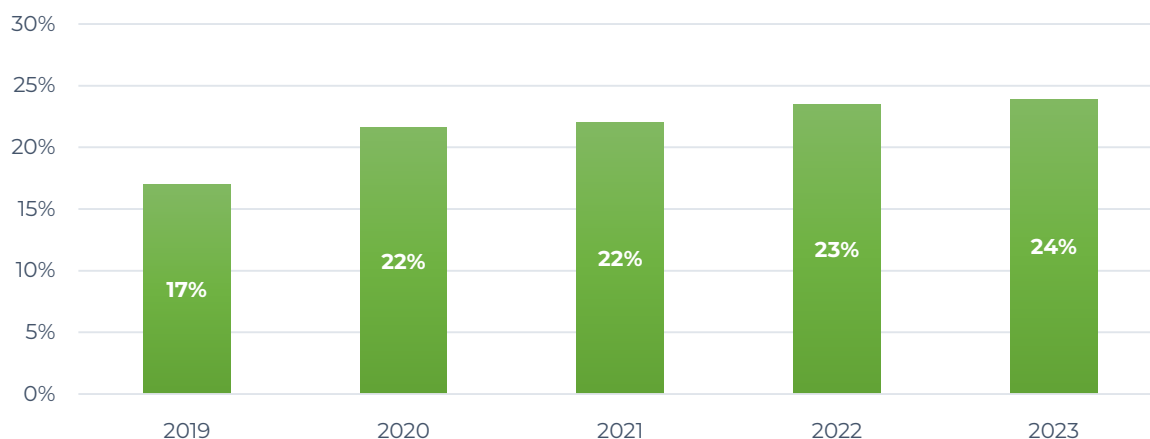
58% of enterprises reported conducting business through social networks (Facebook, Zalo, Instagram, etc.), although this rate has slightly decreased compared to 2022. Large enterprises also tend to utilize this platform for business slightly more than small and medium-sized enterprises.

Figure 12: Percentage of enterprises conducting business on social media over the years

c. Participation in E-commerce Platforms

24% of surveyed enterprises indicated that they have business activities on e-commerce platforms. The operations of these platforms are also gradually receiving more attention from the community, both in terms of policy implementation and business effectiveness. Notably, in the latter half of 2023, the trend of conducting business through e-commerce platforms has become a priority for many enterprises.

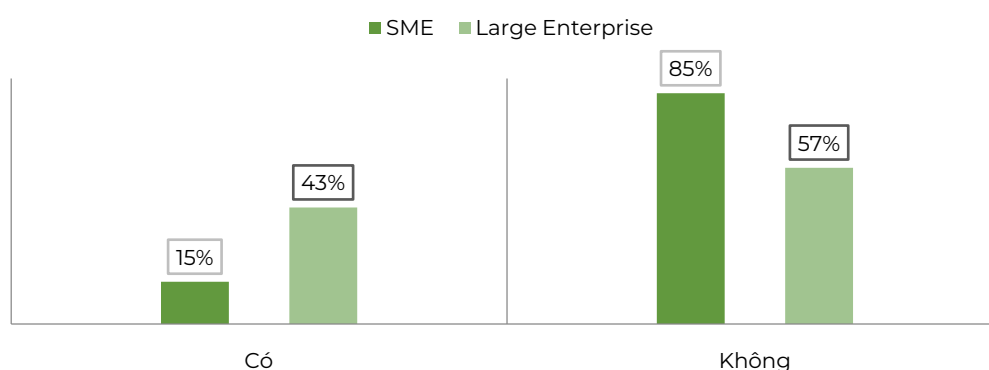
Figure 13: Percentage of enterprises participating in e-commerce platforms over the years



d. Mobile Platform Business

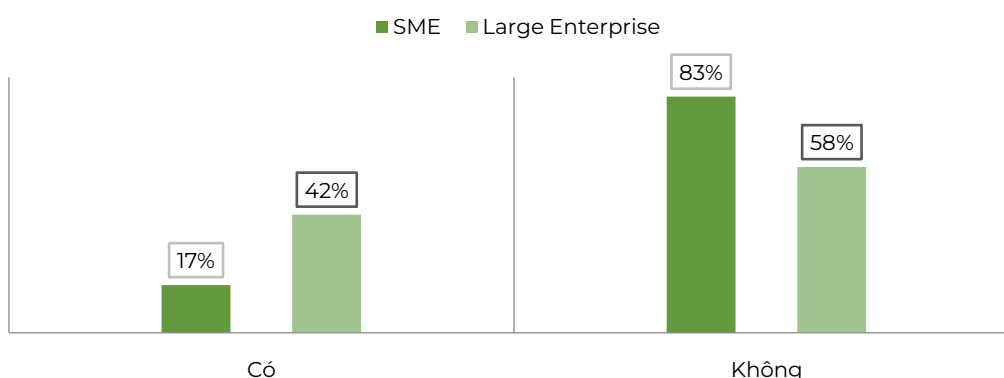
19% of surveyed enterprises reported having developed mobile versions of their websites. Among them, large enterprises have a significantly higher adoption rate compared to small and medium-sized enterprises.

Figure 14: Percentage of websites with mobile versions, by enterprise size



Similarly, 20% of surveyed enterprises also stated that they have applications for selling products on mobile devices. This rate is significantly higher for large enterprises compared to small and medium-sized enterprises.

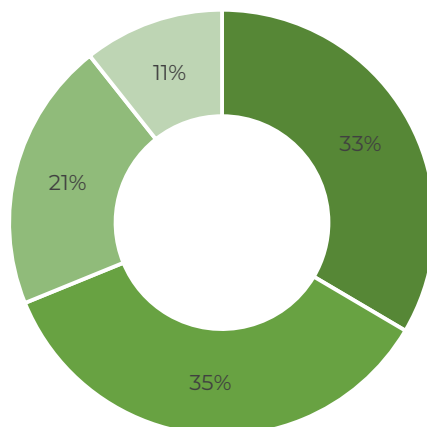
Figure 15: Percentage of enterprises with applications for selling products on mobile devices, by enterprise size



The average time customers spend per visit on mobile e-commerce websites or mobile e-commerce applications is mostly under 10 minutes.

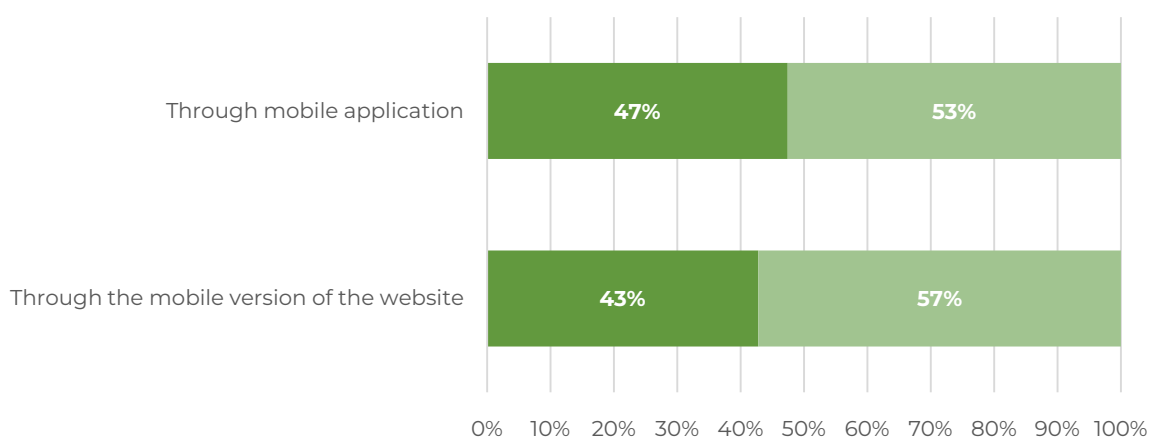
Figure 16: Average time spent by customers when accessing mobile e-commerce websites or sales applications

■ Under 5 minutes ■ From 5 - 10 minutes ■ From 10 - 20 minutes ■ More than 20 minutes



47% of enterprises reported having functionality that allows buyers to complete the entire shopping process through a mobile app, and 43% allow it through a mobile website version.

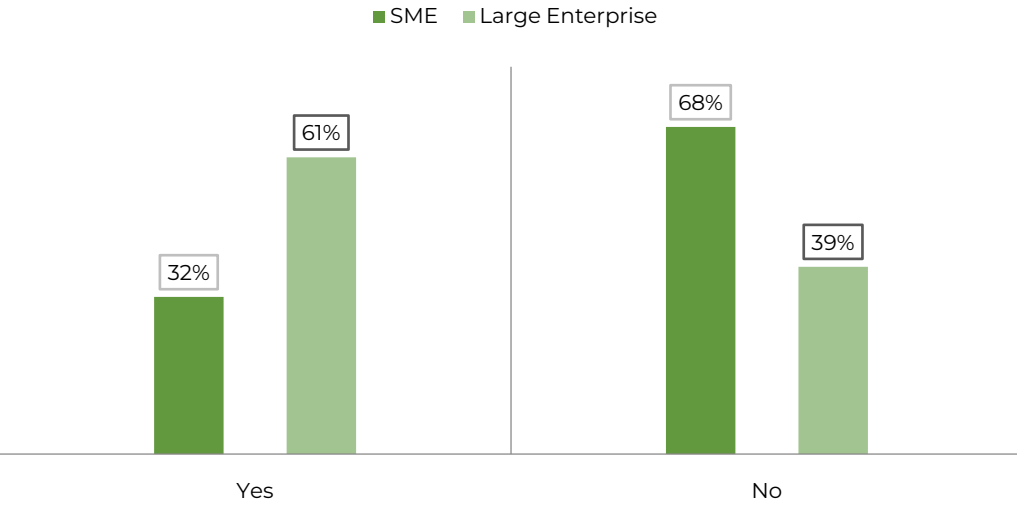
Figure 17: Percentage of enterprises allowing buyers to complete the entire shopping process on mobile platforms



	Through the mobile version of the website	Through mobile application
■ Yes	43%	47%
■ No	57%	53%

37% of enterprises have implemented promotional programs specifically for customers who use mobile e-commerce applications to purchase their products. This rate is twice as high among large enterprises compared to small and medium-sized enterprises.

Figure 18: Percentage of enterprises implementing promotional programs specifically for customers

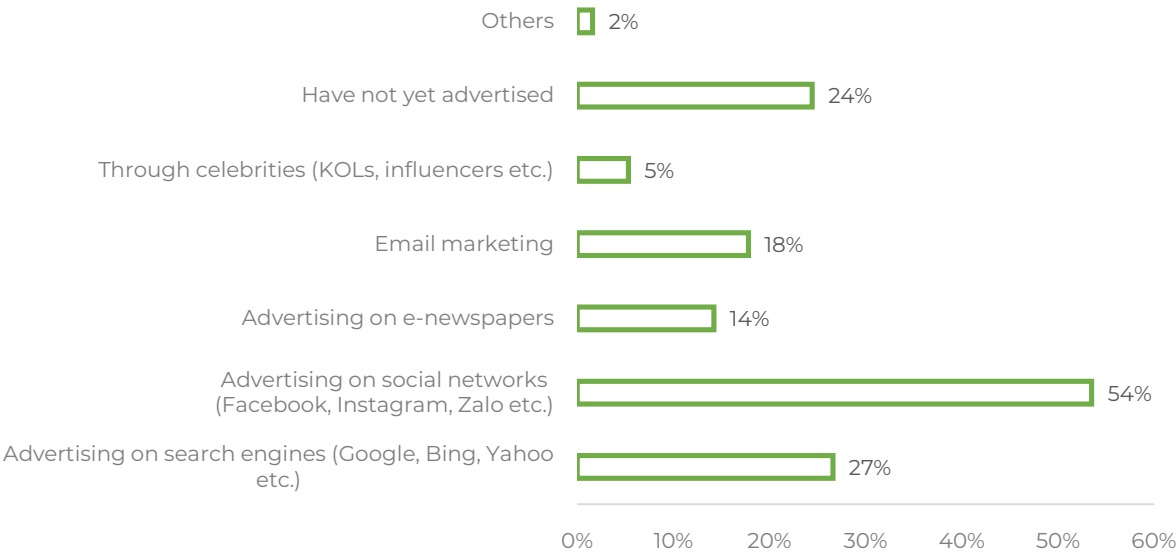


e. Forms of Website and Mobile App Advertising

Advertising through social networks (Facebook, Instagram, Zalo, etc.) has remained the primary tool used by enterprises for many years. Specifically, according to the 2023 survey data, 54% of participating enterprises with websites/mobile applications stated that they advertised their channels through social networks.

This is followed by advertising on search engines such as Google, Bing, and Yahoo (accounting for 27%). Additionally, 24% of enterprises reported not engaging in advertising activities yet.

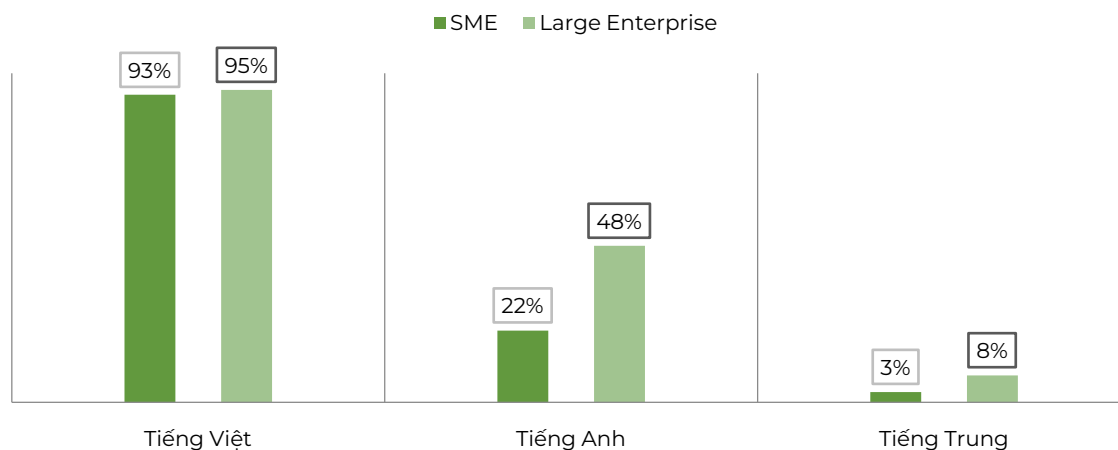
Figure 19: Forms of website/mobile app advertising used by enterprises



Vietnamese remains the most common language on websites (94% of websites use Vietnamese), followed by English (25%) and Chinese (4%).

When examining enterprise size, large enterprises have a significantly higher percentage of English-language websites compared to small and medium-sized enterprises.

Figure 20: Languages used on websites/applications of enterprises, by enterprise size

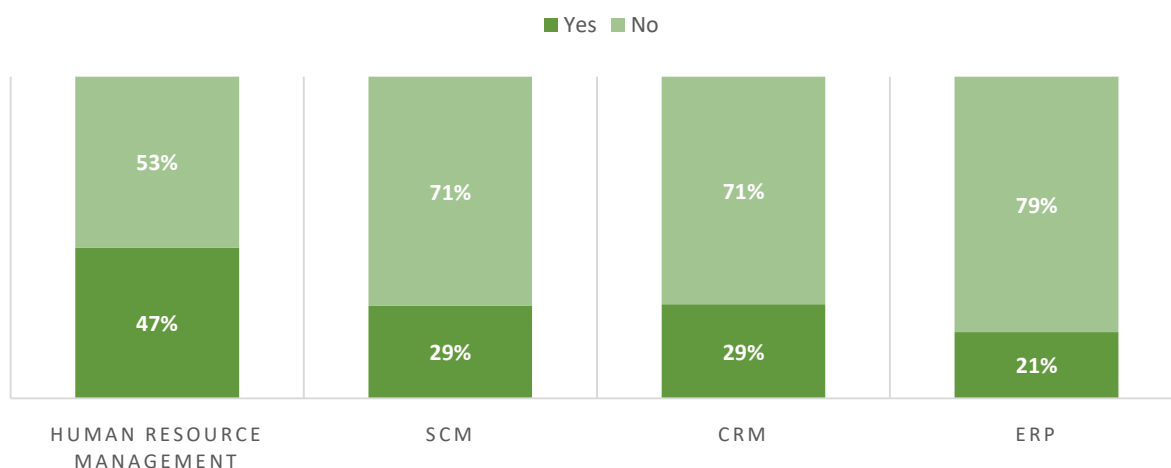


4. BUSINESS-TO-BUSINESS (B2B) E-COMMERCE TRANSACTIONS

a. Use of Management Software

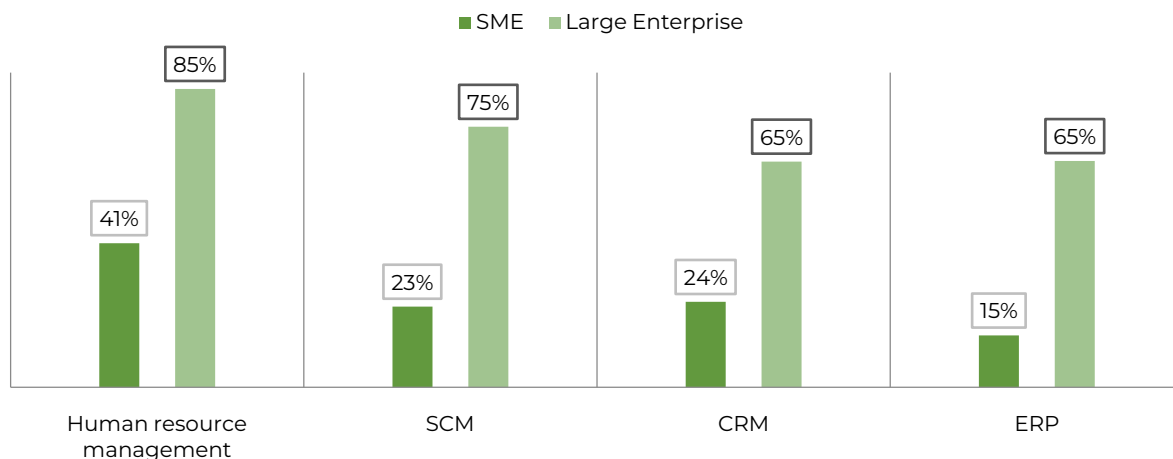
47% of enterprises reported using human resource management software in their daily operations. Additionally, the utilization rate of more specialized software such as Supply Chain Management (SCM), Customer Relationship Management (CRM), or Enterprise Resource Planning (ERP) remains low.

Figure 21: Situation of using management software in enterprises



Regarding enterprise size, large enterprises have a significantly higher rate of software usage compared to small and medium-sized enterprises. Particularly for specialized software such as SCM, CRM, and ERP, large enterprises have usage rates of 75%, 65%, and 65% respectively, while small and medium-sized enterprises have much lower usage rates.

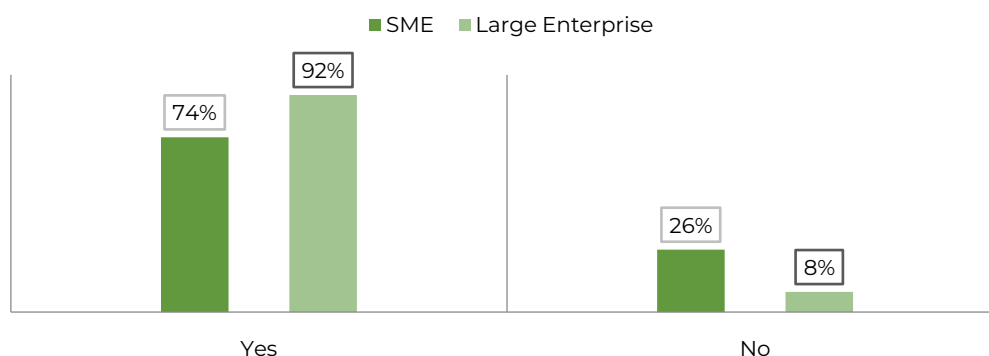
Figure 22: Situation of using management software by enterprise size



b. Use of Digital Signatures, Electronic Contracts, and Electronic Contract Authentication Services

75% of enterprises participating in the survey reported using digital signatures. This rate is slightly higher among large enterprises compared to small and medium-sized enterprises.

Figure 23: Situation of using digital signatures by enterprise size



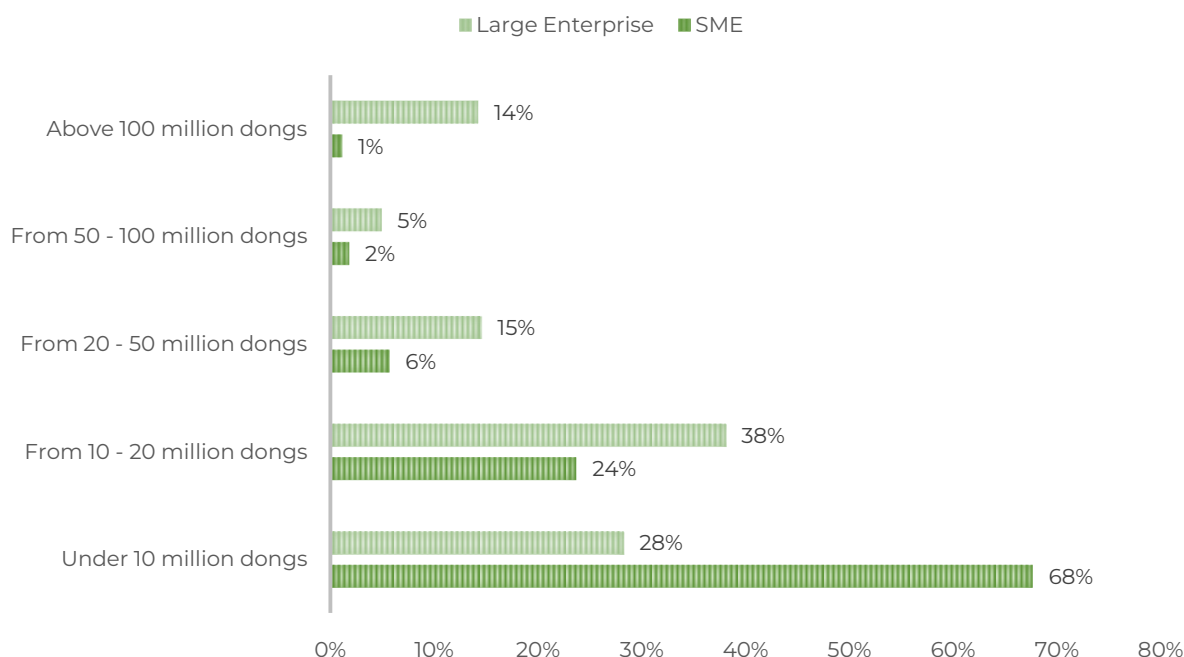
Similarly, 41% of participating enterprises also utilize electronic contracts in their daily transactions. For electronic contract authentication services, although it is a relatively new service, 24% of enterprises reported using it, with large enterprises utilizing it more frequently than small and medium-sized enterprises (46% of large enterprises use electronic authentication services, compared to 22% for small and medium-sized enterprises).

c. Assessing the Effectiveness of Investing in Online Business Activities

62% of enterprises stated that they spent less than 10 million VND on website or mobile application promotion throughout the year, and only 3% of enterprises spent over 100 million VND on such promotional activities. However, when considering enterprise size, the spending level of large enterprises is significantly higher than that of small and medium-sized enterprises. Specifically, 14% of large enterprises spent over 100 million

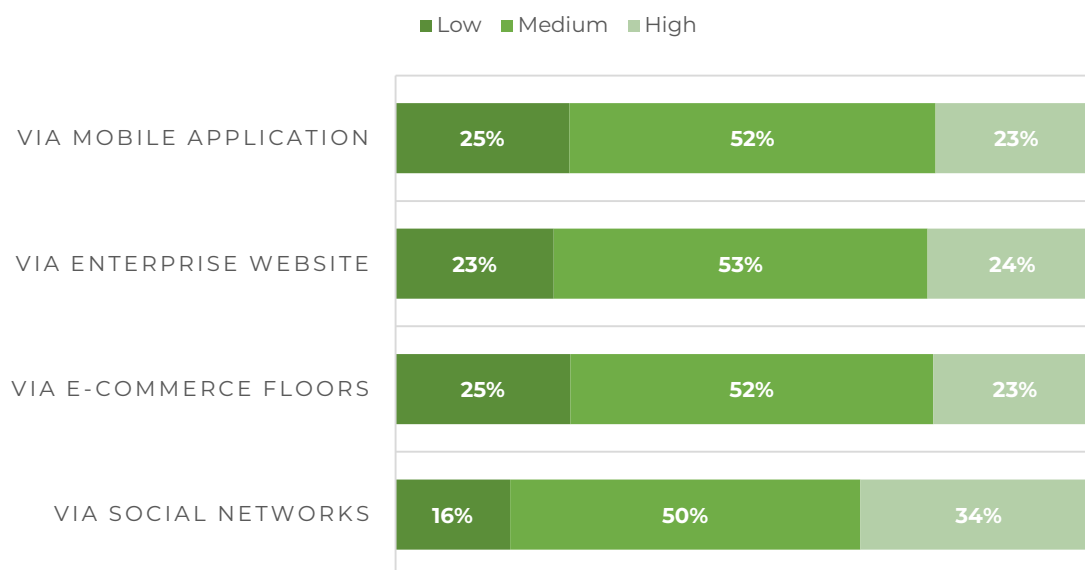
VND on website/mobile application promotion, while the rate for small and medium-sized enterprises was only 1%.

Figure 24: Estimated cost of enterprise website/mobile application promotion on online platforms, by size

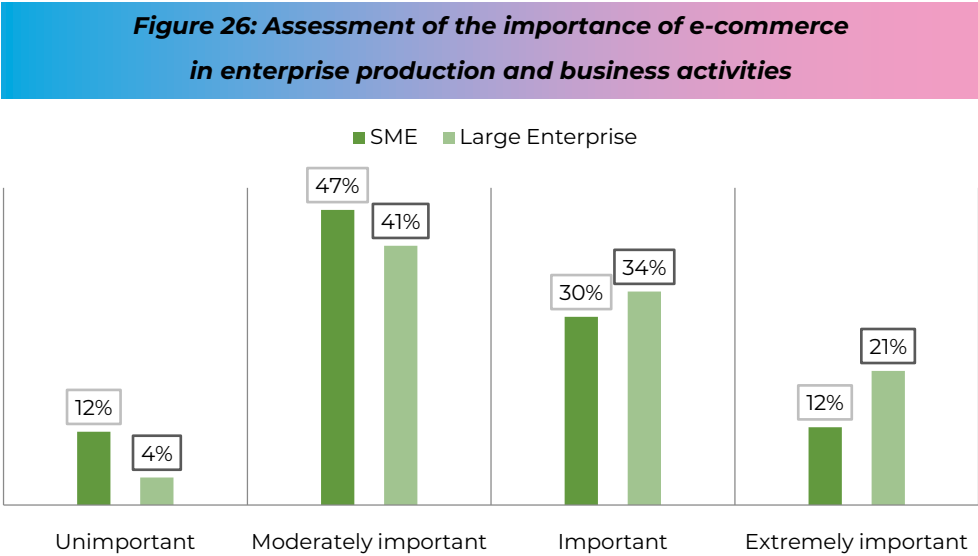


Social networks are still considered the most effective channel for selling goods and services through online channels (34% of enterprises highly rate the effectiveness achieved through social networks). Channels such as e-commerce platforms, websites, and mobile applications also deliver relatively good effectiveness, with rates of high evaluation from enterprises at 23%, 24%, and 23% respectively.

Figure 25: Evaluation of the effectiveness of selling products through online methods

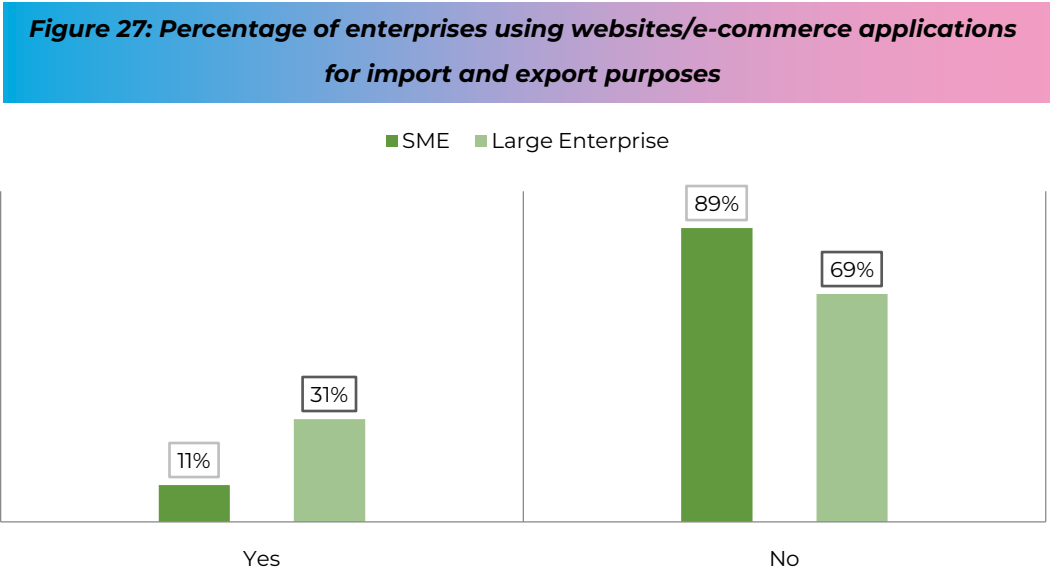


Among participating enterprises, 46% consider the role of e-commerce in their production and business activities to be relatively important, and 13% consider it very important. Looking at enterprise size, 21% of large enterprises consider e-commerce to be very important in their operations, while this rate is only 12% for small and medium-sized enterprises.



d. Import and Export Activities

14% of enterprises use websites/e-commerce applications for import and export purposes. Large enterprises are three times more likely than small and medium-sized enterprises to utilize websites/e-commerce applications for import and export purposes.

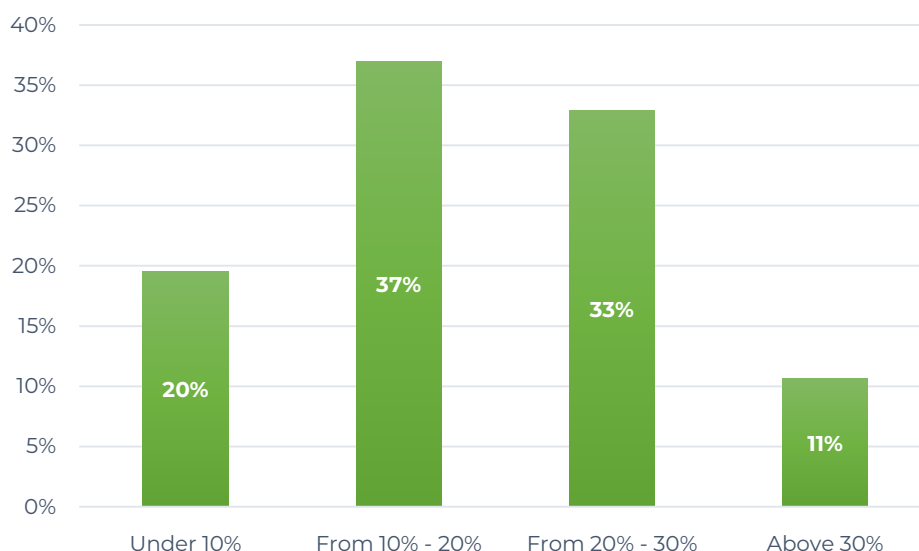


The majority of enterprises still engage in e-commerce exports through the use of e-commerce trading platforms (accounting for 60%), while the remainder utilize

websites or applications developed by the enterprises themselves. The primary markets for exporting enterprises remain Japan, South Korea, and China.

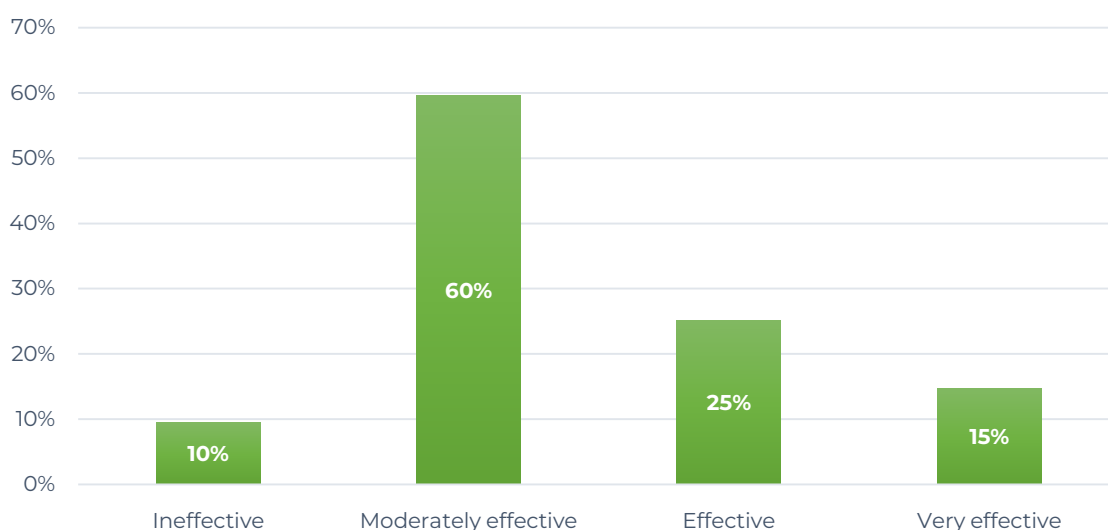
37% of surveyed enterprises estimated that the value of goods exported through e-commerce accounts for approximately 10-20% of their total export value.

Figure 28: Estimated value of goods exported through e-commerce as a percentage of total enterprise export value



Most enterprises consider the use of websites/e-commerce applications for import and export purposes to be relatively effective, with 15% of enterprises rating the application of e-commerce in import and export activities as very effective.

Figure 29: Effectiveness of applying e-commerce in import and export activities

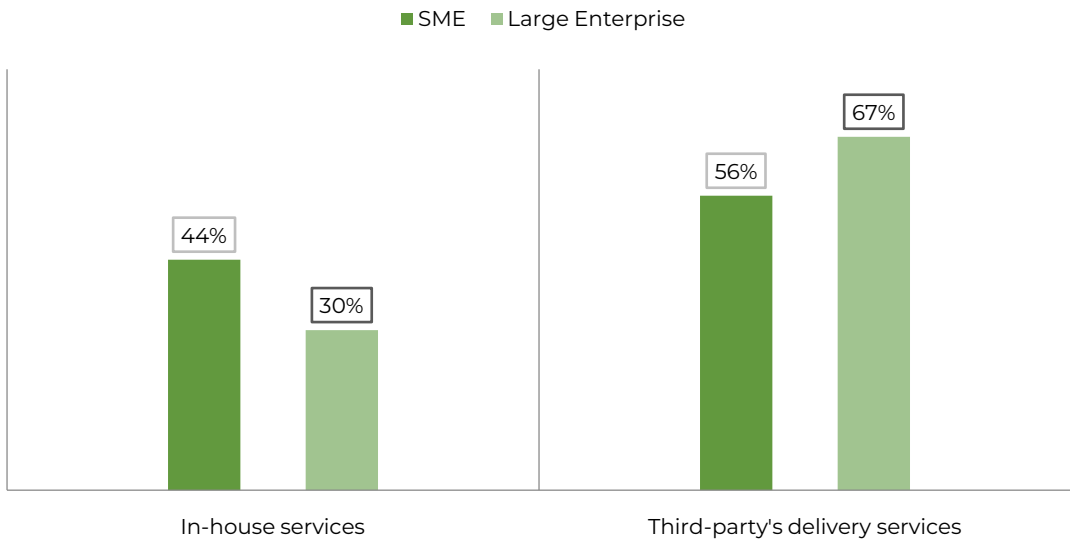


e. Business Support Services

67% of enterprises reported handling their own transportation of goods, from both import and export stages, while 57% stated that they use third-party transportation services.

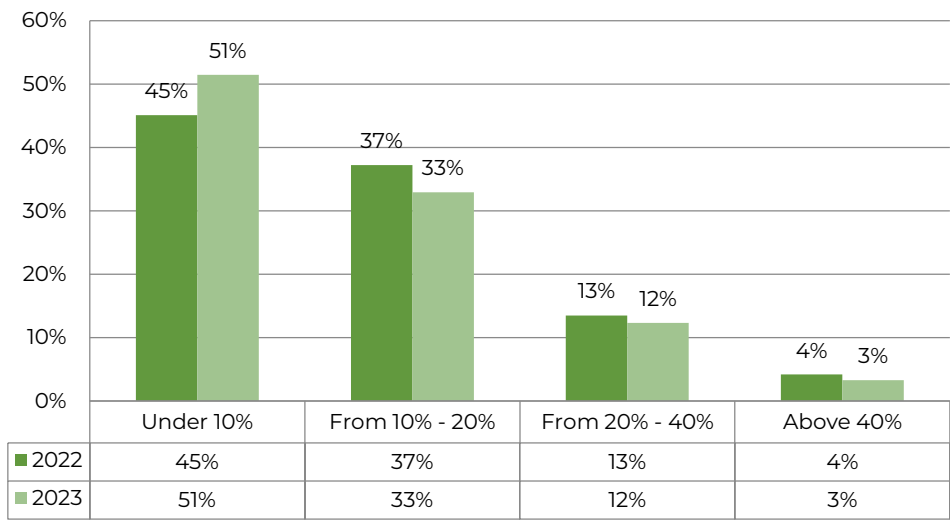
Examining enterprise size, large enterprises tend to utilize third-party transportation services, while small and medium-sized enterprises tend to utilize their own transportation services more than large enterprises.

Figure 30: Methods of goods transportation used by enterprises, by enterprise size

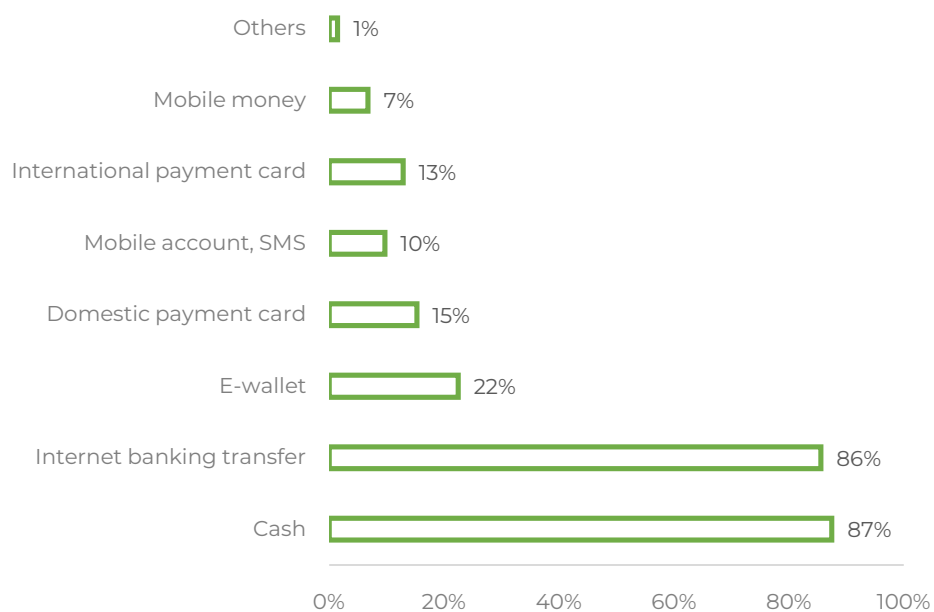


The majority of enterprises reported that order fulfillment and last-mile delivery costs account for less than 10% of their e-commerce revenue.

Figure 31: Order fulfillment and last-mile delivery costs as a percentage of enterprise e-commerce revenue



Cash payment and internet banking transfers remain the two most frequently used payment methods by enterprises. Other payment methods have significantly lower usage rates.

Figure 32: Payment methods used by enterprises

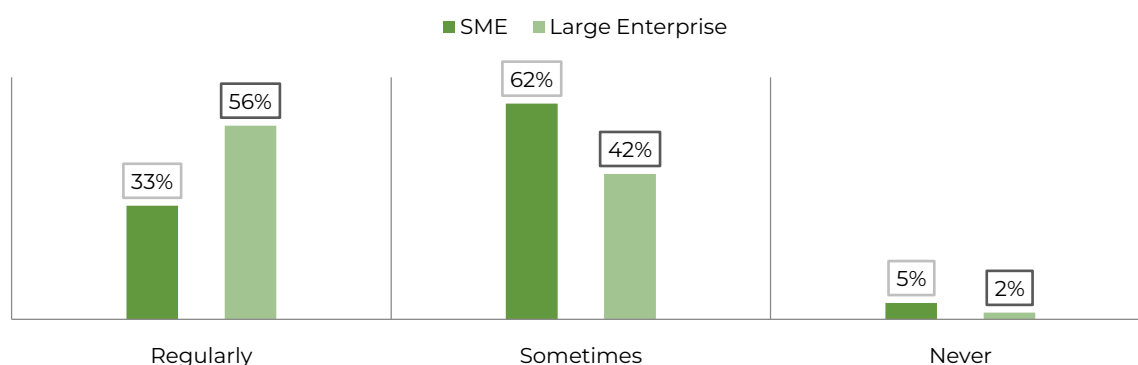
5. GOVERNMENT-TO-BUSINESS (G2B) TRANSACTIONS

a. Information Retrieval on Government Agency Websites

36% of enterprises regularly retrieve information on government agency websites, 60% do so occasionally, and there are still 4% of enterprises that have never accessed such information. Overall, these percentages haven't changed significantly over the years.

Large enterprises have a considerably higher rate of regularly retrieving information on government agency websites compared to small and medium-sized enterprises (56% for large enterprises, compared to 33% for small and medium-sized enterprises).

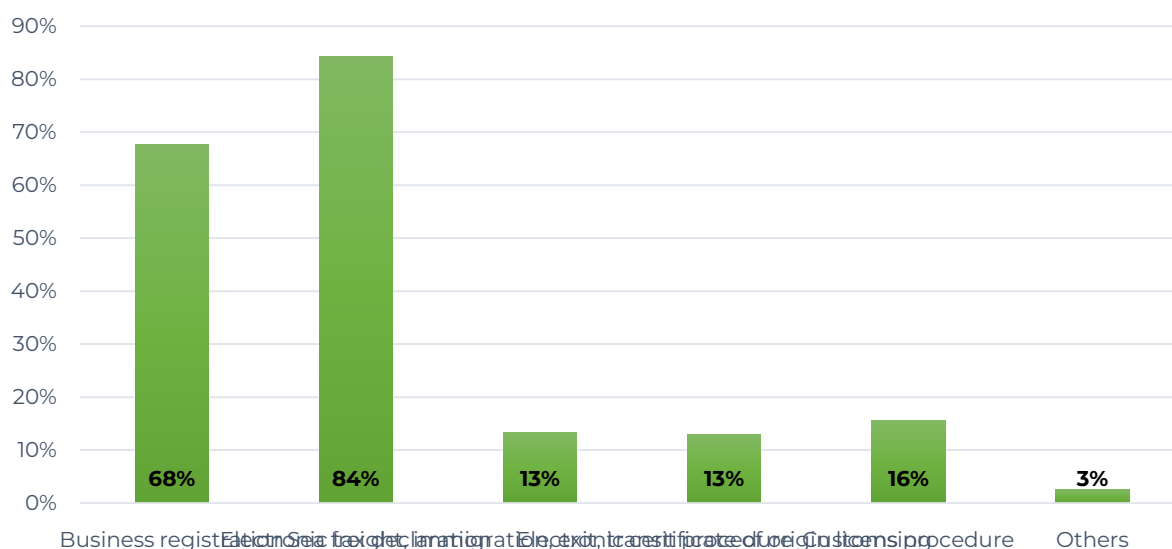
Figure 33: Rate of information retrieval on government agency websites, by enterprise size



b. Use of Online Public Services

Among the online public services offered, electronic tax declaration is the most utilized by enterprises (84% usage), followed by business registration services (68% usage). Other services still have very low usage rates.

Figure 34: Situation of using certain online public services



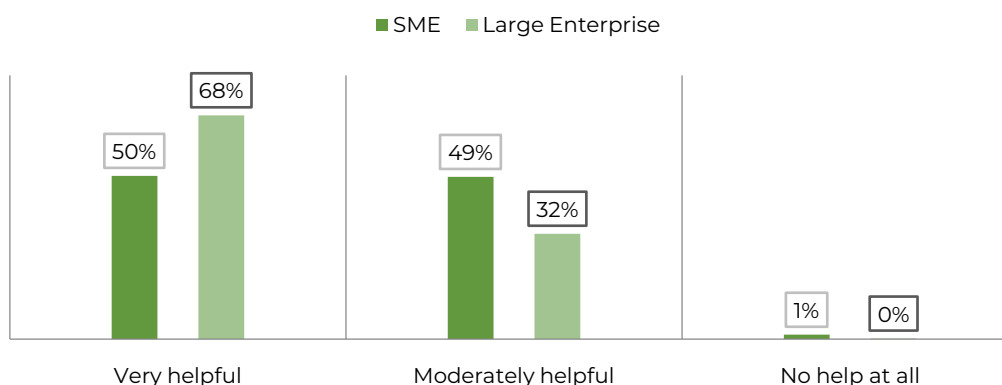
Large enterprises have a 95% usage rate for online public services, slightly higher than the 93% usage rate among small and medium-sized enterprises.

c. Benefits of Online Public Services

Among enterprises that have used online public services, 52% rated them as very beneficial, 47% as somewhat beneficial, and only 1% as not beneficial. This is a very positive rate, reflecting the quality of the public services currently being offered. These percentages have remained largely unchanged over the years.

Large enterprises remain the group that utilizes online public services most effectively, with 68% rating them as very beneficial, while only 50% of small and medium-sized enterprises share this assessment.

Figure 35: Benefits of online public services



CHAPTER III

VIETNAM E-BUSINESS INDEX IN PROVINCES IN 2024

1. INDEX FOR HUMAN RESOURCES AND INFORMATION TECHNOLOGY INFRASTRUCTURE (HR&IT)²⁴

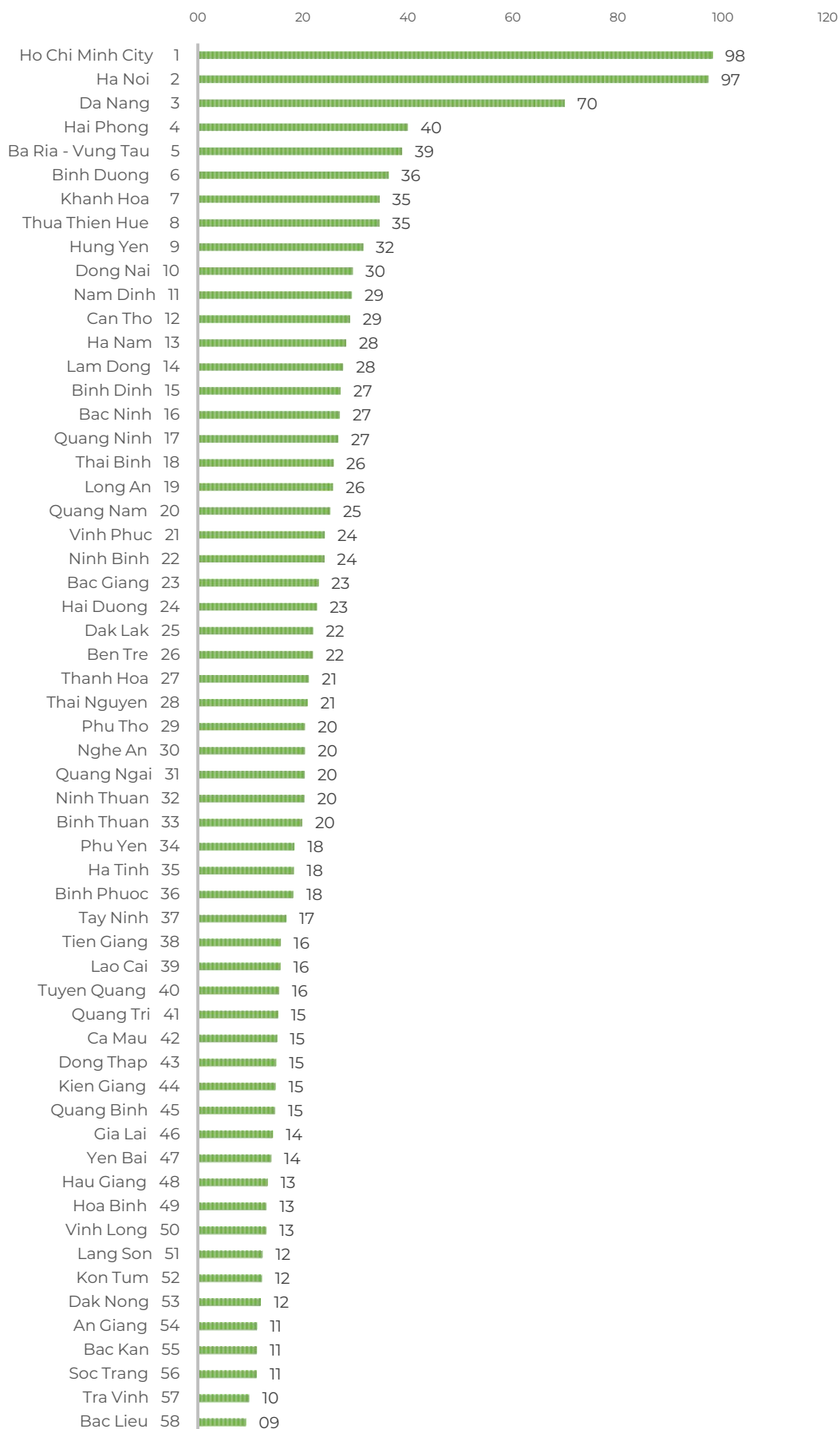
The first pillar of the Vietnam E-commerce Index is Human Resources and Information Technology Infrastructure (HR&IT). This index has consistently maintained several key indicators over the years, including: i) ability to meet the demand for suitable human resources in the e-commerce sector; ii) priority level for recruiting personnel with IT and e-commerce skills or training; iii) level of workforce regularly using email or other support tools like Viber, WhatsApp, Skype, Facebook Messenger, Zalo, etc. in their work; iv) importance and effectiveness of investing in information technology and e-commerce infrastructure. Additionally, this pillar has been supplemented with several important quantitative indicators, further enhancing the accuracy of the index set.

The most crucial indicator for the infrastructure and human resources index is the ratio of domain names to population. This indicator for each locality is compiled from data sources provided by the Vietnam Internet Network Information Center (VNNIC) and the General Statistics Office. For many years, VECOM has consistently emphasized the role of domain names in e-commerce development. Domain names are also considered a prerequisite for enterprises to initially establish their own brand in the online environment.

Furthermore, the level of adoption of e-payment solutions is increasingly seen as essential infrastructure for online businesses.

²⁴ Provinces with only one .VN domain name per 2,000 people or more will not be included in the ranking. In 2023, these provinces include Dien Bien, Cao Bang, Lai Chau, Son La, and Ha Giang.

Figure 36: INDEX FOR HUMAN RESOURCES AND INFORMATION TECHNOLOGY INFRASTRUCTURE(HR&IT)



2. INDEX FOR BUSINESS-TO-CONSUMER (B2C) TRANSACTIONS²⁵

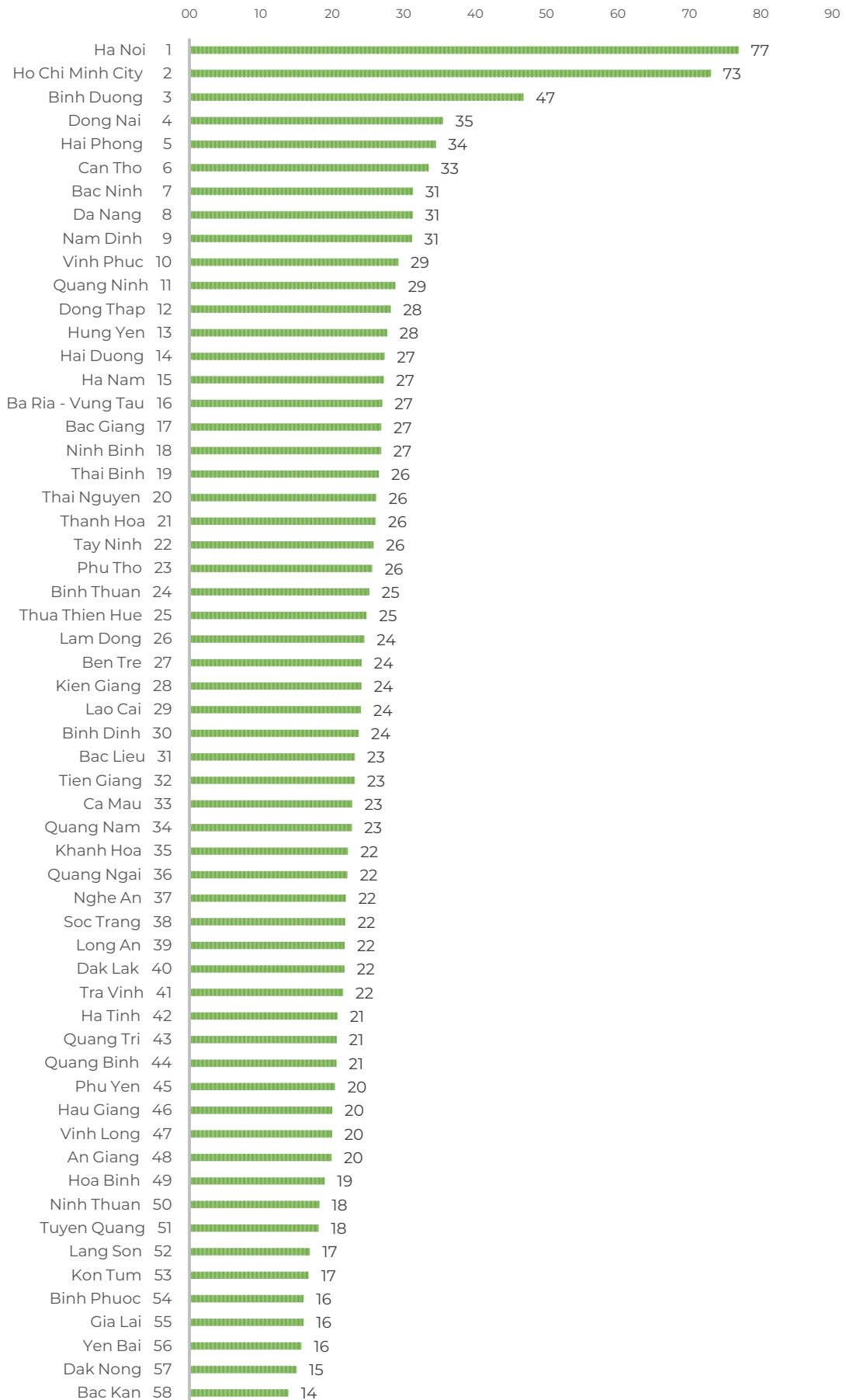
The Business-to-Consumer (B2C) transaction index continues to be built upon a group of component indicators including: i) establishment of enterprise websites; ii) whether enterprise websites have integrated online interaction features (Zalo, Facebook, etc.) with customers; iii) whether enterprises engage in sales through platforms such as social networks and e-commerce trading platforms; iv) presence of mobile website versions; v) development of applications for selling products on mobile platforms by enterprises; vi) average time spent by customers per visit on mobile e-commerce websites/enterprise sales applications; vii) whether enterprises allow buyers to complete the entire shopping process on mobile devices; viii) implementation of promotional programs specifically for customers using mobile devices to purchase enterprise products; ix) forms of website advertising and language diversity on websites.

Other important quantitative indicators are considered include:

- Level of participation in leading e-commerce platforms in each locality;
- Sales volume on leading e-commerce platforms in each locality;
- Average monthly income per capita.

²⁵ 5 provinces not included in the ranking: Dien Bien, Cao Bang, Lai Chau, Son La, and Ha Giang.

Figure 37: INDEX FOR B2C TRANSACTIONS



3. INDEX FOR BUSINESS-TO-BUSINESS (B2B) TRANSACTIONS²⁶

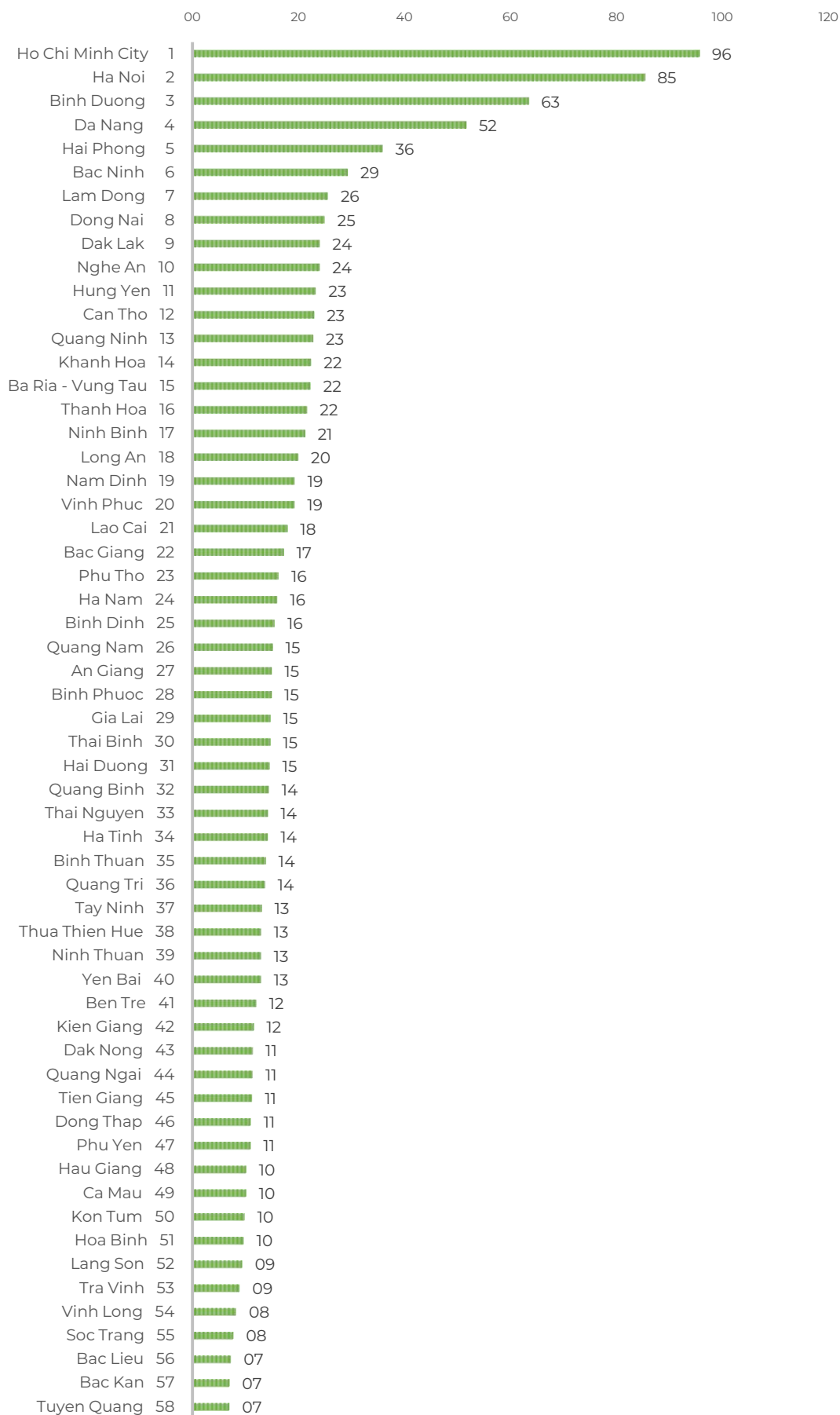
The third pillar, the Business-to-Business (B2B) transaction index for 2024, is constructed based on the following criteria: i) use of software within enterprises; ii) use of digital signatures; iii) use of electronic contracts; iv) utilization of electronic contract authentication services; v) receiving orders through online tools; vi) annual website/mobile application advertising costs; vii) enterprise assessment of the importance of e-commerce in their production and business activities; viii) level of website/e-commerce application usage for import and export purposes.

Other important indicators for the B2B transaction index include:

- Ratio of number of enterprises to population in each locality;
- Level of participation in platforms offering online business solutions in each locality;
- Level of online export participation in each locality through global B2B support platforms.

²⁶ 5 provinces not included in the ranking: Dien Bien, Cao Bang, Lai Chau, Son La, and Ha Giang.

Figure 38: INDEX FOR B2B TRANSACTION



4. PROVINCIAL E-COMMERCE INDEX²⁷

The Vietnam E-commerce Index is aggregated from three component indices, including Human Resources and Information Technology Infrastructure (HR&IT), Business-to-Consumer (B2C) e-commerce transactions, and Business-to-Business (B2B) e-commerce transactions.

Ho Chi Minh City continues to lead the Vietnam E-commerce Index 2024 rankings with 87 points. Hanoi follows in second place with 84.3 points. Binh Duong ranks third with 51.3 points, but with a significant gap of 33 points behind Hanoi.

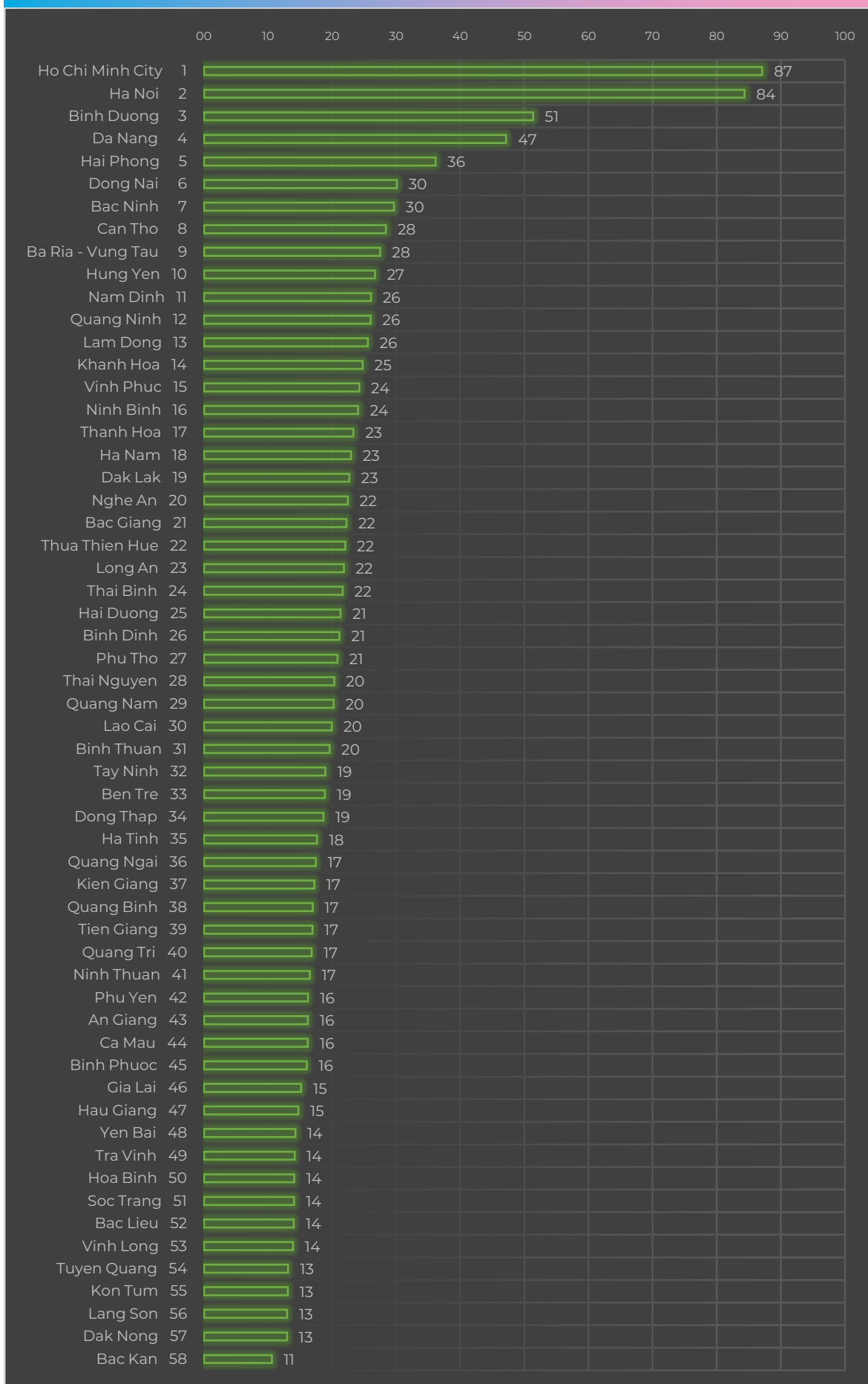
The average score of the Index this year is 23.1 points. The e-commerce gap between the two economic centers, Hanoi and Ho Chi Minh City, and the remaining provinces remains substantial.

The gap between the top-ranked province, Ho Chi Minh City, and the lowest-ranked province among the 58 provinces in the rankings is 76.4 points.

The change in calculation and ranking methods since 2020 aims to more accurately reflect the current status and growth rate of e-commerce among localities. Component indices have been supplemented with numerous reliable data sources that are quantitative and precise.

²⁷ 5 provinces not included in the ranking: Dien Bien, Cao Bang, Lai Chau, Son La, and Ha Giang.

Figure 39: VIETNAM E-COMMERCE INDEX RANKINGS FOR 2024





EBI | 2024

ANNEX

ANNEX 1

Amazon Global Selling Vietnam announces the strategy for 2024

Boosting Vietnam's online exports steadily growing

- *Announcing three strategic focuses for 2024, introducing a series of new tools, programs, and improvements to promote Vietnamese businesses operating globally, developing cross-border e-commerce.*
- *Amazon commits to enhancing its presence in Vietnam, officially opening the Amazon Day-1 Training Center in Vietnam.*
- *The export value of Vietnamese businesses selling on Amazon increased by 50%.*

Hanoi, October 17, 2023 - Amazon Global Selling Vietnam officially opened the Cross-border E-commerce Conference for the fifth time in Hanoi. At this event, Amazon announced the strategic focuses for 2024, introducing a series of new tools, programs, and services to support small and medium-sized enterprises in starting and developing global businesses through Amazon. At the same time, the first Amazon Day-1 training center was officially opened in Vietnam. These efforts contribute to accelerating online exports, promoting business innovation, and digital transformation in Vietnam.



The conference was attended by Ms. Lai Viet Anh - Deputy Director of the Department of E-commerce and Digital Economy Agency (iDEA) under the Ministry of Industry and Trade; Mr. Nguyen Hong Duong, Deputy Head of the Department of European-American Markets, Ministry of Industry and Trade; senior leadership delegation of Amazon, led by Mr. Eric Broussard, Vice President of Amazon's International Partner Sales Division.

The conference took place today in Hanoi and will continue to Ho Chi Minh City on October 19, focusing on themes such as supply chain connectivity, expanding product portfolios, and building global brands, creating a sustainable growth platform for cross-border e-commerce in Vietnam.

The event was attended by senior leadership delegations from the corporation and the region to Vietnam, led **by Mr. Eric Broussard, Vice President of Amazon's International Partner Sales Division.** Mr. Eric stated: *"Currently, there are approximately 2 million Amazon selling partners worldwide. Products sold by third-party sellers account for 60% of total units sold on Amazon. Numerous Vietnamese businesses have joined this ever-growing community of sellers. Vietnam is an emerging supply chain link in global e-commerce. We highly value Vietnam's production capacity, entrepreneurial spirit, and rapid digital transformation. That's why we are committed to enhancing Amazon's presence in Vietnam and continuing to support Vietnamese businesses in achieving success with Amazon."*



Eric Broussard, Vice President of Amazon's International Partner Sales Division spoke at the event.

Mr. Gijae Seong, Managing Director of Amazon Global Selling Vietnam, shared: *"E-commerce is one of the next big trends for businesses looking to expand globally. The question is whether local businesses can leverage this trend quickly, capture global consumer demand, and build long-term growth plans. We will continue our efforts to help Vietnamese sellers innovate, improve products to meet the needs of customers everywhere, build global brands, and enhance their presence in the international market. Today, with the announcement of our 2024 strategy and the introduction of new tools and programs, we want to empower Vietnamese manufacturers, brands, and entrepreneurs at all stages of their export journey, and further drive growth opportunities."*

Ms. Lai Viet Anh - Deputy Director of the Vietnam E-commerce and Digital Economy Agency (iDEA) under the Ministry of Industry and Trade said: *"E-commerce*

has changed the way businesses interact with businesses and businesses with customers, helping to overcome barriers in international trade, making it easier for businesses to expand their business markets, thereby creating momentum for the development of export activities in particular and the country's economy in general. The application of e-commerce has received deep attention from the Government and created many favorable conditions for development. In recent years, the Government has issued many policies and regulations to support businesses in digital transformation as well as accompanying businesses in the journey of applying e-commerce and reaching out to the international market."



"It is time for Vietnam to accelerate into a new phase where it becomes an important supply chain in global e-commerce," said Mr. Eric Broussard.

50% Growth, Vietnam's Online Exports Through Amazon Surge Amidst Challenges

Vietnam is a dynamic, export-driven economy. Combining its advantages in product innovation, production capacity, and strong digital transformation, Vietnam has the ability to effectively promote retail exports through e-commerce. In the 12 months ending August 31, 2023, Vietnamese selling partners on Amazon have achieved solid results:

- **17 million products** from Vietnamese businesses have been sold to Amazon customers worldwide, strengthening the presence of Vietnamese goods globally.
- **The export value** of Vietnamese businesses selling on Amazon increased by **50%**, contributing to the country's export turnover.
- Thousands of Vietnamese businesses seized global business opportunities with Amazon. The number of Vietnamese selling partners on Amazon increased by **40%.**

These results demonstrate the effective cooperation between Amazon and Vietnamese small and medium-sized enterprises, while affirming the flexibility and resilience of domestic businesses in a challenging economic environment.

Announcing the 2024 Strategic Focus: Steady Growth for Vietnam's Online Exports

Recognizing the capacity and determination of Vietnamese businesses, Amazon Global Selling aims to expand its efforts to support Vietnamese sellers in enhancing innovation, competitiveness, business development, and global brand building, capturing this dynamic new export trend.

Amazon Global Selling Vietnam announces 3 strategic focuses in 2024:

1. **Strengthening readiness for cross-border e-commerce in Vietnam** by (a) *promoting cooperation with government agencies and strategic partners to equip knowledge and provide training for domestic small and medium enterprises, (b) promoting the development of service providers in the industry, (c) expanding knowledge and experience sharing activities within the seller community.*
2. **Promoting supply chain connections**, including connecting sellers with manufacturers in various industries nationwide to create and expand the product portfolio made in Vietnam, while encouraging domestic manufacturers to quickly grasp trends and online export opportunities.
3. **Enhancing the quality and success of Vietnamese sellers** through (a) *increasing investment in seller training, (b) supporting the building and development of global brands, (c) strengthening and expanding support throughout the stages of online export for sellers, including registration and account management, cost optimization, logistics, and brand building.*



Mr. Gijae Seong, Managing Director of Amazon Global Selling Vietnam, announced the 2024 strategy.

At the event, Amazon also introduced a series of new and improved tools and programs to help businesses accelerate exports through e-commerce. These include^[1]²⁸: the Fee Waiver program, Brand Tailored Promotions, and upgrades to the SEND shipping program, thereby accompanying and supporting businesses throughout each stage of selling on Amazon.

Amazon is committed to strengthening its presence in Vietnam, officially opening the Amazon Day-1 Vietnam Training Center and new office in Ho Chi Minh City. This is Amazon's first on-site training and connection center in Vietnam with a capacity of 100 people, along with a studio for producing and broadcasting online training content and webinars to equip and meet the growing demand for cross-border e-commerce knowledge in the country.

Ms. Tran Phuong Nga, CEO of Thien Long Group, shared: *"In 2023, Thien Long officially joined global sales through Amazon. This is our strategic step to reach international consumers and establish a foothold in the global market for Vietnam's national stationery brand. Thereby, aiming for a dynamic business model that aligns with Thien Long's long-term vision and global development efforts."*

From startups to renowned national brands to large manufacturers worldwide, Amazon is creating a reliable launchpad, supporting businesses of all sizes to start businesses and build successful global brands. Amazon invests billions of dollars in people, resources, and services to support entrepreneurs and businesses throughout their export journeys. Together with Vietnamese selling partners, Amazon Global Selling continuously promotes business transformation, accelerates exports, and creates a sustainable development path for Vietnamese businesses globally.

About Amazon Global Selling

Amazon Global Selling is a program that empowers businesses from all over the world to grow their business on a global scale, reach Amazon customers worldwide, and build international brands. By selling on Amazon, selling partners of various types and sizes can access hundreds of millions of Amazon customer accounts globally, including over 200 million Prime members; and more than five million business customers worldwide.

For more information, please visit: <https://sell.amazon.vn/>

²⁸ For more details, refer to the press release introducing Amazon's new tools and programs.

ANNEX 2

The Provincial Competitiveness Index (PCI)

1. The Provincial Competitiveness Index (PCI) is designed to measure and assess the business environment and the quality of the economic governance and administration reform of the provincial and municipal authorities in Vietnam.
2. The PCI consists of 10 component indices, reflecting the areas of economic
3. administration that affect the development of the private economic sector including:
 4. 1. Market entry costs;
 5. 2. Access to land and stability of land use;
 6. 3. Transparent business environment and public business information;
 7. 4. Informal charges;
 8. 5. Time for inspection, examination and implementation of administrative
 9. regulations and procedures;
 10. 6. The environment of fair competition;
 11. 7. The dynamism and creativity of the provincial leaders in solving problems for
 12. businesses;
 13. 8. Support services for businesses;
 14. 9. Good labor training policy;
 15. 10. Fair and effective dispute resolution procedures.

No	City, Province	2022 ranking	2021 ranking	2020 ranking	2019 ranking	2018 ranking
1	An Giang	54	17	19	21	28
2	Ba Ria - Vung Tau	4	9	15	16	21
3	Bac Lieu	61	55	63	51	39
4	Bac Giang	2	31	26	40	36
5	Bac Kan	35	48	59	59	60
6	Bac Ninh	7	7	10	4	15
7	Ben Tre	13	18	8	7	4
8	Binh Duong	36	6	4	13	6
9	Binh Dinh	21	11	37	19	20
10	Binh Phuoc	43	50	50	61	61
11	Binh Thuan	42	21	34	31	22

12	Ca Mau	58	32	43	45	49
13	Cao Bang	63	63	54	54	57
14	Can Tho	19	12	12	11	11
15	Da Nang	9	4	5	5	5
16	Dak Lak	60	34	35	38	40
17	Dak Nong	38	52	60	62	63
18	Dien Bien	62	53	46	44	47
19	Dong Nai	29	22	20	23	26
20	Dong Thap	5	3	2	2	2
21	Gia Lai	45	26	38	30	33
22	Ha Giang	41	59	61	60	52
23	Ha Nam	46	42	30	34	37
24	Ha Noi	20	10	9	9	9
25	Ha Tinh	18	27	21	27	23
26	Hai Duong	32	13	47	47	55
27	Hai Phong	3	2	7	10	16
28	Hau Giang	12	38	39	43	44
29	Hoa Binh	53	62	44	48	48
30	Hung Yen	14	39	53	55	58
31	Khanh Hoa	16	44	27	29	17
32	Kien Giang	56	60	62	35	31
33	Kon Tum	37	61	56	56	59
34	Lai Chau	57	56	57	63	62
35	Lang Son	15	36	49	50	50
36	Lao Cai	11	25	16	25	12
37	Lam Dong	17	15	23	22	27
38	Long An	10	16	3	8	3
39	Nam Dinh	31	24	40	33	35

40	Nghe An	23	30	18	18	19
41	Ninh Binh	44	58	58	39	29
42	Ninh Thuan	30	49	32	37	43
43	Phu Tho	24	20	22	26	24
44	Phu Yen	39	35	42	42	51
45	Quang Binh	48	57	52	52	54
46	Quang Nam	22	19	13	6	7
47	Quang Ngai	33	45	36	41	41
48	Quang Ninh	1	1	1	1	1
49	Quang Tri	59	41	41	49	53
50	Soc Trang	34	54	51	53	45
51	Son La	49	46	55	57	56
52	Tay Ninh	55	37	24	15	14
53	Thai Binh	28	47	25	28	32
54	Thai Nguyen	25	28	11	12	18
55	Thanh Hoa	47	43	28	24	25
56	Thua Thien Hue	6	8	17	20	30
57	Tien Giang	50	33	45	46	38
58	Ho Chi Minh City	27	14	14	14	10
59	Tra Vinh	26	51	48	58	46
60	Tuyen Quang	52	29	31	32	34
61	Vinh Long	40	23	6	3	8
62	Vinh Phuc	8	5	29	17	13
63	Yen Bai	51	40	33	36	42

Source:: The Provincial Competitiveness Index VCCI

<https://pcivietnam.vn/uploads/VN-Bao-cao-dai-PCI/Bao-cao-PCI-2022.pdf>

ANNEX 3
Population, Enterprises and Income

No	City, Province	2022 population (thousand people)	2022 number of enterprises	No. of enterprises / 1,000 people	2022 income per capita Thousand dongs / month
1	An Giang	1905.5	5058	2.7	3646
2	Ba Ria - Vung Tau	1178.7	11934	10.1	4815
3	Bac Lieu	921.8	2182	2.4	4305
4	Bac Giang	1890.9	7901	4.2	4297
5	Bac Kan	324.4	708	2.2	2342
6	Bac Ninh	1488.2	14894	10.0	5470
7	Ben Tre	1298.0	3572	2.8	3840
8	Binh Duong	2763.1	40736	14.7	8076
9	Binh Dinh	1504.3	7745	5.1	3897
10	Binh Phuoc	1034.7	6615	6.4	4592
11	Binh Thuan	1252.1	5810	4.6	4307
12	Ca Mau	1207.6	3842	3.2	3768
13	Cao Bang	543.1	1222	2.3	2355
14	Can Tho	1252.3	10060	8.0	5324
15	Da Nang	1220.2	25419	20.8	5807
16	Dak Lak	1918.4	7373	3.8	3238
17	Dak Nong	670.6	2566	3.8	3183
18	Dien Bien	635.9	1109	1.7	2080
19	Dong Nai	3255.8	25847	7.9	6346
20	Dong Thap	1600.2	3985	2.5	4547
21	Gia Lai	1591.0	5238	3.3	2567
22	Ha Giang	892.7	1273	1.4	2062
23	Ha Nam	878.0	5148	5.9	4745
24	Ha Noi	8435.7	187007	22.2	6423
25	Ha Tinh	1323.7	5556	4.2	3486
26	Hai Duong	1946.8	10605	5.4	4936
27	Hai Phong	2088.0	20730	9.9	5897
28	Hau Giang	729.5	2532	3.5	4185
29	Hoa Binh	875.4	2892	3.3	3143
30	Hung Yen	1290.9	8968	6.9	4747
31	Khanh Hoa	1254.0	11198	8.9	3729

32	Kien Giang	1751.8	8637	4.9	4287
33	Kon Tum	579.9	2051	3.5	2927
34	Lai Chau	482.1	1212	2.5	2212
35	Lang Son	802.1	2347	2.9	2701
36	Lao Cai	770.6	3230	4.2	2881
37	Lam Dong	1332.5	7686	5.8	4428
38	Long An	1734.3	11493	6.6	3865
39	Nam Dinh	1876.9	6848	3.6	5100
40	Nghe An	3420.0	13154	3.8	3629
41	Ninh Binh	1010.7	5162	5.1	4893
42	Ninh Thuan	598.7	2981	5.0	3040
43	Phu Tho	1516.9	6103	4.0	3911
44	Phu Yen	876.6	3304	3.8	3475
45	Quang Binh	913.9	5029	5.5	3625
46	Quang Nam	1519.4	8257	5.4	3825
47	Quang Ngai	1245.6	5543	4.4	3717
48	Quang Ninh	1362.9	9908	7.3	4811
49	Quang Tri	650.9	3273	5.0	3382
50	Soc Trang	1197.8	2895	2.4	3651
51	Son La	1300.1	2132	1.6	2141
52	Tay Ninh	1188.8	4930	4.1	4617
53	Thai Binh	1878.5	5933	3.2	4749
54	Thai Nguyen	1336.0	5437	4.1	4587
55	Thanh Hoa	3722.1	15494	4.2	4309
56	Thua Thien Hue	1160.2	5136	4.4	4281
57	Tien Giang	1785.2	5530	3.1	4118
58	Tp. Ho Chi Minh	9389.7	274067	29.2	6392
59	Tra Vinh	1019.3	2627	2.6	3711
60	Tuyen Quang	805.8	1755	2.2	3142
61	Vinh Long	1028.8	2877	2.8	3502
62	Vinh Phuc	1197.6	9100	7.6	5194
63	Yen Bai	847.2	2020	2.4	2846

Source: 2022 Statistical Yearbook of Vietnam, General Statistics Office:

<https://www.gso.gov.vn/wp-content/uploads/2023/06/Sach-Nien-giam-TK-2022-final.pdf>

ANNEX 4

National domain name “.VN” allocation by province

No	City, Province	Domain name ".vn"	Population (thousand people)	Population / 1 domain name ".vn"
1	Ha Noi	197806	8435.7	43
2	Ho Chi Minh City	211865	9389.7	44
3	Da Nang	11114	1220.2	110
4	Hai Phong	9658	2088	216
5	Ba Ria - Vung Tau	5289	1178.7	223
6	Binh Duong	10697	2763.1	258
7	Thua Thien Hue	4437	1160.2	261
8	Khanh Hoa	4765	1254	263
9	Hung Yen	4411	1290.9	293
10	Dong Nai	10505	3255.8	310
11	Can Tho	3920	1252.3	319
12	Lam Dong	3903	1332.5	341
13	Bac Ninh	4334	1488.2	343
14	Ha Nam	2520	878	348
15	Nam Dinh	5245	1876.9	358
16	Binh Dinh	4187	1504.3	359
17	Quang Ninh	3642	1362.9	374
18	Thai Binh	4827	1878.5	389
19	Vinh Phuc	2970	1197.6	403
20	Quang Nam	3720	1519.4	408
21	Ninh Binh	2461	1010.7	411
22	Hai Duong	4705	1946.8	414
23	Long An	4054	1734.3	428
24	Ben Tre	2550	1298	509
25	Thai Nguyen	2560	1336	522
26	Thanh Hoa	7106	3722.1	524
27	Dak Lak	3615	1918.4	531

28	Bac Giang	3464	1890.9	546
29	Quang Ngai	2278	1245.6	547
30	Ninh Thuan	1059	598.7	565
31	Binh Thuan	2169	1252.1	577
32	Nghe An	5865	3420	583
33	Ha Tinh	2200	1323.7	602
34	Binh Phuoc	1698	1034.7	609
35	Phu Tho	2343	1516.9	647
36	Phu Yen	1254	876.6	699
37	Tay Ninh	1664	1188.8	714
38	Tien Giang	2432	1785.2	734
39	Quang Tri	854	650.9	762
40	Quang Binh	1174	913.9	778
41	Tuyen Quang	967	805.8	833
42	Kien Giang	2059	1751.8	851
43	Gia Lai	1761	1591	903
44	Lao Cai	846	770.6	911
45	Vinh Long	1114	1028.8	924
46	Ca Mau	1282	1207.6	942
47	Kon Tum	585	579.9	991
48	Dong Thap	1567	1600.2	1021
49	Dak Nong	656	670.6	1022
50	An Giang	1817	1905.5	1049
51	Hoa Binh	832	875.4	1052
52	Yen Bai	792	847.2	1070
53	Hau Giang	645	729.5	1131
54	Tra Vinh	826	1019.3	1234
55	Lang Son	540	802.1	1485
56	Bac Kan	215	324.4	1509
57	Bac Lieu	606	921.8	1521
58	Soc Trang	717	1197.8	1671

59	Cao Bang	254	543.1	2138
60	Ha Giang	392	892.7	2277
61	Lai Chau	204	482.1	2363
62	Dien Bien	258	635.9	2465
63	Son La	496	1300.1	2621

Source:

1. 2022 Statistical Yearbook of Vietnam, General Statistics Office.

<https://www.gso.gov.vn/wp-content/uploads/2023/06/Sach-Nien-giam-TK-2022-final.pdf>

2. Number of domain names provided by VNNIC until December 31, 2023

ANNEX 5

The Role of .VN ccTLD – the Important digital infrastructure for E-commerce activities.

In the context of the booming digital economy and society, the demands for establishing and promoting online brands, expanding connections and online business through website platforms and email has become increasingly crucial. The .VN country code top-level domain (ccTLD) has played a crucial role in fostering and developing sustainable e-commerce activities in Vietnam. The use of .VN domain name is not only the basis for digital brand identity but also a decisive factor in building trust and ensuring security for both enterprises and consumers in the online business environment in Viet Nam.

The Roles of .VN ccTLD for E-commerce activities.

1. Brand Recognition: The “.vn” domain name provides a powerful tool of enhancing online brand recognition, in order to help businesses to be easily recognized and remembered by consumers. This is very important in building and consolidating brand position in a competitive e-commerce market.

2. Enhancing Trust: Using the .VN domain names would help increase the credibility of online businesses. Consumers tend to trust and are more willing to make transactions on websites with domain names matching their country's ccTLD, viewing them as a sign of legitimacy and trustworthiness.

3. Safety Guaranteed: The .VN domain name, protected by Vietnam's strict policies and regulations, would minimize risks related to cybersecurity and protect the data of both businesses and customers. This is extremely important in the context of increasing information security issues.

4. Website Identification: The .VN domain name would serve as the identity for a website which might as the central hub for all e-commerce activities and marketing campaigns. Investing in a professional website that is easy-to-use and search engine-friendly based on the our domain name is crucial for success in e-commerce.

What should we do?

In the context of e-commerce becoming increasingly important and necessary, using the .VN domain name becomes a strategic choice for businesses that wish to build a strong, trustworthy, and safe digital brand. With incentive policies of the Ministry of Information and Communications, businesses and people are encouraged to register and use .VN domain names to:

- Develop and optimize the websites, creating favorable conditions for business operations and communication with customers through digital channels.

- Leverage advantages in SEO and brand recognition, thereby expanding market share and increasing revenue.
- Ensure cybersecurity and protecting customers' personal information to enhance trust and satisfaction.

The choice to use the .VN domain name not only reflects national pride but also represents a smart step towards contributing to the sustainable development of e-commerce activities in Vietnam. Investing in well-built websites with the .VN domain name is a solid foundation for every business to establish and expand its digital brand globally.

II. THE MAJOR POLICY PROMOTES THE .VN COUNTRY CODE TOP LEVEL DOMAIN

The mission of developing .VN domain names has been supported and promoted by the Government, as reflected by many documents such as Circular No. 20/2023/TT-BTC (replacing Circular No. 208/2016/TT-BTC) of the Ministry of Finance regulating the collection rates, procurement, management and utilization of fees for the maintenance of domain names and internet addresses, as well as registration fees for the use of the .VN domain name and fees for registering internet addresses (IP).

This document officially took effect from June 1, 2023, which would facilitate greater accessibility for individuals and businesses to register and use the .VN domain name in digital economic and social-economic activities.

The key highlight of the new Circular is the incentive policy on fees and charges in registering and using the .VN domain name, to encourage people and businesses to exploit the values of using .VN domain names associated with digital services to develop the digital society-economy in Viet Nam.

Specifically:

1. *Policy to reduce fees and charges:* significant reduction in domain name registration fees for most .VN domain name extensions from 50% to 91.6%; Reduction from 30% to 33% domain name maintenance fees for some .VN domain extensions.

2. Policy for citizens aged 18-23: From June 1, 2023 to December 31, 2025, free of registration fees and two year renewal fees for one .ID.VN for each citizen; 100% support for the cost of using website hosting and email services for 02 years when registering .ID.VN domain name

3. Policy for newly established enterprises and business households: free of registration fee and two year renewal fees when registering one .BIZ.VN domain name for newly established enterprises in 01 year and business households. 100% support for the cost of using website hosting and email services for 02 years when registering the .BIZ.VN domain name.

4. The new domain spaces officially registered for use include: “.ai.vn” (artificial intelligence), “.id.vn” (online personal branding), and “.io.vn” (digital technology, online apps).



The word "SPONSORS" is written in a bold, dark blue, sans-serif font. It is positioned to the right of a white, stylized arrow that points from the left towards the text. The background of the entire page is a light gray, with a decorative blue and teal geometric pattern on the left side.

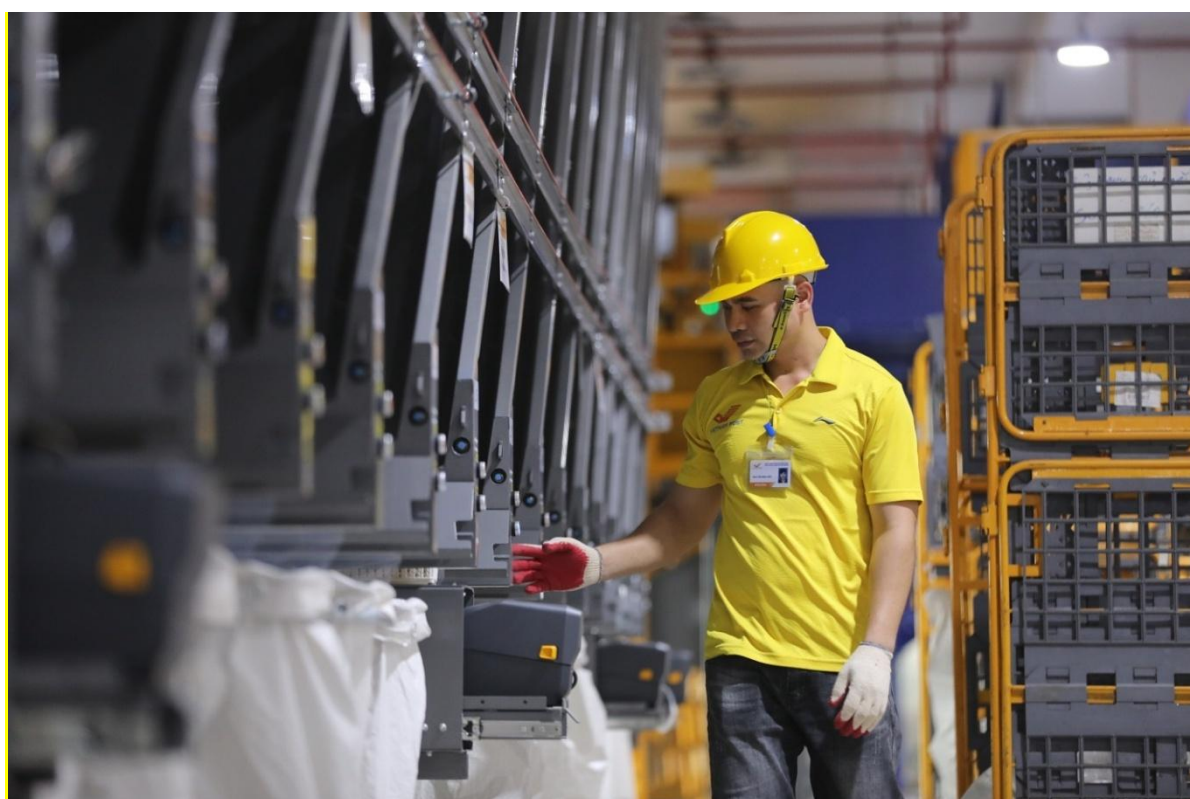
SPONSORS

VIETNAM POST CORPORATION (Vietnam Post)



Vietnam Post – Transforming yourself into trends, understanding customers more

After the "push" of Covid-19, Vietnam witnessed the rapid development of e-commerce, leading to a rapid increase in the number of delivery service businesses in the market. From a public postal enterprise, providing mainly traditional delivery services to people, agencies, organizations and businesses, Vietnam Post has also "changed its identity on its own behalf", strongly rose to become the leading prestigious enterprise in the field of express delivery, last mile delivery.



Understanding that network connectivity is an important factor to shorten shipping time and reduce transportation costs, throughout the development process, Vietnam Post has constantly invested in expanding its service network and infrastructure system. modern floor. Up to the present time, Vietnam Post is the country's largest postal infrastructure owner with a network of more than 13,000 service points spanning 63 provinces and cities across the country to the border and islands; shipping connections to more than 220 countries and regions; 7 regional mining center hubs are equipped with a large capacity automatic selection and division line system; 700 district mining centers; hundreds of thousands of square meters of warehouse

space; more than 2,000 specialized trucks with GPS navigation; 100 container train carriages on the railway...

The year 2022 marks an important transformation for Vietnam Post in developing and providing e-commerce delivery services when focusing resources, optimizing and specializing each stage and forming a delivery service provider. Developing e-commerce in the true sense of the market, promoting true values in connecting online buyers - sellers, meeting the increasingly exciting needs of the market.

Along with that, the technology investment is made methodically and synchronously at the regional mining centers with a modern 2-storey cross belt automatic dividing line system. Application of artificial intelligence integrated information processing, image analysis, the system allows 100% accurate high-speed parcel division in hundreds of directions to the district and commune levels. This not only helps Vietnam Post improve productivity, accuracy, shorten up to 70% of exploitation and delivery time, but also optimize costs, bringing the best service price to customers.

With the motto of customer experience as a "measurement" of service quality, Vietnam Post continues to optimize and add features on the My Vietnam Post Plus order creation and management system to diversify options, utility, maximum user support. Built and upgraded in the direction of personalizing customers' needs, the products and services displayed on My Vietnam Post Plus are synchronously displayed in groups and apply the fee table according to the signed contract to help customers. Monitor the temporary charge to choose the right delivery service for each order. From there, creating a connection and interaction continuously and seamlessly in the relationship between seller - carrier - buyer.

In 2023 with optimistic development signals from the e-commerce field, Vietnam Post is ready to embrace new trends from the market, becoming a reliable "companion" of customers with service, quality, and technology. technology with responsibility, dedicated service.

SAPO TECHNOLOGY JOINT STOCK COMPANY

Omnichannel sales and management platform - entrusted by +230.000 clients



Sapo is Vietnam's most popular OmniChannel sales and management platform with more than 230,000 users (data updated March 2024). Founded on August 20th, 2008, with intense passion, a burning desire for success, and clear strategic direction, Sapo instantly confirms its leading position in the field of retail and e-commerce with high-quality products, focusing on solving several customers' needs in different management and sales problems from online to offline. Currently, besides the headquarters in Hanoi, Sapo has offices and branches in 20 provinces and cities in Vietnam, as well as reaching out to serve several countries in Southeast Asia.

Capturing the ever-changing e-commerce technology trends and the growing needs of sellers, Sapo helps businesses and stores change how they sell to increase revenue and competing capability by providing a breakthrough technology platform that can be easily and quickly applied at a low cost. Currently, Sapo is providing retail businesses with an overall sales and management platform from online to offline, including:

- **Sapo Omnichannel** - Sales and management platform from online to offline, providing outstanding omnichannel sales experience;
- **Sapo POS** - Trusted online-to-store sales management software, supporting effective online growth and easy in-store sales expansion;
- **Sapo FnB** - Easy-to-use management software for food & beverage service that helps with quick billing and stable operation;
- **Sapo Web** - Website design solution, SEO marketing support & smart operations;



- **Sapo Enterprise** - Comprehensive growth solution for large businesses;
- **Sapo Express** - Cheap shipping solution & 70% faster order processing for stores
- **Sapo Money** - Comprehensive payment, loan, and financial solutions exclusively for Sapo customers



In the journey of more than 16 years of development, Sapo always strives to bring satisfaction to customers through the most optimal products and technology solutions. At the same time, we are constantly researching and pioneering new technology solutions that contribute to affirming our position.

Sapo is gradually realizing its vision for 2027, in which: Sapo is the leading technology company in Vietnam, developing together with sellers.



Sapo-ers strive to build a proud working environment, high income, and practical contributions to society.

Read more information and sign up for a free trial at www.sapo.vn

SAPO TECHNOLOGY JSC

Head office: 6th Floor, Ladeco Building, No.266 Doi Can str., Ba Dinh District, Hanoi.

- Branch Ho Chi Minh: 5th Floor, Lu Gia Building, No. 70 Lu Gia str., 15 Ward, 11 District, HCMC.

- Branch Da Nang: No.124 Le Dinh Ly str., Vinh Trung Ward, Da Nang.

and 18 other branches.

Website: <https://www.sapo.vn/>

Email: partner@sapo.vn

Phone: 1900 6750

VIETNAM INTERNET NETWORK INFORMATION CENTER (VNNIC)



Vietnam Internet Network Information Center (VNNIC) is an affiliation under the Ministry of Information and Communications, established on April 28, 2000.

Nowaday, the Internet has become one of the most important infrastructures of mankind, which would promote the process of industrialization and modernization of the country. Therefore, the Internet must develop widely, universally, broadband with sustainable, secure and smart.

With the mission of being the national NIC (National Internet Information Center), VNNIC would provide the essential infrastructure and services of Vietnam's Internet network (national domain name ".vn"; providing IP addresses, autonomous system number, Internet routing; DNS); ensure stable safe operation of the National Domain Name DNS and Vietnam Internet Exchange – VNIX); provide reliable information and new services based on Internet resources; connect Internet communities; promote the development of the safe and stable Internet in Viet Nam.

VNNIC'S MAIN PRODUCTS AND SERVICES



<https://vnnic.vn>

Vietnam Internet Network Information Center (VNNIC)

- Address:

- + City. Hanoi: 24th floor, VNTA Building, Duong Dinh Nghe, Yen Hoa, Cau Giay, Hanoi
- + City. Da Nang: Lot 21, Street 7, An Don Industrial Park, Hai Chau, Da Nang
- + City. Ho Chi Minh: Street 20, Tan Thuan Export Processing Zone, District 7, City. Ho Chi Minh

- Phone: 02435564944

- Email: webmaster@vnnic.vn

- Website: <https://vnnic.vn>

- FB: facebook.com/myVNNIC

FADO - VIETNAM DISTRIBUTOR PARTNER

FADO

1. FADO STORY

“We know the consumer supply chain in Revolution 4.0: One hub, Direct distribution”

Tech upgrades are making supply chains smarter. Factories can now plan better based on real-time data, cutting costs like storage and stores. This lets online platforms connect you directly with global suppliers, for potentially cheaper sources.

FADO - Cross-Border Trading Innovation Solution:

Established in 2014, We simplifies global online commerce for individuals and businesses by providing innovative solutions for e-commerce platforms.

2. FADO Ecosystem: The Journey of Building and Developing

Fado Ecosystem's journey began in 2011, evolving from a US import logistics base to Vietnam's leading e-commerce solution. By 2014, we expanded to offer last-mile delivery for customers. This growth included pioneering cross-border marketplaces (Fado168.com in Cambodia, 2015; Fado.vn in Vietnam, 2016) alongside standardized customs clearance processes. Our dedication to innovation is reflected in continuous process optimizations (2016, 2018) and partnerships with major players like FPTShop (2018). Most recently (2019), we became an Authorized Global Channel Partner of Alibaba.com, solidifying our leadership in Vietnamese e-commerce.

Fado Ecosystem (10+ years in Vietnam) goes beyond logistics, offering domestic & international services and crafting solutions to address unique Vietnamese e-commerce challenges.

Fado.vn : Pioneer Cross border E-Commerce Market place and Logistic
Fadoexpress: International Logistics services, Custom clearance gateway, Last mile delivery services

Fado trading: Online distribute health care supplement
Fado export service: Authorized Global Channel Partner of Alibaba.com; Helping Vietnam SME export to globally

3. FADO BUSINESS MODEL

Fado operates an S2B2C model, connecting suppliers directly to micro-retailers who leverage social media and offline networks to reach consumers. Fado simplifies cross-border commerce by offering discounted products, logistics handling, and operational tools for anyone with internet access.

4. FADO CUSTOMER PROFILE

Fado targets young Vietnamese affluents (80%, 18-34 years old) with high income (\$1300 USD monthly) in major cities (Ho Chi Minh City 55%, Hanoi 35%). Notably, 30% are considered "richkid." There's a gender split in shopping behavior: women spend more (avg. \$152 USD) on fashion (38%) and beauty (24%) but also like lifestyle (24%) and baby care (14%), while men prioritize fashion (40%) and technology (35%) with some interest in lifestyle (25%).

6. BENEFITS OF HAVING FADO AS YOUR PARTNER IN VIETNAM MARKET

Partnering with Fado in Vietnam unlocks a #6 e-commerce platform, targeted marketing across channels, influencer networks, and data-driven sales strategies, all backed by top-tier customer service and efficient last-mile delivery.

5. What advantages FADO Group has over other competitors?

- **CROSS-BORDER ECOMMERCE**

FADO Ecosystem boasts over 10 years of success as Vietnam's leading cross-border e-commerce player.

- **PIONEER IN CROSS-BORDER LOGISTICS WITH LEGAL WAY**

FADO pioneered a legal cross-border e-commerce model (US, Japan, Germany, China) with logistics and customs included, earning Vietnamese government support.

- **COMPLETE ECOSYSTEM**

FADO Ecosystem has overseas warehouses, international transport network service, customs clearance, warehouse fulfillment, first-mile to last-mile delivery

- **RELATIONSHIP & NETWORK**

Fado's extensive network (media, associations, government) attracts sellers and businesses with minimal investment, expanding their reach and customer base.

- **STRONG STAFF, SOFTWARE & TECHNOLOGY**

Fado boasts a 200-strong in-house IT team developing apps, e-commerce platforms, and logistics systems, ensuring expertise in cross-border commerce.

- **HEAD TO THE FUTURE**

Fado leverages its vision, complete ecosystem, and deep expertise to constantly innovate with foreign partners, offering ever-evolving financial, logistics, and service solutions.

NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY - NETCO Post



— *Do it right now* —

NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY - NETCO Post is one of leading postal and delivery service providers in Vietnam, was established on 10/03/2003. NETCO Post have been providing superb, fast delivery at suitable costs.

With the service statement “Tâm - Tình - Tầm - Tín”, NETCO Post have been improving their service day by day with conscientious, experienced staff. NETCO Post have also self-built their quality management system with 5S standard, awarded ISO 9001:2015 certification to improve operation. NETCO Post have been always tried their best to improve delivery speed, cargo safety and maintain the dedicated service attitude. NETCO Post have also invested to develop ERP system - a smart system that helps their Customers achieve highest performance in create & monitor booking. In that, TMS (Transportation Management System) and WMS (Warehouse Management System) are really helpful in managing in/outbound as well as stock, and optimizing operation of the Customers.

NETCO Post is very confident in providing a “5-star delivery service” to ensure satisfaction of customers in all of 63 provinces, with available resources: 93 Branches/POD; 4 sorting hubs; 4.500 delivery men; 750 vehicles around the country.

After its history of 21 years of development, NETCO Post is trusted partner of more than 60.000 loyal customers, in which, more than 5.000 enterprises. Continuously from 2021 to 2023, NETCO Post archived the TOP 5 Reputable Companies in the Logistics industry Award reviewed and granted by Vietnam Report and VietnamNet.

NETCO Post can meet all delivery demands at diverse fields around the country to enterprises.

Contact Info: NoiBai Express And Trading Joint Stock Company.

- Add: Floor 8, Block B, Song Da Building, Pham Hung Street, Ward My Dinh 1, District Nam Tu Liem, Hanoi.
- Hotline: 1900 64 63
- Website: <https://netco.com.vn>