



Top News

Vietnam considers pilot program for cryptocurrency and digital asset regulation

Vietnam strengthens offshore wind power policies to attract foreign investment

Also in the issue

The F&B industry is projected to grow by 9.6% in 2025

The government has launched initiatives to protect online consumers

Ba Ria - Vung Tau will play role as a key logistics hub in southern region's transportation network

Singapore to cooperate with Vietnam in Semiconductor sector





Vietnam considers pilot program for cryptocurrency and digital asset regulation

Vietnam is taking a significant step toward regulating cryptocurrencies and digital assets with a proposed pilot program overseen by the Ministry of Finance, the Ministry of Public Security, and the State Bank of Vietnam. This initiative, detailed in a March 24 report by the Vietnam News Agency, aims to establish a framework for issuing and trading digital assets under strict government supervision.

Bui Hoang Hai, Vice Chairman of the State Securities Commission, emphasized that the coordinated oversight is designed to closely monitor cryptocurrency transactions, mitigate risks, and ensure financial security. The pilot program will be implemented on a limited scale, aligning with global practices to combat money laundering, terrorism financing, and other illicit activities.

Currently, Vietnam lacks clear legal definitions for cryptocurrencies and digital assets, making it difficult to enforce tax policies. If recognized as legal assets, cryptocurrencies could be subject to value-added tax (VAT) and corporate or personal income tax. The absence of regulation has driven many Vietnamese startups to register in jurisdictions like Singapore and the U.S., leading to tax revenue losses. Establishing a legal framework could enhance transparency, attract investment, and improve access to financial services.

Vietnam ranks seventh globally in digital asset adoption, with an estimated 17 million cryptocurrency holders in 2024. However, the total transaction volume fell to \$105 billion from \$120 billion in 2023. The proposed regulatory framework aims to provide legal clarity, fostering a safer and more competitive environment for Vietnam's digital economy.

Vneconomy

[Back to top](#)



Ba Ria – Vung Tau will play role as a key logistics hub in southern region’s transportation network

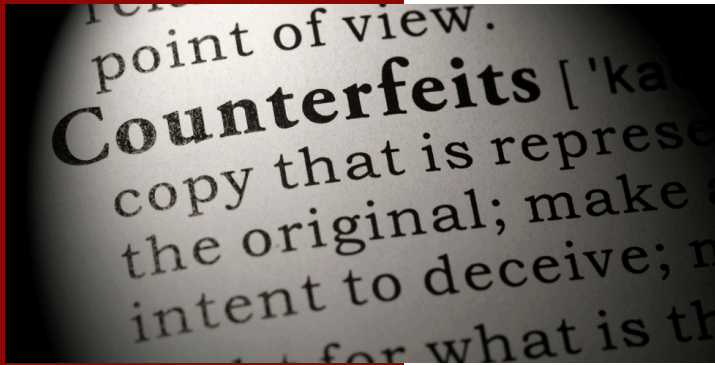
Deputy Prime Minister Tran Hong Ha has approved the investment policy for the Long Son My Xuan General Port Project, located in Phu MyTown, Ba Ria – Vung Tau Province. The project, valued at over US\$93.3 million, will cover 41.65 hectares within the Thi Vai port area.

Led by Long Son Co., Ltd., the port aims to enhance regional logistics, support industrial zones, and meet increasing demand for construction materials. The project will capitalize on the province’s strategic location and infrastructure to drive economic growth.

The port will feature a 270m main berth for cargo ships up to 30,000 DWT, four barge berths totaling 530m for vessels up to 7,500 DWT, and a warehouse system with a cement grinding facility producing 2.3 million tonnes annually.

Government bodies, including the Ministry of Finance, Ministry of Construction, and the provincial People’s Committee, will oversee compliance, land allocation, environmental protection, and investment policies. Strict regulations will ensure sustainable land use, including reforestation commitments and legal procedures for land conversion.

This project is expected to strengthen Ba Ria – Vung Tau’s role as a key logistics hub, contributing to the development of the southern region’s transportation network and trade capacity. VNS



The government has launched initiatives to protect online consumers

E-commerce has transformed shopping habits in Vietnam, offering speed and convenience. However, this rapid growth has also led to an alarming rise in counterfeit and substandard goods on digital platforms.

Authorities are increasingly uncovering cases of counterfeit sales through online channels, particularly livestream commerce. In 2024 alone, over 3,400 inspections revealed 1,256 cases of intellectual property violations, leading to fines of nearly \$1.9 million. The anonymity of online transactions makes enforcement difficult, as offenders can easily erase evidence and operate across multiple locations.

To combat these issues, the government has launched initiatives such as:

- A data-driven tracking system to monitor e-commerce transactions.
- Stronger legal frameworks under Decision No. 319/QĐ-TTg.
- Collaboration between market management agencies, cybersecurity teams, and e-commerce platforms to detect and prevent fraud.

Authorities emphasize that businesses must commit to ethical practices, while consumers should be more vigilant. Public awareness campaigns and early-warning systems based on customer feedback are critical in identifying counterfeit products.

The fight against online fraud requires a multi-stakeholder approach, combining technology, stricter enforcement, and consumer education to create a safer e-commerce environment in Vietnam. VNS



Vietnam strengthens offshore wind power policies to attract foreign investment

The Vietnamese government has reaffirmed its commitment to offshore wind (OSW) development by maintaining its priority status alongside gas-fired power projects. This move aligns with the country's long-term energy security and climate goals while enhancing its legal framework to attract foreign investment.

A key development is Decree No.58/2025/ND-CP, which introduces detailed provisions under the Law on Electricity. This decree allows foreign investors to own up to 95% of an OSW project, provided they meet financial, experience, and local participation requirements. Investors must contribute at least 15% of the total project investment and maintain a minimum 20% equity ratio. Additionally, domestic enterprises must hold at least 5% of the project's charter capital, with stricter ownership requirements for projects exporting electricity without using the national grid.

To encourage investment, projects approved before 2031 and aligned with the Power Development Plan VIII (PDP8) will receive various incentives, including reduced sea area fees, land use exemptions, and guaranteed electricity output for grid-connected ventures. This follows earlier concerns from the Ministry of Industry and Trade about delaying OSW projects due to high costs, despite PDP8's target of reaching 6,000MW by 2030 and expanding to 17,000MW by 2035.

Industry leaders welcome these regulatory advancements, recognizing their role in fostering a transparent and competitive OSW market. While challenges such as grid connectivity and complex approvals remain, Vietnam's ambition to develop 30,000-50,000MW of offshore wind capacity by 2050 positions it as a potential leader in Southeast Asia's renewable energy landscape. VIR



The F&B industry is projected to grow by 9.6% in 2025

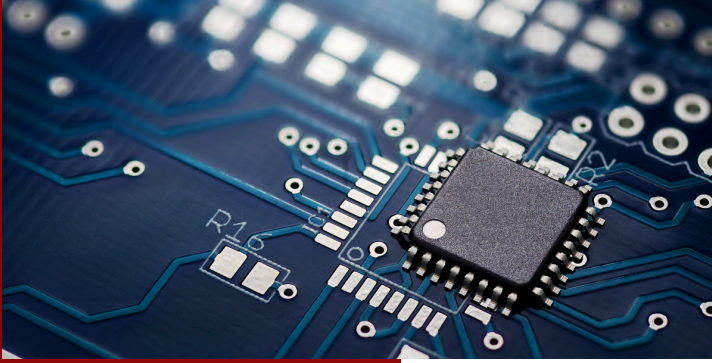
By the end of 2024, Vietnam's food and beverage (F&B) sector expanded to 323,010 establishments, marking a modest 1.8% increase. However, the industry faced significant hurdles despite a 16.6% rise in total revenue.

Independent outlets struggled due to rising operational costs and weaker consumer demand, leading to market consolidation. In contrast, F&B chains showcased resilience through optimized operations and stronger financial strategies.

A nationwide survey of 4,005 businesses revealed that only 25.5% maintained stable earnings, while just 14.7% experienced growth—indicating that nearly 60% saw declining revenues. This slowdown followed a dynamic 2023, where rapid food trends shaped the market. In 2024, however, 52.8% of businesses chose not to chase new trends, signaling a shift toward cautious investment.

Despite this, certain trends persisted. Matcha beverages gained traction, adopted by 29.6% of businesses, while strong-flavored tea—a leading trend in 2023—saw a decline in popularity to 21.4%.

Looking ahead, the F&B industry is projected to grow by 9.6% in 2025, fueled by emerging food trends. However, rising ingredient costs remain a concern, prompting 49.2% of businesses to plan price adjustments to mitigate financial pressures. The Saigontimes



Singapore to cooperate with Vietnam in Semiconductor sector

Vietnam's semiconductor industry is on a rapid growth trajectory, with annual revenue expected to surpass \$25 billion and an annual value-added growth rate of 10-15% during the 2024-2030 period. Recognizing the sector's strategic importance, the Vietnamese government has prioritized semiconductor development as a key driver of economic growth.

Speaking at a seminar in Singapore on March 24, Vietnamese Ambassador to Singapore Tran Phuoc Anh emphasized the potential for Vietnam-Singapore cooperation in semiconductors. Singapore's advanced expertise and well-established industry ecosystem make it a valuable partner for Vietnam as it accelerates semiconductor innovation and manufacturing.

The event, jointly organized by the Vietnam Trade Office in Singapore and the Singapore Semiconductor Industry Association (SSIA), attracted major industry players, including representatives from the International Semiconductor Industry Group, Qualcomm, and Marvell. SSIA Executive Director Ang Wee Seng highlighted Vietnam's emergence as a key semiconductor hub, with its market size projected to grow from over \$18 billion in 2024 to more than \$31 billion by 2029.

Vietnam's growing appeal as an investment destination stems from strong government support, an improving business environment, and its strategic role in the regional supply chain. Cross-border collaboration, particularly with Singapore, is expected to unlock further growth opportunities, solidifying Vietnam's position in the global semiconductor landscape. Vneconomy

[Back to top](#)



For more information, please contact us:

SEIKO IDEAS

Research & Consulting Division

- Our services Marketing Research
 Business Matching
 Investment Consulting
 Translation - Interpretation
 Training (Language & Soft skills)
- Our clients Think tanks, Universities
 Japanese & Vietnamese Government Organizations
 Manufacturers, Retail companies
 Advertisement agencies, Mass media
- Head Office Floor 5th – A Chau Building
 No.24 Linh Lang Str., Ba Dinh Dist., Hanoi, Vietnam
- Rep. Office 〒220-0012, 8F Wework, Ocean Gate Building
 3-7-1 Minatomirai, Nishi ward, Yokohama
 Kanagawa, Japan
- Telephone +84-24-6275-5246 ; +84-24-6273-6989
- Fax +84-24-6273-6988
- URL www.seiko-ideas.com
- Email newsletter@seiko-ideas.com