

EBI | 2025

E - BUSINESS INDEX



The beginning of a new phase

VIETNAM E-COMMERCE ASSOCIATION (VECOM)

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

Phone: 8424 - 6259 8271

Email: office@vecom.vn

Website: www.vecom.vn



REPORT 

VIETNAM E-BUSINESS INDEX 2025

SUPPORT



VIETNAM E-COMMERCE ASSOCIATION (VECOM)

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

Phone: 8424 - 6259 8271

Email: office@vecom.vn

Website: www.vecom.vn

INTRODUCTION

Vietnam's e-commerce in 2024 was uplifted and reinforced at a solid position, attributed by the annual growth rate up to 27% and the online retail market size reaching 32 billion USD. On that context alongside many policies and legal documents being effective or promulgated in 2025, VECOM assesses that Vietnam's e-commerce is about to enter the fourth phase - the stage of rapid and sustainable e-commerce development.

Back in 2015, VECOM assessed that the period from 1998 to 2005 was the formation of e-commerce with prominent activities of building infrastructure for e-commerce. In this first stage, information technology and telecommunications infrastructure, especially the Internet, met the initial qualifications for doing online business. At the same time, the legal validity of e-commerce was established in the Law on Electronic Transactions, the Law on Information Technology, the Civil Code, the Commercial Law and a number of other laws. The second phase from 2006 to 2015 was e-commerce popularization. In this duration, millions of people started shopping online, many digital business platforms were initiated, and businesses showed great an interest in building websites. From 2016, our country's e-commerce moved to the third phase with the highlight of a rapid growth, a high percentage of consumers shopping online and a large number of the enterprises implementing e-commerce. However, many major issues emerged, including negative impacts of e-commerce on the environment, low rate of online exports, and large imbalances among localities.

The phases of popularization and rapid development of Vietnam's e-commerce began two decades ago with the introduction of the E-commerce Development Master Plan for the period 2006 – 2010 and Decree No. 57/2006/ND-CP on e-commerce.

By 2025, the scale of e-commerce in our country has seized a significant position in the field of commerce and digital economy. Policies and legal documents on tax, customs, import and export issued at the end of 2024 and being effective in 2025 mark a starting point for e-commerce to enter a new phase. Meanwhile, the National E-commerce Development Master Plan for the 2026-2030 period and especially the E-commerce Law will play a central role in the period of rapid and sustainable development.

The 2025 E-Business Index report is built on the basis of surveying thousands of the enterprises across the country, collecting information related to e-commerce from many organizations and synthesizing newly issued or draft policies and legal documents.

This year, VECOM continues to improve the method of measuring the E-Business Index. In particular, for the first time, information on postal services delivered for e-commerce by locality from state management agency in charge of postal services has been adopted in the calculation of the retail e-commerce (B2C) index.

This year's E-Business Index report is a useful source of information for all people interested in online business, including enterprises, research and consulting firms, policy and legal institutions, etc. In particular, local state management agencies such as the Department of Industry and Trade or the Department of Science and Technology can propose specific activities under their management to promote each component of the general index, thereby contributing to the development of e-commerce in the locality.

The Vietnam E-Commerce Association would like to appreciate all agencies, organizations, corporations and individuals for helping to develop this E-Business Index Report. Many Departments of Industry and Trade, including Hanoi, Ho Chi Minh City, Hai Phong, Da Nang, An Giang, Ben Tre, Binh Duong, Binh Thuan, Ca Mau, Gia Lai, Ha Tinh, Hoa Binh, Hung Yen, Lao Cai, Lam Dong, Ninh Binh, Phu Tho, Thai Nguyen, Tien Giang, Tra Vinh, Yen Bai have enthusiastically supported the survey of e-commerce implementation among local businesses.

Member companies and partners continue to strongly support the development of this Report. We would like to appreciate Vietnam Post Corporation, SAPO Technology Joint Stock Company, Haravan Joint Stock Company, Data Science Joint Stock Company (METRIC), Noi Bai Trading and Express Joint Stock Company (NETCO POST). Thousands of the enterprises across the country have enthusiastically provided information according to the survey form.

The report also received substantial supports from many other businesses and units. VECOM would like to thank the Department of Postal and Vietnam Internet Network Information Center (Ministry of Science and Technology) and many other units for their enthusiastic help and valuable information.

The Department of E-commerce and Digital Economy under the Ministry of Industry and Trade continues to direct and effectively assist in the development of this Report.

I would like to introduce the Vietnam E-Business Index Report 2025 and welcome all suggestions to perform this report better in the following years.

General Secretary

Vietnam E-Commerce Association

Tran Van Trong

TABLE OF CONTENTS

INTRODUCTION.....	1
TABLE OF CONTENTS.....	3
TABLE OF CONTENTS CHART.....	5
CHAPTER I - OVERVIEW.....	6
Solid position	7
I. Cross-border e-commerce	9
1. Cross-border e-commerce scale	9
2. Laws on taxes on goods imported online	11
3. Policies and laws to promote online export.....	12
II. New tax law and tax administration for e-commerce platforms	16
1. Responsibilities of e-commerce platforms.....	16
2. Responsibilities of the enterprises providing transportation services to organizations and individuals doing online business	19
3. General invoicing	19
III. National e-commerce development master plan for the period of 2026 – 2030.....	20
IV. Law on E-Commerce	22
V. E-commerce Statistics.....	23
VI. Development of e-commerce platforms as the core for the basic economy.....	24
CHAPTER II - THE OVERALL LANDSCAPE OF E - COMMERCE 2025	27
1. ENTERPRISES PARTICIPATING IN THE SURVEY	28
2. INFRASTRUCTURE AND HUMAN RESOURCES	30
a. Using software to support business activities	30
b. Using e-signatures	30
c. Using e-contracts in transactions and e-contract authentication services	31
3. FORMS OF E-COMMERCE IMPLEMENTED BY ENTERPRISES	31
a. Business website	31
b. Social media for business.....	33
c. Participating in e-commerce platforms	33
d. Business on mobile platforms	34
4. OPERATING E-COMMERCE WEBSITES AND MOBILE APPLICATIONS	35
a. Marketing activities of the enterprises	35
b. The role of e-commerce in the production and business activities of the enterprises ...	35
c. Cross-border e-commerce	37
5. SUPPORT SERVICES FOR E-COMMERCE BUSINESS ACTIVITIES	39

a. Freight Forwarding Methods	39
b. Payment Methods	39
6. USING ONLINE PUBLIC SERVICES	40
a. Looking up information on the websites of state agencies	40
b. Use of online public services	40
c. Demand for support from state agencies	41
CHAPTER III - VIETNAM E-BUSINESS INDEX IN PROVINCES	42
1. METHOD OF CALCULATING THE VIETNAM E-BUSINESS INDEX	43
2. LOCAL E-COMMERCE INDEX	49
ANNEX	51
ANNEX 1: Population, Enterprises and Income	52
ANNEX 2: National domain name “.VN” allocation by province	54
SPONSORS	56
SAPO TECHNOLOGY JOINT STOCK COMPANY	57
VIETNAM INTERNET NETWORK INFORMATION CENTER (VNNIC)	59
NETCO POST – LEADING THE EXPRESS DELIVERY INDUSTRY IN VIETNAM	60
TRAFFIC - Online Illegal Wildlife Trade: A Hidden Threat and a Call to Action	61
DATA SCIENCE JOINT STOCK COMPANY (METRIC)	62

TABLE OF CONTENTS CHART

Figure 1: Types of the enterprises participating in the survey	28
Figure 2: Main business areas of the surveyed enterprises	29
Figure 3: The level of using software to support business activities among enterprises	30
Figure 4: The level of the enterprises using e-signatures compared over the years.....	30
Figure 5: The level of the enterprises using e-contracts in transactions	31
Figure 6: Percentage of enterprises with websites over the years.....	31
Figure 7: Percentage of enterprises that prioritize using domain names for websites	31
Figure 8: Percentage of enterprises that have integrated online shopping into their website .	32
Figure 9: Percentage of websites of enterprises with integrated Online Interaction features .	32
Figure 10: Online feedback form with customers.....	32
Figure 11: Purpose of building a company website	33
Figure 12: Percentage of enterprises doing business on social networks over the years	33
Figure 13: Percentage of the enterprises participating in e-commerce	33
Figure 14: Percentage of the enterprises that have built e-commerce applications (apps) on mobile devices.....	34
Figure 15: Exclusive customer promotions on the mobile app	34
Figure 16: Forms of online advertising used by enterprises.....	35
Figure 17: Estimated website/mobile app advertising costs for the whole year	35
Figure 18: The role of e-commerce in production and business activities	35
Figure 19: Evaluating the effectiveness of selling products online.....	36
Figure 20: Proportional estimate of revenue from e-commerce channels in the total revenue.....	36
Figure 21: Assessment of difficulties when implementing e-commerce activities	37
Figure 22: Percentage of the enterprises using e-commerce websites/applications for export purposes.	37
Figure 23: Priority between countries/regions selected by enterprises to export via e-commerce .	38
Figure 24: Evaluation of the effectiveness of e-commerce application in export activities	38
Figure 25: The method of transportation of goods chosen by the enterprises	39
Figure 26: Cost of order fulfillment and last-mile delivery in the total revenue from e-commerce activities of the enterprises.....	39
Figure 27: Payment methods used by the enterprises	39
Figure 28: Rate of information lookup on websites of state agencies	40
Figure 29: The situation of using some online public services	40
Figure 30: What support do businesses need from state agencies.....	41
Figure 31: Human Resources and Information Technology Infrastructure Index (NNL&HT)	46
Figure 32: B2C transaction index.....	47
Figure 33: B2B transaction index.....	48
Figure 34: Ranking of Vietnam's E-Business Index in 2025	50

CHAPTER I

OVERVIEW

The beginning of a new phase

Solid position

The development of e-commerce has always been closely associated with economic development, especially in the fields of distribution, information and communication technology, logistics and import and export.

In 2024, Vietnam's GDP increased by 7% and was estimated at 11,512 trillion VND, equivalent to 476 billion USD. GDP per capita was estimated at 114 million VND, equivalent to 4,700 USD.¹

The service sector increased by 7.4%, higher than its growth rate of 6.9% in 2023. In which, the wholesale and retail industry increased by nearly 8% compared to the previous year. In general, in 2024, the total retail sales of consumer goods and services at current prices were estimated at 6,391 trillion VND (263 billion USD), growing by 9.0% from the previous year. In which, retail sales of goods accounted for 4,922 trillion VND (203 billion USD).²

Exports of goods and services increased by 15.5%, of which the export turnover of goods rose 14.3% to 405.5 billion USD. Export turnover of services was estimated at 23.9 billion USD, up 17.7%. Imports of goods and services increased by 16.1%, of which the import turnover of goods reached 380.8 billion USD, which was 16.7% higher than the previous year. Import turnover of services was estimated at 36.2 billion USD and went up by 24.4%. Conclusively, in 2024, the trade surplus of goods was 24.8 billion USD and the trade surplus of services was 12.3 billion USD.

In terms of postal delivery services, in 2024, the total postal output was estimated at 3.2 billion parcels. Postal services for e-commerce was approximately 2.4 billion packages, parcels grew by 30% compared to 2023.³

The Vietnam E-Commerce Association (VECOM) estimates that the scale of our country's E-commerce in 2024 reached 32 billion USD with a growth rate of 27%. In which, online retail sales of goods reached 22.5 billion USD, going up 30% compared to the previous year. Particularly, e-commerce accounted for about 12% of the total retail sales of consumer goods and services, higher than that ratio of 10% in 2023. In which, the ratio of online retail sales of goods to total retail sales of goods is about 11%, higher than the corresponding rate of 8.8% in 2023.

According to the e-Conomy SEA 2024 Report by Google, Temasek and Bain & Company, Vietnam's e-commerce market reached 36 billion USD, of which online retail was 22

¹ <https://www.gso.gov.vn/bai-top/2025/01/bao-cao-tinh-hinh-kinh-te-xa-hoi-quy-iv-va-nam-2024/>

² <https://www.gso.gov.vn/du-lieu-va-so-lieu-thong-ke/2025/01/thong-cao-bao-chi-tinh-hinh-kinh-te-xa-hoi-quy-iv-va-nam-2024/>

³ <https://baodautu.vn/doanh-thu-buu-chinh-can-moc-70000-ty-dong-d231312.html>

billion USD, technology ride-hailing, online travel and digital media marked 4, 5 and 6 billion USD, respectively. The report predicts that by 2030, the scale of e-commerce in our country will be from 90 to 200 billion USD.⁴

The Vietnam E-commerce and Digital Economy Agency assesses that in 2024, the scale of e-commerce in our country sized over 25 billion USD, but does not provide detailed breakdown on the scale of the online retail sector and other fields.⁵

Back in 2015, VECOM assessed that the period from 1998 to 2005 was the formation of e-commerce with prominent activities of building infrastructure for e-commerce. In this first stage, information technology and telecommunications infrastructure, especially the Internet, met the initial qualifications for online business. At the same time, the legal validity of e-commerce was established in the Law on Electronic Transactions, the Law on Information Technology, the Civil Code, the Commercial Law and a number of other laws.

The second phase from 2006 to 2015 was popularizing e-commerce. In this duration, ten of millions of people conducted online shopping, many digital business platforms were initiated, businesses showed great an interest in building websites, and the national domain name “.vn” drew huge attention. According to this assessment, from 2016, our country's e-commerce entered the third phase of rapid development.⁶

Despite the Covid-19 pandemic taking place in 2020-2021 and global economic instabilities in recent years, the growth rate of e-commerce in Vietnam has always remained high. From 4 billion USD in 2015, the scale of e-commerce has increased 8 times and reached 32 USD billion by 2024. In spite of a high growth rate, the ratio of the e-commerce market to total retail sales and consumer service revenue in our country is still modest compared to the world average.

There are many reasons for our country's e-commerce achieving such a high growth rate, given a low initial start, quite high GDP growth, young population, etc. Another reason is that many investors, especially foreign investors in early periods would prioritize gaining market share over profitability, thereby encouraging the demand for online shopping.⁷ At the same time, during this period, the state management of taxes

⁴ In this report, digital media includes digital marketing, online gaming, video services, and paid online music. <https://economysea.withgoogle.com/intl/vn/report/>

⁵ <https://moit.gov.vn/khoa-hoc-va-cong-nghe/thuong-mai-dien-tu-viet-nam-nam-2024-nhung-buoc-tien-va-thach-thuc.html>

⁶ VECOM, "E-Commerce Index Report 2015". <http://ebi.vecom.vn/Upload/Document/Bao-Cao/bao-cao-ebi-2015.pdf>

⁷ Some e-commerce platforms gained significant market share but quickly had to withdraw from the market: 1) E-commerce websites Lingo.vn closed: The end of the "money burner" (2016). <https://bitly.li/xGOX>; 2) Zalora officially disappeared from Vietnam's e-commerce market after 1 year in the hands of Thai giants (2017). <https://bitly.li/nWDR>; 3) Adayroi's death and the "money-burning" race of giants (2019). <https://bitly.li/ioX2>; 4) Why did Baemin stop operating in Vietnam? (2023).

for e-commerce business was more open, as a result, many online businesses were not obliged to paying taxes. Positively, it created a kind of "tax incentive policy". These two factors will change fundamentally from 2025.⁸

From the overall picture of the country's economy, the size of the e-commerce market in 2024 and a series of policies and legal documents that will take effect or be issued in 2025, VECOM assesses this is a year to prepare for a new development phase – the fourth development stage of our country's e-commerce. *This phase will start from 2026 and will mark a period of rapid and sustainable development.*

Profound and comprehensive changes in the development and implementation of policies and legal documents will be decisive for the rapid and sustainable development of our country's e-commerce, especially the National E-commerce Development Master Plan for the period of 2026 – 2030, Law on E-commerce, laws on taxation, online export, e-commerce statistics.

I. Cross-border e-commerce

1. Cross-border e-commerce scale

Cross-Border Ecommerce (CBEC) on a global scale has grown strongly in recent years, especially under the business-to-consumer sector.

In 2024, Vietnam's policy makers and legal agencies are particularly interested in the sharp increase goods imports through the retail e-commerce channels from China to Vietnam. However, in some cases, these agencies have not used reliable data but relied on unverified information from media sources.⁹

1) Unreliable information from media units about the import of small-value goods:

- "The explosion of cross-border e-commerce has caused the volume of

<https://bitly.li/VGeV>; 5) The "playground" of the ride-hailing field is fiercely competitive, Gojek withdraws from the market (2024). <https://bitly.li/jshS>

⁸ From April 1, 2025, some e-commerce platforms will increase fees for sellers. <https://vnexpress.net/phi-thanh-loc-cua-shopee-tiktokshop-4860747.html>

⁹ Some news about cross-border import of small value goods published in 2024:

- VTV. 'Every day, 4-5 million small value orders are lost across the border'. <https://bitly.li/03Pt>

- VOV. 'Deputy Prime Minister: Will tax foreign orders "torn" below 1 million to avoid taxes'. <https://bitly.li/U6tM>

- Vnexpress. 'VAT on small value goods should be levied via Shopee, Tiktok'. <https://bitly.li/1E3U>

- Vnexpress. 'Every day, 5 million small value orders are lost across the border'. <https://bitly.li/OWfx>

-Labour. '4-5 million orders from China to Vietnam every day via Shopee, Lazada'. <https://bitly.li/Zlal>

-Youth. 'Relaying Vietnamese goods on the online platform: Small value import goods must be taxed'. <https://bitly.li/VG5J>

transactions in small-value goods to increase multiple times. *On average, there are about 4-5 million orders of small value products daily transported from China to Vietnam via Shopee, Lazada, Tiki, TikTok...*"

<https://vov2.vov.vn/phap-luat/danh-thue-vat-hang-hoa-qua-san-thuong-mai-dien-tu-xuyen-bien-gioi-48834.vov2>

- "According to data from the Post and Telecommunications Joint Stock Corporation (VNPT) in March 2023, *every day there are about 4-5 million orders of small value goods* (less than 1 million VND) transported from China to Vietnam via e-commerce platforms. It means that incurs about 45-63 million USD of small-value goods not subjected to import taxes and VAT every day.¹⁰ Meanwhile, goods worth less than 1 million sold through online platforms are exempt from tax, according to the Government's decision since 2010. Assuming that the average order of such type is 200,000 VND, then with 4-5 million orders, the total value is up to 800 billion VND." (<https://vnexpress.net/bat-cap-khien-temu-shein-vao-viet-nam-khong-can-dang-ky-4810399.html>)

2) Information from the General Department of Customs

According to information from the General Department of Customs, the value of imported goods under 1 million VND eligible for tax exemption through Express delivery in 2024 was about 27,000 billion VND. If VAT was collected at the rate of 10%, the total tax amount collected would be about 2,700 billion VND.

On February 18, 2025, the VAT amount collected from imports through express delivery with a value of less than VND 1 million would reach about 6.1 billion VND.

(<https://vtv.vn/video/van-de-hom-nay-18-02-2025-720897.htm>)

3) VECOM's Viewpoints

Regarding the value of imported goods, the data of the General Department of Customs is much smaller than information from media channels (the value of small value goods exempted from tax is 800 billion VND per day, equivalent to 282 trillion VND a year. This figure is 10 times higher than the data of the General Department of Customs).

Regarding the number of orders, media channels reported that every day about 4-5 million small-value orders (less than 1 million VND) are transported from China to Vietnam via e-commerce platforms, which are dozens of times more than information from the Report "Vietnam – Cross-border E-commerce 2024" of the Digital Trade Project (Vietnam Digital Trade).

¹⁰ There is no "Post and Telecommunications Joint Stock Corporation" that media units constantly quote. Two enterprises with similar names are Vietnam Post and Telecommunications Group (VNPT) and Vietnam Post Corporation (VnPost).

CBEC includes the export and import of goods and services under the conditions that the purchase and sale is concluded in an online contract. *The Handbook on Measuring Digital Trade* published by the IMF, OECD, UNCTAD and WTO in 2023 introduced the methods of measuring cross-border e-commerce.¹¹

The rapid development of information and communication technologies as well as logistics services has strongly supported cross-border online retail (B2C). According to the report *"E-commerce Revolution in Vietnam"* by Amazon Global Selling and Access Partnership, in 2023, online exports of goods from our country's enterprises to overseas consumers (B2C) were estimated at 86 trillion USD and predicted to increase 5 times to reach 145.2 trillion VND by 2028 (equivalent to 3.6 and 6.1 billion USD, respectively).¹²

For cross-border online retailing of goods, the report *"Vietnam – Cross-border e-commerce 2024"* of the Digital Trade Project assesses that in 2024, Vietnam's online goods exports and imports were around 1.7 billion USD and 2.4 billion USD, respectively. (Appendix 4)

In 2024, China's online goods exports to overseas consumers seized \$250 billion, while its online import for their domestic consumers was about \$76 billion. China is the world leader in cross-border E-commerce trade.

2. Laws on taxes on goods imported online

Goods imported through B2C e-commerce channels are mainly through express delivery services and may be subject to paying import tax and value-added tax (VAT).

2.1 Import taxes

Article 29 of Decree No. 134/2016/ND-CP dated September 1, 2016 stipulates that imported goods sent via express delivery services with a customs value of 1 million VND or less or with a payable tax amount of less than 100,000 VND are exempt from import tax. In case the customs value of goods exceeds 1 million VND or the total payable tax amount is over 100,000 VND, tax must be paid on the entire goods lot.¹³

With the goal of creating a separate, complete and clear legal corridor on management policies and e-customs procedures, creating favorable conditions for organizations and individuals to export and import goods transacted via e-commerce and contributing to the development of e-commerce, in February 2025, the Ministry of Finance announced and solicited comments on the draft Decree on customs management for exports and

¹¹ <https://unctad.org/publication/handbook-measuring-digital-trade>

¹² VECOM, Online Export Development Seminar. <https://vesa.vecom.vn/vecom-to-chuc-hoi-thao-phat-trien-xuat-khau-truc-tuyen-viet-nam-2024>

¹³ Decree No. 134/2016/ND-CP dated 01/9/2016 detailing a number of articles and measures to implement the Law on Export and Import Duties. <https://datafiles.chinhphu.vn/cpp/files/vbpq/2016/10/134.signed.pdf>

imports transacted via e-commerce. According to this draft, non-listed goods must obtain licenses and qualify conditions in accordance with the Law on Foreign Trade Management, must undergo specialized inspection in accordance with the provisions of law in order to apply favorable tax policies. Specifically, imported goods transacted via e-commerce with a customs value of each order of two million VND or less are exempt from import tax. The quota of tax exempt for online goods imports via e-commerce is maximum 96 million VND per year for each individual or organization. In case goods imported and transacted through e-commerce have a customs value of more than two million VND per order or a customs value of two million VND or less but exceed the duty-free norms prescribed above, import tax must be paid on the entire value of imported goods of the arising orders.¹⁴

2.2 Value-Added Tax (VAT)

While import duties on low-value online imports can be relaxed, VAT is tightened. With the strong growth of low-value online imported goods, especially from China, on January 3, 2025, the Prime Minister issued Decision No. 01/2025/QĐ-TTg annulling the entire Decision No. 78/2010/QĐ-TTg on the value of imported goods sent via express delivery services that are exempt from tax.¹⁵

According to Decision No. 78/2010/QĐ-TTg, imported goods sent via express delivery services with a value of one million VND or less are exempt from import tax and VAT

3. Policies and laws to promote online export

Vietnam has enacted a number of policies and laws to promote online exports.

Firstly, the Ministry of Industry and Trade issued Circular No. 11/2019/TT-BCT dated July 30, 2019 and Circular No. 40/2020/TT-BCT amending Circular No. 11/2019/TT-BCT guiding the implementation of trade promotion activities for foreign trade development under the National Program on Trade Promotion. Businesses that organize and participate in trade promotion activities in the cyber environment are supported with: 1) reserving a space to display and introduce export goods on the world's top 50 e-commerce exchanges; 2) participating in booths at international fairs and exhibitions in the online environment; 3) organizing fairs and exhibitions in the online environment; 4) Organizing international conferences on exports and trade in the online environment; 5) Organizing conferences, seminars, seminars and forums to provide information on the development of products, categories and markets in the online environment; 6) Organizing training in the online environment.

¹⁴ https://mof.gov.vn/webcenter/portal/btcvn/pages_r/cd/du-thao-van-ban/dtvb-chi-tiet-gop-y-du-thao?id=19739

¹⁵ <https://datafiles.chinhphu.vn/cpp/files/vbpq/2025/01/01-ttg.signed.pdf>

Secondly, Decision No. 645/QD-TTg dated May 15, 2020 approving the National E-commerce Development Master Plan for the period of 2021 – 2025 sets out the general goals of expanding the consumption market for Vietnamese goods domestically and globally through e-commerce applications; promoting cross-border e-commerce transactions. The Decision does not set specific targets for the scale of cross-border e-commerce by 2025. The Decision addresses two solutions: 1) Promote the application of e-commerce to support key export industries, expand consumption for domestic goods and promote e-commerce development in localities. Develop and provide comprehensive solution packages to support online sales and implement projects to support small and medium-sized enterprises in typical industries to participate in large domestic and foreign e-commerce platforms; 2) The National E-commerce Development Program will implement online export support activities.

Activities supporting online export under the National E-commerce Development Program for the period of 2021 – 2025

1. Support and improve the capacity of exporters to participate in prestigious domestic and international e-commerce exchanges;
2. Develop strategies and plans for the development of e-commerce by locality and business sectors, especially those with high export potential;
3. To build national booths on the world's prestigious e-commerce exchanges and support and improve the capacity of exporters to participate in these booths;
4. Provide skills training and financial support for small and medium-sized enterprises in typical industries to participate in large domestic and foreign e-commerce platforms.

(Decision No. 645/QD-TTg dated 15/5/2020 approving the National E-commerce Development Master Plan for the period of 2021 – 2025)

Thirdly, Decree No. 80/2021/ND-CP dated August 26, 2021 detailing and guiding the implementation of a number of articles of the Law on Support for Small and Medium Enterprises stipulates a support up to 50% of the cost of maintaining accounts on domestic and international e-commerce platforms but not exceeding 50 million VND per year per each enterprise in maximum two years from the time the enterprise successfully registers an account on the e-commerce platform.

Fourthly, the Prime Minister's Decision No. 1445/QD-TTg dated November 19, 2022 promulgating the Action Program for the implementation of the Goods Import and Export Strategy to 2030 assigns the Ministry of Industry and Trade the following tasks: 1) Building and developing a cross-border e-commerce application model to support Vietnamese enterprises in trading goods, services on the world's major e-commerce exchanges; 2) Building an information technology system to support Trade Offices to develop cross-border e-commerce; 3) Being in charge and coordinate with relevant

ministries and sectors in developing logistics services; promoting the cooperation, investment, exploitation and use of overseas logistics centers to promote the import and export of Vietnamese goods to international markets; 4) Organizing training and propaganda activities to improve the capacity of industry associations, enterprises with skills in trade promotion, international marketing, and export through e-commerce.

According to this Decision, the Ministry of Information and Communications is tasked with promoting the development and use of the national digital platform, applying digital transformation to the development of smart logistics activities to improve the efficiency and sustainability of goods import and export activities. Industry associations shall coordinate with ministries, branches and relevant agencies and organizations to proactively develop and organize training programs to improve the capacity of member enterprises: training courses and training skills in implementing exports through e-commerce.

It can be seen that by the beginning of 2025, the state management of B2C online goods imports has been strengthened and concretized with the abolition of VAT exemption regulations for goods imported via express delivery with orders valued less than one million VND.

However, policies on online export support have not showed clear impacts on businesses. The coordination between state management agencies for online export is still not smooth and close. *There has not been a comprehensive review of the implementational results of the solutions to promote online exports set out in the four promulgated policy and legal documents.*

Activities of the Ministry of Industry and Trade on cross-border e-commerce¹⁶

** In 2024, the Ministry of Industry and Trade assessed:*

- Promptly advised and reported to the Prime Minister to promulgate the Official Telegram on continuing to promote the state management of e-commerce; studied and proposed the promulgation of specialized laws on e-commerce in order to strengthen the state management of cross-border e-commerce activities; coordinated with ministries, industry to strengthen the monitoring, detection and handling of violations of cross-border e-commerce platforms.
- However, the control of cross-border e-commerce still faces many difficulties: Although the Government's Decree No. 85/2021/ND-CP has initial regulations on conditions applicable to cross-border e-commerce service providers in Vietnam market, they are not strong and pervasive

¹⁶ Ministry of Industry and Trade, "Report on the implementation of Resolution No. 01/NQ - CP, the situation of industrial production and commercial activities in December and 12 months of 2024". <https://moit.gov.vn/thong-ke/bao-cao-tong-hop/bao-cao-tinh-hinh-san-xuat-cong-nghiep-va-hoat-dong-thuong-mai-thang-12-nam-2024.html>

enough, leading to many cross-border e-commerce platforms entering Vietnam market without completing official legal procedures.

** In 2025, the Ministry of Industry and Trade sets out tasks and solutions:*

- Continue to carry out activities of reviewing, supervising, warning and inspecting violations in e-commerce, especially among cross-border digital platforms.
- [...] encourage domestic businesses to participate in cross-border e-commerce as a useful export tool.

Over the years, VECOM and a number of the enterprises such as Amazon Global Selling, Google or Pingpong have implemented numerous activities to support small and medium-sized enterprises to export online. Since 2017, VECOM has established the Vietnam Export Support Alliance (VESA) and organized Vietnam online import-export forums.¹⁷ VESA also coordinates with stakeholders to organize online export skills training courses for businesses.¹⁸

Based on a survey of small, medium, and micro enterprises (MSMEs), *Amazon Global Selling and Access Partnership's "E-Commerce Revolution in Vietnam 2024"* report provides rich information on four main groups of barriers that businesses face when participating in cross-border e-commerce:

Firstly, the capacity barrier is related to the shortage of human resources, the ability to form strategic partnerships and the ability to mobilize resources to approach foreign customers. Examples include access to skilled labor and the ability to find and negotiate favorable terms with manufacturers.

Secondly, legal barriers mean that the legal requirements and regulations on export abroad are still too complicated and contradictory. For example, processing legal paperwork and determining products that are allowed to be exported based on the regulations of the exporting country or destination country.

Third, cost barriers mean the costs that MSMEs bear when exporting their products through e-commerce. For example, costs related to cross-border logistics, regulatory compliance, or hiring.

The fourth is the knowledge barrier, which means that MSME enterprises do not have enough knowledge about exporting to foreign countries. For example, the lack of understanding of foreign markets and logistics service providers.

¹⁷ VECOM. Cross-border E-Commerce Forum. <https://voief.vecom.vn/>

¹⁸ VESA, Supporting SMEs to export on an online platform. <https://vesa.vecom.vn/chuong-trinh-ho-tro-doanh-nghiep-vua-nho-asean-xuat-khau-tren-nen-tang-truc-tuyen>

At the same time, the report has proposed potential policy solutions that Vietnam can consider to promote online exports for the new period. Vietnamese agencies, organizations and businesses should study these valid proposals in depth.

The strong development of online exports is an important pillar of fast and sustainable e-commerce development. Obviously, by 2025, the necessary factors for rapid and solid growth of online exports have been formed. However, *the issuance of the Government's Decree or the Prime Minister's Decision in 2025 or 2026 on online export will create a favorable policy and legal corridor, creating momentum for this sector to grow rapidly in the new period.*¹⁹

II. New tax law and tax administration for e-commerce platforms

When our country's e-commerce develops at a rapid pace and gradually increases in scale in the period of 2016 – 2024, the issue of state management of taxes is increasingly emerging. According to the Ministry of Finance's assessment, the total revenue from e-commerce business activities of the enterprises, domestic business households and foreign suppliers without permanent establishments in Vietnam only accounts for about 20% of the revenue scale of the e-commerce market. Many business entities have not yet declared and paid taxes in accordance with the tax law on revenue from e-commerce activities.²⁰

1. Responsibilities of e-commerce platforms

Domestic and foreign e-commerce platforms occupy an increasingly large position in e-commerce activities in our country. However, according to the tax authorities, the management of tax collection from households and individuals doing business on e-commerce platforms and digital platforms is not effective, the amount of tax collected from e-commerce business activities is very small compared to the scale of online business of these subjects.

The tax authority assesses that if organizations managing digital platforms with payment functions and other digital economy organizations are responsible for deducting and paying taxes on behalf of both resident and non-resident households and individuals with business activities, it will have a great impact on administrative procedures and budget revenue. Firstly, this regulation will reduce the volume of carrying out

¹⁹ China has the largest and fastest-growing cross-border e-commerce industry globally. The key factor, which has the most direct impact on this success, is the *appropriate policy environment, which promotes the development of the industry*. The Government's policies and guidelines from 2021 onwards have created an extremely favorable environment and development momentum for e-commerce in general and cross-border e-commerce in particular. <https://nghiencuuchienluoc.org/xuat-khau-nong-san-quathuong-mai-dien-tu-kinh-nghiem-cua-trung-quoc-va-bai-hoc-cho-viet-nam/>

²⁰ Draft report to the Government on the draft Decree regulating tax administration for business activities on e-commerce platforms and digital platforms of business households and individuals. https://www.mof.gov.vn/webcenter/portal/btcvn/pages_r/cd/du-thao-van-ban/dtvb-chi-tiet-gop-y-du-thao?id=19718

administrative procedures in tax declaration and payment of hundreds of thousands of business individuals and business households. Secondly, this regulation also supports increasing state budget revenue.

The first step is for the tax authorities to require e-commerce platforms to provide information on traders' business activities on the platform. In 2022, the Government issued Decree No. 91/2022/ND-CP dated October 30, 2022 of the Government amending and supplementing a number of articles of the Government's Decree No. 126/2020/ND-CP dated October 19, 2020 detailing a number of articles of the Law on Tax Administration. This Decree requires organizations managing e-commerce platforms to provide information at the request of tax authorities managing business activities on e-commerce platforms.

The second step is to stipulate the responsibility of tax deduction and payment of foreign digital platforms provided across borders and domestic digital platforms in the Law on Value Added Tax (VAT) No. 48/2024/QH15 dated November 26, 2024 and effective from July 1, 2025.

The third step is to amending the Law on Tax Administration to clearly stipulate the responsibility of tax deduction and payment of foreign suppliers as well as domestic digital platforms with payment functions.

Law No. 56/2024/QH15 dated November 29, 2024 amends and supplements a number of articles of the Law on Securities, the Law on Accounting, the Law on Independent Audit, the Law on State Budget, the Law on Management and Use of Public Assets, the Law on Tax Administration, the Law on Personal Income Tax, the Law on National Reserves, Law on Handling of Administrative Violations

Article 6. Amending and supplementing a number of articles of the Law on Tax Administration

5. To amend and supplement a number of clauses of Article 42 as follows:

a) Clause 4 is amended as follows:

"4. For e-commerce business, digital-based business and other services performed by overseas suppliers, overseas suppliers are obliged to directly perform or authorize tax registration, tax declaration and payment in Vietnam according to regulations of the Minister of Finance.";

b) Clause 4a is added after Clause 4 as follows:

"4a. For households and individuals conducting business activities on e-commerce platforms and digital platforms, organizations that are *managers of e-commerce trading platforms, managers of digital platforms with payment functions (including domestic and foreign organizations) and organizations engaged in other digital economic activities as prescribed by the Government deduct and pay tax and declare the deducted tax amount to business households and individuals*. In case households and individuals conducting business on e-

commerce platforms or digital platforms are not eligible for tax deduction or payment on their behalf, they are obliged to directly register, declare and pay tax."

The provisions of Point b, Clause 5, Article 6 of this Law take effect from April 1, 2025.

In the fourth step, the Government will issue a Decree regulating tax administration for business activities on e-commerce platforms and digital platforms of business households and individuals. The Ministry of Finance is in charge of developing the draft with a deadline to submit it to the Government in March 2025 according to the simplified procedural process. The main objective of the Decree is to increase the efficiency of state budget revenue from business activities on e-commerce platforms, digital platforms and other digital economic activities as well as the responsibilities of intermediary organizations, organizations managing e-commerce platforms and digital platforms in supporting tax authorities in managing tax collection.

The new regulations on tax administration for domestic and foreign digital platforms will create a profound and comprehensive impact on the business activities of these platforms. The Vietnam E-Commerce Association and many e-commerce platforms have proactively participated in commenting with the law drafting agency to create the most favorable business environment for e-commerce platforms, households and individuals doing business on the platform as well as the law enforcement activities of the tax authorities.

VECOM: Recommendations for the Draft Decree on tax administration for business activities on e-commerce platforms and digital platforms of business households and individuals

... the deduction and payment of taxes on behalf of business households and individuals doing business on the e-commerce platform is a very difficult task for e-commerce platforms, requiring investment and great changes in resources, operation and techniques for e-commerce platform management units, without specific support in terms of mechanisms from management agencies. Therefore, once again, VECOM and its members urgently request the General Department of Taxation and relevant agencies to consider and support to reduce the burden, risks and administrative procedures for e-commerce platforms.

Official Letter No. 668/VECOM-VP dated 10/02/2005 to the General Department of Taxation (Appendix 5)

The tax law on e-commerce business activities which should be clear, consistent, and easy to predict, on the one hand, ensuring a correct and sufficient collection for the state budget, on the other hand, creating favorable conditions for taxable subjects, is a solid basis for the new development stage of our country's e-commerce.

2. Responsibilities of the enterprises providing transportation services to organizations and individuals doing online business

Following the requirement for e-commerce platforms to provide information on business activities of traders on the exchange, in order to have more complete information about e-commerce activities to support tax management, in February 2025, the Ministry of Finance held the first meeting with businesses providing transportation services for organizations, individuals doing business online. Initially, the Ministry of Finance asked these businesses to provide information for tax management for e-commerce activities. The information to be provided includes information of organizations and individuals using the service; information on service use of organizations and individuals; the number of successful orders; the amount of money collected by the transport unit and the amount of service fee collected by the transport unit.

From 2025, shipping enterprises will coordinate with tax authorities in tax management of e-commerce business activities and send them to tax authorities, ensuring that data of one quarter is sent to tax authorities no later than the 30th day of the next quarter.

3. General invoicing

By 2025, many e-commerce platforms will have a very large number of daily transactions and this number will continue to increase rapidly. Buyers on the platforms also use the postal delivery service. However, a large number of buyers do not inquire invoice or do not provide details for invoicing. Therefore, to require e-commerce platforms and postal units serving e-commerce to issue up to millions of invoices to such buyers or users of postal services without asking for invoice or without providing detailed information for invoicing, is extremely difficult, not feasible and creates unnecessary waste for businesses managing and operating e-commerce platforms and postal enterprises.

To overcome this hardship, VECOM proposes the tax management agency to allow e-commerce platforms and postal enterprises to issue joint invoices when developing a draft Decree amending and supplementing the Government's Decree No. 123/2020/ND-CP dated October 19, 2020 regulating invoices and documents. Specifically, to supplement Point b, Clause 4, Article 9 of this Decree on the case of issuance of general invoices is as follows:

"b) For telecommunications services (including value-added telecommunications services) and information technology services (including payment intermediary services used on telecommunications and information technology platforms), data must be collated between service business establishments, the time of invoicing is the time of completion of the reconciliation of data on service charges under economic contracts between service providers but not later than 2 months from the month in which the connection service charges are incurred.

In case of providing telecommunications services (including value-added telecommunications services) through the sale of prepaid cards, collecting network connection charges when customers register to use e-commerce services and postal services to deliver e-commerce connections without requesting the issuance of VAT invoices or failing to provide their names, address and tax identification number, at the end of each day or periodically in a month, the service provider shall make a VAT invoice to record the total revenue arising from each service, of which the buyers do not take the invoice or do not provide the name, address and tax identification number".

Under the rapid development and increasing scale of e-commerce, the state's taxation management agency has strongly, drastically and synchronously implemented many solutions to ensure the state budget revenue collection. Many of these tax laws will take effect in 2025. Related parties need to closely coordinate to detect and promptly adjust inappropriate regulations in the direction of management, towards creating favorable conditions for businesses to develop and nurture revenue sources. This is a key factor for the rapid and sustainable development of e-commerce in the new period.

III. National e-commerce development master plan for the period of 2026 – 2030

Vietnam's e-commerce development policy began in 2005 with the Prime Minister's Decision No. 222/2005/QĐ-TTg dated September 15, 2005 approving the master plan for e-commerce development for the 2006-2010 period.²¹

Then, at the beginning of each next 5-year period, the Prime Minister issued a master plan for the development of this field.

After the period of formation and popularization, since 2016, our country's e-commerce has developed quite rapidly and in 2024 it reached a scale of 32 billion USD. E-commerce has penetrated almost all business activities and has become an important pillar of the digital economy. However, in order for e-commerce to continue to develop quickly and sustainably, it is necessary to soon issue appropriate policies for the next period.

Preparing for the development of e-commerce development policies in the new phase, since April 2024, the Ministry of Industry and Trade has proactively drafted and posted the outline of the draft Decision on Approving the National E-Commerce Development Plan for the period of 2026 – 2030 to collect comments from organizations, businesses and individuals.²²

In November 2024, the Vietnam E-commerce and Digital Economy Agency held a seminar to collect opinions from stakeholders on this draft. For the first time, the following two general goals are stated in Vietnam's e-commerce development policy.

²¹ <https://moit.gov.vn/van-ban-phap-luat/van-ban-phap-quy/-quyet-dinh-cua-thu-tuong-chinh-phu-phe-duyet-ke-hoach-tong-3.html>

²² <https://moit.gov.vn/tin-tuc/chuyen-doi-so/de-cuong-du-thao-quyet-dinh-phe-duyet-ke-hoach-tong-the-phat-trien-thuong-mai-dien-tu-quoc-gia-giai-doan-2026-2030.html>

Firstly, developing a green, circular and sustainable e-commerce towards an effective economic development, creating value for the community, contributing to building a fair society and minimizing negative impacts on the environment. Secondly, promoting cross-border e-commerce.

Draft National E-Commerce Development Master Plan for the period of 2026 – 2030

Specific goals to develop a green, circular and sustainable e-commerce in the period of 2026 - 2030

- The percentage of products in e-commerce using plastic packaging is reduced to 45% maximum;
- The percentage of products in e-commerce using packaging that is recyclable material reaches 50%;
- The percentage of the enterprises using clean energy in logistics for e-commerce reaches 40% minimum;
- The percentage of the enterprises applying green packaging standards for e-commerce reaches 50% minimum.

The general goal of green e-commerce development consists of four specific quantitative goals. However, by 2024 in Vietnam, there have hardly been any statistics or quantitative assessments on the impacts of e-commerce on the environment. Therefore, the agency drafting the Plan needs to address the scientific grounds as the basis for setting such quantitative goals.²³

In contrast, the general goal of cross-border e-commerce does not come with any specific quantitative goal. The draft has outlined a number of tasks and solutions to promote online exports. In terms of policies, to establish policies which encourage the development of digital ecosystems and digital infrastructure to support online export activities. In terms of infrastructure, building and developing digital infrastructure and supporting solutions for online export activities, promoting domestic manufacturing enterprises to apply e-commerce to sell products to overseas customers. The draft does not clearly state the role of the state and businesses when implementing this task.²⁴

²³The World Wide Fund (WWF) is one of the pioneering NGOs in promoting green e-commerce. In 2023, WWF has published the Plastic Packaging Waste from E-commerce in Vietnam Report. The report assesses the scale of packaging and plastic materials in Vietnam's e-commerce in 2023 up to 170 thousand tons. (<https://vietnam.panda.org/?384577/Chat-thai-nhua-tu-thuong-mai-dien-tu-2023>).

Then, in 2024, this organization has researched and announced a set of green e-commerce criteria. (Appendix 3). <https://vietnam.panda.org/?390216/Bo-tieu-chi-thuong-mai-dien-tu-xanh>

²⁴ According to the draft, digital infrastructure includes telecommunications infrastructure, IoT infrastructure, computing infrastructure, data infrastructure, infrastructure to provide digital technology such as services and digital platforms with infrastructure.

IV. Law on E-Commerce

In January 2025, the Ministry of Industry and Trade studied and prepared a draft to develop of the Law on E-Commerce.²⁵

According to the draft, the e-commerce sector is currently being adjusted concentratively, mainly in the Government's Decree No. 52/2013/ND-CP dated May 16, 2013 on e-commerce (Decree 52) and Decree 85/2021/ND-CP dated September 25, 2021 amending and supplementing a number of articles of Decree 52 (Decree 85). However, because the above two documents are at the Decree level, they are not enough to regulate important issues in e-commerce. In addition, the rapid development of science and technology, the emergence of many new business models, which are diverse in subject, complex in nature and the practice of state management in the field of e-commerce have led to revelations of remaining shortcomings and limitations in the current e-commerce management policies and regulations, including the management of cross-border e-commerce activities.²⁶

The draft proposal proposes to choose a plan to supplement and complete policies on e-commerce development towards green and sustainability. Thereby, promoting a green and sustainable e-commerce, contributing to an effective economic development, creating value for the community, contributing to building a just society and minimizing negative impacts on the environment.

E-commerce development with environmental protection²⁷

In 2024, VECOM proposes short-term and medium-term policies and solutions to promote the development of e-commerce associated with environmental protection.

1. Collect quantitative statistics on the negative impacts of e-commerce on the environment
2. Promulgate policies and laws on e-commerce and postal services, incorporated with environmental protection activities
3. Propagate environmental protection to a large number of the enterprises, traders and consumers online
4. Promote the role of international organizations and socio-professional organizations in promoting green e-commerce

²⁵ Vietnam E-commerce and Digital Economy Agency. Collect comments on the draft dossier of proposal for the development of the Law on E-commerce.

<https://idea.gov.vn/default.aspx?page=news&do=detail&id=34b93796-1ab9-4a04-a5d4-ca5e1e1ad417>

²⁶ The content of cross-border e-commerce in the draft only mentions online imports.

²⁷ VECOM. Report on the development of e-commerce with environmental protection. Labor Publishing House (2024). <https://drive.google.com/drive/folders/1OfxsdbNda4GD-0FMTKg8miEgz5rMDOcJ>

5. Promote research on green e-commerce
6. Provide training on green e-commerce at universities
7. Implement WWF-Vietnam's Green E-Commerce Criteria
8. Implement the circular economy in the field of e-commerce
9. Implement environmental protection initiatives related to e-commerce

The draft Law on E-commerce does not have content to support and promote online exports.

The Ministry of Industry and Trade plans to include the draft Law on E-commerce in the National Assembly's 2025 law-making program and submits it to the National Assembly for consideration and comment at the 10th Session of the 15th National Assembly in October 2025 and gets approval at the 11th Session in May 2026.

V. E-commerce Statistics

The task of collecting e-commerce statistics is briefly specified in Clause 8, Article 5 of Decree No. 52/2013/ND-CP "State management of e-commerce: Statistics on e-commerce".

The decree does not specify which agency is in charge of this task and the coordination between state management agencies in taxation, customs, tourism, advertising, logistics, etc.

Every year, the Ministry of Industry and Trade (Vietnam E-commerce and Digital Economy Agency) publishes data on the size of the retail e-commerce market and estimates the number of consumers shopping online in the Vietnam E-Commerce Report (also known as the Vietnam E-Commerce White Paper).²⁸ The data does not indicate the scale of the main sectors such as online retail, online travel, online marketing, food ordering technology, etc. In addition, there are no statistics on e-commerce by localities, cross-border e-commerce, quantitative impacts of e-commerce on the environment (amount of packaging, greenhouse gases, etc.) or statistics on e-commerce training in higher education and vocational education institutes.

The lack of information on a wide range of e-commerce-related fields makes it difficult for policy-making, legal and business investment activities.

Typically, in 2024, the media reported inaccurately about online B2C imports of goods from China, but no state agency provided reliable information. Consequently, it had a significant impact on a number of decisions of the National Assembly and the Government.

The draft National E-commerce Development Master Plan for the period of 2026 – 2030

²⁸ <https://idea.gov.vn/default.aspx?page=document>

sets out a number of tasks on e-commerce statistics, including completing policies to strengthen statistical capacity on e-commerce at the national, local and industry levels. The draft also proposes to build a national e-commerce statistics platform to investigate, survey, collect information and data on the e-commerce market, share data from the central to local levels, and improve the ability to evaluate and forecast the situation of national e-commerce applications.

Meanwhile, the draft Law on E-Commerce does not have any regulations on e-commerce statistics. VECOM has commented to the drafting agency of the Law on E-Commerce that it is necessary to specify and clearly assign the agency in charge of e-commerce statistics and the responsibilities of relevant agencies. It is necessary to identify e-commerce statistics as a top important task of state agencies, which has a direct impact on the development of green and sustainable e-commerce in the coming period.

VI. Development of e-commerce platforms as the core for the basic economy

The report "Identifying the Impact of Platform Business on Vietnam's Economy" assesses that the platform economy based on digital technology, data and support services has promoted efficiency improvement and cost reduction. Platform economy is a priority for governments around the globe, including Vietnam. Over the past decade, the technology platform-based business model has developed strongly in the world and penetrated deeply into Vietnam, showing its present in many areas of life.²⁹

In the field of e-commerce, e-commerce platforms (often called platforms) lie in the core centre of the e-commerce ecosystem - playing a specially important role in creating a fast-growing and sustainable e-commerce market. After the market expansion development period, e-commerce platforms will switch to in-depth development investment through changing operating models, improving service quality, promoting technology solutions and deeply participating in shaping market standards. (Appendix 9)

On a global scale, major e-commerce platforms such as Amazon have faced pressure from tax regulations in the United States and the EU, such as the California Consumer Protection Act (CCPA) and the EU's General Data Protection Regulation (GDPR), forcing these platforms to strengthen data security and cost transparency. Amazon and Taobao (China) are among the groups that apply the highest fees and can be up to 45-58%, reflecting a strict control model and comprehensive services. Pinduoduo (China) followed with a fee of up to 26.6%.

In Vietnam, Decree 85/2021/ND-CP on e-commerce and Law No. 56/2024/QH15 require e-commerce platforms to be responsible for controlling the quality of goods and

²⁹ Institute for Policy and Strategic Studies (2025). Report "Identifying the impact of fundamental business on Vietnam's economy".

[https://www.ciem.org.vn/Content/files/250217_Platform%20Report_VN\(1\).pdf](https://www.ciem.org.vn/Content/files/250217_Platform%20Report_VN(1).pdf)

paying taxes on behalf of sellers. To meet the increasing requirements and obligations, platforms need to implement many management and technology solutions towards sustainable growth for the whole ecosystem. Regarding fees, by the beginning of 2025, the two leading e-commerce platforms, Shopee and Lazada, were applying an average fee of 6.5 - 15%.

Catching up with the general global trend, domestic e-commerce platforms will have to change and adjust their fees to suit the long-term business model. In addition, the strong development in recent times has given buyers more choices, and at the same time increased their expectations for the shopping experience, especially the quality of goods and services. This creates a great pressure on e-commerce platforms to maintain and improve service quality and financial capacity, ensuring transparency in the operating mechanism to reinvest in infrastructure, logistics, customer care and consumer protection.

In the period of 2026 - 2030, the companionship between the State – with the role of building and completing the legal policy system and e-commerce platforms – with the role of innovation and participation in supporting market coordination, will be a decisive factor to promote Vietnam's e-commerce to continue to develop rapidly and sustainably, hence bringing harmonious benefits to all of the three parties - buyers, sellers and platform running businesses. At that time, e-commerce platforms will play a key role for our country's platform economy.

Rapid and sustainable e-commerce development

The period of rapid popularization and development of Vietnam's e-commerce (2006 – 2015 and 2016 – 2025) began two decades ago with the introduction of the E-commerce Development Master Plan for the period 2006 – 2010 and Decree No. 57/2006/ND-CP on e-commerce.³⁰

Until 2025, the scale of e-commerce in our country has seized a significant position in the field of commerce and digital economy. Policies and legal documents on tax, customs, import and export issued at the end of 2024 and being effective in 2025 mark a starting point for e-commerce to enter a new phase.

After two decades, the National E-commerce Development Master Plan for the period 2026-2030 and especially the E-commerce Law will play a central role in this new period.

In order for these two policy documents and laws to support the development of e-commerce at a new higher level, drafting and approving agencies need to widely consult the comments of stakeholders, especially online businesses. Contents associated with e-commerce statistics, green e-commerce development, narrowing the development gap

³⁰ <https://moit.gov.vn/van-ban-phap-luat/van-ban-phap-quy/-ngghi-dinh-cua-chinh-phu-ve-thuong-mai-dien-tu.html>

between localities, developing high-quality human resources, and supporting online exports will be the focus to implement sustainable e-commerce to 2030 and the following years.

CHAPTER II

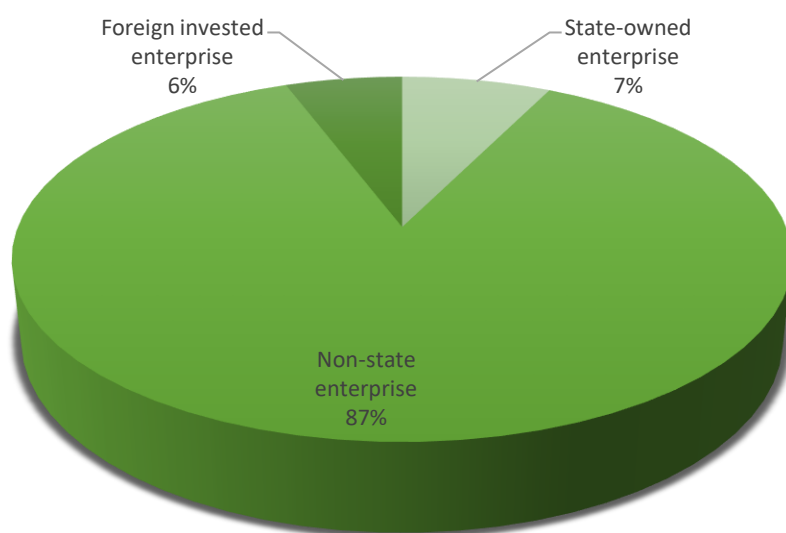
THE OVERALL LANDSCAPE OF E-COMMERCE 2025

1. ENTERPRISES PARTICIPATING IN THE SURVEY

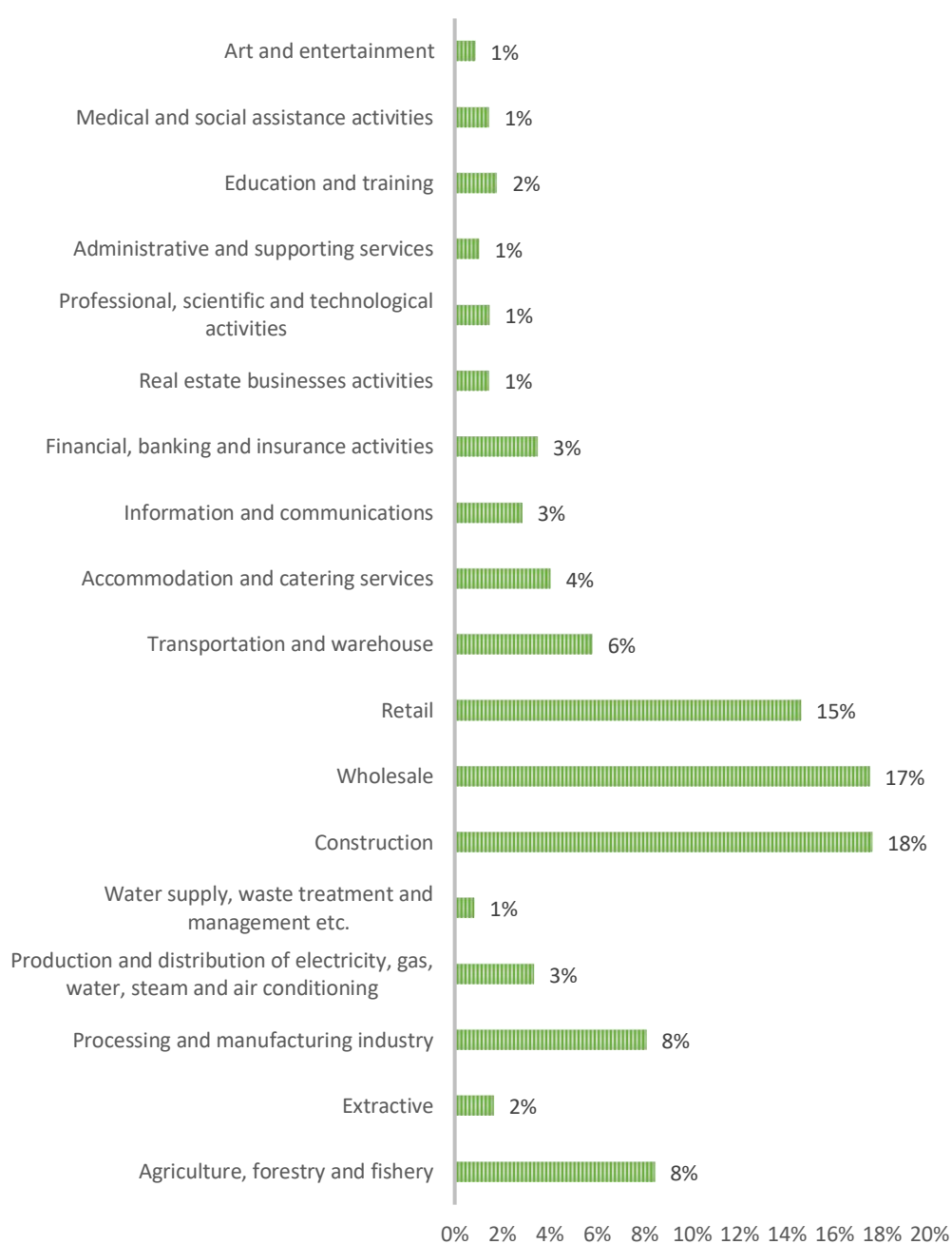
The Vietnam E-Commerce Association continues to conduct annual surveys on the application of e-commerce by the enterprises across the country and collects over 5,000 valid survey forms to serve statistical analysis activities in the E-Business Index Report 2025.

Enterprises participating in the survey are divided into three main groups: State-owned enterprises; Non-State enterprises and foreign direct investment enterprises. Non-state enterprises account for the majority with 87% of the total number of the enterprises participating in the survey.

Figure 1: Types of the enterprises participating in the survey



In terms of main business fields of the enterprises participating in the survey, 3 groups with the highest proportions include: Construction (accounting for 18% of the total number of the enterprises participating in the survey), followed by Wholesale (17%) and Retail (15%).

Figure 2: Main business areas of the surveyed enterprises

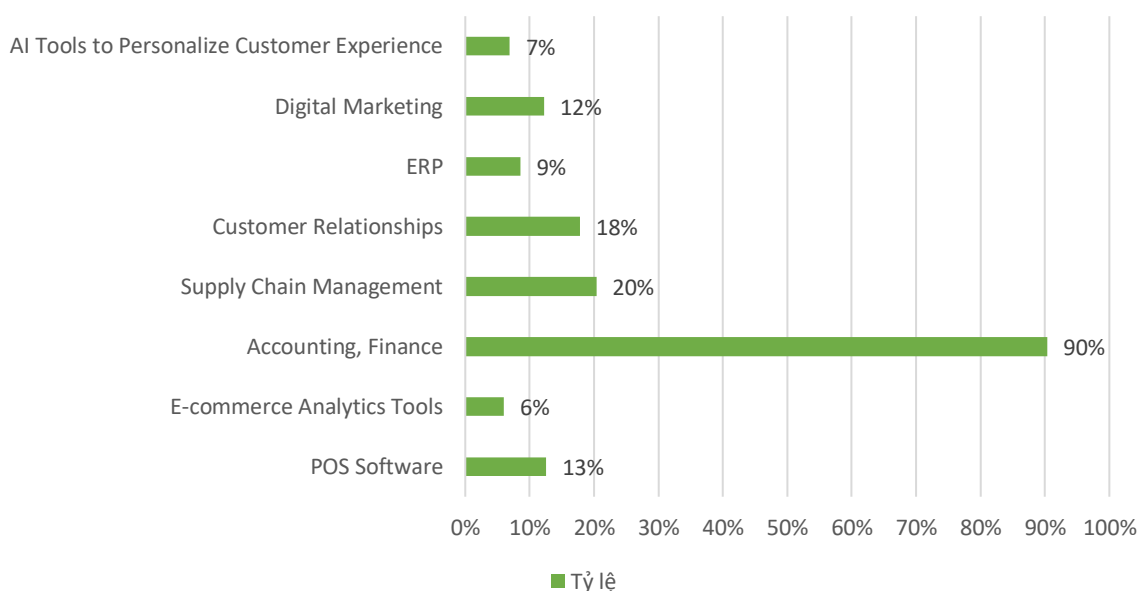
2. INFRASTRUCTURE AND HUMAN RESOURCES

a. Using software to support business activities

Accounting and finance are the most used software by the enterprises among the 8 software groups mentioned (90% of the surveyed enterprises use Accounting and finance software).

In-depth e-commerce analysis tools or the application of AI to support business activities have not yet been invested largely by the enterprises.

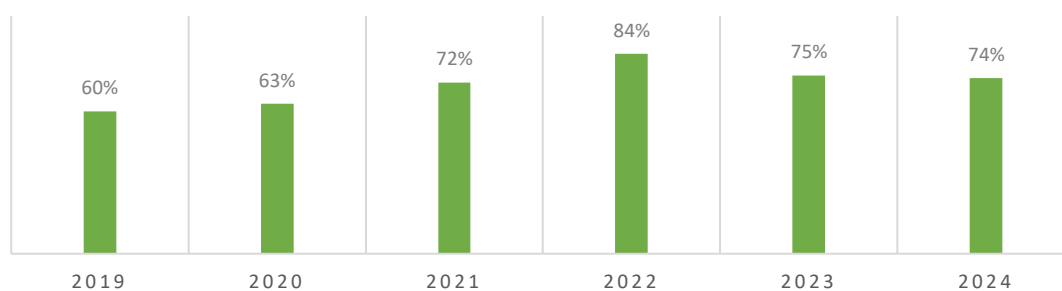
Figure 3: The level of using software to support business activities among enterprises



b. Using e-signatures

74% of the surveyed enterprises use electronic signatures in business activities, this rate has not changed much compared to the previous year.

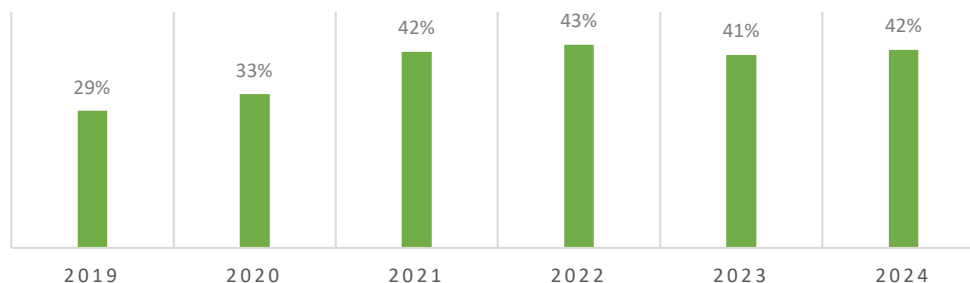
Figure 4: The level of the enterprises using e-signatures compared over the years



c. Using e-contracts in transactions and e-contract authentication services

Similar to electronic signatures, the percentage of the enterprises using electronic contracts in transactions has not changed much compared to previous years

Figure 5: The level of the enterprises using e-contracts in transactions



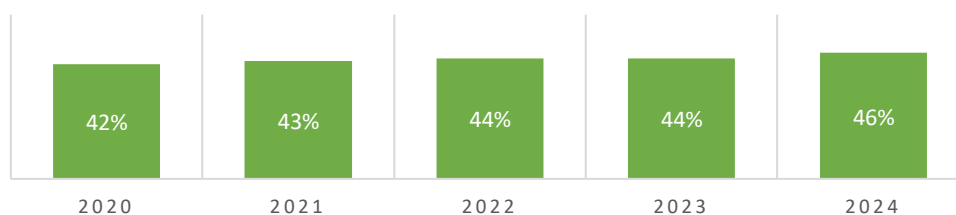
29% of the surveyed enterprises said that they use e-contract authentication services, e-contract authentication services for the purpose of archiving as well as ensuring the integrity of contracts and documents during the implementation process.

3. FORMS OF E-COMMERCE IMPLEMENTED BY ENTERPRISES

a. Business website

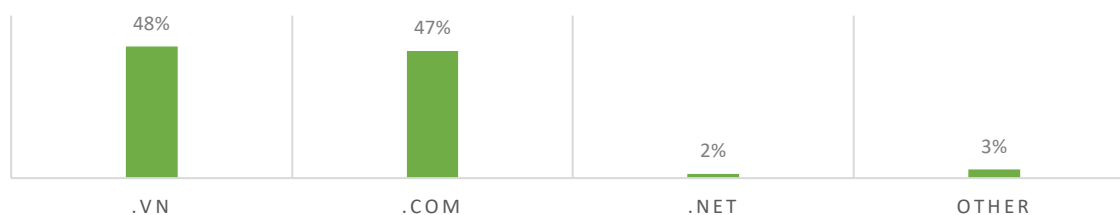
46% of the enterprises participating in the survey said that they have built their own websites to serve promotion and business activities.

Figure 6: Percentage of enterprises with websites over the years



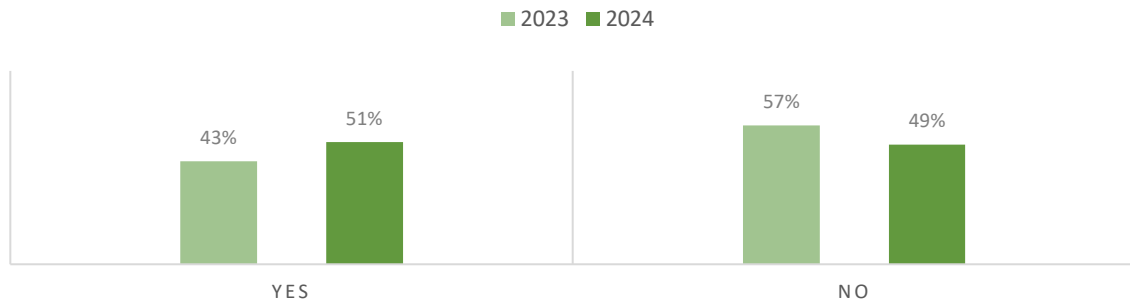
In which, the domain name .VN is still the top choice that businesses are most interested in (48% of the enterprises said that they have a priority to choose a domain name .VN), followed by domain names .COM (47%).

Figure 7: Percentage of enterprises that prioritize using domain names for websites



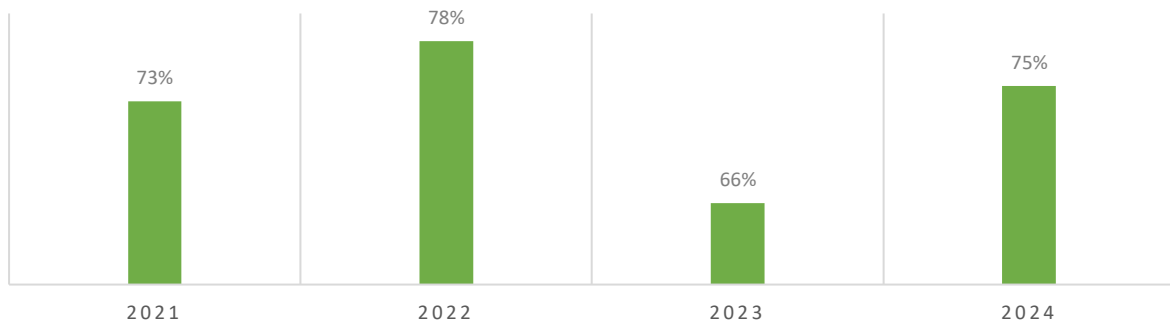
Businesses have tended to integrate online ordering into their websites over the past two years.

Figure 8: Percentage of enterprises that have integrated online shopping into their website



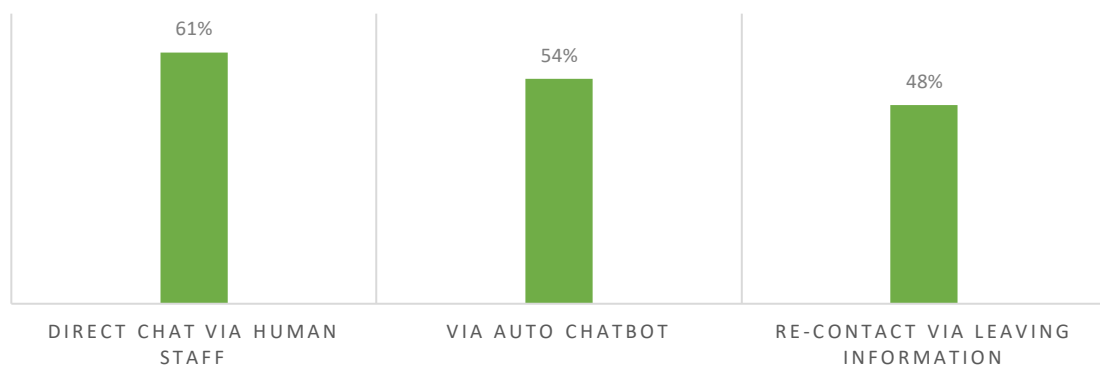
Among the businesses with websites, 75% of them said that they have now integrated online interaction features (Zalo, Facebook...) with their customers on those website platforms.

Figure 9: Percentage of websites of enterprises with integrated Online Interaction features



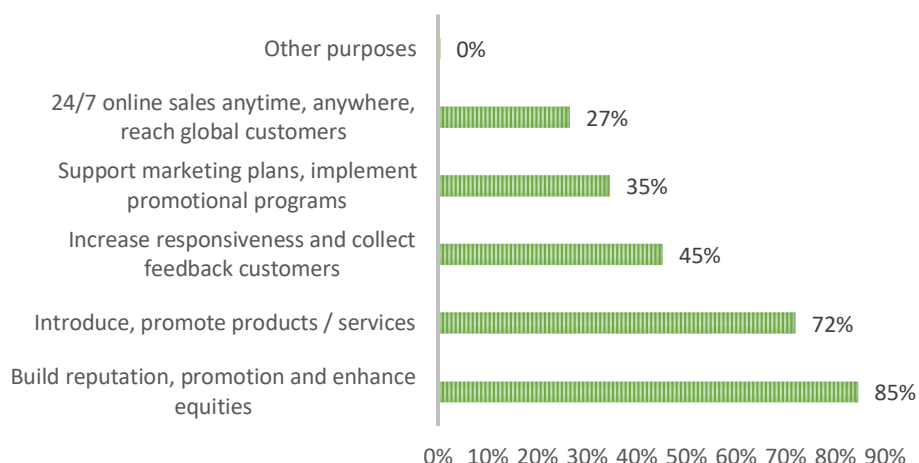
Manual responding to customers by human staffs is still the most used form in enterprises.

Figure 10: Online feedback form with customers



Regarding the purposes posed at the beginning of building company website. Building reputation, promoting and enhancing brand equity are biggest cares of the enterprises when building website system (85% of the surveyed enterprises show interest in this criterion).

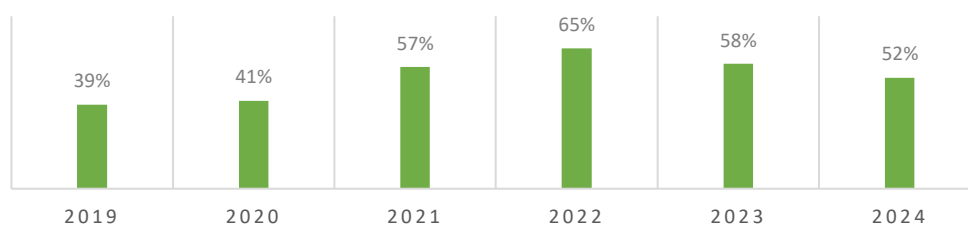
Figure 11: Purpose of building a company website



b. Social media for business

52% of the survey enterprises said that they do business through social networks (Facebook, Zalo, Instagram...), this rate witnesses a decrease compared to previous years.

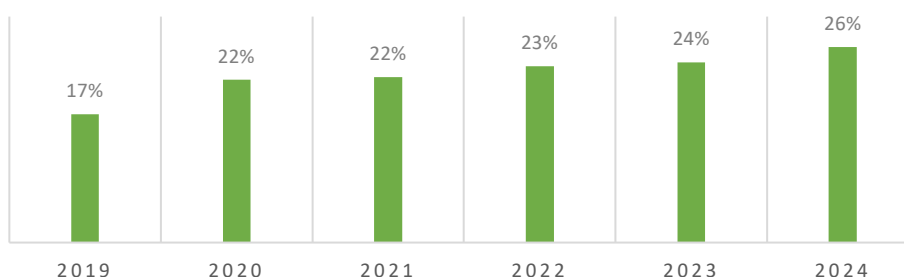
Figure 12: Percentage of enterprises doing business on social networks over the years



c. Participating in e-commerce platforms

26% of the enterprises participating in the survey said that they have business activities on e-commerce platforms, such activities are also gradually getting more attention from the community in terms of policy enforcement and business efficiency. Especially in the second half of 2024, the trend of doing business through e-commerce platforms is prioritized by a large number of the enterprises.

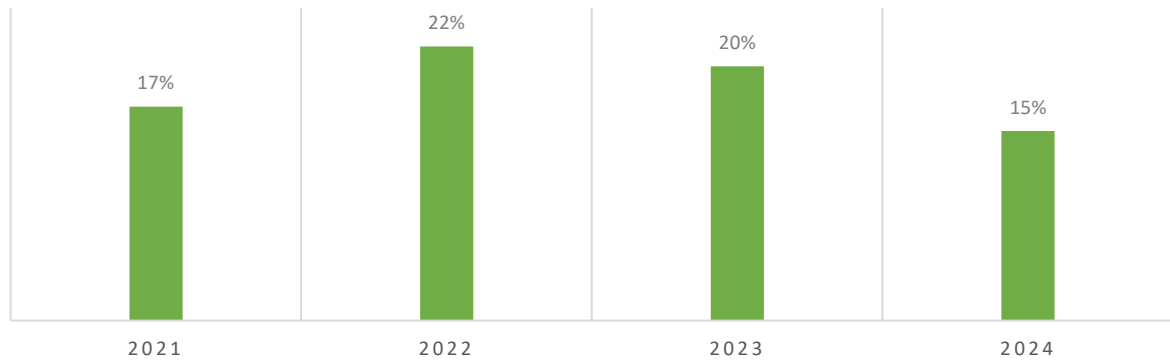
Figure 13: Percentage of the enterprises participating in e-commerce platforms over the years



d. Business on mobile platforms

15% of the enterprises said that they had built e-commerce applications (apps) on mobile devices, which is much lower than in previous years.

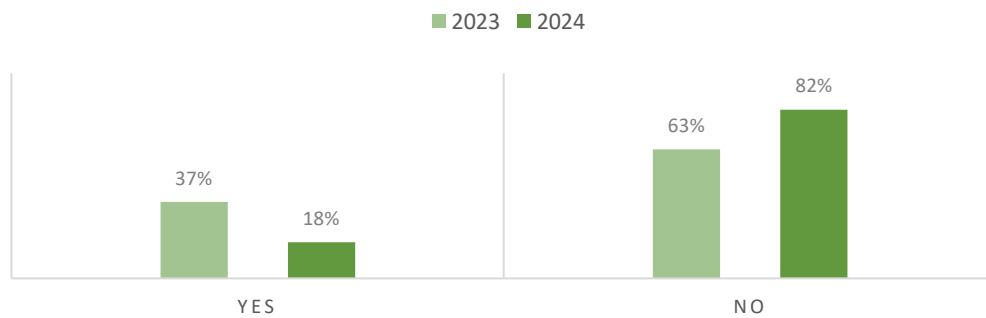
Figure 14: Percentage of the enterprises that have built e-commerce applications on mobile



In which, 46% said to allow buyers to carry out the entire shopping process on the mobile application.

18% of enterprises said that they have implemented promotions exclusively for customers who use mobile e-commerce applications to buy their products, when the use of applications on mobile devices becomes popular, the priority of the enterprises to promote consumer shopping on mobile applications has decreased significantly in the past two years.

Figure 15: Exclusive customer promotions on the mobile app

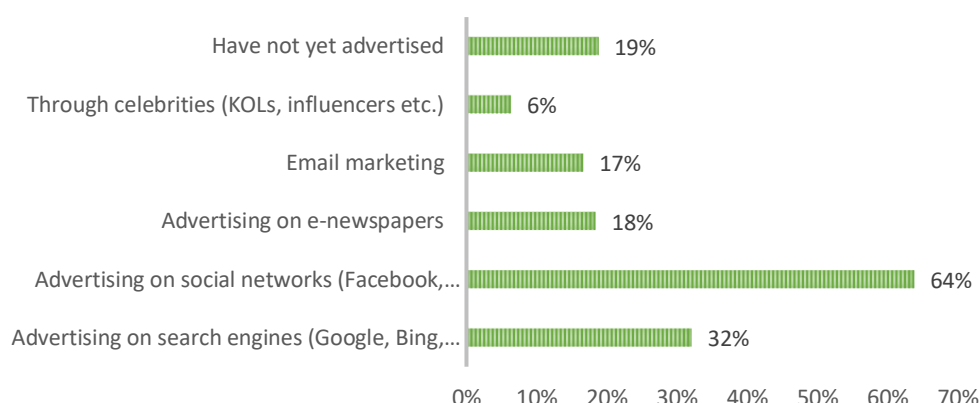


4. OPERATING E-COMMERCE WEBSITES AND MOBILE APPLICATIONS

a. Marketing activities of the enterprises

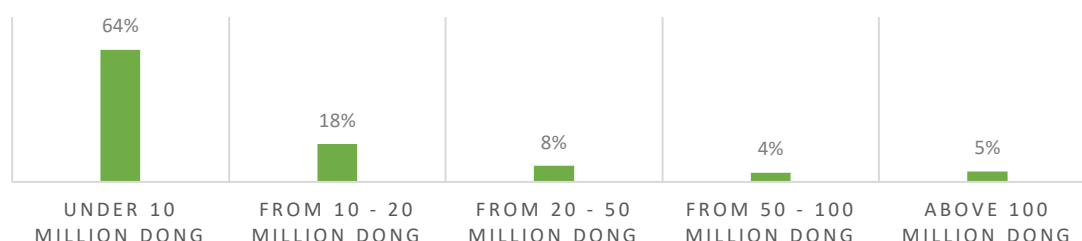
Advertising through social networks (Facebook, Instagram, Zalo, etc.) is the most preferred form used by the enterprises amongst 5 mentioned online advertising forms (64% of the enterprises said they use social networks as an online advertising tool).

Figure 16: Forms of online advertising used by enterprises



Less than 10 million VND is the cost that most enterprises spend on website and mobile application advertising activities in a year.

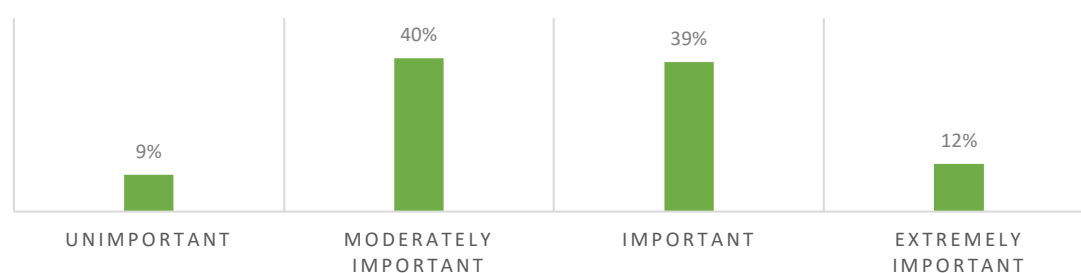
Figure 17: Estimated website/mobile app advertising costs for the whole year



b. The role of e-commerce in the production and business activities of the enterprises

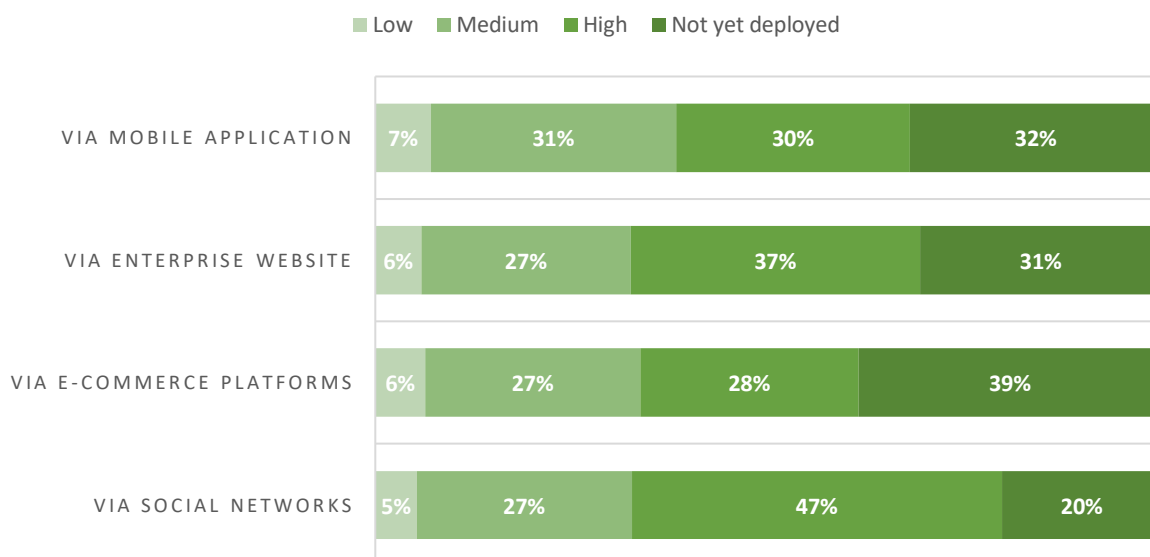
Most of the enterprises consider the role of e-commerce in production and business activities to be relatively important and higher.

Figure 18: The role of e-commerce in production and business activities



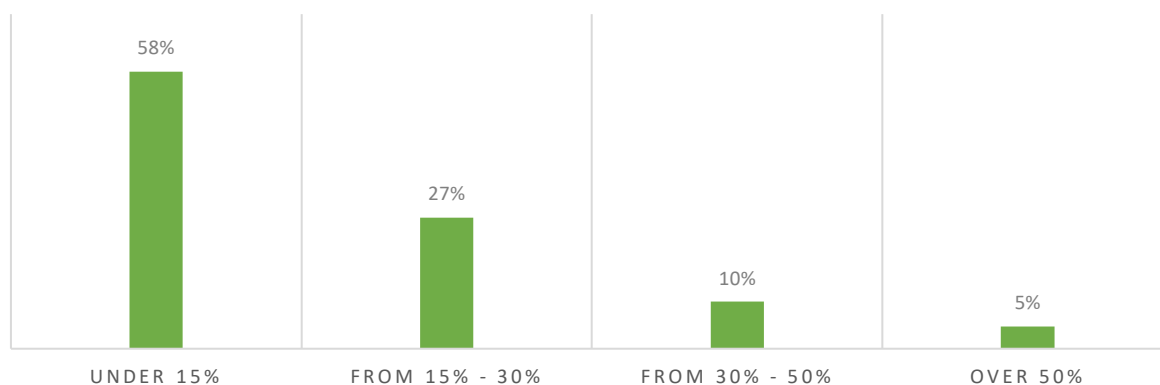
Social networks are still the most effective channel for enterprises in promoting and selling products online. Specifically, up to 47% of the enterprises rated the effectiveness of selling products on social networks to be very high.

Figure 19: Evaluating the effectiveness of selling products online



58% of the enterprises said that the proportion of revenue from e-commerce channels accounted for less than 15% of their total revenue.

Figure 20: Proportional estimate of revenue from e-commerce channels in the total revenue



Vietnamese is still the main language used by the enterprises to communicate with customers on their websites, applications, and social networking sites (97% of the enterprises using Vietnamese), followed by English (27%) and Chinese accounting for a small part (3%).

The most difficult thing in implementing e-commerce activities for businesses is the issue of ensuring data safety and security and building business strategies in the e-commerce environment effectively.

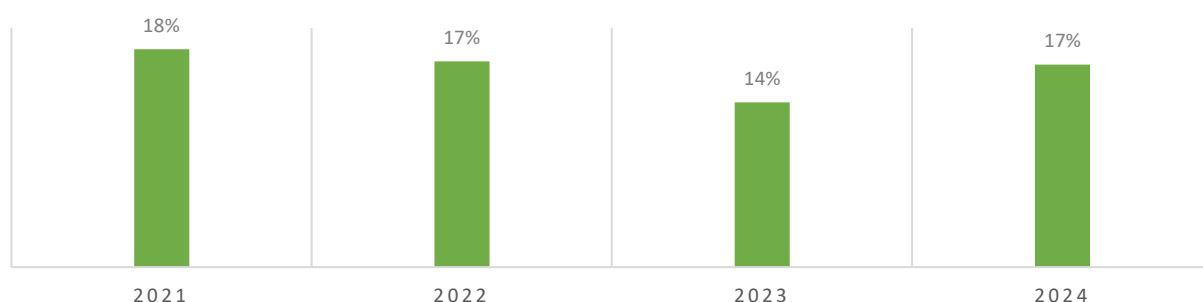
Figure 21: Assessment of difficulties when implementing e-commerce activities



c. Cross-border e-commerce

The percentage of the enterprises using websites or e-commerce applications for export purposes in 2024 increased slightly compared to 2023, but in general, the majority of the enterprises have not yet paid attention to and invested in online export strategies

Figure 22: Percentage of the enterprises using e-commerce websites/applications for export purposes

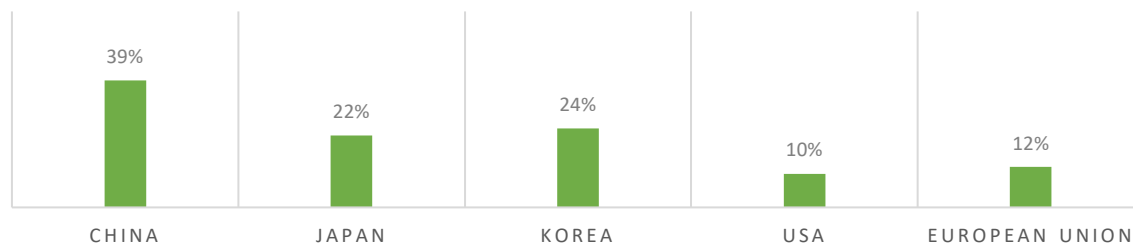


In which, the majority of the enterprises still export through self-built websites or applications (accounting for 77%), 36% of the enterprises choose to export through e-commerce platforms (many businesses choose to deploy both forms together).

China is the largest online export market through e-commerce chosen by the enterprises (accounting for 39%), followed by South Korea (24%) and Japan (22%).

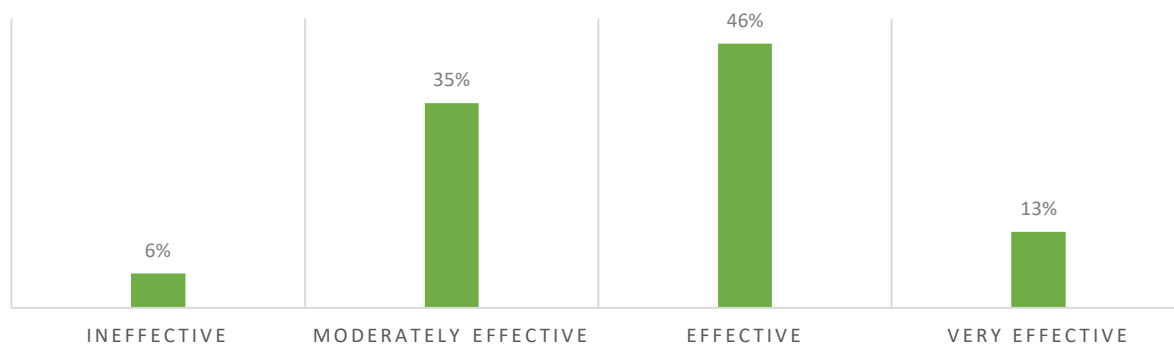
However, 51% of the enterprises participating in the survey said that the value of goods exported through e-commerce only accounted for less than 10% in the total value of goods exports of the enterprises.

Figure 23: Priority between countries/regions selected by enterprises to export via e-commerce



Although the scale and value of online exports are still small, most of the surveyed enterprises highly evaluate the effectiveness of e-commerce application in export activities as well as the growth potential in the coming time.

Figure 24: Evaluation of the effectiveness of e-commerce application in export activities

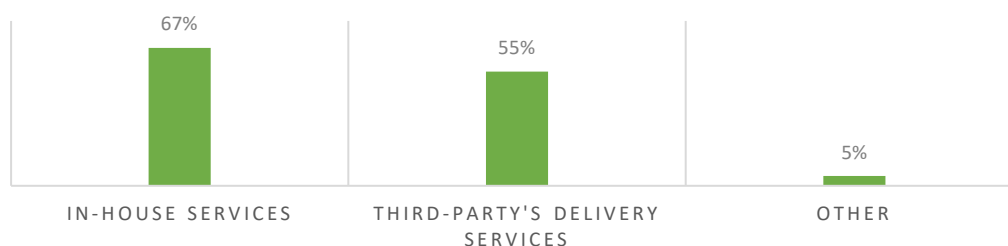


5. SUPPORT SERVICES FOR E-COMMERCE BUSINESS ACTIVITIES

a. Freight Forwarding Methods

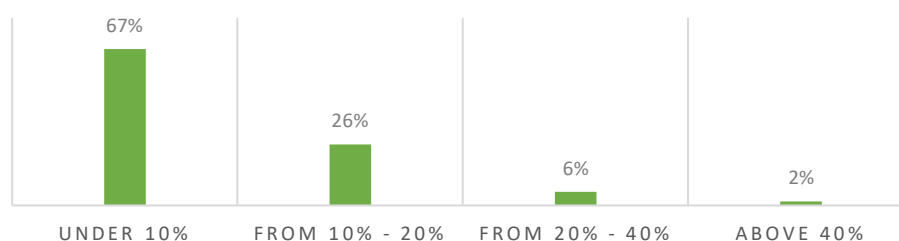
Self-shipping or using third-party shipping services are the two most common delivery methods chosen by e-commerce businesses.

Figure 25: The method of transportation of goods chosen by the enterprises



In particular, most of the enterprises said that the cost of completing orders and delivering last-mile goods accounted for less than 10% of the total revenue from e-commerce activities of the enterprises..

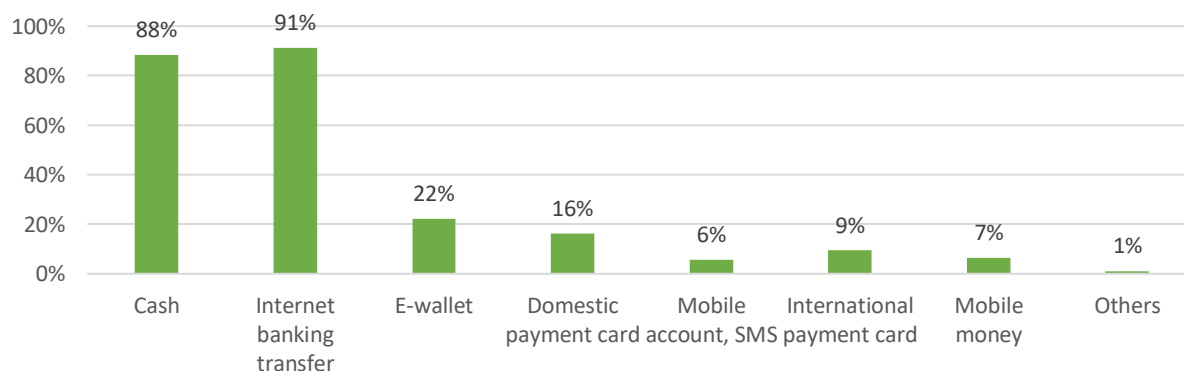
Figure 26: Cost of order fulfillment and last-mile delivery in the total revenue from e-commerce activities of the enterprises



b. Payment Methods

The most popularly selected payment method among the enterprises is Internet banking (91% of the enterprises using this method), while the percentage of accepting cash also still maintains high (88% of the enterprises using it).

Figure 27: Payment methods used by the enterprises

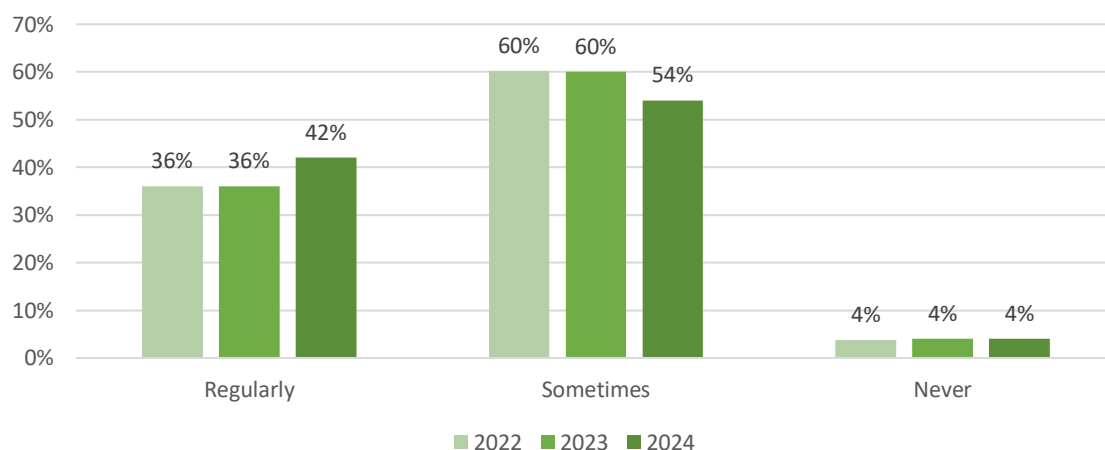


6. USING ONLINE PUBLIC SERVICES

a. Looking up information on the websites of state agencies

42% of the enterprises said that they regularly look up information on the websites of state agencies to serve daily operations and business activities, this rate is higher than the rate of 36% in the previous year.

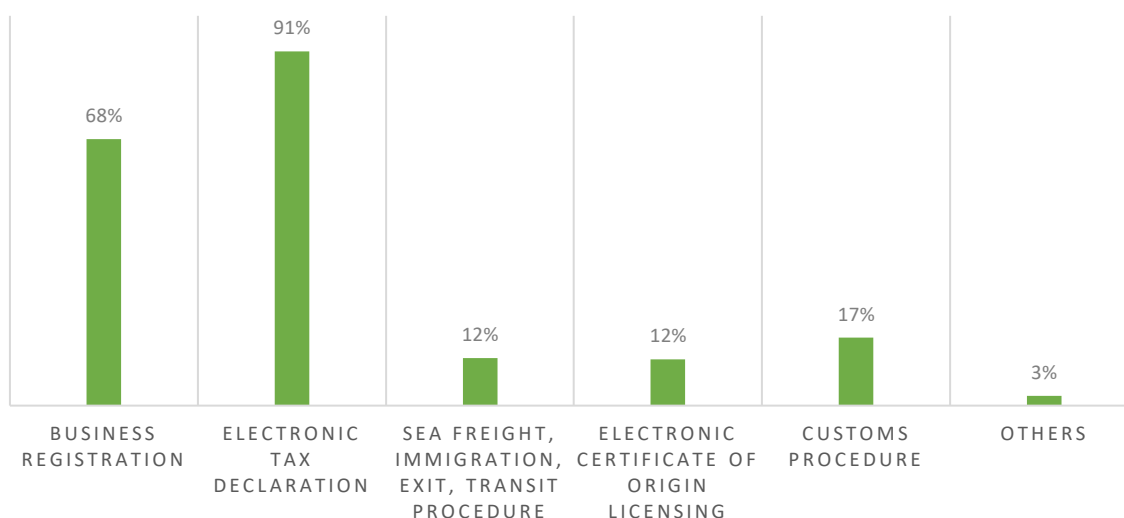
Figure 28: Rate of information lookup on websites of state agencies



b. Use of online public services

Electronic tax declaration is the most used public service by the enterprises (91% of the enterprises said they regularly use this public service), followed by public services for business registration activities.

Figure 29: The situation of using some online public services

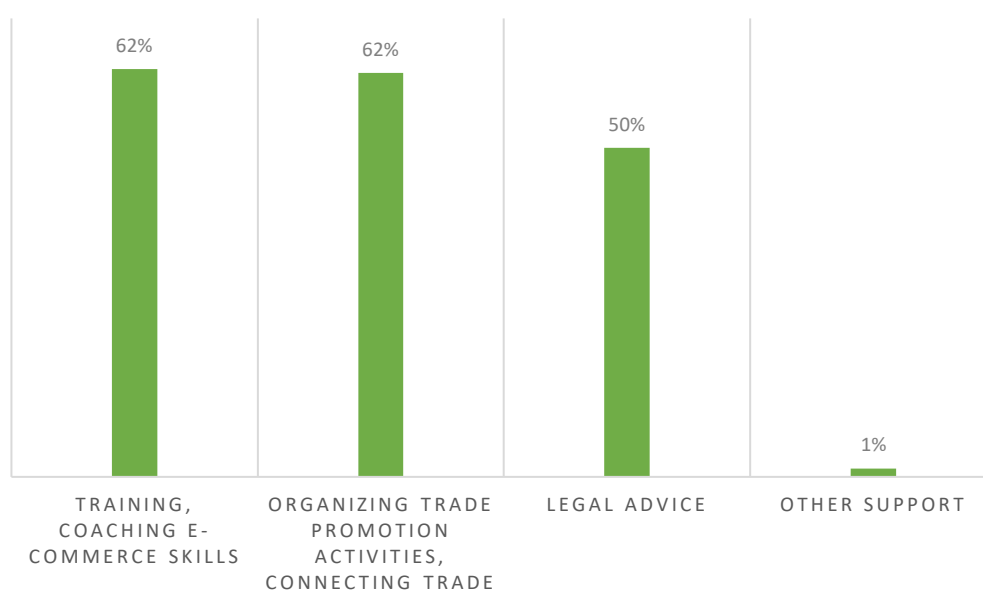


57% of the surveyed enterprises rated the benefits of online public services at the level of "Very useful", 42% rated at the level of "Relatively useful" and 1% rated at the level of "Not useful".

c. Demand for support from state agencies

When asked about what support businesses need from state agencies, the top two major needs that the enterprises share interest are: i) Training in e-commerce skills and ii) Organizing trade promotion and trade connection activities...

Figure 30: What support do businesses need from state agencies



CHAPTER III

VIETNAM E-BUSINESS INDEX IN PROVINCES

1. METHOD OF CALCULATING THE VIETNAM E-BUSINESS INDEX

The E-Business Index, referred to as the **EBI** for short, helps many subjects to quickly assess the level of e-commerce application and compare progress between years by each locality, and supports the evaluation and comparison between localities based on a system of criteria.

Benefits of EBI for some specific agencies and organizations are as follows:

- *The Ministry of Industry and Trade and state management agencies of E-commerce and information technology*: Annually obtain independent, objective and reliable data on the current status of e-commerce nationwide as well as by localities and a number of economic sectors; support for the formulation of legal policies as well as international cooperation on E-commerce;
- *Departments of Industry and Trade and local state management agencies*: Access to objective and reliable assessment of the ranking of e-commerce applications in their localities, support the adjustment of local e-commerce development policies and solutions.
- *Enterprises, organizations and individuals*: enterprises, organizations and individuals in the fields of research, training, legal consultancy, investment, etc. have a general and comparative picture of the situation of e-commerce applications across the country as well as by each locality, effectively supporting the development of business strategies, investment, research, etc.
- *Vietnam E-Commerce Association (VECOM)*: Gathering rich and reliable data from surveys of thousands of the enterprises across the country, thereby helping the business activities of members;

EBI Calculation Method

The general methodology is based on the Harvard Center for International Development's Cybersecurity Readiness Assessment Framework for E-commerce (Appendix 1).

The EBI is built on three groups of criteria, including Infrastructure, Business-to-Consumer (B2C) and Business-to-Business (B2B) criteria.

Each criterion can include multiple components. Each component is assigned a *component weight*. Next, each criterion has a *criterion weight*.

The source of information for calculating the criteria needs to satisfy the following factors: 1) Reliability; 2) Objectivity; 3) Easy to collect.

a) Infrastructure criteria

This criteria is mainly based on information about the national domain name ".vn" of each locality published annually by the Vietnam Internet Network Information Center (VNNIC).³¹

b) Criteria for business-to-consumer (B2C) transactions

This includes the following component criteria:

1. Criteria for the number of sellers on large e-commerce platforms of each locality;
2. Criteria for sales on major e-commerce platforms of each locality;
3. Criteria for per capita income/month of each locality;
4. Criteria for postal output of each locality.

c) Criteria for Business-to-business (B2B) transactions

This includes the following component criteria:

1. Criteria for the ratio of the enterprises to the population of each locality;
2. Criteria for the percentage of the enterprises participating in large multi-channel business technology platforms such as Sapo and Haravan.

In addition, VECOM's annual local business survey data provides general information on the implementation of e-commerce nationwide and supports the calculation of the above indicators.

The weights for the three criteria and the component criteria are based on the general e-commerce development trend of the country, the level of access to information and may change over the years.

In 2024, domestic as well as cross-border retail e-commerce transactions have become the mainstream, so the weight for the B2C index is the highest and assigned to 60%, the weighting for B2B and infrastructure criteria is 30% and 10%, respectively.

³¹ Although omnichannel sales have become popular and highly effective, it is very important for merchants to have their own website. On the other hand, Vietnam's telecommunications infrastructure is quite developed, so most traders' access to the Internet is relatively easy at a reasonable cost. It is also easy for every trader to own a desktop computer (PC), personal computer (Laptop) and a mobile phone (Smartphone). These are the main reasons for infrastructure criteria to prioritize the national domain name ".vn".

** Enhancing local EBI rankings*

The improvement of the ranking of each locality depends on the improvement of the three criteria and component criteria.

There are solutions that lead to a relatively quick increase in component criteria, including raising awareness of domain names, organizing activities for many business households or small and medium-sized enterprises to deploy sales on e-commerce platforms, improving the quality of local express postal services, etc. The Department of Industry and Trade is the core agency implementing these solutions.

In order to improve a number of component criteria such as the number of the enterprises or income, it is necessary to have consistent and synchronous solutions for many years from the provincial People's Committee to many state management agencies in trade, investment, enterprises, science and technology, post, etc transportation, etc.

Figure 31: Human Resources and Information Technology Infrastructure Index

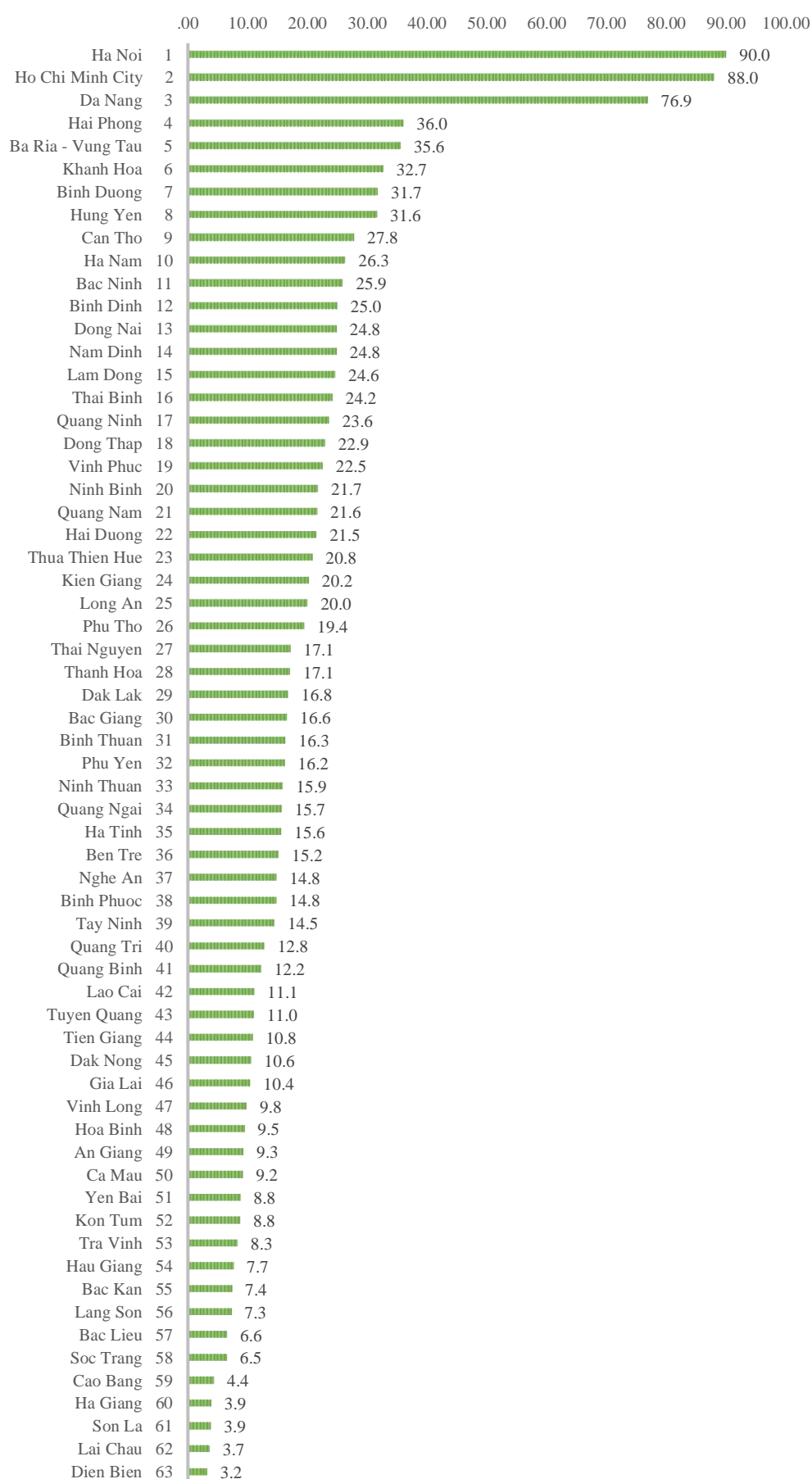


Figure 32: B2C transaction Index

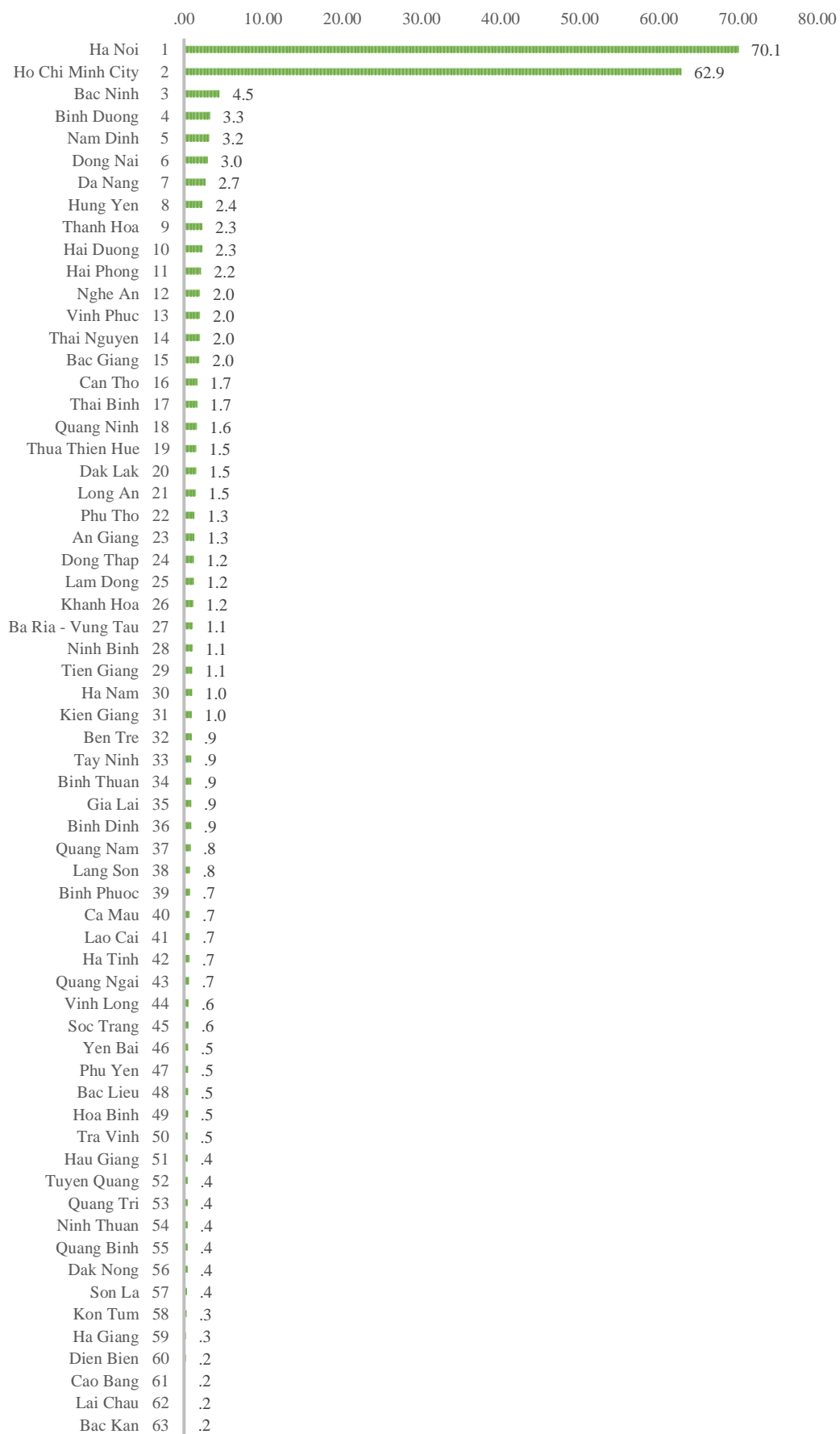
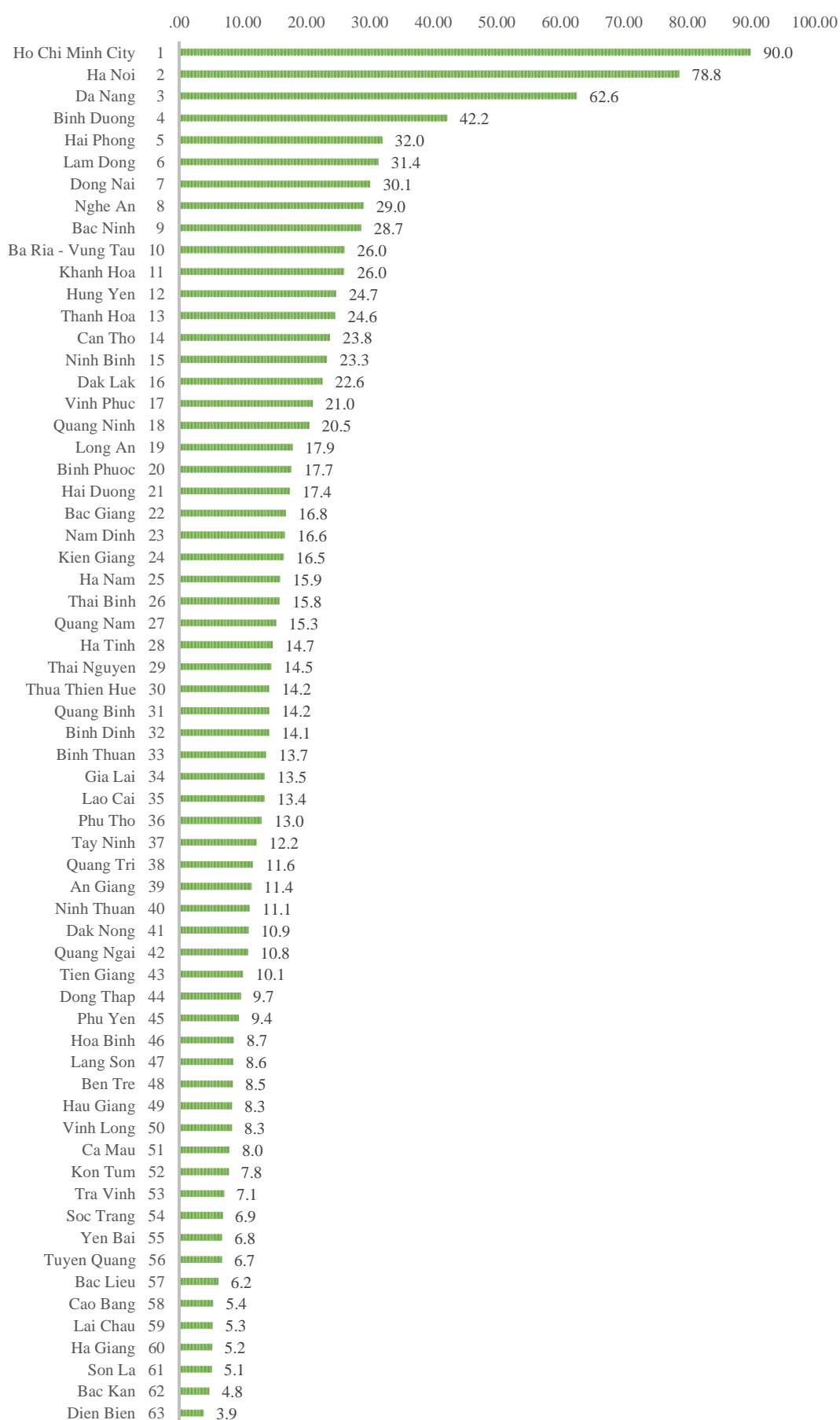


Figure 33: B2B transaction Index



2. LOCAL E-BUSINESS INDEX

The Vietnam E-Business 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.

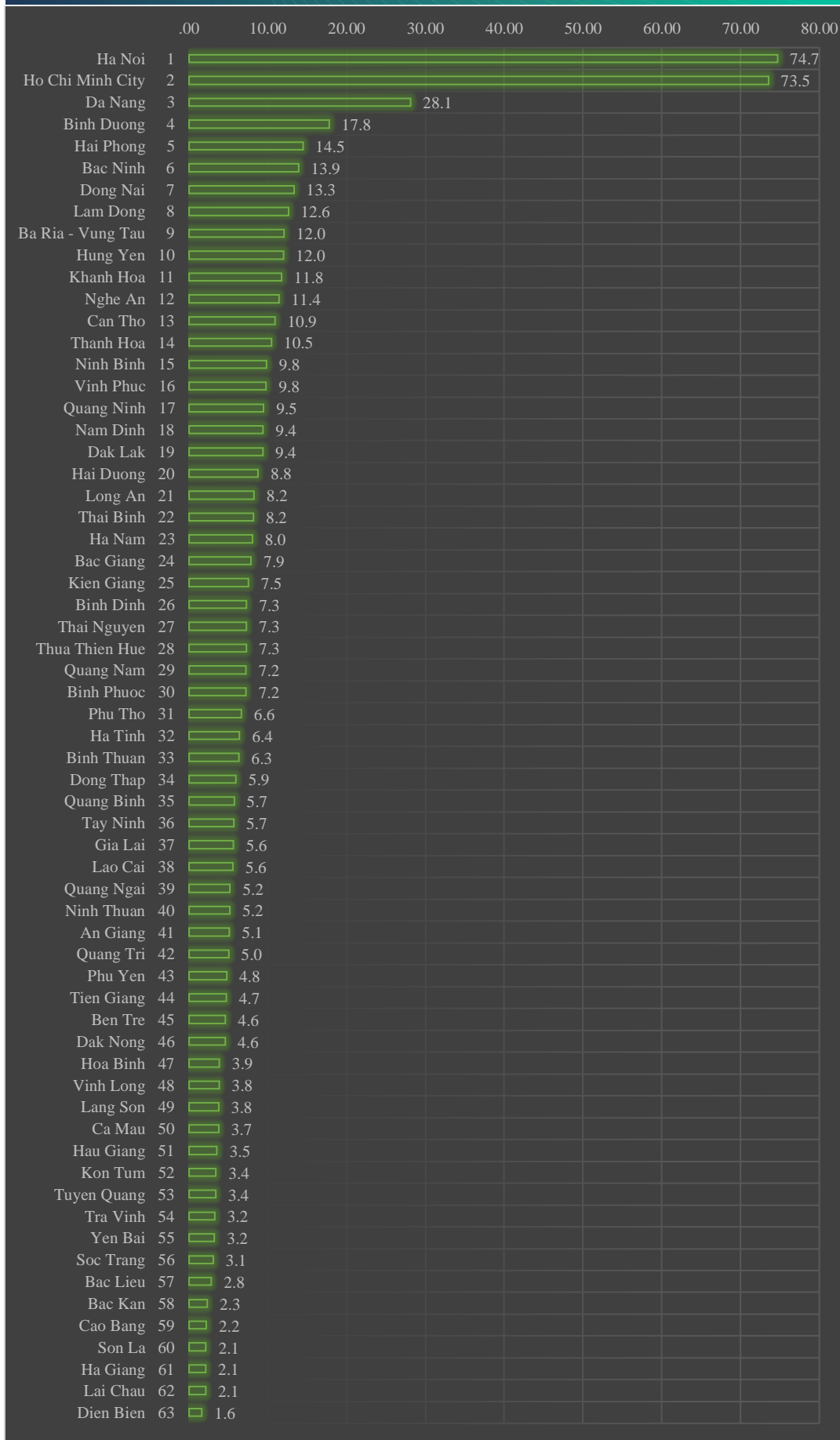
Hanoi to lead the Vietnam E-Business Index 2025 rankings with 74.7 points. Ho Chi Minh City follows in second place with 73.5 points. Da Nang ranks third with 28.1 points, but with a significant gap of 46.6 points behind Hanoi.

The average score of the Index this year is 9.3 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, Hanoi, and the lowest-ranked province among the 63 provinces in the rankings is 73.1 points.

The change in calculation and ranking methods since 2025 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.

Figure 34: Ranking of Vietnam's E-Business Index in 2025



ANNEX

ANNEX 1: Population, Enterprises and Income

No	City, Province	2023 population (thousand people)	2023 number of enterprises	No. of enterprises / 1,000 people	2023 income per capita Thousand dongs / month
1	An Giang	1906.3	5149	2.7	3897
2	Ba Ria - Vung Tau	1187.5	12342	10.4	5340
3	Bac Giang	1922.7	8710	4.5	4636
4	Bac Kan	326.5	745	2.3	2519
5	Bac Lieu	925.2	2322	2.5	4755
6	Bac Ninh	1517.4	16518	10.9	5279
7	Ben Tre	1299.3	3842	3.0	4009
8	Binh Dinh	1506.3	8086	5.4	4364
9	Binh Duong	2823.4	43274	15.3	8298
10	Binh Phuoc	1045.5	6995	6.7	4800
11	Binh Thuan	1258.8	5926	4.7	4571
12	Ca Mau	1207.4	3889	3.2	4096
13	Can Tho	1258.9	10497	8.3	5579
14	Cao Bang	547.9	1235	2.3	2439
15	Da Nang	1245.2	25797	20.7	6224
16	Dak Lak	1931.5	7757	4.0	3486
17	Dak Nong	681.9	2648	3.9	3388
18	Dien Bien	646.2	1150	1.8	2182
19	Dong Nai	3310.9	26647	8.0	6579
20	Dong Thap	1600.2	4169	2.6	4906
21	Gia Lai	1613.9	5459	3.4	2805
22	Ha Giang	899.9	1408	1.6	2252
23	Ha Nam	885.9	5423	6.1	5072
24	Ha Noi	8587.1	192197	22.4	6869
25	Ha Tinh	1323.7	5787	4.4	3811
26	Hai Duong	1956.9	11224	5.7	5336
27	Hai Phong	2105.0	21037	10.0	6392
28	Hau Giang	728.3	2720	3.7	4235
29	Hoa Binh	880.5	2972	3.4	3300
30	Hung Yen	1301.0	9754	7.5	5290
31	Khanh Hoa	1260.6	11449	9.1	4025
32	Kien Giang	1755.3	8820	5.0	4723
33	Kon Tum	591.3	2150	3.6	3210

34	Lai Chau	489.3	1251	2.6	2324
35	Lam Dong	1345.0	8247	6.1	4857
36	Lang Son	807.3	2738	3.4	2884
37	Lao Cai	779.9	3589	4.6	3200
38	Long An	1743.4	12213	7.0	4236
39	Nam Dinh	1887.1	7118	3.8	5502
40	Nghe An	3442.0	13649	4.0	4050
41	Ninh Binh	1017.1	5580	5.5	5333
42	Ninh Thuan	601.2	3102	5.2	3326
43	Phu Tho	1530.8	6549	4.3	4330
44	Phu Yen	877.7	3398	3.9	3657
45	Quang Binh	918.7	5176	5.6	3871
46	Quang Nam	1526.1	8323	5.5	3662
47	Quang Ngai	1248.1	5731	4.6	3922
48	Quang Ninh	1381.2	10288	7.4	5295
49	Quang Tri	654.2	3359	5.1	3582
50	Soc Trang	1198.8	2862	2.4	3912
51	Son La	1313.3	2189	1.7	2392
52	Tay Ninh	1194.9	5142	4.3	4876
53	Thai Binh	1882.3	6475	3.4	5266
54	Thai Nguyen	1350.3	5744	4.3	4908
55	Thanh Hoa	3739.5	16614	4.4	4653
56	Thua Thien Hue	1166.5	5301	4.5	4703
57	Tien Giang	1790.7	5864	3.3	4601
58	Ho Chi Minh City	9456.7	273071	28.9	6516
59	Tra Vinh	1019.9	2798	2.7	3859
60	Tuyen Quang	812.2	1880	2.3	3398
61	Vinh Long	1029.6	3056	3.0	3757
62	Vinh Phuc	1211.3	9777	8.1	5463
63	Yen Bai	855.5	2190	2.6	3155

ANNEX 2: National domain name “.VN” allocation by province

No	City, Province	Domain name ".vn"	Population (thousand people)	Population / 1 domain name ".vn"
1	Ha Noi	201747	8587.1	43
2	Ho Chi Minh City	208005	9456.7	45
3	Da Nang	11938	1245.2	104
4	Hai Phong	9491	2105.0	222
5	Ba Ria - Vung Tau	5269	1187.5	225
6	Khanh Hoa	5146	1260.6	245
7	Binh Duong	11213	2823.4	252
8	Hung Yen	5144	1301.0	253
9	Can Tho	4372	1258.9	288
10	Ha Nam	2916	885.9	304
11	Bac Ninh	4913	1517.4	309
12	Binh Dinh	4705	1506.3	320
13	Dong Nai	10283	3310.9	322
14	Nam Dinh	5856	1887.1	322
15	Lam Dong	4138	1345.0	325
16	Thai Binh	5690	1882.3	331
17	Quang Ninh	4077	1381.2	339
18	Dong Thap	4584	1600.2	349
19	Vinh Phuc	3411	1211.3	355
20	Ninh Binh	2762	1017.1	368
21	Quang Nam	4123	1526.1	370
22	Hai Duong	5256	1956.9	372
23	Thua Thien Hue	3039	1166.5	384
24	Kien Giang	4432	1755.3	396
25	Long An	4361	1743.4	400
26	Phu Tho	3715	1530.8	412
27	Thai Nguyen	2891	1350.3	467
28	Thanh Hoa	7997	3739.5	468
29	Dak Lak	4053	1931.5	477
30	Bac Giang	3978	1922.7	483
31	Binh Thuan	2568	1258.8	490
32	Phu Yen	1775	877.0	494
33	Ninh Thuan	1192	601.2	504
34	Quang Ngai	2441	1248.1	511
35	Ha Tinh	2581	1323.7	513

36	Ben Tre	2464	1299.3	527
37	Nghe An	6364	3442.0	541
38	Binh Phuoc	1928	1045.5	542
39	Tay Ninh	2159	1194.9	553
40	Quang Tri	1045	654.2	626
41	Quang Binh	1404	918.7	654
42	Lao Cai	1080	779.9	722
43	Tuyen Quang	1116	812.2	728
44	Tien Giang	2421	1790.7	740
45	Dak Nong	900	681.9	758
46	Gia Lai	2107	1613.9	766
47	Vinh Long	1267	1029.6	813
48	Hoa Binh	1047	880.5	841
49	An Giang	2219	1906.3	859
50	Ca Mau	1389	1207.4	869
51	Yen Bai	941	855.5	909
52	Kon Tum	648	591.3	913
53	Tra Vinh	1060	1019.9	962
54	Hau Giang	699	728.3	1042
55	Bac Kan	302	326.5	1081
56	Lang Son	738	807.3	1094
57	Bac Lieu	758	925.2	1221
58	Soc Trang	978	1198.8	1226
59	Cao Bang	301	547.9	1820
60	Ha Giang	442	899.9	2036
61	Son La	635	1313.3	2068
62	Lai Chau	224	489.3	2184
63	Dien Bien	262	646.2	2466

Source:

1. Number of domain names provided by VNNIC as of December 31, 2024

(<https://internetatlas.vnnic.vn/ten-mien-vn>)

2. Statistical Yearbook 2023, General Statistics Office, Page (397-398):

(https://www.gso.gov.vn/wp-content/uploads/2024/06/NG-TCTK-2023_Final.pdf)

SPONSORS

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 over 230,000 users (data updated March 2024). Pioneering Headless Commerce & AI technology, Sapo brings superior Omnichannel experience. 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. Besides the headquarters in Hanoi, Sapo has offices and branches in 20 provinces and cities in Vietnam, reaching out to serve several Southeast Asia countries.

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 OmniAI** - Sales and management platform from online to offline, providing outstanding omnichannel sales experience; Sapo OmniAI is an AI-powered omnichannel sales and management solution, officially launched in October 2024. It helps merchants streamline operations, enhance customer service, and drive revenue growth. With seamless integration across platforms like Facebook, Zalo, websites, and e-commerce marketplaces, Sapo OmniAI delivers a smart and comprehensive selling experience. More information: <https://www.sapo.vn/omniai.html>
- **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 Invoice** - Electronic invoice solution that fully meets the business requirements of the Tax Department. Officially launched in February 2025, Sapo Invoice is a fully compliant electronic invoicing solution that enables the registration, issuance, and processing of legally valid invoices. It helps merchants operate more safely, simply, and efficiently, while ensuring full compliance with tax authority regulations.
- **Sapo Pay** - Cashless payment solution exclusively for Sapo customers
- **Sapo Money** - Business loan solution 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 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 society contributions.



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

Hotline: 1900 6750

VIETNAM INTERNET NETWORK INFORMATION CENTER (VNNIC)

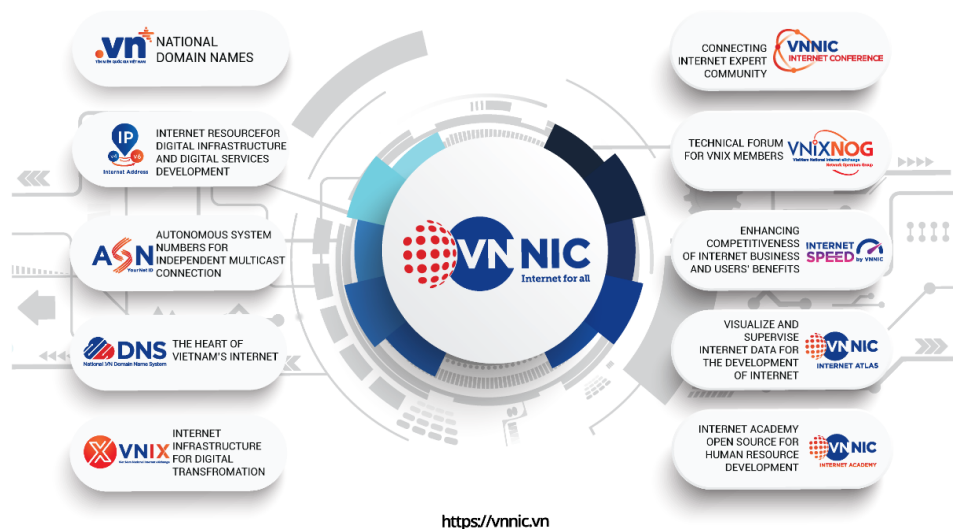


Vietnam Internet Network Information Center (VNNIC) is an affiliation under the Ministry of Science and Technology, established on April 28, 2000.

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



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

NETCO POST – LEADING THE EXPRESS DELIVERY INDUSTRY IN VIETNAM



22 Years of Trust and Excellence

Founded on March 10, 2003, Noi Bai Trading & Express Delivery Joint Stock Company (Netco Post) has established itself as one of the most reputable express delivery brands in Vietnam. With support from the parent company, GDex – a leading logistics corporation in Southeast Asia – Netco Post has continuously enhanced its service capabilities, ensuring fast and efficient delivery solutions both domestically and internationally.

Extensive Network – Outstanding Services

Netco Post currently operates **93 branches/PODs**, **4 major sorting centers** in Hanoi, Da Nang, Binh Duong, and Can Tho, and a dedicated workforce of **4,500 employees**, available **24/7**. With strong infrastructure and resources, we confidently provide fast, safe, and cost-effective delivery solutions across all 63 provinces in Vietnam.



Advanced Technology – Optimized Operations

Netco Post continuously innovates with **TMS (Transport Management System)** and **WMS (Warehouse Management System)**, integrating **AI and automation** to enhance processing efficiency, reduce **30% operational costs**, and improve delivery speed by **5 times**. Additionally, our parcel tracking system and smart payment solutions offer customers real-time, transparent order tracking.

Netco Post – The Trusted Partner for Businesses

With over two decades of development, Netco Post is proud to serve more than **60,000 regular customers** and **5,000 B2B enterprises**. We have also been honored in the **Top 5 Most Reputable Logistics Companies** from 2021 to 2023 by Vietnam Report.

Let Netco Post be your trusted companion on every delivery journey.

📍 Noi Bai Trading & Express Delivery Joint Stock Company

Address: 8th Floor, Block B, Song Da Building, Pham Hung Street, My Dinh 1 Ward, Nam Tu Liem District, Hanoi, Vietnam

Hotline: 1900 64 63

Website: <https://netco.com.vn>

TRAFFIC - Online Illegal Wildlife Trade: A Hidden Threat and a Call to Action

The illegal wildlife trade is becoming increasingly sophisticated in the digital space, with tens of thousands of listings posted every year. Popular platforms like Facebook and Zalo have become hotspots for illicit transactions, posing a serious threat to the survival of endangered and rare species.

Tens of Thousands of Listings – A Growing Challenge

A recent report by the Saving Threatened Wildlife Project, funded by the United States Agency for International Development (USAID), recorded **22,497 online advertisements for illegal wildlife products** between June 2021 and July 2023—an average of **30 posts per day**. Alarming, Facebook accounted for **51.3%** of these listings, while Zalo made up **35%**, highlighting the prevalence of wildlife trafficking on social media platforms.

The Role of E-Commerce and Social Media Platforms

E-commerce and social media platforms play a crucial role in curbing illegal wildlife trade. Necessary measures include:

- Strengthening monitoring and content moderation to detect and remove illegal listings.
- Training staff to identify and address violations effectively.
- Enforcing strict penalties on violating accounts to deter illicit activities.

Act Now Before It's Too Late

Illegal wildlife trade is not just a legal issue—it is an ethical responsibility to protect ecosystems and biodiversity. Using endangered species for medicine without scientific backing can harm human health and waste resources. If we do not act now, many species will face permanent extinction.

Join the fight against wildlife trafficking—before it's too late!

For more information, read the full report: **Survey on Illegal Wildlife Trade on Online Platforms** – https://www.traffic.org/site/assets/files/26050/traffic_stw_online_report_en_final_compressed-1.pdf

DATA SCIENCE JOINT STOCK COMPANY (METRIC)

E-commerce in Vietnam has experienced explosive growth in recent years, becoming a crucial business channel for all enterprises. The popularity of platforms like Shopee, Lazada, and TikTok Shop has created a highly potential and competitive market. Data has become a core factor in this context that helps businesses capture trends, optimize strategies, and make precise decisions.

Recognizing the urgent need for a comprehensive data analysis tool for the e-commerce market, Data Science Joint Stock Company launched the Metric.vn platform. Built on Big Data and AI technology, Metric provides in-depth market analysis, enabling businesses to access complete and timely information. Utilizing big data technology, Metric meets market research needs in both breadth and depth. The company has already served over 100,000 businesses and sellers, leveraging e-commerce data, and aims to support 1,000,000 businesses and sellers by 2030.

Currently, Metric has expanded its technological solutions and deep-data services, including Market Intelligence and Business Intelligence, focusing on serving brand customers and organizations. As a pioneering e-commerce data research platform in Vietnam, Metric has been trusted by over 1,000 brands and organizations and is an official partner of leading e-commerce institutions and platforms in Vietnam, such as the Department of E-Commerce and Digital Economy (Ministry of Industry and Trade), the Vietnam E-Commerce Association (VECOM), and the Consumer Protection Association.