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Vietnam strengthens position as a regional economic hub by 2030

Vietnam is striving to become a leading economic, trade, and investment hub in Southeast Asia by 2030, as reaffirmed by Prime Minister Pham Minh Chinh during a dialogue with major European corporations. The country aims for an ambitious economic growth target of at least 8% this year, setting the foundation for double-digit expansion in the near future.

The European Union (EU) remains a crucial partner, with investments in Vietnam exceeding \$30.4 billion and bilateral trade reaching \$68.5 billion in 2023. European businesses recognize Vietnam's improving business climate, citing regulatory reforms that enhance transparency and investor confidence. A recent survey showed that 75% of European enterprises consider Vietnam a key investment destination.

PM Chinh highlighted Vietnam's advantages, including a large population, strategic geopolitical position, and a stable political environment. He urged European businesses to expand operations and integrate Vietnam deeper into global supply chains. The government is committed to providing a secure and attractive investment environment, ensuring foreign enterprises' rights and interests are protected.

Key priorities include promoting tourism and investment, strengthening supply chain integration, and advancing economic cooperation. The Prime Minister also called for EU support in ratifying the EU-Vietnam Investment Protection Agreement (EVIPA) and lifting trade barriers such as the IUU "yellow card" on Vietnamese seafood.

Vietnam remains dedicated to sustainable development, seeking EU participation in key initiatives like the expansion of low-emission rice farming and continued official development assistance (ODA) support. With a strong commitment to economic openness and investor-friendly policies, Vietnam is poised to solidify its role as a dynamic regional economic hub. VNE



Vietnam strengthens logistics ties with UAE and Qatar

The Ministry of Industry and Trade is encouraging Vietnamese logistics businesses to participate in a delegation to the United Arab Emirates (UAE) and Qatar from April 6-14. This initiative aims to bolster logistics cooperation between Vietnam and the Middle East, aligning with Vietnam's national strategy to enhance its logistics competitiveness.

Led by a senior representative from the Agency of Foreign Trade, the delegation will comprise 20-25 participants from logistics associations and enterprises engaged in import and export activities. The itinerary includes a visit to Qatar from April 6-8, followed by engagements in Abu Dhabi from April 9-10, where a seminar on logistics cooperation potential between Vietnam and the UAE will take place. Business-to-business (B2B) meetings will facilitate direct connections between firms from both nations.

From April 10-13, the delegation will visit Dubai to meet with local authorities, trade associations, and logistics businesses. They will also tour logistics infrastructure, seaports, and free trade zones, gaining insights into the region's advanced logistics operations.

The Middle East presents a promising logistics market, with its value expected to grow from \$163.6 billion in 2024 to \$222.6 billion by 2029, driven by a compound annual growth rate (CAGR) of over 6.36%. Given its strategic location, Vietnam is well-positioned to serve as a transshipment hub connecting Asia with the Middle East. Collaborations with leading logistics entities such as Abu Dhabi Ports Group, DP World, and Qatar Free Zones can significantly enhance supply chain efficiency between Vietnam and the broader Middle East-North Africa region.

Additionally, the Comprehensive Economic Partnership Agreement (CEPA) between Vietnam and the UAE offers further opportunities for trade, investment, and logistics collaboration. The Agency for Foreign Trade has actively fostered international partnerships, having previously organized delegations to countries such as Cambodia, Singapore, Germany, the Netherlands, Japan, South Korea, and Taiwan.

For participating businesses, this visit will provide a platform to engage with potential partners, explore market trends, and gain a deeper understanding of the business environment in Qatar and the UAE. It will also facilitate knowledge exchange, strategy development, and the pursuit of sustainable growth opportunities within the logistics sector.

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Vietnam's E-Commerce market targets 20–22% growth by 2025

Vietnam's e-commerce sector is poised for strong expansion, with the government setting a growth target of 20–22% by 2025. Industry experts believe this goal is achievable but requires greater coordination among stakeholders.

Nguyen Anh Tuan, Strategy Director at J&T Express Vietnam, highlighted that the e-commerce sector has maintained an annual growth rate of 21–25% from 2021 to 2024. With the entry of global platforms and increasing expertise among local sellers, 2023–2025 marks a critical phase for the industry's transformation.

To sustain high growth, the ecosystem—including retailers, logistics providers, payment services, and authorities—must enhance digital transformation, logistics infrastructure, and e-commerce support services. Collaboration across these areas will be key to a more efficient and sustainable market.

Bui Huu Nghia, founder of Vicolas, emphasized the importance of strong brand positioning and effective customer data management. Selling on e-commerce platforms comes with significant costs—advertising, commissions, and operational expenses can consume up to 45% of revenue. Frequent discounting also impacts profitability and customer behavior.

Moreover, sellers face challenges in accessing customer information, limiting their ability to build long-term relationships. Many transactions occur without direct brand interaction, making customer engagement a crucial area for improvement.

As Vietnam's e-commerce landscape evolves, businesses must balance growth strategies, cost management, and brand value to succeed in a competitive market. Tuoitrenews.



Vietnam boosts research & development in wind and solar power

Vietnam is actively promoting research and development (R&D) in wind and solar energy through a recently issued government decree. This decree, effective from March 3, introduces provisions under the Electricity Law to support the expansion of renewable energy sources.

A key highlight of the policy is the prioritization of renewable energy projects that integrate energy storage systems and connect to the national grid. These projects will be given precedence during peak electricity demand hours, enhancing grid stability and efficiency.

To drive technological innovation, the government is focusing on R&D programs and the domestic production of solar panels, wind turbines, and power conversion equipment. Additionally, Vietnam is offering strong incentives for new energy projects, particularly those utilizing 100% green hydrogen, 100% green ammonia, or a combination of both. To qualify for these incentives, the projects must supply electricity to the national grid and be the first of their kind in their respective categories.

Eligible projects will receive significant financial benefits, including exemptions from maritime area use fees for up to three years during construction and a 50% reduction for the following nine years. Furthermore, land use and lease fees will be waived for the initial construction phase, with additional reductions aligned with investment and land regulations.

These initiatives demonstrate Vietnam's commitment to accelerating its renewable energy transition, fostering domestic technology development, and ensuring a sustainable energy future. VNS



Vietnam's retail landscape in 2025 is marked by shifting consumer behavior

Vietnam's retail landscape in 2025 is marked by shifting consumer behavior, digital transformation, and evolving market dynamics.

Vietnamese consumers are becoming more price-sensitive, prioritizing promotions and essential goods due to economic uncertainties. Inflation has led to a reduction in discretionary spending, with budgets focused on food, healthcare, and education. However, a segment of affluent shoppers continues to invest in high-end fashion, cosmetics, and personal electronics, creating opportunities for premium brands.

The acceleration of e-commerce remains a key trend, especially among younger consumers. To stay competitive, retailers must optimize digital platforms, enhance customer experience, and build trust through seamless online and offline shopping experiences.

Vietnam's retail sector is expected to reach \$350 billion in 2025, contributing significantly to the state budget. With government policies fostering domestic consumption, the market is becoming an attractive destination for international brands. Compared to other Asia-Pacific markets, Vietnam remains on a strong growth trajectory, second only to India.

Major cities like Hanoi and Ho Chi Minh City are witnessing a stable retail space supply, with new-generation shopping malls integrating diverse amenities. Major investors such as Aeon, Lotte, and Keppel are expanding their presence, signaling strong growth in 2025 and beyond.

Vietnam's retail market is poised for continued expansion, driven by digital transformation, evolving consumer preferences, and increasing international investment. The investors



South Korean investment in Vietnam's high-tech future

Vietnam is emerging as a global investment hub, attracting significant interest from South Korean businesses in artificial intelligence (AI), semiconductors, and green energy. Prime Minister Pham Minh Chinh recently met with leaders of 35 major South Korean companies, including Samsung, LG, and Hyundai, reinforcing Vietnam's commitment to fostering high-tech industries. Ko Tae Yeon, chairman of the Korean Chamber of Commerce in Vietnam, emphasized the country's strategic role in the global supply chain and its strong partnership with South Korea. He highlighted the willingness of South Korean firms to collaborate in advancing Vietnam's digital transformation and green economy. With 82% of Korean businesses expressing confidence in Vietnam's economic policies, the nation is well-positioned to attract further foreign direct investment (FDI).

Recognizing the importance of AI and semiconductors for national security, Samsung Vietnam CEO Na Ki Hong urged policymakers to develop incentive programs and a supportive regulatory framework. The Vietnamese government is already drafting a Digital Technology Industry Law and aims to reduce bureaucratic hurdles to accelerate investment.

With South Korean FDI reaching \$7 billion in 2023 and over 900,000 jobs created, the economic ties between the two nations continue to strengthen. The government encourages South Korean investors to expand their operations, increase technology transfers, and support local workforce development. Vietnam remains committed to sustainable, high-tech growth, ensuring a favorable investment environment for international businesses. The Saigontimes

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