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Vietnam is capitalizing on a prime opportunity to position itself as a competitive player in the global financial landscape

Vietnam is capitalizing on a prime opportunity to position itself as a competitive player in the global financial landscape, supported by progressive legal frameworks and innovative strategies. The Ministry of Planning and Investment has outlined ambitious plans to establish two financial centers: an international hub in Ho Chi Minh City (HCMC) and a regional center in Da Nang City.

HCMC's financial center will span District 1 and the Thu Thiem New Urban Area, while Da Nang's financial district will include a core six-hectare zone expandable to 62 hectares, with a dedicated 9.7-hectare fintech center. These zones will feature tailored policies to attract global banks, investment funds, and financial service firms. Platforms for trading securities, currencies, and commodities will prioritize emerging sectors like fintech, aligning with global standards.

Minister of Planning and Investment Nguyen Chi Dung emphasized that these centers will connect Vietnam to international financial markets, attract foreign institutions, and enhance domestic and international financial services. This initiative aims to strengthen Vietnam's economic transformation, deepen integration into global value chains, and elevate its global influence.

To ensure success, the ministry advocates a hybrid approach, combining best practices from leading global financial hubs with Vietnam's unique conditions. Immediate priorities include drafting supportive legislation, enhancing infrastructure, building human resources, and creating a business-friendly environment.

Vietnam seeks international partnerships for expertise and resources, with the vision that these financial centers will symbolize national prosperity and contribute to global financial stability. VNS



Vietnam's logistics industry will have a transformation in 2025

Vietnam's logistics industry is on the brink of transformative growth in 2025, propelled by advancements in e-commerce, strategic infrastructure investments, and deeper global integration.

The logistics industry is expected to achieve significant breakthroughs this year, driven by three critical factors:

1. **E-Commerce Expansion:** The sector is set to benefit from the rapid growth of e-commerce, projected to increase by over 20%, fueling demand for efficient logistics services.
2. **Infrastructure Advancements:** The operationalization of deepwater ports, modern logistics centers, and the North-South expressway will enhance connectivity and supply chain efficiency.
3. **Global Integration Opportunities:** Hosting the FIATA World Congress 2025 in Hanoi will bolster Vietnam's global logistics standing and attract international partnerships.

Despite its potential, the industry must address high logistics costs, fragmented infrastructure, and workforce limitations in the face of rapid digital transformation. These challenges underline the need for comprehensive strategies to reduce costs, develop green logistics, and improve competitiveness.

With proactive government support and a commitment to innovation, Vietnam's logistics industry is well-positioned to seize emerging opportunities and cement its role as a critical link in the global supply chain. VIR



A new E-commerce Law to enhance regulation in Vietnam's rapidly growing online market has been proposed

The Ministry of Industry and Trade has proposed a new E-commerce Law to enhance regulation in Vietnam's rapidly growing online market, valued at \$25 billion in 2024.

Despite its growth, the sector faces challenges in combating fraud, tax evasion, and disputes. Authorities struggle to trace sellers or warehouses due to weak electronic identification mechanisms. Consumers often encounter non-transparent seller information and ineffective online dispute resolution processes, with platform operators using centralized systems that lack accountability.

The draft law aims to close these gaps by defining e-commerce models, strengthening cross-border regulations, and clarifying the roles and responsibilities of market participants. Sellers on intermediary platforms will be required to verify their identities and provide comprehensive details, including personal income tax codes, before listing goods or services.

For cross-border e-commerce, businesses must register with the Ministry, establish local offices, or appoint legal representatives in Vietnam. These representatives will verify foreign sellers and compensate buyers for violations, ensuring consumer protection.

The Ministry acknowledged that existing regulations, such as those under Decree 85, are insufficiently robust. Many cross-border platforms operate without fulfilling legal requirements, creating an uneven playing field compared to domestic entities. The proposed law seeks to rectify this imbalance and improve transparency, accountability, and trust in Vietnam's e-commerce landscape. VNN



Vietnam accelerates offshore wind energy to meet 2030 targets

The Vietnamese government is actively driving the development of offshore wind (OSW) energy to meet its 2030 power goals and enhance energy security. Minister of Industry and Trade Nguyen Hong Dien has urged urgent action to finalize a pricing framework and begin initial assessments for deploying 6,000MW of OSW capacity in the first phase.

The timeline is tight, with businesses facing challenges in starting projects due to incomplete regulations. According to European Chamber of Commerce chairman Bruno Jaspaert, OSW projects require up to seven years for planning, financing, and construction. To meet the 2030 target, projects must begin by 2027. Jaspaert has called for a robust legal framework, effective support mechanisms, and streamlined licensing processes to eliminate delays.

The phased OSW development approach, as outlined by experts, includes pilot projects led by the state, conditional development with price support, and competitive price bidding. Vietnam has also introduced incentives such as exemptions or reductions in sea area use fees and land use fees during construction and operation periods. Additionally, state-owned enterprises may benefit from extended credit limits, while foreign investors face requirements to demonstrate prior experience and collaborate with Vietnamese partners.

With strong coordination among ministries and timely regulatory support, Vietnam aims to maximize its OSW potential to serve domestic demand and enable exports, cementing its role as a renewable energy leader in the region. VIR



The retail market in Vietnam is driven by aggressive expansion strategies from leading players in 2025

The retail market in Vietnam is poised for robust growth in 2025, driven by restructuring efforts and aggressive expansion strategies from leading players. With a focus on enhancing customer experiences and optimizing business models, retailers are leveraging Vietnam's rising consumer demand and modernizing their operations.

AEON Vietnam's continued investments exemplify the market's potential. The company opened its ninth department store in Hanoi and plans to roll out multiple retail formats, including large shopping malls and smaller stores near residential areas. Furusawa Yasuyuki, general director of AEON Vietnam, highlighted their commitment to expanding market share through diverse formats and localized strategies. By the end of 2025, AEON aims to open 3-4 super supermarkets in both northern and southern Vietnam, along with medium-sized and specialty stores nationwide.

Domestic players like WinCommerce also made significant strides, with nearly 4,000 WinMart+ and Win stores nationwide. Their differentiated urban and rural store models have helped them cater to diverse customer segments, while upgrades in existing stores improve customer experiences. WinCommerce forecasts a 9% increase in physical stores by the end of 2025.

Central Retail, another major player, is doubling its store count to 600 by 2027 with a \$1.45 billion investment. The introduction of Mini Go! supermarkets further emphasizes the sector's adaptability.

The retail sector is fueled by rising incomes, AI integration, and omnichannel strategies. According to MB Securities, modern retail models are thriving due to competitive sales strategies and evolving consumer preferences. Vietnam's retail sales in 2024 reached \$266 billion, accounting for 55.5% of GDP, signaling immense potential for continued growth.

The outlook remains optimistic as retailers capitalize on evolving consumer trends and innovative approaches to meet demand. VIR

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Vietnam ranks among the top 15 developing economies globally in FDI attraction

In 2024, Vietnam achieved significant milestones in Foreign Direct Investment (FDI), ranking among the top 15 developing economies globally in FDI attraction. Amid a global decline in investments, Vietnam defied the trend, securing approximately US\$38.23 billion in FDI inflows and achieving a record-high disbursement of US\$25.35 billion, a 9.4% increase from the previous year. The nation's brand value also saw growth, reaching US\$507 billion and climbing to 32nd place globally, reflecting Vietnam's persistent efforts to enhance its investment climate. These achievements underscore Vietnam's commitment to creating a stable and sustainable business environment that fosters investor confidence.

According to Associate Professor Dr. Dao Ngoc Tien from the Foreign Trade University, Vietnam is shifting its FDI strategy under Resolution 50 to attract high-quality investments, targeting leading multinational corporations and developed nations. This approach aligns with the country's broader goal of sustainable and stable development.

Economic expert Dr. Can Van Luc highlights Vietnam's progress in promoting eco-industrial zones and renewable energy investments. However, he notes the need to refine sustainability criteria for green industrial zones, renewable energy projects, and green buildings, which remain underdeveloped.

To remain competitive in the global FDI landscape, experts emphasize the importance of prioritizing environmental, social, and governance (ESG) factors and reducing carbon emissions. Developing green industrial zones and infrastructure will not only meet environmental standards but also serve as a competitive advantage in attracting next-generation FDI projects.

Vietnam's strides in 2024 demonstrate its potential to become a hub for high-quality and sustainable investments. VOV

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