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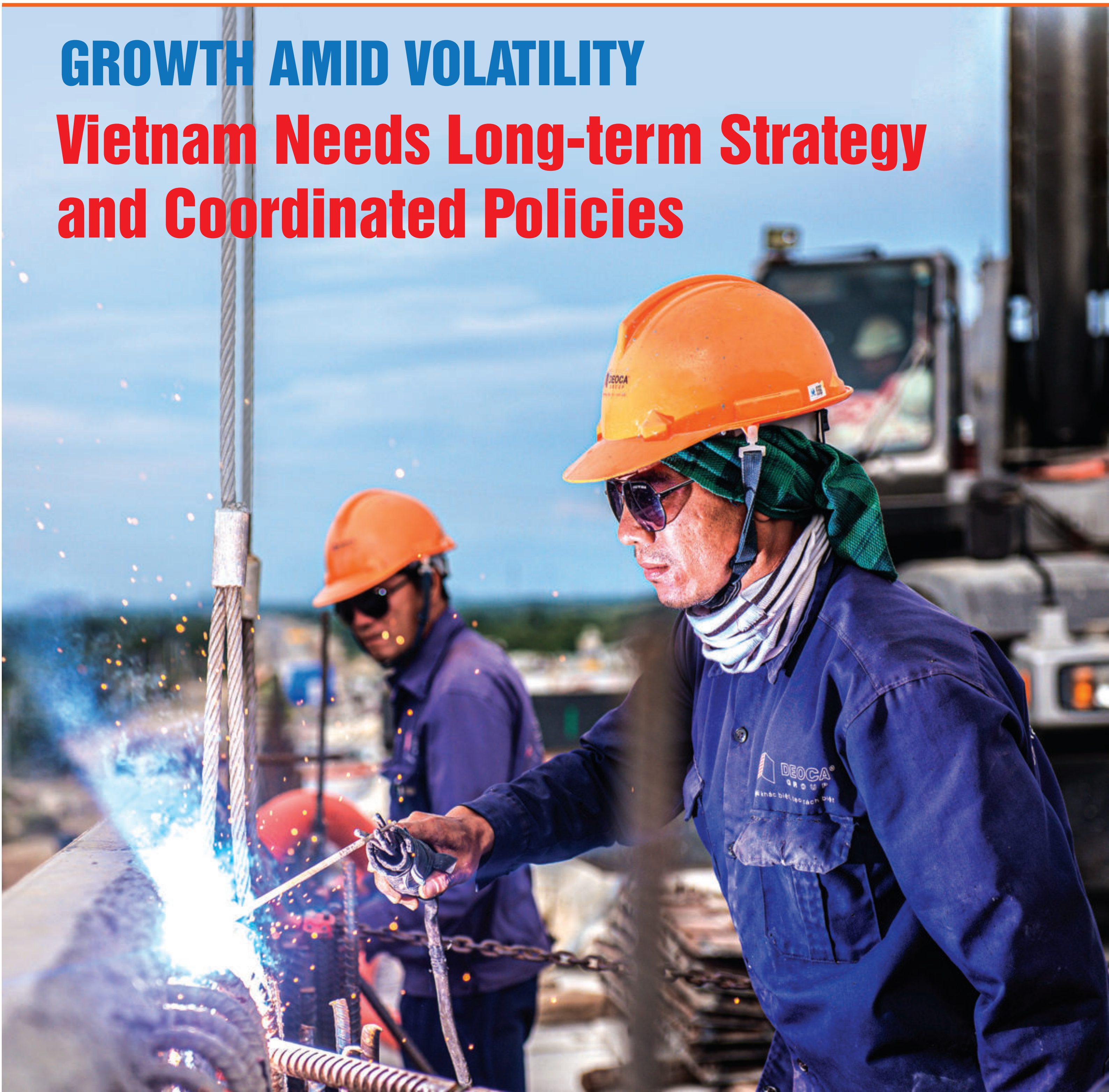
GROWTH AMID VOLATILITY

Vietnam Needs Long-term Strategy and Coordinated Policies



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9. Providing legal services and representing for Recordal of license/assignment of IPRs and technology transfer

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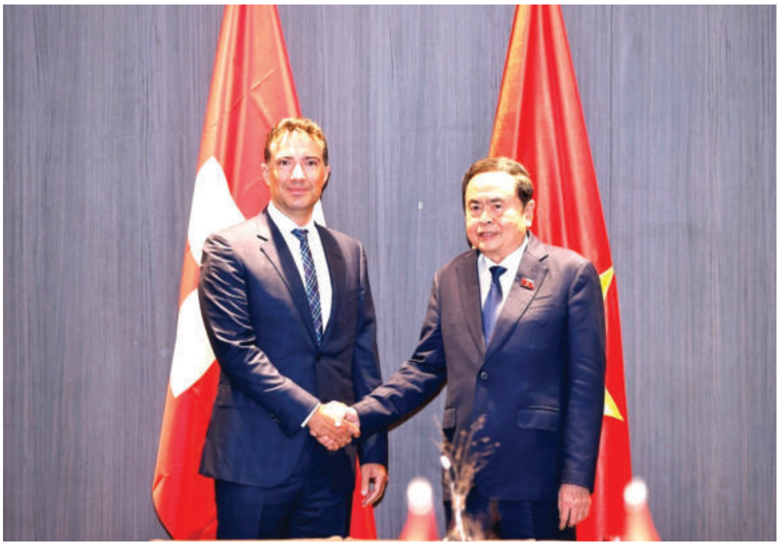
Cover photo: Vietnam's economy has shown strong resilience, with Q4 of 2025 set to be crucial for meeting the 8-8.5% GDP growth target and laying groundwork for 2026

VIETNAM AND SWITZERLAND

54 Years of Nurturing Friendship and Comprehensive Cooperation

For more than half a century since the establishment of diplomatic ties, Vietnam and Switzerland have remained trusted partners with comprehensive cooperation in development aid, trade, investment, education, research, and multilateral coordination.

THU HUYEN



National Assembly Chairman Tran Thanh Man (R) meets with Swiss Council of States President Andrea Caroni in Geneva, July 2025

Relationship built on trust and solidarity

From the early days after diplomatic relations were established on October 11, 1971, Switzerland accompanied Vietnam in its reconstruction period. Initial humanitarian aid programs not only provided material support but also reflected the goodwill and genuine friendship of the Swiss people toward the Vietnamese people.

As Vietnam entered its reform period, Switzerland's presence became more prominent. Development cooperation programs went beyond financial assistance to focus on strengthening governance, developing high-quality human resources, and encouraging community participation in social projects.

In a recent statement, Swiss Ambassador to Vietnam Thomas Gass affirmed: "Vietnam has always been one of Switzerland's most important partners in Southeast Asia. We value Vietnam's progress in socio-economic development and wish to continue accompanying the country on its path toward sustainable development."

This commitment has been demonstrated through concrete actions. A notable milestone was in 1991, when the Swiss Agency for Development and Cooperation (SDC) opened its permanent office in Hanoi. Since then, Swiss official development assistance (ODA) for Vietnam has shifted from poverty reduction to promoting sustainable economic development. Over the past 34 years, Switzerland has provided Vietnam with a total of CHF650 million (US$800 million), focusing on key areas such as poverty reduction, human resource development, public governance, and climate change response.

Advancing economic and trade cooperation in new era

While development cooperation was once the main focus, over the past two decades trade and investment have become a central pillar of Vietnam-Switzerland relations. Switzerland is one of Vietnam's key trade partners in Europe, while Vietnam is Switzerland's fourth-largest trading partner in ASEAN. Bilateral trade reached US$811.2 million in 2024, and in the first half of 2025, two-way trade amounted to US$454 million. Vietnam's competitive exports to Switzerland include seafood, textiles and garments, handbags, footwear, handicrafts, tea, coffee, and spices, while Swiss exports to Vietnam include pharmaceuticals, precision machinery, and chemicals.

On investment, as of December 2024, Switzerland ranked 20th out of 147 countries and territories investing in Vietnam, with 221 projects and total registered capital of more than US$2.116 billion. Major Swiss corporations investing effectively in Vietnam include Nestlé, Novartis/Ciba-Sandoz, and Roche.

During his recent official visit to Switzerland, National Assembly Chairman Tran Thanh Man said: "Vietnam-Switzerland relations are developing very positively. The Vietnamese National Assembly strongly supports the early conclusion of the Free Trade Agreement between Vietnam and the European Free Trade Association (EFTA, comprising Switzerland, Norway, Iceland, and Liechtenstein) to create new momentum for economic, trade, and investment cooperation."

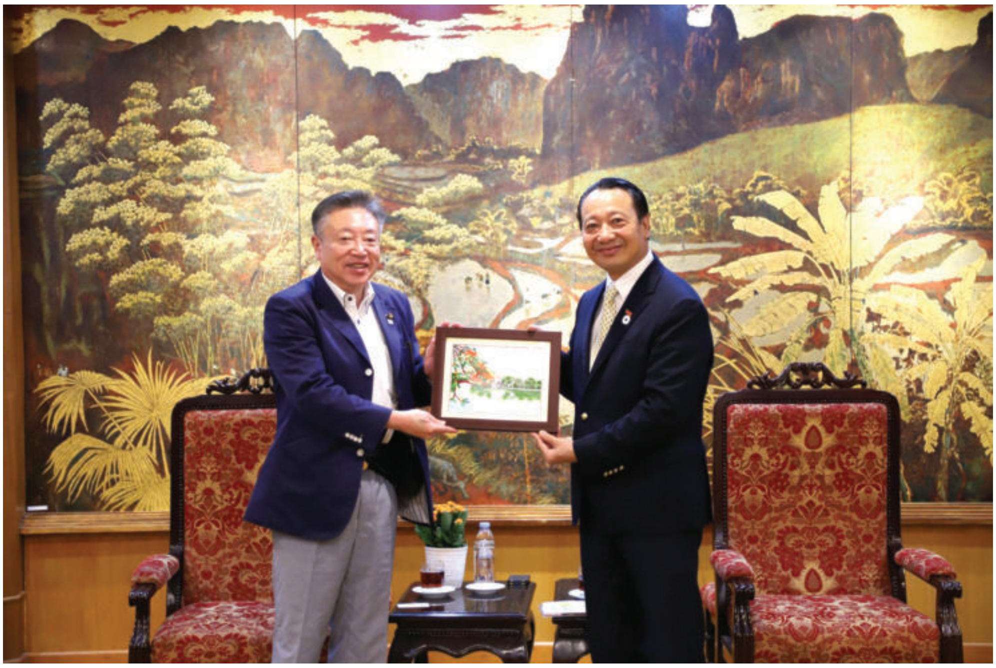
In the multilateral sphere, Switzerland places increasing value on Vietnam's role, particularly as Vietnam has advanced integration through free trade agreements such as the one with the European Union. The two countries are actively advancing negotiations on the Free Trade Agreement between Vietnam and the EFTA.

"We believe that shared values of sustainable development, humanity, and innovation will continue to advance Switzerland-Vietnam relations, not only in bilateral cooperation but also in contributing to solutions for global challenges," Ambassador Thomas Gass emphasized.■

Vietnam-Japan Business Cooperation Strengthened

A delegation from the Liberal Democratic Party of the Toyota City Council, Aichi Prefecture, Japan, led by Councilor Suzuki Akira, recently met with Nguyen Quang Vinh, Vice President of the Vietnam Chamber of Commerce and Industry (VCCI), to discuss prospects for cooperation in economics, high technology, and sustainable development.

HUONG LY



VCCI Vice President Nguyen Quang Vinh (R) and Councilor Suzuki Akira of Toyota City Council, Aichi Prefecture

During their visit to Vietnam, the Japanese delegates expressed admiration for the country's rapid economic growth and remarkable transformation in urban infrastructure and airport systems compared with 15 years ago. Suzuki appreciated the role of Vietnamese workers employed in businesses linked to Toyota, calling them a key factor in shared development. He also said that Toyota City, home to the Toyota Motor Corporation headquarters, has strong potential to become a strategic hub for expanded cooperation between the two sides.

VCCI Vice President Nguyen Quang Vinh emphasized that Vietnam greatly values Japan's business management experience and corporate culture, especially the globally recognized model of "The Knowledge-Creating Company." He regarded this as an important source of knowledge for Vietnamese enterprises to strengthen competitiveness and deepen participation in global value chains.

He underscored Vietnam's interest in adopting advanced technologies, modern management practices, and high-quality investment capital from Japan. Potential areas for cooperation include digital transformation, the circular economy, artificial intelligence, semiconductor component production, and green transition, which offer strong complementarities between the two economies. Moreover, Vietnam's plans to establish international financial centers in Ho Chi Minh City and Da Nang open up new opportunities for financial collaboration.

Sustainable development and environmental protection have become key priorities for the business community. He highlighted Japan's expertise in clean energy and waste treatment as valuable experience and expressed the hope that enterprises from both countries would strengthen cooperation to promote green growth models.

Vietnam's government has pledged to achieve net-zero emissions by 2050, as declared at COP26, focusing on renewable energy sources such as wind, solar, and ocean wave power, while also studying the long-term potential of nuclear energy. The government is expediting administrative reforms and making major investments in infrastructure, including expressways, airports, and high-speed rail, to ensure balanced regional development and ease population and economic concentration in major cities.

Suzuki said that Vietnam offers strong conditions for sustained growth, from its stable political environment and government reform efforts to its diligent, creative, and adaptable workforce. In agriculture, Vietnam, once among the world's top rice exporters, is rapidly moving toward high-tech, low-emission production, opening new opportunities for cooperation with Japan in producing high-quality agricultural products that meet strict international standards.

The visit by the Toyota City delegation marked an opportunity for both sides to define new directions in an era of high technology and sustainable growth. With mutual goodwill and shared determination, Vietnam-Japan relations are expected to continue expanding and strengthening across all dimensions in the coming years.■

GROWTH AMID VOLATILITY

Vietnam Needs Long-term Strategy and Coordinated Policies

To achieve its growth targets amid persistent global economic volatility, Vietnam must prioritize areas such as climate-resilient infrastructure, efficient public investment, private sector development, and innovation in emerging technology sectors. These remarks come from Mr. Nguyen Ba Hung, Chief Economist of the Asian Development Bank (ADB) in Vietnam.

ANH MAI

Vietnam aims for 8.3-8.5% growth in 2025, significantly higher than ADB forecasts. Why is there such a discrepancy?

Firstly, the government's growth target is aspirational and accompanied by supporting policy measures. From a planning perspective, this represents a very ambitious goal. From a forecasting standpoint, we rely on observable indicators, including global and regional economic conditions affecting Vietnam's growth, as well as past performance and data from the early months of 2025. Achieving this ambitious target may face policy implementation lags, which largely depend on the government's capacity to effectively execute policies and reduce these delays.

The government's strategic direction and policy measures require comprehensive coordination across central and local authorities, from provincial to commune levels. Recent reforms of the two-tier government system and organizational restructuring aim to improve efficiency and reduce costs. In the short term, however, implementation faces challenges, a phenomenon economists refer to as "adjustment costs." As a result, effective policy execution depends heavily on real-world conditions.

Vietnam has introduced key resolutions, including Resolution 68 to foster private sector development. How do you assess their impact on economic growth?

Developing the private sector involves more than Resolution 68; other resolutions, particularly Resolution 57 on science and technology, are equally important. For private enterprises to grow and compete internationally, investment in science and technology is essential. Currently, Vietnamese firms lag in this area. Without upgrading technological capacity to meet global standards, Vietnam risks losing growth opportunities. Resolution 68 cannot be viewed in isolation, as all these resolutions collectively aim to enhance enterprise competitiveness.

At a macroeconomic level, domestic economic growth is driven by consumption and investment. The public sector provides both public expenditure and public investment, but the government alone cannot sustain high growth; active participation from the private sector is essential to stimulate domestic demand and increase private investment.

In reality, the private sector's competitiveness remains limited. Most private firms are small and medium-sized, constraining their ability to mobilize resources. Domestic enterprises contribute only about 25-30% of total export value, while foreign-invested enterprises account for more than 70%. This indicates significant room for private sector development.

Recent resolutions, including Resolution 68, are on the right track. Implementing these reforms effectively, however, requires a comprehensive approach. This includes not only direct support for private businesses but also improvements to the overall business environment, increased opportunities for technological investment, and stronger international competitiveness. Together, these measures enhance the private sector's role as a driver of growth.

Infrastructure investment plays a particularly critical role in medium- and long-term growth. The sooner projects are completed and operational, the more they contribute to socio-economic development.

In addition to hard infrastructure such as transport, energy, and digital systems, soft infrastructure such as education and healthcare must receive priority. These sectors are essential for building a skilled workforce, which is a key driver of Vietnam's future growth. Vietnam has significant opportunities to increase investment in these areas, and the returns on such investment are likely to be high.

The most important factor is creating a competitive business environment. When investment and business operations are efficient, sectors with high growth potential can develop strongly.

ADB recommends harmonizing fiscal and monetary policies. If fiscal stimulus is insufficient, sustainable growth could face challenges. Could you elaborate on this and offer policy guidance?

Regarding monetary policy, the State Bank of Vietnam's interest rates are currently relatively favorable, leaving limited room for further easing. The refinancing rate stands at 4.5%, while inflation is around 3.3%, implying a real interest rate of approximately 1% if inflation rises. This suggests that the current interest rate policy is appropriate.

The State Bank of Vietnam is also managing liquidity through open market operations, which has been effective relative to recent credit growth. Liquidity management aligns well with current market needs, supporting development demands.

On exchange rate policy, the central bank maintains a 5% fluctuation band around the central rate. Current market movements remain within this policy range. Vietnam's balance of payments is relatively stable, with no need for intervention, indicating that the current exchange rate policy supports government objectives.

While the Vietnamese dong has depreciated against the U.S. dollar, the dollar itself has weakened against regional currencies, maintaining Vietnam's export competitiveness. In the context of carbon tax pressures, this competitive pricing is positive. However, if global commodity prices rise significantly, import costs will increase, slightly affecting inflation but not to the extent requiring exchange rate intervention. Overall, current monetary and exchange rate policies are consistent with macroeconomic conditions.

Policy coordination is essential, with public investment and expenditure serving as drivers of private investment and domestic consumption. Domestic private enterprises can use credit growth policies to expand their business activities. This demonstrates effective coordination between fiscal and monetary policy. While the short-term impact may be limited, over the long term, increasing demand for investment credit will boost private sector growth and business expansion.

Thank you very much!

Vietnam has introduced major resolutions, including Resolution 68 to foster private sector development

Vietnam Resilient Amid Economic Challenges

Vietnam's economy is expected to remain resilient through 2025-2026, supported by expansionary fiscal and monetary policies. The U.S. reciprocal tariffs effective August 7, 2025, 20% on imports and 40% on transshipped goods, may slow short-term growth, but economic stimulus measures are expected to soften their impact. This assessment is from the Asian Development Bank's (ADB) September 2025 report, Asian Development Outlook.

ANH MAI

According to Shantanu Chakraborty, ADB Country Director for Vietnam, a surge in exports ahead of the U.S. tariff implementation, together with government support policies, fueled economic growth in the first half of 2025. However, growth is expected to moderate for the rest of the year due to tariffs effective August 7, 2025. Although the domestic economy remains stable, growth is projected to ease compared with the strong first-half performance.

Vietnam's industrial output is projected to increase 7.7% in 2025, supported by higher manufacturing and processing exports, although elevated U.S. tariffs may pose challenges. Service sector growth is expected to remain strong at 7.4%, boosted by continued expansion in finance and banking, logistics and transport, communications, retail, and particularly tourism and related industries.

Agriculture is expected to grow 3.4% in 2025, supported by global demand for high-quality, sustainable food and the broader adoption of smart farming technologies, though the sector remains vulnerable to climate risks and limited technology access. Domestic consumption continues to benefit from accommodative fiscal and monetary policies, with retail network expansion, rising e-commerce penetration, and the recovery of tourism-related services further strengthening domestic demand.

Effective public investment is especially important for sustaining growth and easing infrastructure bottlenecks. With public debt at less than 34% of GDP, well below the 60% ceiling, Vietnam has substantial fiscal space to implement growth-supporting measures. Comprehensive institutional reforms will streamline the legal framework, improve disbursement efficiency, and strengthen the domestic economy.

Tariff uncertainty is disrupting FDI and trade. Exports to the U.S. are expected to slow sharply after the pre-tariff surge, as the new 20% tariff leads export-oriented producers to delay or scale back plans. Trade flows will also shift as businesses restructure supply chains and adjust pricing. Tariffs are likely to continue pressuring trade and investment for the rest of the year, underscoring the need to transition toward a more balanced growth model with stronger domestic demand and more diversified export markets to mitigate tariff shocks.

Credit growth is expected to meet or exceed the 16% target for 2025. With a more flexible approach from the State Bank of Vietnam, lending is likely to continue increasing toward year-end. ADB projects inflation at 3.9% in 2025, easing slightly to 3.8% in 2026.

The government is intensifying fiscal and monetary stimulus to achieve 8.3%-8.5% growth in 2025, targeting double-digit growth in the coming years. To maintain this momentum, ADB's Chief Economist in Vietnam Nguyen Ba Hung stressed that emerging risks and structural constraints must be effectively addressed.

Shantanu Chakraborty highlighted that closer coordination between fiscal and monetary policies is crucial to support growth, avoid excessive pressure on monetary policy, and ensure macro-financial stability.■

Effective public investment is crucial for sustaining growth and easing infrastructure bottlenecks

As of the end of September, Vietnam's total import-export turnover reached US$680.66 billion, up 17.66% year-on-year

Vietnam Economy Sustains Upward Momentum

So far in 2025, Vietnam's economy has demonstrated strong resilience, maintaining stable macroeconomic fundamentals, keeping inflation under control, sustaining a sizable trade surplus, and continuing to attract steady foreign direct investment (FDI) inflows. However, challenges remain as domestic consumption grows slowly, private investment stays cautious, and public investment disbursement falls short of expectations, all adding pressure in the fourth quarter. A strong and timely policy push will be crucial to achieve the full-year GDP growth target of 8-8.5%.

HUONG LY

Bright spots amid challenges

Amid global headwinds of slower growth, rising trade protectionism, and heightened geopolitical risks disrupting supply chains, Vietnam has demonstrated strong economic resilience with positive macroeconomic indicators. According to the National Statistics Office (Ministry of Finance), average inflation in the first nine months stayed well below the target set by the National Assembly. As of August 2025, the Consumer Price Index (CPI) had risen 3.25% year-on-year, while core inflation increased 3.19%.

Foreign trade remains a major growth driver. As of the end of September, total import-export turnover reached US$680.66 billion, up 17.66% year-on-year. Exports totaled US$348.74 billion, a 16% increase from the same period in 2024, while imports reached US$331.92 billion, up 18.8%. The trade balance posted a surplus of US$16.82 billion in the first nine months. This outcome reflects the effectiveness of adopting higher quality standards and fully leveraging next-generation free trade agreements (FTAs), such as the EU-Vietnam Free Trade Agreement (EVFTA), which have helped lessen dependence on traditional markets.

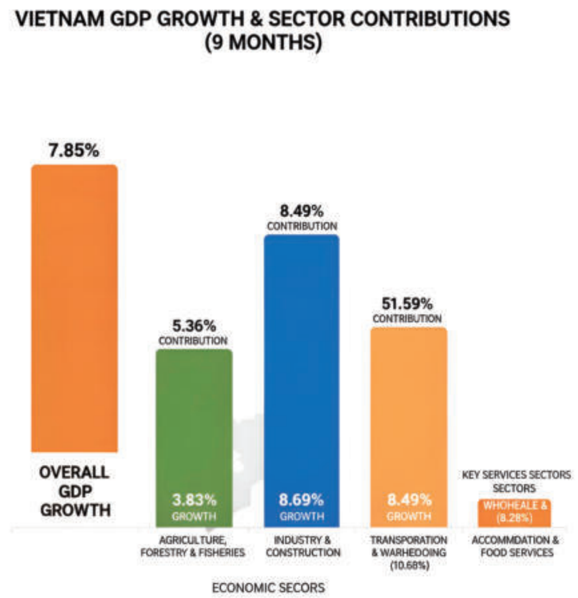
The Index of Industrial Production (IIP) rose 7.7% year-on-year in the first nine months, driven mainly by the manufacturing and processing sector, which expanded 8.8%, and electricity production and distribution, which grew 9.4%. State budget revenue reached VND1.8879 quadrillion, up 27.9% year-on-year and equivalent to 96% of the full-year target.

Tourism and services maintained a strong recovery, attracting more than 13.9 million international visitors, up 21.7% year-on-year, supported by more flexible visa policies and a wider range of tourism products. The business sector also showed encouraging progress, with over 209,000 newly established and reactivated enterprises, a 24.5% increase from the same period last year. Following the implementation of Resolution 68-NQ/TW, an average of more than 19,100 new businesses were registered each month, nearly 48% higher than in previous months. By the end of August, over 209,240 enterprises had entered or returned to the market, surpassing the number of those exiting by 30%.

FDI inflows also increased in project numbers, with total registered capital reaching US$26.1 billion, up 27.3% year-on-year. However, the average registered capital per project has continued to decline, from US$5.09 million in the first quarter to US$4.35 million by August, indicating a significant structural shift.

According to economist Nguyen Bich Lam, the decline in average registered capital indicates a shift toward smaller and more dispersed projects instead of large-scale, high-impact investments. This trend may constrain technology and management spillovers while reflecting greater investor caution amid intensifying competition to attract high-tech and large-scale projects.

Public investment continues to serve as an important growth driver, with a record VND1 quadrillion scheduled for disbursement this year. To date, about VND410 trillion has been allocated, VND135 trillion higher than in the same period last year. However, this progress still falls short of the target of fully disbursing the planned public investment capital. Many key projects remain delayed due to administrative hurdles, site clearance difficulties, and limited management capacity following recent institutional restructuring.



Q4 breakthrough expected

With encouraging results so far, the fourth quarter (Q4) of 2025 is expected to be a decisive period for achieving the full-year GDP growth target of 8-8.5% and setting the stage for 2026. According to the Ministry of Finance, Q4 GDP growth must reach 8-8.5% to meet the annual target. The Government has issued several directives to stimulate consumption, promote exports, and accelerate public investment disbursement.

Prime Minister Pham Minh Chinh emphasized the role of public investment, exports, and domestic consumption as the main drivers of economic growth. In particular, fully disbursing the planned public investment capital, equivalent to VND1 quadrillion, is considered crucial for stimulating demand and mobilizing broader social resources.

To achieve the growth target, the Government has set out several key priorities: maintaining macroeconomic stability and keeping inflation under control through flexible coordination of fiscal and monetary policies; accelerating public investment disbursement by removing administrative and site clearance obstacles; supporting enterprises by lowering capital costs and improving the business environment; enhancing the quality of FDI with a focus on high technology and clean energy; and speeding up digital transformation while promoting the development of a green economy.■

Vietnam's IIP rose 7.7% year-on-year in the first nine months, driven mainly by the manufacturing and processing sector

Vietnam Exports Surpass Targets but Challenges Remain

As of the end of September, Vietnam's total import-export turnover reached US$680.66 billion, up 17.66% year-on-year. Exports rose 16% to US$348.74 billion, exceeding the 12% target, while imports grew 18.8% to US$331.92 billion, resulting in a trade surplus of US$16.82 billion for the first nine months.

HUONG LY

According to Le Hoang Tai, Deputy Director General of the Trade Promotion Agency (Ministry of Industry and Trade), export growth amid global economic uncertainty reflects the strong efforts of the business community and the effectiveness of government directives. However, he cautioned that to meet the export target of the year, Vietnam must navigate significant internal and external challenges.

Geopolitical instability and armed conflicts are disrupting supply chains, pushing up costs for logistics, maritime transport, and insurance. Volatile oil prices, input materials, and exchange rates are increasing risks and putting pressure on profit margins. Strategic competition among major economies including the U.S., China, EU, Japan, and India is intensifying, covering not only trade but also technology, finance, energy, and sustainability standards. At the same time, protectionist measures, industrial subsidies, export controls on critical technologies, and tighter environmental, labor, and technical requirements are being enforced.

Next-generation non-tariff barriers such as ESG standards (Environmental, Social and Governance), C-TPAT (Customs-Trade Partnership Against Terrorism), and anti-circumvention trade defense regulations are becoming "entry tickets" to demanding markets. Failure to meet these standards can exclude suppliers from the outset.

With a trade deficit of over US$100 billion with China, Vietnam risks becoming a target of trade defense investigations. If the U.S. imposes tariffs of up to 60% on Chinese goods, Vietnam could be indirectly affected if its exports are suspected of being rerouted to bypass these tariffs. As "transshipment" remains undefined, businesses must ensure transparency in supply chains and product origin to avoid passive exposure. In addition, potential U.S. retaliatory tariffs of 20-40% would add further pressure on exports.

In September, Vietnam's total import-export turnover reached US$82.49 billion, with exports at US$42.67 billion, down 1.7% from August but still up 24.77% year-on-year. Top export sectors included machinery and equipment at US$5.6 billion (up 8.1%), phones and components at US$5.4 billion (down 5.6%), textiles at US$3.26 billion (down 15.6%), footwear at US$1.7 billion (down 14.4%), transport equipment at US$1.38 billion (down 6.7%), wood products at US$1.36 billion (down 6.9%), fruits and vegetables at US$1.31 billion (up 38%), toys and sports equipment at US$1.06 billion (down 1.5%), and aquatic products at US$1.01 billion (down 5.6%).

Since joining the WTO in 2007, Vietnam has used investment inflows to boost exports. Yet the growth model, which relies heavily on processing and assembly at the lower end of global value chains, is increasingly revealing its weaknesses. The FDI sector continues to dominate, contributing 79.2% of total export turnover in the first half of September.

Le Hoang Tai emphasized that the share of high value-added, technology-intensive, and innovative products in Vietnam's exports is still limited. As a result, profit margins remain low, exposure to external shocks is high, and most added value in the supply chain is captured outside Vietnam.

Meanwhile, small and medium-sized enterprises (SMEs), which make up the majority, face limitations in capital, technology, and management capacity. Compliance with international standards on food safety, traceability, and environmental requirements remains a significant hurdle, leaving many SMEs excluded from initial supplier selection in markets like the U.S. and EU. In addition, the use of next-generation free trade agreements (FTAs) such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the EU-Vietnam Free Trade ☞

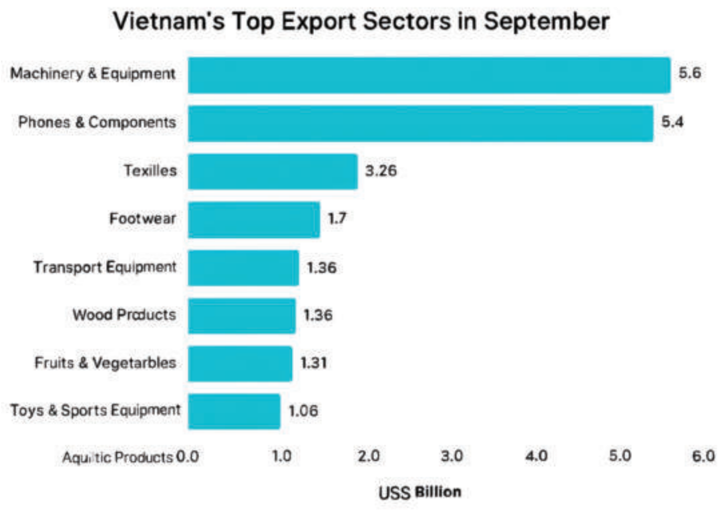
Agreement (EVFTA) remains below potential, restricting opportunities for broader market expansion.

To meet year-end targets, Vietnam requires a coordinated strategy addressing both supply and demand, along with effective export organization. Economic diplomacy will be key to opening markets in the Middle East and Gulf and speeding up negotiations with partners like Canada to establish flexible cumulative sourcing mechanisms. Additionally, Resolutions 66 and 68/2025 are expected to resolve legal bottlenecks, enabling businesses to overcome institutional barriers and gain momentum.

According to the Ministry of Industry and Trade, Vietnam's breakthrough export strategy now rests on three pillars: market and product diversification, advancing green transformation, and raising localization rates. The focus is gradually reducing dependence on traditional markets such as the U.S. and EU, while leveraging geographic advantages and FTAs to expand into new destinations such as the Middle East, Africa, and niche Halal markets.

In traditional industries such as textiles, footwear, wood, and agriculture, the orientation is to strengthen deep processing and apply green technologies to meet ESG standards, turning technical barriers into competitive advantages. In high-tech sectors, the goal is to increase localization and ensure product origin transparency, helping enterprises cope with trade defense measures.

Heavy dependence on the FDI sector highlights the need for domestic enterprises to strengthen capabilities and integrate more deeply into global supply chains. Experience from past integration processes, ranging from the Vietnam-U.S. Trade Agreement to next-generation FTAs, shows that export growth has always been accompanied by institutional reform and enhanced production capacity. In the current context, Vietnam's export strategy must uphold that approach by promoting green transformation and fostering technological advancement, thereby raising the competitiveness of Vietnamese businesses.■



Vietnam's footwear sector posts positive growth but still faces significant challenges

Milestone for Comprehensive Transformation

FTSE Russell officially upgraded Vietnam's stock market from the "frontier market" category to secondary emerging market status. Commenting on this milestone, Minister of Finance Nguyen Van Thang said: "Over the past two years, under the strong leadership of General Secretary To Lam, the Government and Prime Minister, and with close direction from the Ministry of Finance, the State Securities Commission has carried out a comprehensive reform program to align Vietnam's stock market with the highest international standards."

HUONG HAU

According to Minister Nguyen Van Thang, FTSE Russell's official recognition and upgrade reflect the Government's sound policies and strong determination, the close coordination of the State Bank and ministries, the active participation of market members, and the valuable support of the World Bank, FTSE experts, and global investment institutions. He praised the State Securities Commission, stock exchanges, and the Vietnam Securities Depository and Clearing Corporation (VSDC) for their consistent and dedicated efforts.

"This upgrade marks a significant milestone in more than 25 years of market development. FTSE's decision not only opens up major opportunities to attract foreign investment but also affirms that Vietnam's development path and integration into the global financial system are moving in the right direction," he emphasized.

Upgrade is a journey, not a destination

Regarding the market's direction following the upgrade, Minister Nguyen Van Thang said: "The upgrade is not the final destination but part of an ongoing journey to build a higher-quality, more transparent, and sustainable stock market. FTSE's announcement today represents only an initial achievement; we still have greater goals ahead and must pursue more decisive and consistent reforms."

He added that this upgrade results from reforms across legal frameworks, market infrastructure, product and service quality, and investor behavior, representing a complete transformation in quality and integration. In the Vietnam Stock Market Upgrade Plan, the goal is not only to maintain the "secondary emerging market" status under FTSE Russell but also to meet Morgan Stanley Capital International (MSCI) criteria and advance to the "advanced emerging market" group by 2030.

"The Vietnamese capital and stock markets will undergo qualitative transformation. While attracting higher-quality foreign capital, the market will also require higher standards of corporate governance and transparency. This will drive regulators, enterprises, and investors to raise their standards and make stronger contributions to the economy," he said.

Stock market - core capital mobilization channel

On the market's future direction, Minister Nguyen Van Thang emphasized: "The 2030 Stock Market Development Strategy clearly sets the goal of developing a stable, safe, healthy, efficient, sustainable, and internationally integrated stock market; making it the main medium- and long-term capital mobilization channel for the economy; while fostering green finance, sustainable finance, and digital transformation."

The Ministry of Finance will instruct the State Securities Commission and relevant agencies to further improve the legal framework, accelerate the modernization and digitalization of market infrastructure, enhance convenience for both domestic and foreign investors, and develop a transparent, efficient, and modern stock market aligned with leading international standards.

"The Ministry of Finance looks forward to continued leadership support from the Party and State, effective coordination from ministries, international organizations, and market participants, so that Vietnam's stock market not only maintains its newly upgraded status but also progresses toward higher standards, becoming a key capital mobilization channel for economic development in the new era," Minister Nguyen Van Thang said.■

Enhancing FDI Appeal Amid Global Minimum Tax Implementation

Located in one of the world's most dynamic economic regions, Vietnam has remained a strong and increasingly attractive destination for foreign direct investment (FDI). However, the implementation of the global minimum corporate income tax means tax incentives will no longer serve as a key advantage in attracting FDI. Instead, non-tax policy measures will become essential.

QUYNH CHI

Global minimum tax and its impact on FDI

According to Dr. Bui Tat Thang, former President of the Vietnam Institute for Development and Strategy, the global economy is facing new challenges, including the adoption of the global minimum corporate income tax, which is expected to significantly affect FDI flows in the coming period.

The global minimum corporate income tax (commonly referred to as the Global Minimum Tax) is one of two key pillars of the Base Erosion and Profit Shifting (BEPS) Action Plan, launched by the Organization for Economic Co-operation and Development (OECD) in 2013. The Global Minimum Tax is set at 15% and applies to multinational corporations with consolidated global revenue of at least €750 million (US$800 million) in at least two of the previous four years.

The proposal was primarily driven by the fact that large multinational corporations, often headquartered in advanced industrial economies, were investing in countries with low corporate tax rates to maximize profits by minimizing their tax obligations. This created unfair competition and deepening income inequality. The objective of the minimum tax is therefore to ensure a fairer, more transparent global business environment while reducing income disparities.

For developed countries hosting these multinational corporations, overseas investment resulted in a loss of tax revenue compared with if the investment had remained domestic. Additionally, as competition in high-tech, strategic sectors such as semiconductors and artificial intelligence has intensified, the Global Minimum Tax, though proposed over a decade ago, has only recently come into effect. This is why the BEPS Action Plan comprises two pillars: taxing digital business activities based on market allocation and establishing a 15% Global Minimum Tax for multinational corporations. Many countries, including Vietnam, committed to implementing the tax beginning in 2024.

According to Vietnam's Department of Taxation (Ministry of Finance), over 1,000 foreign-invested enterprises in Vietnam have parent companies subject to the Global Minimum Tax. Of these, around 120 large enterprises were directly affected when the policy took effect in 2024, with an estimated additional tax liability of approximately VND14.6 trillion. Importantly, if Vietnam does not collect this tax, other countries will do so. Consequently, since the Global Minimum Tax was adopted in 2024, foreign investors have found Vietnam's tax incentives less attractive.

At the same time, Vietnam continues to seek greater FDI inflows, especially in priority sectors such as high technology and clean technology. As tax incentives have lost much of their effectiveness, the government must now adopt alternative measures beyond taxation to create a more favorable and competitive investment climate, measured by the net benefits investors ultimately receive compared with other host countries, including the home countries of multinational corporations.

In essence, collecting the additional tax is more of a "technical adjustment" than an increase in state budget revenue. This is because the host country must introduce new forms of support to maintain investor interest. When quantified, these support measures will likely amount to the

same scale as the additional tax collected from multinational corporations investing in Vietnam.

Seeking mechanisms to replace tax incentives in attracting FDI

According to data from the National Statistics Office (Ministry of Finance), between 2020 and 2024, foreign direct investment consistently accounted for about 16.2% of total social investment, contributed roughly 20.2% of GDP annually, and made up around 73% of Vietnam's total export value.

Despite a global decline in FDI, particularly in some regions, Vietnam has continued to attract growing inflows since the COVID-19 period. To maintain this appeal, Dr. Bui Tat Thang emphasized that Vietnam must provide overall incentives equivalent to those previously offered through tax reductions, at least matching the 15% Global Minimum Tax benchmark. In other words, with tax cuts losing their competitiveness, alternative measures must be developed. Additional tax revenue collected under the Global Minimum Tax should be used to fund these new incentives and sustain Vietnam's investment attractiveness.

Dr. Bui Tat Thang suggested that non-tax incentives could include investment facilitation through further administrative reforms to accelerate licensing procedures and reduce pre-investment costs. Vietnam has already achieved progress with one-stop-shop mechanisms and clear licensing timelines, yet investors continue to call for deeper reforms.

He also highlighted digitalization of investment procedures to enhance transparency and predictability, noting: "The most effective measure at this stage is to accelerate the use of information technology to provide more comprehensive and transparent information for investors and for Vietnam's investment environment. The goal is a stable and transparent policy framework that allows investors to forecast costs and avoid legal and compliance risks."

Other measures include land access and industrial park readiness, such as establishing land reserves to accommodate incoming investors in line with approved industrial park planning, and reconsidering infrastructure responsibilities. While industrial park operators have typically managed internal infrastructure and local governments external infrastructure, some functions could now be shifted to local authorities to reduce both costs and processing times while improving quality oversight.

Additional support could also come from facilities and workforce development, such as building social housing in and around industrial parks to reduce costs for manufacturing investors; simplifying visa and work permit procedures for foreign experts in high-tech projects; and enhancing training programs to meet labor demand.

To fund these non-tax measures, Dr. Bui Tat Thang referred to the Investment Support Fund established under Decree 182/2024/ND-CP. He emphasized that the main challenge now is to implement the fund effectively so it can quickly replace tax-based incentives in the Global Minimum Tax era, strengthening Vietnam's ability to attract and retain FDI.■

Tax Sector Committed to Supporting Business Growth and Sustainable Development

To mark the 21st anniversary of Vietnamese Entrepreneurs' Day (October 13, 2004-October 13, 2025), Party Secretary and Director of the Department of Taxation Mai Xuan Thanh extended greetings to the Vietnamese business community and foreign-invested enterprises operating in Vietnam.

HUONG HAU

Director of the Department of Taxation Mai Xuan Thanh extends greetings to the business community on the occasion of Vietnamese Entrepreneurs' Day

In his message, Director Mai Xuan Thanh conveyed warm congratulations, deep gratitude, and best wishes for health, success, and prosperity to all entrepreneurs and businesses that have demonstrated relentless effort, innovation, and creativity, making important contributions to the country's socio-economic development.

He emphasized that enterprises and entrepreneurs are essential partners in the tax sector's development. With a strong sense of legal compliance, resilience, and adaptability to market fluctuations, the business community has made significant contributions to the state budget, funding public welfare projects, schools, hospitals, and transport infrastructure, while supporting national defense, education, healthcare, and social welfare programs.

Mai Xuan Thanh emphasized that the tax sector deeply appreciates the pioneering role of the business community in Vietnam's integration and development. The sustained contributions of enterprises not only reflect their business competence but also express a strong sense of national responsibility and pride. Guided by the principles of "Companionship, Transparency, Professionalism, Innovation, and Service," the tax sector remains steadfast in its taxpayer-centered approach, continuously reforming administrative procedures, streamlining processes, and applying digital technologies to enhance service quality and build a fair, transparent, and business-friendly tax environment.

In recent years, the sector has expanded electronic tax services, including online tax filing, payment, and refund systems, helping enterprises save time and costs while enhancing autonomy in fulfilling tax obligations. Tax authorities at all levels also hold regular dialogues and consultations to address difficulties and listen to businesses, particularly amid ongoing economic challenges.

Administrative reform in tax management has achieved notable progress, with 99.3% of enterprises registered for electronic tax payment services with tax authorities and 98.7% registered with banks. In 2025, electronic tax payment transactions reached 3,308,715, totaling over VND666.969 trillion. Meanwhile, 97% of businesses joined the electronic value-added tax (VAT) refund system, with 9,166 refund applications processed electronically, amounting to VND76.074 trillion.

Since the launch of the eTax Mobile application, it has recorded over 6.2 million downloads and installations, up 13% compared to June 2025. Transactions via commercial banks have reached nearly 10.3 million, with a total value of VND18.5 trillion successfully processed. As of the end of September 2025, more than 289,000 businesses had registered to use e-invoices generated from cash registers, an increase of 211% compared to the end of 2024.

Director Mai Xuan Thanh reaffirmed that the tax sector will continue to accompany and support businesses through concrete actions, such as strengthening two-way communication channels between tax authorities and taxpayers, providing timely policy guidance, and further improving Vietnam's tax payment index to enhance the nation's overall business environment and economic competitiveness.■

Tax Relief and Deferral Measures for Victims of Typhoon Damage

On October 10, the Department of Taxation under the Ministry of Finance issued Official Dispatch 4328 to provincial and municipal tax departments, providing guidance on tax relief measures for organizations, individuals, and businesses affected by Typhoon Bualoi, Typhoon Matmo, and the subsequent flooding.

LE HIEN

Tax exemptions, reductions, and deferrals for organizations and businesses

Local tax authorities have been instructed to inform, guide, and support taxpayers affected by natural disasters in applying for tax exemptions, reductions, and deferrals of tax payments, land rents, and other state revenues as prescribed by law. They are also required to coordinate with relevant agencies to verify damage and process applications promptly.

Under the Law on Tax Administration 38/2019/QH14, taxpayers suffering material losses caused by natural disasters, catastrophes, fires, epidemics, or unexpected accidents are eligible for tax payment deferrals. According to Article 62, the deferral period must not exceed two years from the tax due date, during which taxpayers are exempt from penalties and late payment interest.

An application for deferral must include a written request specifying the reasons, amount, and proposed extension period, along with documents proving the damage. Tax authorities must process valid applications within 10 working days; if documents are incomplete, they must notify the applicant within three working days for supplementation.

Under Articles 59 and 140 of the same law, taxpayers incurring losses from natural disasters are exempt from late payment interest and administrative penalties, provided that the total exemption amount does not exceed the value of damaged assets or goods.

Detailed implementation is guided by Circular 80/2021/TT-BTC, Decree 125/2020/NĐ-CP, and Decree 102/2021/ND-CP. Taxpayers must submit a damage assessment record, inspection report, or insurance compensation documents (if any).

Businesses applying the credit method that suffer losses of goods or assets due to storms or floods may deduct input value-added tax (VAT) for uncompensated damages, provided they have complete supporting documents.

Imported goods donated or sponsored for disaster relief are exempt from VAT. The receipt of such aid is carried out through relevant ministries, provincial People's Committees, or the Vietnam Fatherland Front in accordance with the 2024 Law on VAT.

Enterprises incurring storm-related losses may include the uncompensated portion of damages as deductible expenses when calculating corporate income tax (CIT). Supporting documents must include a damage valuation record, insurance claim documents (if applicable), and related evidence. Expenditures for disaster recovery or assistance to affected employees are also deductible if supported by legitimate records, confirmation minutes, and valid invoices as stipulated in Circular 96/2015/TT-BTC.

Tax reductions and support for households and individual businesses

Taxpayers producing goods subject to special consumption tax (SCT) who face difficulties due to natural disasters may receive a reduction of up to 30% of the payable tax in the year of the loss, not exceeding the post-compensation value of the damaged assets.

Taxpayers subject to resource tax who incur losses from natural disasters may be exempted or receive a reduction corresponding to the damaged portion of the resources. Taxes already paid may be refunded or credited to the next tax period.

For non-agricultural land use tax, if the damage accounts for 20% to under 50% of asset value, a 50% tax reduction applies; if the damage exceeds 50%, the taxpayer is granted full exemption under Law 48/2010/QH12.

Households and individual businesses suffering from storm or flood damage are eligible for reductions in personal income tax (PIT), SCT, and resource tax, with reductions proportionate to the extent of losses but not exceeding the total tax payable.

Household businesses may defer VAT and PIT payments until December 31, 2025. In cases of severe material damage, tax deferral may be extended for up to two years under the Law on Tax Administration.

Leaders of the Department of Taxation have instructed local tax offices to assign contact officers to assist taxpayers in preparing documentation, recovering lost or damaged tax records, and ensuring timely and lawful processing to help citizens and businesses restore production and stabilize operations.■

Nghe An Tax Authorities Support Businesses in Overcoming Challenges

To mark Vietnamese Entrepreneurs' Day (October 13), the Vietnam Chamber of Commerce and Industry (VCCI) Nghe An-Ha Tinh-Quang Binh Branch, in collaboration with the Nghe An Department of Taxation, organized a dialogue and networking forum with more than 100 entrepreneurs and businesses across the province. The event aimed to share, disseminate, and guide the implementation of new tax regulations while fostering open dialogue between regulatory authorities and the business community.

A tax authority updates businesses on new tax regulations and policies

NAM HUNG

According to representatives from VCCI's regional branch, the forum not only strengthened connections between enterprises and government agencies but also reflected a shared commitment to supporting businesses in overcoming difficulties and promoting sustainable recovery and growth. Regular dialogues help enterprises stay informed of new policies and promptly resolve issues arising in tax implementation.

Representatives from the Nghe An Department of Taxation provided an overview of the province's socio-economic performance and budget revenue results over the first nine months of the year. Total local budget revenue exceeded VND18 trillion, meeting the planned progress. Notably, 75% of this amount came from business and production activities, highlighting the pivotal role of enterprises in driving local economic development.

The Department's Risk Data Management Division also introduced a series of new tax policies issued following the adoption of the two-tier local government model. From July 1 to date, about 100 new legal documents related to tax policy have been promulgated. Key highlights include the application of e-invoices, rules on deductible input costs, and the rollout of the plan to abolish fixed tax schemes for household businesses starting in January 2026.

The government has also introduced tax exemption and reduction policies to promote green production, cut greenhouse gas emissions, and enable carbon credit exports. The tax authority encouraged businesses to study and apply these preferential policies effectively to maximize incentives and contribute to green growth and sustainable transformation.

Beyond policy updates, the forum also provided a platform for businesses to raise concerns and propose solutions regarding tax implementation. Many business representatives suggested that the government and the Ministry of Finance soon issue guiding circulars and decrees for the Law on Support for Small and Medium Enterprises and amend Decree 181/2025/ND-CP detailing the implementation of the Law on Value-Added Tax. Proposals focused on clarifying regulations on deductible costs for enterprises and contractors, as well as on tax refund and reduction policies for firms eligible for incentives or participating in community projects.

Several enterprises in transport, construction, and export also recommended reducing penalties for delays in issuing invoices, citing objective operational factors. These recommendations were considered practical, reflecting the real needs of businesses adapting to the increasing number of regulations on e-invoicing and digital documentation.

Responding to business concerns, Mai Dinh Tu, Deputy Director of the Nghe An Department of Taxation, directly addressed and clarified various issues within local jurisdiction. He affirmed that the Nghe An Tax Department views businesses as key partners, focusing not only on budget collection but also on facilitating and supporting business operations.

For matters beyond its authority or those governed by central regulations, the Nghe An Department of Taxation will consolidate and report them to the Ministry of Finance and the government for timely review and resolution.■

Vietnam Customs Advances AEO Mutual Recognition with ASEAN

Within the framework of the Mutual Recognition Arrangement on Authorized Economic Operators (AEO MRA), Vietnam Customs is intensifying regional cooperation by organizing joint assessment missions with ASEAN member states.

Vietnam Customs hosts regional AEO assessment with ASEAN authorities

HIEN PHUC

This initiative demonstrates Vietnam's strong commitment to deeper customs integration while playing a vital role in facilitating trade, enhancing competitiveness, and strengthening supply chain security across the region.

Mutual recognition of AEO programs significantly reduces inspection procedures, shortens clearance times, lowers business costs, and improves overall supply chain efficiency.

On October 7-8, 2025, in Hanoi, the Department of Vietnam Customs hosted a regional joint assessment mission on AEOs with the participation of representatives from ASEAN customs authorities. This was the first time Vietnam chaired such an assessment at the regional level, marking an important milestone in the implementation of the ASEAN AEO MRA.

According to the Department of Customs, the assessment aimed to evaluate the compatibility of Vietnam's AEO program with the World Customs Organization (WCO) SAFE Framework of Standards. It also provided ASEAN countries with a technical foundation for advancing mutual recognition among regional customs administrations.

During the program, delegates received detailed presentations on Vietnam's AEO certification process, evaluation standards, and risk management framework. The mission also carried out on-site assessments at Toto Vietnam Co., Ltd. (Hanoi) and TNG Investment and Trading JSC (Thai Nguyen), two enterprises currently enjoying AEO status. These visits gave ASEAN participants a comprehensive understanding of how Vietnam implements the AEO model in practice, from cargo control and supply chain security to managing import-export risks.

Vietnam's AEO program, launched in 2011, has so far recognized 82 enterprises, which account for about 30% of the country's total import-export turnover, with a combined annual trade value exceeding US$200 billion. With the preferential mechanism, average clearance times have been reduced from 36 hours to 12 hours for exports and from 62 hours to 24 hours for imports, demonstrating the program's effectiveness and long-term sustainability.

Promoting mutual recognition with ASEAN partners will allow Vietnam's AEO enterprises to enjoy similar benefits when trading with countries in the region. Conversely, AEOs from other ASEAN members will receive equivalent facilitation when doing business with Vietnam. This will not only boost intra-ASEAN trade flows but also foster a transparent and reliable environment for investment and logistics cooperation within the bloc.

Vietnam Customs emphasized that implementing mutual recognition of AEOs carries both technical and political significance, representing a strong commitment to regional collaboration. This initiative also lays the groundwork for Vietnam to expand AEO mutual recognition negotiations and agreements with key trading partners such as Japan, the Republic of Korea, the United States, and the European Union (EU). Such developments will create greater opportunities for Vietnamese enterprises to join global supply chains, leveraging advantages in speed, cost, and credibility.

By hosting the regional AEO joint assessment mission, Vietnam Customs reaffirmed its pioneering role in advancing regional cooperation and its determination to build a transparent, modern, and secure trade environment.■

Vietnam's Import-Export Value Rises 17.3% in First Nine Months of 2025

According to the Department of Vietnam Customs, the country's total import-export value reached US$680.66 billion in the first nine months of 2025, up 17.3% year on year. This strong growth demonstrates the effectiveness of recent policies that have supported production, boosted exports, and expanded markets.

HUONG HAU

The customs sector works to remove obstacles, facilitating stronger export and import growth

Exports totaled US$348.74 billion, up 16% (or US$48.09 billion), while imports increased 18.8% to US$331.92 billion (up US$52.42 billion). The strong growth in both exports and imports reflects a solid recovery in production, particularly in the processing and manufacturing sector, which remains the key driver of Vietnam's merchandise trade. However, since imports grew faster than exports, the country still recorded a trade surplus of US$16.82 billion.

In September 2025 alone, total trade reached US$82.49 billion, down 0.7% from the previous month. Of this, exports stood at US$42.67 billion (down 1.7%) and imports at US$39.82 billion (up 0.4%). Despite a slight slowdown, trade value remained high, sustaining the year's overall growth momentum. The monthly trade surplus was US$2.85 billion, down from US$3.72 billion in August, mainly due to adjustments in export values of key product groups in line with market demand.

Notably, state budget revenue from import-export activities posted positive results. In September, revenue reached VND36.082 trillion, down 4.2% from the previous month due to trade fluctuations. However, total revenue for the first nine months reached VND336.54 trillion, equivalent to 81.9% of the annual estimate and 71.6% of the performance target, up 9.9% from the same period in 2024. These results highlight the stable and sustainable contribution of trade to the national budget and the customs sector's effective and precise revenue management.

Alongside revenue collection and trade facilitation, the Customs sector intensified efforts to combat smuggling and trade fraud. Between August 15 and September 14, 2025, customs authorities detected, seized, and handled 1,416 violations involving goods valued at an estimated VND1.544 trillion. Of these, one case was prosecuted, 17 were referred for prosecution, and nearly VND75 billion was collected for the state budget. Compared to the same period last year, detected cases rose by 22 (up 1.58%), prosecutions fell by four (down 80%), and referrals for prosecution increased by two (up 13.3%).

Cumulatively, in the first nine months of 2025, customs authorities handled 13,328 violation cases with an estimated total value of VND17.695 trillion. The sector initiated 15 prosecutions, referred 93 cases for prosecution, and contributed about VND664.12 billion to the state budget. These figures highlight the Customs sector's strong commitment to maintaining a fair business environment, preventing tax losses, and upholding border trade discipline.

Drug prevention and control remained a top priority. In September 2025, law enforcement agencies uncovered 15 cases involving 22 suspects, including six led by Customs, six by the Police, and three by Border Guard and Coast Guard units. Authorities seized 37.67 kilograms of various narcotics. During the first nine months of 2025, a total of 152 cases involving 194 suspects were detected, with 2,301 kilograms of narcotics seized, 63 of which were led by Customs. These results demonstrate the strong commitment of enforcement agencies to combating transnational drug crimes and protecting national security and public health.

Overall, the first nine months of 2025 saw a strong rebound in international trade, both in scale and efficiency. Robust export growth and a sustained trade surplus reinforced Vietnam's position in global supply chains. At the same time, the customs sector's solid budget performance and achievements in anti-smuggling and drug enforcement demonstrate its effective, balanced approach to fulfilling the dual mission of facilitating trade and ensuring national economic security.■

Strengthening Exchange to Combat Financial Crimes

Close coordination between the Department of Vietnam Customs and the Anti-Money Laundering Department under the State Bank of Vietnam has helped detect and handle numerous major money-laundering cases. Recently, the two agencies signed a new coordination regulation aligned with their current organizational structures to strengthen information exchange and improve the prevention and control of financial crimes.

Vietnamese customs officers tighten inspections

THANH NAM

Effective cooperation supporting smuggling investigations

On September 9, 2022, the General Department of Vietnam Customs (now the Department of Vietnam Customs) and the Banking Supervision Agency under the State Bank of Vietnam signed Regulation 3035/QCPH-CQTTGSNH-TCHQ on information exchange and coordination. This served as an important legal foundation for cooperation in preventing money laundering, smuggling, and the illegal cross-border transport of goods, cash, precious metals, and negotiable instruments.

After more than three years of implementation, Regulation 3035 has delivered practical results. During the handling of suspicious transaction reports, the Anti-Money Laundering Department transferred valuable information to the customs authority for investigation and verification and also provided additional documents upon request.

Since September 2022, the Department of Vietnam Customs has sent more than 90 official requests to the Anti-Money Laundering Department seeking transaction information related to import–export enterprises. Of these, over 78 responses contained valuable data that directly supported investigations into smuggling and illegal cross-border transfers.

This cooperation has led to the detection and handling of several serious cases. One example is Phu Cuong Gold Joint Stock Company, which was found to have falsified documents to transfer large sums of money abroad. The case was referred to the Investigation Security Agency under the Ministry of Public Security for further action. Similarly, Tan Dai Duong Import-Export Trading and Services Co., Ltd. was discovered to have falsified customs declarations to illegally transfer more than US$2 million overseas, and its case was also transferred to the ministry's Investigation Security Department.

These results demonstrate the effectiveness of the coordination mechanism and provide a solid foundation for upgrading and refining the new regulation in line with current organizational structures.

Aligned with new organizational structures

In line with Resolution 18-NQ/TW dated October 25, 2017, of the Party Central Committee on streamlining and improving the efficiency of the state apparatus, the Ministry of Finance issued several decisions restructuring the General Department of Vietnam Customs into the Department of Vietnam Customs, including Decision 382/QD-BTC dated February 26, 2025, as amended and supplemented by Decision 1892/QD-BTC dated May 30, 2025, and Decision 2019/QD-BTC dated June 11, 2025.

Under Government Decree 146/2024/ND-CP dated November 6, 2024, effective January 5, 2025, the Anti-Money Laundering Department became a unit directly under the State Bank of Vietnam, instead of the Banking Supervision Agency as before.

Based on this framework, the two agencies developed and signed Regulation 2130/QC-PCRT-CHQ on information exchange and coordination, replacing Regulation 3035. The new regulation includes three chapters and ten articles detailing the scope of application, coordination principles, confidentiality requirements, and data exchange procedures and timelines. The regulation took effect on September 10, 2025.

Immediately after the signing, the Department of Vietnam Customs directed the Anti-Smuggling and Investigation Department and its affiliated units to implement the regulation, ensuring that information exchange is conducted promptly, fully, and accurately.

The signing of Regulation 2130/QC-PCRT-CHQ reflects the strong commitment of the finance and banking sectors to enhance coordination and strengthen the effectiveness of efforts to combat money laundering, terrorist financing, smuggling, and the illegal cross-border movement of goods, cash, precious metals, gemstones, and negotiable instruments.

This collaboration helps improve the capacity to detect and handle illicit financial flows, safeguard national financial and monetary security, and actively support investigations and anti-smuggling efforts amid increasingly complex global trade activities.■

Textile supporting industries, including the production of input materials, have become a key driver of sustainable growth and higher domestic value-added

SUPPORTING INDUSTRIES

Key for Stronger Textile-Garment Development

Vietnam's textile and garment sector is one of the economy's key export industries, with about 7,000 enterprises and nearly 3 million workers. The country now ranks among the world's top three textile and garment exporters, behind only China and Bangladesh. However, the industry faces a major challenge: heavy reliance on imported raw materials and accessories. This is why supporting industries for textiles have become a decisive factor in driving sustainable growth and increasing domestic value-added.

LAN ANH

Challenges for textile supporting enterprises

In 2024, Vietnam's textile and garment exports reached about US$43.5 billion, up 11% year-on-year. In the first eight months of 2025, exports hit US$30.76 billion, reflecting a strong rebound after a difficult period.

Textile supporting industries include the production of input materials (yarn, fabric, dyeing-finishing), accessories (thread, zippers, fasteners, garment components), processing chemicals, as well as quality treatment, packaging, and domestic logistics. According to the Ministry of Industry and Trade, more than 7,000 enterprises operate in supporting industries overall, with 1,461 dedicated to textiles. Most are small and medium-sized businesses.

In reality, small scale, limited capital, lack of advanced technology, and weak linkages are the main weaknesses holding back development. Many supporting industry enterprises lack the capacity to produce high-tech products or face competitive pressure from lower-cost imports.

A survey of textile enterprises in recent years highlights recurring burdens: access to working capital, input material costs, and market risks such as foreign exchange and logistics. Resolution 43/2022/QH15 on fiscal and monetary support for businesses also emphasized measures for textiles, including tax reductions, subsidized short-term loans, and working capital assistance. Yet, practical implementation still faces barriers to access.

For this reason, strong and comprehensive development of textile supporting industries is vital to reduce import dependence, stabilize domestic supply chains, and enhance value-added and competitiveness of Vietnam's textile enterprises.

Strengthening capacity requires integrated solutions

One of the biggest hurdles for supporting industries is high capital requirements and financial costs. Many businesses in this field have thin cash flow and face high non-performing loan risks if orders or production conditions fluctuate. Traditional banks are also cautious about providing large loans without strong collateral or a solid credit record.

Recognizing this, An Binh Commercial Joint Stock Bank (ABBANK) recently launched a specialized financial package for garment and yarn producers, with textile supporting industries as major beneficiaries. The package offers loans with diversified collateral, or even unsecured loans up to 80% of the credit limit; preferential L/C issuance deposit rates from 0%; export document discounting of up to 100% of receivables; and preferential VND loan interest rates starting from 2.35% per year for enterprises with USD export revenue, among the lowest in the market. ABBANK is also waiving 100% of international payment fees for eligible transactions, reducing cross-border trade costs. For supporting industry enterprises, unsecured loans of up to 80% create new opportunities without large asset pledges, while export document discounting and reduced transaction fees ease the financial burden of trade, a particularly heavy pressure for smaller enterprises.

However, financial support alone is not enough for sustainable growth. Stronger linkages between supporting industry enterprises and major textile manufacturers are essential. Building domestic supply chains can expand order scale, improve quality control, and reduce trading costs.

Supporting industry firms also need to modernize production lines, comply with green standards and international technical requirements, and position themselves as reliable suppliers for both domestic and export markets. At the same time, they must develop skilled technical human resources with expertise in materials, chemical processing, and automated machinery operation. This is currently a weak point that requires closer cooperation between schools, businesses, and industry associations.

According to Nguyen Thi Tuyet Mai, Deputy Secretary-General of the Vietnam Textile and Apparel Association (VITAS), alongside opportunities to expand domestic consumer demand, textile enterprises must be more proactive in developing local supply. A raw materials development center has been established to address the challenge of input self-sufficiency for the textile and footwear sector, an important factor for sustainable growth.

The Ministry of Industry and Trade is also continuing to implement policies to promote domestic supporting industries, including localization of raw materials and support for domestic product distribution.

Supporting industries for textiles are not just a matter for small businesses but a strategic lever to enhance competitiveness across the sector. If they are strengthened, Vietnam can increase value-added in the textile supply chain, reduce dependence on foreign inputs, and build a sustainable Vietnamese textile brand on the global stage.■

Banks, including ABBANK, have launched specialized financial packages for garment and yarn producers

Secretary of the Phu Tho Provincial Party Committee Truong Quoc Huy presents flowers to congratulate entrepreneurs at the event

PHU THO ENTREPRENEURS

United and Resolute for Shared Development

On October 10, at the provincial convention center, the Phu Tho People's Committee held a gathering to celebrate Vietnamese Entrepreneurs' Day (October 13). The event brought together more than 450 delegates, including over 100 foreign-invested enterprises, highlighting the growing role of the business community in the province's socio-economic development.

HIEN NAM

Business community as a growth engine for Phu Tho

Phu Tho is home to nearly 41,000 active enterprises operating in manufacturing, logistics, high-tech agriculture, tourism and services, and smart urban development. These businesses make significant contributions to GRDP growth, create hundreds of thousands of jobs, and support social welfare. In the 2024-2025 VNR500 ranking of Vietnam's top 500 companies, several firms from Phu Tho were recognized, underscoring the competitiveness of the province's private sector.

At the ceremony President of the Phu Tho Provincial Business Association Nguyen Van Hung emphasized the spirit of innovation and aspiration among local entrepreneurs, declaring, "Developing businesses means contributing to building a richer, more civilized homeland." He pledged that the association would continue to implement the guidelines of Resolution 68-NQ/TW dated May 4, 2025 of the Party Central Committee on private sector development through concrete support programs tailored to each sector and enterprise.

The association also committed to partnering with the provincial Party Committee, the People's Council, and the People's Committee to strengthen linkages, innovation, and sustainable development; improve productivity, product quality, and competitiveness; foster corporate culture and ethical entrepreneurship; uphold social responsibility; create stable employment and income for workers; and increase contributions to the state budget.

Chairman of the Provincial People's Committee Tran Duy Dong awards the decision to establish the Phu Tho Provincial Business Association

Addressing the entrepreneurs, Secretary of the Phu Tho Provincial Party Committee Truong Quoc Huy acknowledged and lauded the contributions of both local and external companies. He affirmed that the province views businesses as a core force and key driver of socio-economic development.

According to the provincial Party Secretary, at the first Provincial Party Congress for the 2025-2030 term, the province set a goal that by 2030, Phu Tho will become one of the growth poles in the Hanoi region, serving as a center for industry, commerce, logistics, tourism, healthcare, and high-quality education, as well as a venue for major cultural festivals connected to its ethnic heritage. The province aims to have over 45,000 active enterprises by 2030 and achieve an average annual growth rate of more than 12% in the private sector.

Truong Quoc Huy said that merging the business associations of Phu Tho, Vinh Phuc, and Hoa Binh into a single Phu Tho Provincial Business Association is a strategic move to consolidate strength, enhance regional linkage, expand markets, and mobilize investment resources. This consolidation will lay the foundation for a strong, dynamic, and globally integrated business community.

Strengthening linkage and improving the investment climate

Provincial Party Secretary Truong Quoc Huy reaffirmed the province's stance: "The success of businesses is the success of the province." Local governments will intensify efforts to improve the investment and business environment, ensuring businesses can access policies and development resources.

The province regards planning as a pillar for effective investment, with the motto "a good plan yields good projects," and positions public investment to lead private investment. Strategic infrastructure projects for transport, power, clean water, and industrial zones will be prioritized to reduce logistics costs and enhance enterprise competitiveness.

He also called for the Management Board of Phu Tho Industrial Parks and relevant agencies to deepen connections among domestic and foreign enterprises, creating conditions for local firms to integrate more deeply into global supply chains. Meanwhile, the province will continue to decentralize authority, advance administrative reform, build "green lanes" for major projects, simplify legal procedures, support land clearance, and accelerate investment progress.

Phu Tho places strong emphasis on developing high-quality human resources. The province will promote the "three-party" model involving government, businesses, and educational institutions to meet demand for skilled labor in industry and high-tech sectors. At the same time, it encourages enterprises to apply new technologies, advance digital transformation, improve governance, and pursue sustainable development linked to environmental protection and social welfare.

To the business community, Secretary Truong Quoc Huy expressed hope that entrepreneurs would continue expanding investments in Phu Tho and partner with local authorities to pursue green development, reduce emissions, and boost competitiveness. Companies should focus on modern governance, cost reduction, productivity improvement, technology adoption, and digital transformation to participate more fully in global supply chains.

At the meeting, the Phu Tho Department of Home Affairs announced the establishment of the Phu Tho Provincial Business Association, formed by merging the business associations of Phu Tho, Vinh Phuc, and Hoa Binh. The Vietnam Chamber of Commerce and Industry (VCCI) presented the "For the Development of Vietnamese Business" commemorative medal to the outgoing presidents of the three previous provincial associations, in recognition of their contributions to regional business development.

On the same occasion, the merged association announced the fundraising results of entrepreneurs and businesses for social welfare and disaster relief in support of the "Month for the Poor" program and recovery efforts following Typhoons Bualoi and Matmo, raising more than VND5 billion in cash and goods as of October 9, 2025.■

A suburban commune of Hanoi is developing into a green and prosperous urban area

Hanoi Advancing Prosperous and Modern Countryside

In 2010, Hanoi began implementing the National Target Programs on New Rural Development amid a challenging context: Rural areas made up over 70% of the land and more than 65% of the population, yet infrastructure remained insufficient; residents primarily worked in agriculture, but production was fragmented and inefficient.

BAO DAN

Close direction, decisive action

Hanoi's rural areas have established a solid foundation. The Hanoi Party Committee issued Program 04-CTr/TU to promote the effective implementation of the National Target Programs on New Rural Development, linked with agricultural sector restructuring and rural economic development, improving farmers' material and spiritual life during 2021-2025, to guide and direct implementation. Communes that have achieved new rural standards continue to build advanced and exemplary models. Since then, Hanoi has become a model of comprehensive rural development, reaching remarkable milestones: completing the task of building new-style rural areas in 2024, one year ahead of schedule.

Before implementing the two-level local government model (July 2025), Hanoi led the country in building new rural areas, with 100% of communes meeting new rural standards; 229 communes meeting advanced new rural standards; 109 communes meeting model new rural standards; 100% of districts and towns meeting standards or completing the task of building new rural areas; and 6 of 17 districts meeting advanced new rural district standards. The OCOP program ranked first nationally in the number of products, with over 3,400; agricultural and forestry exports exceeded US$2 billion.

The results in building new rural areas reflect Hanoi's continuous efforts over the past 15 years, guided closely by the Hanoi Party Committee, People's Council, and People's Committee, with the active participation of the entire political system and the united efforts of the people.

Alongside state investment, millions of people have contributed labor, money, and land to build new rural areas. Notably, the Hanoi Farmers' Association at all levels mobilized members to donate over 1.37 million square meters of land, contribute more than 672,000 working days, help renovate and repair over 6,100 km of rural roads and 1,300 bridges, and reinforce 6,300 km of intra-field canals to support production.

The achievements to date provide a solid foundation for Hanoi to confidently move into the next stage of building a modern, exemplary new countryside, promoting civilized and prosperous values for every individual and community.

Replicating models

From families willing to donate land, labor, and money for rural infrastructure to grassroots cadres "skilled at mass mobilization," enthusiastic and dedicated to the common cause, Hanoi's movement "All people join hands to build new rural areas" has become a powerful force. Beyond the projects themselves, the greatest achievement is the people's spirit of consensus and solidarity when their hearts truly unite into strength. Hanoi has achieved the goal of building new rural areas at the city level, laying a solid foundation for the city to enter a new phase: creating advanced, exemplary, smart new rural areas, and building prosperous, civilized, modern countrysides.

Le Van Vu, Head of Tan Hoi village, Xuan Mai commune, said: "Tan Hoi has 519 households and is a Catholic village. The people mainly work in agriculture, with some households engaged in small businesses and rattan and bamboo production. The completed projects have brought great happiness to the community. Today, cultural, artistic, and sports activities are thriving, and the people truly enjoy a happy life. The large, beautiful Tan Hoi village gate seems to welcome children who have gone far away and serves as a landmark for visitors. Starting from the personal contributions of Nguyen Van Cuong, the spirit has spread throughout the community, 'attracting' everyone to join hands in building their homeland."

Kieu Trong Sy, Chairman of the People's Committee of Phuc Tho commune, said that Alley 3 in Buom village, once a small, narrow alley under 2 meters wide with many bottlenecks, has now been widened to over 3 meters, easing vehicle traffic and creating momentum for economic and social development. Building on these bright spots, Phuc Tho is expanding the movement to other villages, fueling the new rural construction initiative and helping make the villages increasingly spacious and beautiful.

In Quoc Oai commune, the villages of Phuc Duc, Khanh Tan, Da Phuc, and Sai Khe all have a coordinated solar-powered street lighting system. At night, the bright lights make travel convenient and improve security and order. With the Thay Pagoda historical site, the villages in Quoc Oai commune have become more beautiful and civilized, turning into attractive destinations for tourists.

According to the Hanoi Coordination Office of the New Rural Development Program, from 2010 to 2020, Hanoi mobilized nearly VND97,000 billion for new rural construction, of which over VND16,800 billion, or 17.4%, came from non-budget sources. From 2021 to 2024, total mobilized capital reached more than VND86,800 billion, with over VND4,000 billion, or 4.6%, from non-budget sources. Notably, the Hanoi Farmers' Association at all levels mobilized members to donate over 1.37 million m² of land, contribute more than 672,000 working days, help renovate and repair over 6,100 km of rural roads and 1,300 bridges, and reinforce 6,300 km of intra-field canals to support production. These contributions not only save budget funds but also build grassroots consensus, ensuring that projects are valued and maintained by the people once in operation.

Ngo Van Ngon, Deputy Chief of the Hanoi Coordination Office of the New Rural Development Program, commented: Before implementing the two-level local government model, the city had all 18 districts and towns complete new rural construction, including 6 advanced new rural districts; 229 communes met advanced new rural standards, and 109 communes met model new rural standards. This strong achievement led to Hanoi being recognized by the Prime Minister as a city that completed the task of building new rural areas. Hanoi has thus affirmed its leading position, contributing to the nationwide new rural development landscape.

According to Nguyen Xuan Dai, Director of the Hanoi Department of Agriculture and Environment, the journey so far has shown that the movement "The whole country joins hands to build new rural areas" has been concretely supported by the central government and Hanoi through key decisions, establishing a legal framework and strong incentives for localities to organize and implement projects methodically and synchronously, mobilizing the entire political system and all social classes. Building on this policy foundation, Hanoi has flexibly applied the motto "people know, people discuss, people do, people check, people benefit," tapping into the internal strength of socialization for implementation.

The valuable aspect of Hanoi's movement to join hands in building new rural areas is that it does not stop at "meeting the targets" but has become a source of inspiration. Each family donating land, each community contributing labor, and each exemplary and transparent grassroots cadre acts as a "small flame," helping to ignite the larger movement. This has inspired others, so that exemplary cases no longer remain in a single village or commune but spread to many localities. When the people's hearts are united and trust is fostered, the movement not only renews the countryside's appearance but also lays the foundation for Hanoi to continue building a new, advanced, exemplary, and smart countryside during 2026-2030.■

Hanoi has become a model of comprehensive rural development

OCOP Brand Linked to New Rural Development

Under Program 04 CTr/TU of the 17th Hanoi Party Committee, the municipal People's Committee has actively and effectively carried out the "One Commune, One Product" (OCOP) Program over the past five years. With more than 3,400 certified products, accounting for over 20% of the national total, Hanoi continues to demonstrate its leading role in promoting the OCOP Program.

NGOC DAN

Visitors explore and shop for OCOP products at a trade event

Broad impact

According to the Hanoi Coordination Office of the New Rural Development Program, from the beginning of 2025 to date, localities across the city have evaluated and rated 146 OCOP products, including 141 three-star and 5 four-star products. Notably, based on Hanoi's proposal, the Ministry of Agriculture and Environment has recognized an additional three five-star products, raising the city's total to nine.

Since the Prime Minister launched the OCOP Program in 2019, Hanoi has evaluated and certified 3,463 products, including nine five-star, nineteen potential five-star, 1,576 four-star, and 1,859 three-star items, making it the locality with the highest number of OCOP products nationwide. As of September 2025, the Ministry of Agriculture and Environment reported a total of 17,068 OCOP products rated three stars or higher from 9,195 OCOP entities across the country, with Hanoi accounting for about 20.3% of the total.

OCOP and craft village products promoted through exhibitions and trade promotion programs

Ngo Van Ngon, Deputy Chief of Hanoi Coordination Office of the New Rural Development Program, emphasized that OCOP is a key driver of rural economic growth, promoting self-reliance and value enhancement. Many of Hanoi's OCOP products are now available in major supermarket chains, earning consumer trust and preference. The program has also attracted strong engagement from local authorities and diverse economic actors.

All 29 administrative units, including towns and suburban areas, together with 100% of communes and many wards, now have products participating in the OCOP evaluation and rating process. The city has 100 craft villages, 134 cooperatives, and thousands of enterprises and business households producing OCOP products, underscoring the program's broad impact.

In recent years, the Department of Agriculture and Environment has advised on and implemented a cooperation program between the Hanoi People's Committee and the Ministry of Agriculture and Environment to develop safe agricultural and food supply chains. To date, Hanoi has partnered with 43 provinces and cities to establish over 1,500 supply chains providing safe agricultural and food products for the city's consumers, along with 172 intra-city production and distribution chains for safe agricultural, forestry, and aquatic products.

Enhancing quality and upholding the ocop brand

A central goal of Program 04-CTr/TU of the 17th Party Committee is to increase income and improve living standards in rural areas. Consistent with this goal, the city considers the OCOP Program a key solution to realizing the program's objectives through rural economic development and OCOP product advancement.

Some of Hanoi's five-star OCOP products

The success of the OCOP Program has contributed significantly to the achievements of Program 04-CTr/TU for the 2021-2025 period. Average per capita income has reached more than VND75 million per year, and by the end of 2024, Hanoi had eliminated poverty.

Building on these results, the Department of Agriculture and Environment, in cooperation with the Hanoi Coordination Office of the New Rural Development Program, is currently developing and advising the municipal People's Committee on the OCOP Program for the 2026-2035 period. In the near term, the department will continue coordinating with communes and wards to evaluate and rate products in accordance with regulations, while supporting OCOP entities in upgrading their products for higher ratings.

Nguyen Xuan Dai, Director of the Hanoi Department of Agriculture and Environment, emphasized that quality is the key factor earning consumer trust in OCOP products. Therefore, along with promoting communication and trade facilitation to support product consumption, the department will strengthen inspection and supervision to promptly detect and address violations in production and business practices, ensuring that OCOP products delivered to consumers meet high quality standards and preserve the integrity of the OCOP brand.

The development of OCOP products not only increases rural incomes but also helps preserve and promote traditional cultural values, especially those linked to craft villages, cuisine, and regional identities. To ensure the OCOP Program delivers tangible value to participants, the Hanoi Department of Agriculture and Environment has urged provincial and municipal counterparts to strengthen coordination in linking supply and demand and to support OCOP entities in participating in Hanoi's trade promotion and marketing programs for agricultural and food products. These efforts aim to advance the OCOP Program for the benefit of all economic actors and local communities.■

Hanoi Aims to Become Creative Tourism Hub Rich in Vietnamese Identity

Hanoi is home to 337 recognized craft and traditional villages, thousands of historical and cultural relics, and a diverse ecosystem stretching from Ba Vi and Soc Son to Phu Xuyen and Huong Son. The city has all the necessary conditions to develop into a creative rural tourism hub rich in Vietnamese identity.

DO NGOC

Under Hanoi's New Rural Development Program for 2021-2030, rural tourism is steadily becoming a "green pillar" of sustainable development, creating livelihoods for residents while preserving rural culture and the capital's natural landscape.

Hanoi currently has 11 ecological agricultural farms operating under educational and experiential tourism models, along with 5 specialized cooperatives that integrate education and tourism, including Thanh Xuan Organic Vegetable Cooperative in Soc Son, Duong Lam Vegetable Cooperative, Dong Mo Tourism Service Cooperative in Son Tay, Dong Tien Experiential Cooperative in Ung Hoa, and Hong Van Cooperative in Thuong Tin.

The city has recognized seven rural tourism sites associated with

Eco-agricultural tourism models are expanding in Hanoi

Visitors show keen interest in the traditional incense-making village

agricultural, rural, craft, and ecological tourism. These include Duong Xa Commune and Phu Dong in Gia Lam, Thuy Ung horn comb village and Van Diem fine woodcraft village in Thuong Tin, Dai Ang and Yen My in Thanh Tri, and Long Ho Hamlet in Kim Son Commune, Son Tay. It has also approved two "One Commune, One Product" (OCOP)-certified four-star community and ecological tourism products: Hong Van Village Tourism Service in Thuong Tin and Phu Dong Green Park Ecological Area in Gia Lam. In addition, other rural tourism destinations have taken shape across the city, such as the Huong Son Scenic Area in My Duc, Duong Lam Ancient Village in Son Tay, and Ham Lon Mountain in Soc Son.

Agricultural and rural tourism products are increasingly becoming popular destinations, particularly among students and young people. Visitors can enjoy the peaceful rural landscape, take part in agricultural activities, and cook with ingredients they harvest themselves while learning more about farming. Rural tourism is also improving local livelihoods as residents earn income from tourism services.

According to Vu Van Tuyen, Vice Chairman of the Community-based Tourism Association, rural tourism is emerging as one of the key drivers of the national new rural development program, particularly in Hanoi, which harmonizes cultural heritage, natural beauty, and hospitable people. This is a multidimensional development area that not only creates economic value but also preserves heritage, protects the environment, and fosters sustainable communities.

Hanoi's strengths lie in its rich resources and close proximity to the city center. Many suburban areas are just 20 to 50 kilometers from downtown, making them ideal for weekend retreats. Duong Lam Ancient Village serves as a model of a traditional Vietnamese village, while other rural destinations such as Uoc Le sausage village, Cu Da soy sauce and vinegar village, Chuong conical hat village, Me Linh flower village, and Phu Vinh bamboo weaving village also offer distinctive attractions. The city has additionally developed model tourism sites such as Hong Van Village and Phu Dong Green Park, both recognized as OCOP rural tourism benchmarks. Residents are increasingly active in creating tourism experiences, demonstrating a strong spirit of "self-driven tourism," which is important for sustainable development.

However, rural tourism in Hanoi still faces several challenges, including inadequate infrastructure and supporting services, limited human resources and digital marketing skills, and tourism products that lack diversity and depth. Promotion and digitization remain weak, and over-commercialization could risk diminishing the authentic identity of Vietnamese villages.

For rural tourism to evolve into a true economic sector, sustainability must remain the core focus, ensuring environmental, cultural, and community resilience. Tuyen believed that with the right orientation, Hanoi can become the nation's "Capital of Creative and Sustainable Rural Tourism."

By 2030, rural tourism will progress beyond simple sightseeing to become a green, smart, and culturally rich ecosystem where visitors can learn Vietnamese cooking, stay in ancient houses in Duong Lam, make pottery in Bat Trang, pick fruit in Dan Phuong, or admire flowers in Me Linh. At that point, rural residents will not merely "do tourism" but live with tourism, creating prosperity from their cultural heritage. Hanoi's countryside will truly become a livable space where the Vietnamese village identity is renewed in a green, modern, and civilized form.

According to the Hanoi Coordination Office of the New Rural Development Program, the city will continue to promote trade, build OCOP product brands linked to tourism, and develop region-specific tourism products that highlight local cuisine, traditional crafts, and cultural heritage. It also aims to build a civilized and friendly tourism community while strengthening the role of tourism associations and professional organizations in promotion, connection, and service quality enhancement.■

The local grape farming model brings high economic efficiency

Thuong Tin Advances OCOP Vegetable and Fruit Production

Formed from eight former communes and towns, Thuong Tin Commune now spans more than 28 square kilometers and has a population exceeding 70,000. Renowned for its long-established farming traditions and extensive network of craft villages, the commune has recently introduced high-tech agricultural models and digitalized farm produce management systems. Thuong Tin is steadily emerging as a model of new-style rural development in southern Hanoi.

BAO DAN

Promoting safe and sustainable agriculture

The commune currently has over 20 concentrated production zones covering nearly 1,200 hectares, many of which are certified under VietGAP standards or follow biosecure farming practices. Several households and cooperatives have adopted VietGAP and GlobalGAP standards, investing in temperature and humidity sensors for greenhouse cultivation and using software for digital production management and recordkeeping. According to Nguyen Van Hoa, owner of a safe vegetable farm in Hien Giang, "Thanks to standardized processes, productivity has stabilized, and selling prices are now 20-25% higher than before, with supermarkets purchasing directly."

Aiming to develop a digital, green, and safe agricultural model, Thuong Tin is introducing electronic identification codes for each production area. Every stage, from cultivation and harvesting to preliminary processing and transportation, will be fully digitalized, enabling consumers to trace product origins with a single QR code scan. This initiative supports the goal of turning Thuong Tin into an ecological, service-oriented, and craft-based urban agricultural center in southern Hanoi, in line with the revised Capital Law and the city's development plan through 2030 with a vision to 2050.

According to Vice Chairman of the Thuong Tin People's Committee Nguyen Van Tan, the commune has developed several

(continued on P.40)

New rural development linked with digital transformation in Phuong Duc helps preserve local cultural and heritage values

Digital Countryside in Hanoi

Phuong Duc commune, a recognized new rural area of Hanoi, is emerging as a "technology hub" where digital transformation now permeates economic and social life.

NGOC DAN

Building a centralized science-culture experience center

Identifying digital transformation as the catalyst for breakthrough growth, Phuong Duc has set the goal of building a centralized science-culture experience center.

"If each school invests in its own laboratory, the costs are huge and the efficiency limited. But by pooling resources to build a shared center, students not only receive standard hands-on training in physics, chemistry, and biology, but also have the opportunity to experience agriculture, traditional crafts, and culture," Nguyen Trong Vinh, Chairman of the Phuong Duc Commune People's Committee, said.

This approach both saves investment resources and opens a new path for local education, where "learning goes hand in hand with experience."

The commune also plans to establish "smart clinics" in the community, enabling residents to connect online with leading professors and doctors at major hospitals. Medical imaging and test results conducted locally can be transmitted instantly, allowing timely diagnosis and consultation. These clinics will also serve as training grounds for local healthcare staff, from case handling to prescribing and patient counseling. Phuong Duc aims to integrate traditional Eastern medicine with modern healthcare, providing comprehensive health services.

In governance, with administrative workloads rising, Phuong Duc has turned to technology to ease the burden on officials. On September 8, 2025, the commune officially launched "Phuong Duc Assistant" on its online portal. This user-friendly digital tool allows residents to access administrative procedures, citizen reception schedules, documents, and events with a single click. Automated responses are fast and accurate, saving time for residents while reducing pressure on civil servants.

The journey of building a digital countryside in Phuong

A commune economic officer and a village head showcase craft village products through interactive video experiences

Duc has not been without challenges. Nguyen Tien Dat, Head of the Commune's Economic Office, pointed out that capital mechanisms remain the greatest hurdle, saying that "The commune has huge demand for investment in modern infrastructure, but without clear decentralization and financial autonomy, plans will face great difficulty. We propose that the city allow communes to retain and reinvest revenues from land. This is not only about capital but also about creating motivation for localities to plan boldly, attract businesses, and leverage internal resources. With enabling mechanisms, we believe Phuong Duc can break through and achieve the goal of becoming a modern new rural commune by 2030."

Aspiration to digitize the countryside

In Phuong Duc, the impact of digital transformation tied to new rural development is visible in daily life. According to Dr. Nguyen Dinh Toan of the National Economics University, Phuong Duc serves as a vivid "living laboratory" for combining digital economy theory with rural development practice.

Do Huu Hung, CEO of Accesstrade Vietnam, highlighted that even a suburban commune like Phuong Duc has turned "livestream selling" into a mass movement supported by local infrastructure. This demonstrates that digital transformation is not confined to large corporations with professional teams generating millions of U.S. dollars in revenue. Even in craft villages, from small and medium-sized enterprises to individual producers, e-commerce has enabled revenue breakthroughs. If scaled up, this model could provide a strong boost for tens of thousands of craft villages nationwide to access global markets.

Ta Van Tuong, Deputy Director of the Hanoi Department of Agriculture and Environment, stressed that Phuong Duc's digital transformation is not just a local initiative but also an important suggestion for the capital's rural economy. Hanoi's communes, including Phuong Duc, can form rural start-up models that grow from village-based SMEs and eventually nurture future "national champions." Lessons from China's township economy show that when rural areas have room to grow, small enterprises can expand into powerful drivers of national growth. Digital transformation is the key to linking these sectors, improving productivity, expanding markets, and adding value.

Phuong Duc's model proves that with persistence and timely policy support, Hanoi's rural areas can become incubators for major future successes.

Experience in Phuong Duc suggests that rural digital transformation must follow a roadmap: starting with broad awareness, helping people get familiar with digital tools in daily life, before focusing resources on high-potential players to drive breakthroughs. This practical lesson can help Hanoi replicate advanced models and ensure that digital transformation becomes not just the story of one commune or region, but a shared strength of the entire city.

In recent years, Hanoi has issued numerous policies to support communes, cooperatives, SMEs, and households in adopting digital technology across production, processing, promotion, and sales.

Le Minh Hoan, Vice Chairman of the National Assembly, emphasized that building new rural areas in Hanoi should go beyond traditional criteria such as electricity, roads, schools, healthcare, and higher incomes. It must also shoulder the responsibility of preserving culture and heritage in every community. "For new rural development in Hanoi, we must think big and nurture bold aspirations, even starting from the smallest initiatives at the local level," he said.

He added that the value of new rural development lies not only in tangible metrics like revenue or digital sales, but even more in intangible outcomes: enabling farmers to tell their own stories, and to share the spirit and values of their villages with a wider community. That is the greatest achievement, making every rural community both a heritage site and a truly livable place.■

The local bamboo and rattan craft preserves its traditional beauty and carries it forward for future generations

Dong Anh Bolstering Rural and Urban Development

Between 2020 and 2025, with strong participation across the political system, Dong Anh commune has completed the development of advanced and exemplary new rural standards and fulfilled all criteria for upgrading from commune to ward status.

BAO DAN

Dong Anh has invested heavily in cultural and sports facilities

Dong Anh has emphasized that advanced and model new rural development must go beyond meeting benchmarks to deliver substantive improvements, with people at the center. According to the Dong Anh Commune People's Committee, prior to administrative restructuring, all seven communes had achieved advanced rural standards, and four had achieved model rural standards. Following the establishment of the new administrative unit, the locality fulfilled all 31 criteria for commune-to-ward conversion and completed 15 component projects. This provides the foundation for shifting governance toward urban standards, not merely fulfilling procedural evaluations.

A key factor behind these results was prioritizing planning to avoid fragmented development. Dong Anh has secured approval for all six urban sub-zone planning projects and 27 of 29 detailed residential planning projects. Urban growth has been developed in parallel with heritage preservation at Co Loa and Lai Da to maintain cultural and landscape identity amid population restructuring.

Nguyen Van Thieng, Chairman of the Dong Anh Commune People's Committee, affirmed that advanced and model new rural development has been carried out methodically. From planning to infrastructure, priorities were sequenced: upgrading rural transport, widening village lanes, reinforcing ponds and lakes, planting trees, and building parking lots. Particularly, 100% of roads are now equipped with LED lighting, enhancing safety, conserving energy, and strengthening urban order. Construction order is strictly controlled as "operational discipline" to maintain standards beyond completion.

Dong Anh has invested heavily in cultural and sports facilities. Currently, all villages have cultural centers equipped with modern facilities for community use. Across the commune, nearly 900 sports areas have been built, with about 700 outdoor fitness devices installed, alongside a modern stadium, 148 football fields, 235 badminton courts, 450 volleyball courts, and 13 swimming pools.

Two intangible cultural heritage practices of Dong Anh, the Co Loa Festival and Dao Thuc Water Puppetry, have been inscribed on the National Intangible Cultural Heritage List, while other local festivals and traditions are also being preserved and promoted. Cultural and sports activities in Dong Anh have consistently ranked among the leading in Hanoi.

Environmental protection has also become part of daily life. More than 70% of households now practice waste separation at source. Resident Nguyen Viet Tu observed: "The roads are bright, the alleys accessible, and cultural centers active. Infrastructure issues are resolved more quickly. People clearly see their role in protecting the environment, especially in waste separation."

Nguyen Anh Dung, Secretary of the Dong Anh Commune Party Committee, emphasized: "Our goal is to turn the criteria into standards that truly serve the people. Completing all 31 commune-to-ward criteria reflects not just procedure, but governance capacity, service efficiency, and the responsibility of the entire political system, from commune to village level."

In terms of public investment, Dong Anh has implemented 1,125 projects with a total budget of VND48.979 trillion, prioritizing key infrastructure connections and initiatives to raise quality of life. As a result, the local economy, culture, and living standards have made significant progress. By 2025, average per capita income will reach VND92.5 million per year, up 49.7% from 2020.

Agriculture has shifted toward ecological and technology-driven production, integrating OCOP products with VietGAP and GlobalGAP standards to increase value. Meanwhile, trade and services have expanded in line with population needs and new development projects.

Building on its achievements, Dong Anh aims to develop into a modern urban area while preserving traditional values. The commune continues to strengthen Party-building, uphold leadership accountability, and refine processes for issuing and implementing resolutions with precision, clear accountability, and measurable outcomes. "Our objective is to ensure continuity when transitioning governance to urban standards, avoiding disruption at the grassroots level," Nguyen Anh Dung stressed.■

CANH HOACH CRAFT VILLAGE

Preserving Heritage, Driving Economic Growth

Canh Hoach village, also known as Vac village in Dan Hoa commune, Hanoi, is regarded not only as the birthplace of two doctoral laureates but also as a renowned center of traditional birdcage making across Vietnam.

MINH NGOC

A handed-down craft

In Canh Hoach, most of the village's exquisite birdcages are entirely handcrafted, a tradition that has lasted for more than a century.

According to village elders, the craft of birdcage making in Vac village (the village's folk name) dates back generations, passed down from father to son. The craft's patriarch is considered to be Nguyen Van Ty, who lived in the 19th century. He passed the trade to his son, Nguyen Van Nghi, known by the artisan name Ba Mi. His grandson, Nguyen Van Nghe, became the first in the village to be honored as a craft artisan.

Nghe also set a record with a birdcage measuring 2.7 meters high and 0.9 meters wide, winning Third Prize in a Hanoi birdcage-making competition in 2011. Birdcages from Vac village had already won medals at expositions in Hanoi during the French colonial era.

According to Nghe, producing a high-quality birdcage that meets the standards of durability, beauty, and refinement requires dozens of meticulous steps, including oiling, shaving bamboo slats, shaping the base, rims, doors, perches, decorating, and assembling. The most challenging stage is carving patterns on the rims. Using only a small knife, Canh Hoach artisans create intricate motifs such as flying dragons, dancing phoenixes, and the symbolic four seasons of pine, chrysanthemum, bamboo, and apricot blossoms, turning each cage into a vivid work of art. Today, despite competition from birdcages imported from China and Taiwan (China), Vac village products still hold a special place among ornamental bird enthusiasts. Beyond birdcages, artisan Nghe has applied these techniques to produce fine lanterns, which have been exported to markets including France, Thailand, and Malaysia.

Younger artisans are not only preserving the craft but also innovating, creating new cage shapes such as round, square, domed, tower, and hexagonal forms to match domestic and international tastes. Many households have expanded sales through social media, bringing their products to customers in other provinces and even overseas.

Canh Hoach's birdcages attract Vietnamese bird lovers and support local families

Economic value of the craft

The diversity and artistry of Canh Hoach's birdcages not only meet the refined tastes of Vietnamese bird enthusiasts but also generate sustainable income for local families.

At the workshop of Nguyen Huy Tuan, one of the village's well-known fine-art birdcage makers, five to seven workers are employed regularly. He explained that producing a birdcage involves dozens of important steps, with support from machines such as saws, grinders, drills, and dust collectors.

"To meet the demands of discerning bird keepers, a cage must be perfectly straight, evenly colored, tightly fitted, and made from absolutely dry bamboo or rattan, with the outer layer preserved during shaving," Tuan said.

Prices vary depending on materials and customer preferences. Mass-produced cages are priced from just tens of thousands to a few hundred thousand VND each. However, fine-art cages command much higher prices. With the growing popularity of bird contests and exhibitions, a beautiful cage has become essential. Many customers from Ho Chi Minh City travel directly to the village to place high-end orders. Although each household produces only three to five cages per day, prices range from VND7 million to VND20 million per piece, providing substantial earnings.

To support the craft village, the Dan Hoa Commune People's Committee has introduced training courses for young workers, assisted with registering a collective trademark, and connected artisans with enterprises and cooperatives to expand production.

Dinh Huu Binh, Chairman of the Dan Hoa Commune People's Committee, emphasized: "Our goal is to develop traditional craft villages, including Canh Hoach birdcage making. This is not only about preserving heritage but also about creating sustainable livelihoods for local people."■

Developing New Rural Areas Associated with Green, Smart Urban Development

Tam Hung commune has significant potential for developing a commodity-based agricultural economy, supporting industries, traditional craft village tourism, and services. Benefiting from its location in the transitional zone between urban and rural areas and its rich historical and cultural traditions, the commune possesses all the conditions to make breakthroughs and become a key economic hub in the southern area of Hanoi.

DO NGOC

Building on the foundation of new rural development, Tam Hung commune has chosen ecological agriculture as its core development axis, with VietGAP standards, synchronized mechanization, value chain linkages, and digital transformation as the four levers to enhance growth quality, raise incomes, and protect the rural environment.

Tam Hung commune preserves many cultural traditions and historic sites

Developing chain linkages, improving ecological agriculture

According to Bui Dinh Thai, Chairman of the Tam Hung Commune People's Committee, the commune has developed a concentrated high-quality rice production area of over 1,000 ha, expanded VietGAP-certified rice cultivation, and converted more than 275 ha to organic farming. The mechanization rate for land preparation has reached 100%, and for harvesting 99%. Mechanization has helped Tam Hung's agricultural production reduce input costs while improving productivity and product quality.

Alongside changes in the fields, the new rural construction movement continues to deepen, with the commune achieving 100% of the new advanced standards and implementing a new rural model based on the 2021-2025 criteria. Notably, the One Commune One Product (OCOP) Program has been carried out in tandem with digital transformation, and to date, the commune has 11 OCOP products rated and classified from 3 to 4 stars. These results reflect strong organizational capacity in production and mark progress in standardizing and branding rural agricultural products. Since its establishment, Tam Hung has held vast agricultural potential, but its development strategy focuses on ecological agriculture, consistent with the Capital's planning and orientation. "In Tam Hung, ecological agriculture goes beyond technical innovation - it represents a combination of economics, science, technology, and the environment," added Bui Dinh Thai.

At Tam Hung Agricultural Cooperative, the focal point is building the consumption chain for Boi Khe fragrant rice, linking enterprises from production to consumption, including Bao Minh Agricultural Products Processing and Trading Joint Stock Company and Vietnam National Seed Group JSC. Do Van Kien, Director of the cooperative, shared that contracts with businesses help standardize processes, ensure quality control in line with safety standards, and secure stable output, thereby increasing the added value of local rice. When the value chain functions smoothly, the benefits extend not only to farmers but also to supporting services, creating a strong economic foundation for ecological development goals.

The Resolution of the Commune Party Congress for the 2025-2030 term sets clear goals: consolidating high-quality rice cultivation areas in line with food safety and hygiene standards, expanding production models under VietGAP and organic practices, and strengthening links between cooperatives and enterprises to build a stable value chain that enhances the competitiveness of agricultural products. In resource and environmental management, the commune continues to establish and adjust annual land use plans, ensuring transparency in site clearance while mobilizing people to protect the production and living environment. These orientations are framed within a vision of connecting agriculture with tourism and cultural services, aiming to diversify livelihoods and make effective use of indigenous values.

People are the center

The planning goal of Tam Hung places people at the center, with planning serving as a lever for economic, cultural, and social development. "Tam Hung is moving toward a green, smart urban area with high-quality services. The commune is focusing on residential, commercial, and service subdivisions designed under the 'walking radius' model, aligned with the Ring Road 4 axis and major connecting routes; developing a network of green parks, regulating lakes, squares, and walking paths; and building synchronized digital infrastructure such as smart lighting, parking management, and public Wi-Fi," said Bui Dinh Thai, Chairman of the Tam Hung Commune People's Committee.

In Tam Hung, social infrastructure is defined by the principle of "going first - going together." The commune plans to add schools at all levels built to higher standards, along with medical stations, cultural and sports facilities, and centralized parking areas; expand and upgrade inter-village roads; increase the coverage of street lighting, clean water, and waste collection; and gradually digitize operational management.

According to Bui Van Sang, Secretary of the Tam Hung Commune Party Committee, to make the planning "come to life," Tam Hung will implement five main groups of solutions. The first is discipline in planning implementation and digital management: completing the master plan and zoning based on a digital database; publicly and transparently disclosing land use indicators, boundaries, and priority project lists; applying digital platforms to monitor progress and quality; and strictly enforcing the "5 clear" principle in assignment and management. Next, the commune will prioritize framework infrastructure and connected spaces; promote public-private cooperation and attract investment aligned with environmental and social standards; develop a green urban economy with clean services and logistics linked to vocational training; and ensure social security, cultural activities, public spaces, and social consensus.

With strong political determination and methodical steps, Tam Hung has clearly defined that planning must be practical, tied to resources and a specific investment roadmap, with priority "components" identified for each stage (framework infrastructure - core urban areas - ecological agricultural belt - public services), always placing people at the center of benefits and ensuring fair access to basic services. "Alongside planning, Tam Hung is determined to consider public-private cooperation as the 'engine' and people as the 'center of benefits.' With its affirmed internal strength, clear orientation, and mechanisms to attract capable investors, Tam Hung has the foundation to become a green urban development hub in the Southwest of Hanoi, making a practical contribution to Hanoi's 2045 goal: modern, civilized, and sustainable," the commune emphasized.■

Tam Hung commune sees planning as a lever for socio-economic development

A representative of HDBank receives the Vietnam Digital Transformation Award 2025

HDBank Wins Vietnam Digital Transformation Award 2025

Ho Chi Minh City Development Joint Stock Commercial Bank (HDBank) made a strong impression at the Vietnam Digital Transformation Awards 2025 (VDX Awards), earning recognition in the category of "Comprehensive Digital Transformation Solutions for the Banking Sector."

LE PHUONG

Held on October 8, 2025, in Hanoi, the event was organized by the Vietnam Digital Communications Association (VDCA) to recognize organizations with outstanding achievements in digital innovation. The award honored HDBank's pioneering efforts and significant accomplishments in its comprehensive digital transformation through three advanced platforms: the Digital Core Thought Machine, a next-generation core banking system enabling flexibility and personalized services; the "Đi HDBank" super app, an integrated digital banking platform for individual customers offering diverse utilities and smart experiences; and the "Đi HDBiz" digital banking platform, developed for corporate clients to enhance financial management and operational efficiency.

Earlier, this suite of digital solutions was selected among 250 key projects nationwide celebrating the 80th anniversary of Vietnam's National Day (1945-2025), marking a significant highlight of the banking sector's digital transformation efforts.

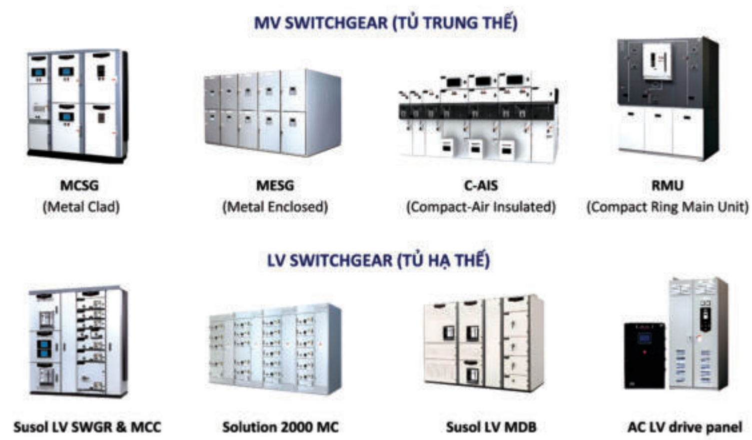
In the first half of 2025, HDBank's digital business continued its strong growth, with 75% of new customers coming from digital channels, online transactions increasing by 51%, and 94% of individual customer transactions conducted via digital platforms. The bank has also accelerated the application of artificial intelligence (AI) and machine learning in management, training, operations, and customer service, aiming to build a fully connected and personalized digital financial ecosystem.

Throughout its 35 years of development, HDBank has stayed true to its philosophy of "Commitment to the Highest Benefits," continually fostering innovation and creating sustainable value for millions of customers. The 2025 VDX Award reaffirms HDBank's standing as a leading private bank in Vietnam, innovative, reliable, and people focused on its path toward global integration.■

LS ELECTRIC VIETNAM

KEY CONTRIBUTOR TO POWER TRANSMISSION AND DISTRIBUTION

Within Vietnam's energy infrastructure, the transmission and distribution systems act as important arteries, delivering a stable electricity supply to households and businesses. As the country accelerates its move toward green energy and digital grids, modernizing these networks has become a pressing priority. Aiding this transition, LS ELECTRIC Vietnam has become a trusted partner by providing advanced products and solutions that improve the quality and reliability of the country's national power grid.



HOANG BACH

Originally manufacturing switchboards in Vietnam, LS ELECTRIC Vietnam has since expanded its product portfolio to include essential electrical equipment, such as transformers, medium- and low-voltage switchgear, ring main units (RMUs), and circuit breakers. Alongside hardware, the company provides integrated solutions for managing substations and power grids. These solutions incorporate digital platforms and systems like Supervisory Control and Data Acquisition (SCADA), Distribution Management System (DMS), and Energy Management System (EMS), which are designed to improve network-wide monitoring, operation, and coordination.

With its integrated ecosystem, LS ELECTRIC Vietnam is engaged across the entire transmission-distribution value chain, from high-voltage infrastructure to localized distribution. This approach not only improves operational efficiency but also reduces failures, cuts costs, and strengthens system reliability.

The company has supplied equipment for many landmark projects, notably 110kV GIS substations serving major urban centers such as Ho Chi Minh City. GIS technology saves space, especially valuable in dense city areas, while offering high reliability and lower maintenance costs, ensuring stable electricity for production and consumption.

High-capacity transformers from LS ELECTRIC Vietnam are utilized in numerous key energy projects. These installations include hydropower plants such as Ham Thuan-Da Mi (300 MW), A Vuong (210 MW), and Tri An (400 MW), along with major thermal power plants like Mong Duong 1 & 2 (2,320 MW), Vinh Tan (1,200 MW), Long Phu 1 (1,200 MW), and Hai Duong (1,200 MW). In its contributions to the power grid, the company has also equipped important substations, including 220kV Phu Binh, 220kV Pho Noi, 220kV Long Bien, and 110kV LG Display.

Its products are also widely applied in industrial, commercial, and residential projects. Major facilities include Samsung factories in Thai Nguyen and Bac Ninh provinces, Lock&Lock Vietnam in Ho Chi Minh City, and LG Display in Hai Phong, as well as landmark commercial complexes such as Lotte Center, Keangnam Landmark Tower, and Vincom Mega Mall Royal City. These projects highlight LS ELECTRIC Vietnam's strong brand reputation and its ability to serve diverse customer needs across heavy industry, energy, commerce, and services.

In addition to manufacturing and assembling medium- and low-voltage switchgear, control panels, and electrical components, LS ELECTRIC Vietnam provides end-to-end services including system maintenance, installation, training, and operational support for substations. These services give customers greater confidence in their investment, extend equipment lifespan, and improve overall system efficiency.

At the same time, the company is driving digital adoption in grid management. Remote monitoring, control, and data analytics solutions support predictive maintenance, early fault detection, and optimized load distribution. Through these innovations, LS ELECTRIC Vietnam is strengthening its position as a reliable partner in the modernization of Vietnam's national power grid.

Looking ahead, the company plans to continue expanding its production capacity in Vietnam, advancing technology transfer, and developing high-quality human resources. With this strategy, LS ELECTRIC Vietnam not only contributes to the stability of today's power system but also plays an important role in advancing sustainable energy transition and supporting Vietnam's green growth objectives in the decades to come.■

Tam Coc-Bich Dong in Ninh Binh province honored by TripAdvisor as a 2025 Travellers' Choice Outstanding Destination

Vietnam Tourism Accelerates Toward 25 Mln Int'l Visitors

Vietnam's tourism sector is experiencing strong growth, with 13.9 million international visitors in the first eight months of the year. These encouraging results raise expectations for a breakthrough in the final months of 2025, supported by a series of international events and festivals aimed at attracting more foreign tourists.

GIANG TU

Results from policy and market momentum

Vietnam's tourism industry is showing an impressive recovery after the downturn caused by COVID-19. According to the Vietnam National Authority of Tourism, by the end of August 2025 the country had welcomed nearly 13.9 million international visitors, up 21.7% from the same period last year. This strong growth has placed Vietnam among the fastest-recovering destinations in the region.

In the first nine months of 2025, Hanoi welcomed more than 26.07 million visitors, including 5.54 million international arrivals, an increase of nearly 24% year-on-year. Total tourism revenue reached VND98.36 trillion, up 20.7%. Ho Chi Minh City received nearly 5.9 million international visitors and around 29.1 million domestic travelers, with total revenue estimated at nearly VND185 trillion, accounting for about 71% of the annual target.

Beyond these two leading destinations, many localities also reported positive results. Thanh Hoa welcomed more than 15.3 million visitors in nine months, including 643,000 international arrivals, generating VND42.6 trillion in revenue. Khanh Hoa estimated over 14.1 million overnight visitors, with a strong increase in international guests in September.

These achievements result from a series of coordinated measures: easing visa policies, expanding direct flight routes, enhancing digital promotion, and diversifying tourism products such as beach tourism, Meetings Incentives Conferences and Exhibitions (MICE), and wellness. In particular, the strong recovery of MICE tourism and international events has given the sector a major boost, attracting high-spending tour groups with longer stays. Alongside upgraded services, cuisine, and cultural experiences, Vietnam has significantly improved visitor spending and satisfaction.

Nguyen Trung Khanh, Chairman of the Vietnam National Authority of Tourism, remarked: "The synergy of policy, aviation, tour operators, and localities has created strong momentum for Vietnam's tourism. This is an important foundation for achieving the sector's growth targets for 2025."

Vietnam is increasingly becoming a favored destination for international visitors

Vietnam boasts many scenic sites that captivate both domestic and international visitors

Breakthrough expected in the final stretch

If the current growth pace is maintained, the tourism industry could reach closer to its 2025 target of 25 million international visitors. Although the pressure remains considerable, the final months of the year, which mark the peak season for international travel, present many opportunities for acceleration.

Ha Van Sieu, Vice Chairman of the Vietnam National Authority of Tourism, said that the target "requires very strong determination from central to local levels, from businesses to the people." He emphasized the need to tap into potential markets through technology applications, expand online sales, open new direct routes, and operate charter flights to major markets such as India, Australia, Russia, and the U.S. At the same time, the sector should take advantage of the peak season to attract visitors to popular destinations like Phu Quoc, Nha Trang, Da Nang, and Ho Chi Minh City.

"We need to organize more international events in culture, music, sports, golf, and trade fairs to generate stronger flows of international visitors to Vietnam," Ha Van Sieu stressed.

Among upcoming highlights, the Da Nang International Tourism Fair 2025 (October 16-17) is expected to gather more than 200 domestic travel businesses and about 120 international enterprises from key markets, with around 2,000 delegates in total. Cao Tri Dung, Chairman of the Da Nang Tourism Association, expressed his hope that the event will "become an annual international activity, attracting airlines, travel companies, and many other key partners," thereby strongly promoting Central Vietnam's image as a destination.

Next, the Hanoi International Film Festival (HANIFF) 2025 in November is expected to welcome about 800 delegates, including many international film businesses and organizations from South Korea, Japan, France, the U.S., and others. Beyond affirming Hanoi's position as a "creative city," the event will also expand cooperation in cinema and attract international visitors seeking cultural and artistic experiences.

Additionally, the Nha Trang-Khanh Hoa Sea Festival, the Ho Chi Minh City Techcombank International Marathon, and Christmas and New Year celebrations in many localities are regarded as "highlight events" that will promote the image of a dynamic, modern, and culturally rich Vietnam, while responding to the diverse demands of international visitors ranging from beach leisure and sports tourism to cultural exploration.

According to Nguyen Trung Khanh, "major events at the end of 2025 will not only sustain international visitor growth but also enhance experiences, increase spending, and reaffirm Vietnam's brand as a safe and attractive destination."

Thus, the outlook for the rest of the year is not only about numbers, but also about the opportunity for Vietnam to assert itself as a dynamic, modern tourism nation, firmly rooted in its distinctive cultural identity.■

(from P.29)

high-tech and urban agricultural models, along with linked production chains. Notable examples include the "fish in pond-river" model in Tien Phong, high-quality rice areas in Hoa Binh, Van Binh, Khanh Ha, and Hien Giang, and the safe vegetable zone in Van Phu, where gourd and luffa products have earned 3-star certification under the National One Commune, One Product (OCOP) Program and are widely distributed in and beyond Hanoi. The Nghiem Xuyen Safe Vegetable Cooperative has partnered with An Viet Food Co., Ltd. and clean agricultural store chains in Hanoi, securing stable contracts for VietGAP vegetables at prices 10-15% higher than the market average.

Farmers cultivate safe vegetables that meet strict quality standards

Building a sustainable agricultural value chain

Agricultural supply chains typically involve numerous intermediaries, mostly small traders. To create a sustainable value chain, Thuong Tin is focusing on applying science and technology to improve productivity and quality, build strong and trusted local brands, and expand distribution channels.

Local authorities play a central role in guiding and connecting value chain stakeholders. Extensive agricultural extension programs, technical training, and digital transformation initiatives in agriculture are being implemented, alongside preferential loan support, issuance of cultivation area codes, and digital traceability labels. As a result, Thuong Tin has initially developed a commune-level network of safe agricultural value chains linking producers, cooperatives, enterprises, and markets toward full process standardization.

Previously, Thuong Tin's agricultural products were mainly sold seasonally, but linked production chains have since provided clear and stable distribution channels. Agricultural service cooperatives in Hoa Binh, Van Binh, and Van Phu have signed supply contracts with supermarkets, collective kitchens, and restaurants across the city.

Nguyen Van Tan emphasized that the commune prioritizes developing safe agricultural value chains integrated with digital technology, considering this a breakthrough in model new rural development. Each production area will be assigned an electronic identification code, and all stages from cultivation and harvesting to processing and transportation will be digitalized. By scanning a QR code, consumers can access complete information on origin, cultivation time, and quality control. Building safe agricultural value chains is not only an economic strategy but also an important contribution to rural development, environmental protection, and community well-being.

Currently, over 98% of agricultural waste in the commune is collected and treated. Waste sorting at the source and the use of organic microbial fertilizers are being widely promoted. Local cooperatives are partnering with processing enterprises to reuse agricultural by-products, reducing pollution and generating additional income. Beyond production, Thuong Tin also plans to establish a clean agricultural trading center connected online to Hanoi's e-commerce platform, opening new market opportunities for local products. With cold storage systems, standardized preliminary processing facilities, and logistics routes under development, the Thuong Tin agricultural value chain is poised to become a model for green, digital, and safe agricultural growth, contributing to the strengthened position of Hanoi's farm produce in the market.■

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