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Vietnam strengthens trade defence with early warning system for export risks

Vietnam is set to enhance its trade defence capabilities through the development of an early warning system, under the new Government Decree 86/2025/NĐ-CP. Spearheaded by the Ministry of Industry and Trade (MoIT), this initiative is designed to identify and mitigate risks related to foreign trade remedy investigations targeting Vietnamese exports.

The early warning system will serve as a strategic tool to alert exporters and industry associations about potential trade lawsuits, enabling timely responses and preventive actions. It also reflects Vietnam's broader effort to align with international trade regulations while protecting domestic interests.

Under the decree, the MoIT will collaborate with relevant ministries to gather data and prepare legal plans in response to trade safeguard measures imposed by other countries. The process includes submitting a detailed lawsuit dossier to the Prime Minister, who will have the final say on initiating legal actions.

A 10-day consultation window is established for stakeholders—including ministries, agencies, and business associations—to provide input on any proposed case. Once approved, MoIT will lead the lawsuit proceedings, with financial backing from the Ministry of Finance to support Vietnamese exporters.

The decree further elaborates on procedures for applying trade remedies, determining industry injury, addressing circumvention, and reviewing countervailing measures. It clarifies the responsibilities of all involved parties, reinforcing Vietnam's readiness to defend its export sector amid growing global trade tensions.

This system marks a proactive shift in Vietnam's foreign trade policy, providing legal and financial frameworks to support its exporters in an increasingly complex global trade environment. VNA/VNS



Vietnam's aviation logistics rebounds strongly

Vietnam's aviation logistics sector is experiencing a strong resurgence, with Q1 2025 passenger and cargo volumes exceeding pre-pandemic levels. According to the Civil Aviation Authority of Vietnam (CAAV), the industry served over 20.7 million passengers—up 9.2% year-on-year—highlighting the sector's resilience post-COVID-19.

Domestic travel reached over nine million passengers, a 5.4% increase, while international travel grew by a notable 12.3% to 11.7 million. Compared to 2019, international and domestic passenger volumes have risen 11% and 5.8%, respectively—demonstrating not just recovery but sustained growth.

The Tet holiday period alone saw 7.3 million travelers, reflecting an 11.7% year-on-year increase. In parallel, cargo operations expanded to 329,000 tonnes, up 12.4%. This included 60,000 tonnes for domestic routes and 269,000 tonnes for international routes, the latter growing 14.8% over last year.

This growth is occurring despite fleet shortages among Vietnamese carriers. Airports like Tan Son Nhat, Noi Bai, and Da Nang have handled rising volumes efficiently, with Tan Son Nhat managing over 1,000 daily flights without congestion.

To meet surging demand, CAAV has intensified collaboration with airlines, optimizing flight schedules—especially during peak periods—and enhancing service continuity.

Strategic priorities now include accelerating the launch of Long Thanh International Airport and finalizing aviation legal frameworks to ensure future scalability. The coordinated efforts across agencies aim to strengthen Vietnam's position as a regional aviation and logistics hub. VNA

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Shopee and TikTok shop makes up 97% market share in first quarter of 2025

Vietnam's e-commerce landscape is becoming a two-player game, with Shopee and TikTok Shop now holding a combined 97% market share in Q1/2025, according to data from Metric. Shopee retained its lead with 62%—a drop from 68%—while TikTok Shop surged from 23% to 35%, cementing its position as a rising force driven by short-form content and livestreaming.

Traditional players like Lazada (3%) and Tiki (negligible) are increasingly sidelined due to weak user experiences and outdated sales approaches. Metric attributes their decline to the dominance of content-driven platforms like TikTok Shop, which better align with shifting consumer preferences toward entertainment-integrated shopping.

The total gross merchandise value (GMV) of the four main platforms reached VND101.4 trillion (US\$3.92 billion), a 42% year-on-year increase. A further 15% GMV growth is projected for Q2, highlighting continued digital momentum.

Kantar data supports this growth trend, noting a significant rise in e-commerce penetration beyond urban centers. From 2019 to 2024, online FMCG purchases grew from 29% to 60% in cities, and from 11% to 42% in rural areas.

To stay competitive, platforms are investing in logistics, livestreaming, and personalization. Shopee, for instance, launched livestreams for local and agricultural products. Meanwhile, Sendo pivoted to a niche strategy focused on food and farm goods. The market is consolidating, with large sellers thriving and smaller shops exiting. Foreign sellers, leveraging price competitiveness, are gaining ground, especially on Shopee. As competition intensifies, success now hinges on creativity, service quality, and digital agility.



Vietnam charts bold path toward clean energy with revised PDP8

Vietnam's revised Power Development Plan VIII (PDP8), approved in April 2024, sets a transformative course toward clean energy and modern power infrastructure, aiming for up to 165GW in installed capacity by 2030. Renewables are at the heart of this shift, positioning the country as a future green energy hub in Southeast Asia.

Wind and solar energy are expected to contribute significantly—up to 55GW from wind (both onshore and offshore) and 32GW from solar. The plan also includes over 3GW from biomass and waste-to-energy, highlighting Vietnam's diversified renewable strategy. Key regions such as Ninh Thuan, Binh Thuan, and parts of the Mekong Delta are emerging as renewable energy hubs due to favorable natural conditions and improved investment frameworks.

To enable large-scale renewable integration, PDP8 allocates over \$18 billion for grid expansion and upgrades, including 33,500km of high-voltage transmission lines and more than 260 substations. Energy storage is another focus, with plans for up to 16GW in battery storage and 2.4GW in pumped hydro by 2030—scaling to 96GW by 2050.

Vietnam also plans to export 5,000–10,000MW of electricity by 2035, enhancing interconnection with regional neighbors.

Policy reforms—including competitive auctions, revamped power purchase agreements, and tailored incentives—are expected to boost investor confidence and accelerate project execution. If implemented effectively, PDP8 could serve as a blueprint for energy transition in the region, balancing sustainability with economic growth. VIR



Aeon mall strengthens retail footprint in Vietnam with strong profit growth

Japanese retail giant Aeon Mall is reinforcing its position in Vietnam, reporting a profit of JPY4.23 billion (US\$29.6 million) from its operations in 2024 – up 8.6% year-on-year. With revenues climbing 13% to VND17.3 billion, Vietnam has become Aeon’s largest Southeast Asian market and its second most profitable globally, trailing only China.

Notably, Aeon’s profit in Vietnam is just 10.7% lower than in China, despite Vietnamese revenue being only a quarter of the latter. This signals strong operational efficiency and local market responsiveness.

Over the past decade, Aeon Mall has invested US\$1.5 billion in Vietnam, developing a robust retail infrastructure with eight malls and a total leasable area of 462,000 square meters. The company continues its expansion with new projects underway, including a \$230 million mall in Can Tho set to open this month, and a recently launched site in Thua Thien Hue which began operations in September 2024.

Looking ahead, Aeon is constructing its next major retail hub in Ha Long, Quang Ninh Province, scheduled to open in the second half of next year. These moves underscore Aeon Mall’s long-term commitment to Vietnam’s fast-growing retail market and its strategic push to capture emerging urban consumption trends across the country.



Ho Chi Minh City reignites FDI momentum, drawing global tech giants

After a period of slowdown, Ho Chi Minh City is witnessing a sharp rebound in foreign direct investment (FDI), powered by strategic reforms and growing investor confidence. The city's renewed momentum has particularly caught the attention of global high-tech firms.

A key turning point came in 2024 when the city reinstated the one-stop-shop mechanism in its industrial and high-tech parks. This move has streamlined investment procedures, slashing approval times from two years to as little as four months—dramatically improving the ease of doing business.

Complementing regulatory improvements, Ho Chi Minh City is ramping up investments in both digital infrastructure and regional transport connectivity—critical enablers for high-tech industry growth.

Leading global tech firms such as NVIDIA, Marvell, Hyosung, and Evolution Data Centers are ramping up their presence in the city. Notably, NVIDIA is exploring deep collaboration opportunities in artificial intelligence (AI), including workforce development, startup incubation, and establishing AI research and data hubs.

With an estimated one million IT engineers and strong academic support from institutions like Ho Chi Minh City National University, the city is fast emerging as a promising AI and semiconductor hub.

In Q1 2025 alone, Ho Chi Minh City attracted \$567.2 million in FDI—up 23.4% year-on-year—underscoring its leadership as Vietnam's top FDI destination with nearly \$59.1 billion in cumulative capital across 13,875 active projects.

Ho Chi Minh City is clearly repositioning itself as a magnet for high-tech investment in Southeast Asia. VOV

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