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## Vietnam is set to launch a two-year fintech sandbox on July 1

Vietnam is set to launch a two-year fintech sandbox on July 1 under Decree 94, creating a regulated environment to test peer-to-peer (P2P) lending, credit scoring, and open API-based data sharing. The program, overseen by the State Bank of Vietnam (SBV), offers investors early access to a fast-evolving sector with strong long-term growth potential.

The sandbox allows licensed domestic P2P lending platforms to operate under controlled conditions, while foreign banks are excluded from direct participation. Though participation does not guarantee future regulatory approval, it positions companies to shape and align with Vietnam's eventual fintech framework.

Vietnam currently hosts around 100 P2P lending firms, many with foreign capital. However, concerns over opaque business practices and weak consumer protections have prompted tighter oversight. Some platforms have misused the P2P model to offer misleading loan terms or promise exaggerated returns—risks the sandbox seeks to mitigate.

Beyond lending, the sandbox includes testing of credit scoring systems and open banking technologies. With around 200 fintech firms—90% serving the banking sector—Vietnam's digital finance ecosystem is ripe for innovation in underserved areas such as inclusive credit access and SME financing.

For investors, this signals a clear intent by the Vietnamese government to balance innovation with regulation. The controlled testing mechanism offers a window to assess market dynamics, identify scalable models, and engage early with potential market leaders in one of Southeast Asia's most promising fintech frontiers.



## New express sea route boosts Vietnam's role in global supply chain

In early of April 2025, a new express container transport route linking Ho Chi Minh City – Shanghai – U.S. West Coast was officially launched at Shanghai International Port. This strategic initiative is the result of collaboration between Saigon Newport Corporation (SNP), Tan Cang Hiep Phuoc Port, and international shipping giants Shanghai Jinjiang Shipping (SJJ) and Matson (U.S.).

The new service, branded SSX (Saigon – Shanghai Express), reduces transit time between Vietnam and the U.S. West Coast to just 17 days, making it one of the fastest options available for import-export enterprises. SJJ covers the segment from Ho Chi Minh City to Shanghai, while Matson manages the onward leg to the U.S., forming a seamless, high-efficiency corridor.

Tan Cang Hiep Phuoc Port, as the departure point, plays a crucial role thanks to its prime location, advanced infrastructure, and integration with multimodal transport networks. Its involvement underlines southern Vietnam's growing logistical strength and importance in Asia-Pacific maritime trade.

According to Mr. Bui Van Quy, Deputy General Director of SNP, SSX represents more than a logistics upgrade—it signals Vietnam's transition from passive participant to proactive leader in global trade. The route enhances flexibility, reduces costs, and strengthens Vietnam's positioning in the evolving global supply chain.

This launch underscores a shared regional vision for sustainable growth and digital economy integration, positioning Vietnam as a key logistics hub in the Asia-Pacific. VLR



## Vietnam's E-commerce in 2025: Adapting to new rules, unlocking new growth

Vietnam's e-commerce sector is entering a transformative phase in 2025 as newly introduced regulations on taxation, customs, and import-export management take effect. Alongside the revised Law on E-commerce and the National Master Plan for E-commerce Development (2026–2030), these frameworks aim to promote sustainable and transparent growth.

The rapid expansion of online commerce has prompted tax authorities to tighten oversight. Platforms are now required to report seller activity to tax agencies, and delivery service providers must submit relevant transaction data. However, stakeholders have raised concerns about the feasibility of issuing invoices for every order, especially when customers do not provide necessary information. Overregulation could lead to inefficiencies and strain both e-commerce and logistics providers.

Forecasts show Vietnam's e-commerce market reaching US\$25–32 billion in 2025, accounting for two-thirds of the digital economy. Yet, the April 2025 regulation requiring platforms to pay taxes on behalf of sellers may lead to price adjustments and a potential shakeout of smaller merchants. Despite this, large-scale sellers with revenues above VND50 billion are expected to continue growing, even doubling sales.

Going forward, e-commerce will no longer be driven by price alone. Businesses must differentiate through value-added services, enhanced customer experience, and stronger trust mechanisms. With over 70% of the population online and increasingly savvy, Vietnam presents a promising market for cross-border e-commerce, AI-powered personalization, and social commerce.

To succeed, platforms and brands should support new sellers with training on emerging technologies, convert loyal customers into advocates, and launch engaging campaigns via KOLs, KOCs, and livestreaming. This shift marks a new era—where transparency, innovation, and customer trust will define Vietnam's e-commerce success. VOV





## Vietnam may grant nuclear project approval to prime minister

A newly proposed amendment to Vietnam's Law on Atomic Energy seeks to transfer the authority to approve nuclear power plant investments from the National Assembly to the Prime Minister, aiming to streamline the decision-making process for future nuclear energy projects.

The draft amended law, presented at the 9th session of the 15th National Assembly on May 5, reflects the government's push to modernize the legal framework after 15 years under the 2008 law. While the original legislation supported peaceful uses of atomic energy and reinforced state oversight, it is now seen as outdated and misaligned with newer laws and international commitments.

The revised law reduces administrative procedures by nearly 33%, from 76 to 51, and trims the number of articles from 93 to 73. It introduces four main policy priorities: promoting the use of atomic energy, improving radiation and nuclear safety, facilitating inspection and supervision, and enhancing radioactive waste and incident management.

One significant proposal is granting the Prime Minister authority to approve nuclear power plant projects—a function currently under the National Assembly per the Investment Law. This shift is part of a broader decentralization effort intended to improve responsiveness and efficiency.

The draft also includes new provisions on planning, workforce development, and nuclear liability. However, the Science, Technology, and Environment Committee stressed the need for caution in handling compensation policies, especially since Vietnam has not joined the international Convention on Supplementary Compensation for Nuclear Damage.

Consultation with international legal and atomic energy experts is recommended to ensure the new law aligns with global standards. Vietnamnet



## Aeon targets 100 major stores in Vietnam by 2030 amid rising retail momentum

Japan's retail giant Aeon is intensifying its presence in Vietnam, setting a bold target of expanding its network of general merchandise stores and large-format "super-supermarkets" to 100 locations by 2030—an eightfold increase from current levels. This aggressive growth plan positions Aeon in direct competition with other regional players, notably Thailand's Central Group.

The "super-supermarket" model—a hybrid format combining groceries with lifestyle offerings like food courts and beauty zones—reflects Aeon's strategy to deliver comprehensive shopping experiences tailored to Vietnam's evolving consumer habits.

In addition to its large-format stores, Aeon plans to increase its small-format grocery network to 200 outlets, reinforcing a dual-format strategy to capture both urban and neighborhood shoppers. As of early 2025, the group operated 12 general merchandise stores, 36 supermarkets (including Citimart), and three super-supermarkets in Vietnam.

Vietnam is now Aeon's second most important market after Japan. Over the past decade, Aeon has invested US\$1.5 billion into the country, yielding strong returns. In 2024, Vietnam emerged as Aeon Mall's most profitable Southeast Asian market, posting nearly US\$30 million in profit on JPY17.3 billion in revenue.

This expansion is backed by favorable macro trends. Vietnam's retail sales rose 8% in 2024, while over 60% of Japanese firms in the country reported profits—the highest in ASEAN. With 56% planning expansion, investor confidence remains high, reinforcing Vietnam's growing retail potential. Vnexpress



## Vietnam attracts \$13.8 billion in foreign investment in early 2025

Vietnam continues to strengthen its appeal to global investors, with total registered foreign direct investment (FDI) reaching \$13.82 billion in the first four months of 2025 — a sharp 40% increase year-on-year, according to the General Statistics Office (GSO).

Of this, \$6.74 billion was disbursed, marking a 7.3% rise and the highest four-month disbursement in five years. The manufacturing and processing sector remained the top draw, absorbing \$5.5 billion (81.6%), followed by real estate with \$533 million, and energy-related sectors with \$266 million.

While newly registered capital fell by 24% to \$5.59 billion, the number of new projects rose by 14%, indicating a trend toward smaller-scale but more diversified investments. Singapore, mainland China, and Japan were the top three investors, collectively contributing over \$3.7 billion in new commitments.

Notably, capital increases in existing projects surged 3.9 times to \$6.4 billion, signaling investor confidence in scaling up operations. Additionally, M&A activity doubled, with 1,106 capital contribution and stake acquisition deals totaling \$1.83 billion.

Vietnamese outbound investment also saw significant growth, reaching \$309 million, nearly triple the figure from the same period in 2024. The focus was on energy, manufacturing, and transport, with Laos, Indonesia, and the Philippines as top destinations.

Hà Nội emerged as a key investment hub, attracting \$1.48 billion, up 31%. The capital is pushing administrative and digital reforms to sustain momentum and appeal to international investors.

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