



Top News

Vietnam's economic growth might be challenged by US tariff challenges

Innovation drives Vietnam's energy transition

Also in the issue

Vietnam's retail industry must accelerate transformation and restructuring to grow

Cainiao launches southern Vietnam's largest automated sorting center to boost E-commerce growth

Mong Cai – Dongxing to develop a smart international border gate

South Korean investors eye Ho Chi Minh City's international financial centre





Vietnam's economic growth might be challenged by US tariff challenges

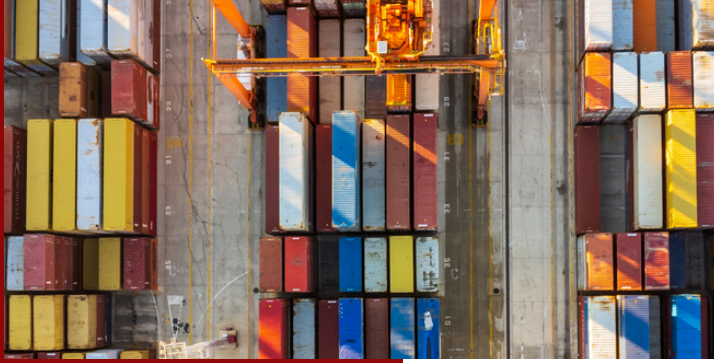
Vietnam aims for 8% GDP growth in 2025 and double-digit expansion from 2026. However, the newly imposed 46% US tariff threatens its export-driven economy, requiring strategic responses to sustain growth.

Expanding public investment in infrastructure—transport, logistics, energy, and IT—will be crucial to enhancing economic resilience and attracting private capital. The private sector, a key driver of Vietnam's success, must navigate declining competitiveness in the US market, which accounts for over 25% of Vietnam's total exports. Industries like electronics, textiles, footwear, wood, and agriculture will be most affected.

To counter the tariff impact, Vietnam must accelerate trade diversification, leveraging free trade agreements like EVFTA and RCEP to expand exports to the EU, Japan, South Korea, and ASEAN. Enhancing local supply chains and investing in high-value-added industries will further reduce reliance on any single market.

Despite immediate challenges, Vietnam remains an attractive FDI destination. Maintaining macroeconomic stability, improving workforce skills, and strengthening financial sector stability will be essential. Proactive policy measures, including trade negotiations, business environment reforms, and supply chain optimization, can help Vietnam sustain long-term economic growth while overcoming short-term disruptions.

NDO & VOV



Mong Cai – Dongxing to develop a smart international border gate

The leaders of Mong Cai City (Vietnam) and Dongxing City (China) have reached an agreement to develop the Mong Cai – Dongxing international border gate pair into a smart border gate.

During their talks on March 11 in Quang Ninh province, both sides agreed to enhance cross-border economic cooperation, including the development of a cross-border economic cooperation zone at Hai Yen Industrial Park, Van Ninh International Port (Mong Cai), a cross-border e-commerce industrial park, and improved transport connectivity projects such as the Mong Cai – Dongxing international railway line, Bac Luan III Bridge, and an auxiliary rough steel bridge.

In addition, the two cities consented to promote cross-border tourism through initiatives such as self-driving tours, one-day trips, cross-border cycling, and sports and cultural exchange activities to celebrate the 10th anniversary of their friendship (2015 – 2025).

Notably, the leaders signed a Memorandum of Understanding (MoU) on a cooperation mechanism to study the construction of the smart border gate pair, laying the groundwork for its future realization. VOV



Cainiao launches southern Vietnam's largest automated sorting center to boost E-commerce growth

On March 28, Cainiao, the logistics arm of Alibaba, handed over southern Vietnam's largest automated sorting center to one of the country's leading courier companies. This marks a significant step in enhancing Vietnam's logistics infrastructure to support the rapid expansion of e-commerce.

Developed entirely in-house by Cainiao, the state-of-the-art facility integrates advanced smart logistics technologies, including automated parcel separation, multi-layer cross-belt sorters, and sorting robots. Leveraging AI and digital solutions, the system efficiently processes various parcel types with real-time tracking and an accuracy rate exceeding 99%.

Despite challenges such as typhoon-related shipping delays, Cainiao completed the project in just 100 days—30% faster than the standard timeline.

Vietnam is one of the fastest-growing e-commerce markets in Southeast Asia, driving increasing demand for faster and more efficient logistics solutions. To meet this demand, Cainiao continues to expand its logistics technology across the region, including Thailand and Singapore, while establishing a dedicated Asia-Pacific logistics technology team.

Cainiao believes that innovation and technology are the backbone of efficient logistics and the key to sustainable e-commerce growth. The company remains committed to delivering cutting-edge solutions that help global businesses scale efficiently and stay competitive in the digital economy. VIR



Innovation drives Vietnam's energy transition

Vietnam's energy transition is gaining momentum, with energy tech companies playing a crucial role in driving innovation and attracting foreign investment.

Vietnam-based SmartSolar recently secured \$1.85 million in seed funding to expand its zero-upfront-cost rooftop solar model for SMEs. With nearly 1MWp installed in just six months, the company aims to build a comprehensive platform for seamless renewable energy adoption.

Ampotech, a Singapore-based energy management firm, also received investment from Clime Capital to expand in Vietnam, Indonesia, and the Philippines. Using AI-powered IoT solutions, the company optimizes energy use in factories and large buildings, improving efficiency and cost savings.

Major international investors are fueling Vietnam's clean energy ambitions. In January, CME Solar secured \$20 million from Emerging Africa & Asia Infrastructure Fund (EAAIF) to develop over 260MWp of rooftop solar projects. Additionally, Mirova's Gigaton Fund committed \$10 million to finance greenfield solar projects by Ecoligo.

Global players are forming joint ventures to accelerate renewable energy deployment. Banpu NEXT partnered with SolarBK to launch Esco NEXT, targeting at least 390MW of rooftop solar capacity in the coming years. Meanwhile, the European Investment Bank (EIB) is strengthening cooperation with Vietnam's central bank on sustainable finance initiatives.

With strong policy support, surging demand, and increasing financial backing, Vietnam is rapidly emerging as a key player in Southeast Asia's clean energy transformation. VIR



Vietnam's retail industry must accelerate transformation and restructuring to grow

Vietnam's retail industry must accelerate transformation and restructuring to achieve double-digit growth, leveraging economic expansion and evolving consumer trends.

With GDP projected to grow over 8% in 2025, retail sales must increase by at least 12%—a feasible target given Vietnam's modern trade share is only 24%, far lower than Thailand (60%) and Singapore (95%). This presents significant opportunities for expansion.

Key growth drivers include consumer confidence and business resilience. Strengthening consumer trust through higher living wages and ensuring business stability with supportive policies will boost retail growth.

To stay competitive, the industry must undergo three strategic transformations:

- 1.Modernizing traditional retail, which still accounts for 76% of the market but faces stagnation.
- 2.Enhancing modern trade and e-commerce, focusing on personalized experiences and digital adoption.
- 3.Restricting supply chains and value chains to improve efficiency and sustainability.

Innovation is critical, with global data showing that new products contribute 30% of revenue for top retail companies. In contrast, Vietnamese businesses generate only 10% from new products, highlighting untapped potential. Integrating AI and digital transformation will further enhance operations and customer engagement.

As the retail landscape rapidly evolves, businesses that proactively restructure, embrace innovation, and leverage technology will lead the market and achieve long-term success.

VNS



South Korean investors eye Ho Chi Minh City's international financial centre

South Korean investors have shown keen interest in contributing to the development of an International Financial Centre (IFC) in Ho Chi Minh City (HCMC), recognizing its potential as a regional financial hub.

During a meeting on March 25, Michael Jaewuk Chin, independent director of Vingroup, highlighted South Korea's experience in building an IFC and emphasized three key factors: financial infrastructure, regulatory reforms, and technological innovation, including digital banking and blockchain. He also proposed initiatives such as a green bond system, joint carbon credit trading, and collaboration in renewable energy.

HCMC leaders shared their IFC development roadmap, which includes three phases: a national financial centre (2025-2030), a regional hub (2031-2035), and a global financial centre (beyond 2035). The plan focuses on fostering a diverse financial ecosystem, fintech development, and sustainability, aligning with Vietnam's 2050 net-zero target.

The city is considering establishing the IFC across two key districts: District 1, maintaining traditional financial services, and Thu Thiem, specializing in innovative financial solutions. Investment attraction will prioritize public-private partnerships in infrastructure, healthcare, education, and culture.

South Korea, currently the third-largest foreign investor in HCMC with \$5.5 billion in projects, has deepened its economic ties with Vietnam, further strengthened by their 2022 comprehensive strategic partnership. With a thriving Korean business community in the city, this collaboration presents a significant opportunity to propel HCMC as a leading financial hub in Asia. VIR

[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