



Top News

Vietnam mulls gold jewelry export tariff cut to zero amid competitiveness concerns

Denmark's CIP partners with Petrovietnam on Vietnam's first offshore wind venture

Also in the issue

AEON to launch first Mekong Delta mall as Vietnam expansion accelerates

Vietnam tightens e-commerce rules to protect consumers amid rapid growth

Vietnam urges Samsung to deepen tech and R&D footprint

Digital and green logistics are factors to help Vietnam staying competitive





Vietnam mulls gold jewelry export tariff cut to zero amid competitiveness concerns

Vietnam's Ministry of Finance has proposed scrapping the 1% export tariff on gold jewelry and fine-art products, seeking to bolster competitiveness in overseas markets and incentivize the conversion of domestic gold reserves into higher value-added goods.

The draft decree, which revises Government Decree 26/2023, is expected to cost the state budget an estimated US\$3.3 million annually in lost revenue.

Exports of jewelry and fine-art products reached US\$332.2 million in 2024, down 4.95% from the previous year. Jewelry shipments rose 9.7% to US\$317.9 million, but fine-art exports plunged 98.6% to just US\$1.8 million, according to customs data.

The move comes as gold prices surge. Global prices jumped nearly 39% in the first quarter of 2025, while Vietnam's domestic prices climbed 37.4% in the first half of the year. The gap between SJC-branded gold bars and international rates has widened to VND19 million (US\$750) per tael, squeezing exporters.

At the same time, Vietnam's jewelry demand shrank 13% in 2024, the steepest drop in ASEAN, the World Gold Council reported. With no companies licensed to import raw gold, producers remain reliant on expensive local supplies, eroding competitiveness in global markets.

The tariff reduction is seen as part of broader efforts to revive Vietnam's struggling gold jewelry sector and align it with regional peers. The Saigontimes



Digital and green logistics are factors to help Vietnam staying competitive

Vietnam's logistics sector, growing at 14–16% annually, is seeking new drivers of efficiency as high costs and infrastructure gaps weigh on competitiveness. Industry leaders are increasingly pointing to two pillars for long-term growth: digital transformation and green logistics.

The country's logistics costs, estimated at around 20% of GDP, remain almost double those in developed economies. Analysts argue that wider use of digital tools such as warehouse management systems (WMS), transport management systems (TMS), and blockchain could streamline supply chains, enhance transparency, and reduce expenses. Artificial intelligence and automation are also seen as critical in optimizing warehouse operations and last-mile delivery.

At the same time, pressure is mounting for companies to embrace sustainability. With global supply chains moving toward low-carbon standards, Vietnamese firms face growing expectations from international partners to cut emissions and adopt ESG practices. "Going green is no longer a choice but a requirement to access global markets," one industry expert noted.

Some companies have begun investing in electric trucks, renewable-powered warehouses, and eco-friendly packaging. However, adoption remains uneven due to capital constraints and limited regulatory incentives. Observers suggest that stronger policy support, coupled with private sector investment, will be vital to accelerate the transition.

By combining digital transformation with sustainability, Vietnam aims to position itself as a modern logistics hub in Southeast Asia. Failure to act decisively, analysts warn, could see the country cede ground to regional rivals such as Thailand and Malaysia, where digital and green standards are advancing more quickly.

[Back to top](#)



Vietnam tightens e-commerce rules to protect consumers amid rapid growth

Vietnam is moving to tighten oversight of its fast-growing e-commerce sector, as regulators seek to balance expansion with stronger consumer protection.

A revised E-commerce Law, now in draft form, outlines 10 prohibited practices for online businesses. These include fraud, false disclosures to authorities, unlicensed multi-level marketing, trading in counterfeit or prohibited goods, and manipulating customer feedback. Platforms will also be required to disclose algorithms used for product prioritisation.

Vietnam's e-commerce market has surged from \$2.97 billion in 2014 to an estimated \$25 billion in 2024, averaging 20–30% annual growth over the past decade. The sector accounted for 10% of retail sales last year, ranking third in Southeast Asia by market size. Industry analysts expect continued foreign investment and deeper integration of local SMEs into digital trade.

But regulators warn that unchecked growth has amplified risks. Counterfeits, IP violations and tax evasion remain widespread, while authorities face challenges in tracing sellers. Cross-border e-commerce adds further complexity, with exposure to overseas fraud and counterfeit flows. A lack of transparency in vendor information has also eroded consumer trust.

The Ministry of Industry and Trade said the proposed law aims to create a green and sustainable framework, with mandatory compliance disclosures and stricter enforcement tools. Experts say stronger rules are essential for ensuring fair competition and safeguarding consumers, while enabling legitimate businesses to scale.

By combining growth-oriented measures with tougher controls, Vietnam hopes to build a secure and competitive digital marketplace in the next phase of its e-commerce expansion. VNS



Denmark's CIP partners with Petrovietnam on Vietnam's first offshore wind venture

Copenhagen Infrastructure Partners (CIP) has signed a joint development agreement with state-owned Petrovietnam to build one of Vietnam's first offshore wind farms, advancing the country's ambitions to become a regional clean energy hub.

The deal, concluded on August 22 through CIP's CI GMF II Cooperatief UA fund, follows a March 2024 memorandum of understanding on renewable energy cooperation. The first project will be located in Vietnam's south-central region, leveraging Petrovietnam's offshore engineering capabilities and CIP's global offshore wind expertise.

"This agreement marks an important step forward in CIP's partnership with Petrovietnam," said Robert Helms, a CIP partner. "By combining our international experience with Petrovietnam's local knowledge, we are well-positioned to deliver one of Vietnam's first offshore wind projects and establish the groundwork for future developments."

Petrovietnam chairman Le Manh Hung stressed the partnership's role in Vietnam's energy transition, noting that the venture could help create a domestic supply chain, attract foreign investment, and generate green jobs.

Vietnam, with its long coastline and strong wind conditions, is seen as a promising market for offshore wind. According to the country's latest Power Development Plan VIII, offshore wind capacity is targeted at 6,000 megawatts by 2030, 17,500 MW by 2035, and up to 139,000 MW by 2050 — underscoring its ambition to join the ranks of global renewable energy leaders. VIR



AEON to launch first Mekong Delta mall as Vietnam expansion accelerates

Japanese retailer AEON will open its first shopping center in Vietnam's Mekong Delta this October, underscoring its bet on the country's fast-growing retail market.

The AEON Tan An mall, located in Long An province (now part of Tay Ninh), spans 27,000 square meters with an investment of more than VND1 trillion (\$39 million). Construction began in May 2024 and is scheduled for completion by August 2025.

The facility will house around 30 tenants, including a supermarket, fashion and sports outlets, bookstores, cafés, restaurants, entertainment zones, and a cinema. AEON expects the mall to draw customers within a 15-minute radius, catering to both daily needs and leisure demand.

"Vietnam is one of our key overseas markets, alongside Japan," said Tezuka Daisuke, General Director of AEON Vietnam. "We plan to triple our scale in Vietnam by 2030."

AEON has already invested about \$1.5 billion in Vietnam and plans to direct 20–30% of its overseas capital to the country. Two additional malls—in Hung Yen province and Ho Chi Minh City—are slated to open by the end of 2025.

Vietnam's retail market, now expanding at roughly 7% annually, still lags regional peers in modern trade penetration. AEON projects the sector will grow by 12% a year, sustaining double-digit momentum over the medium term. VOV



Vietnam urges Samsung to deepen tech and R&D footprint

Prime Minister Pham Minh Chinh on Tuesday called on Samsung Group to expand investment in Vietnam, particularly in high technology, semiconductors, and research and development, as the South Korean conglomerate marked new milestones in its local operations.

At a meeting in Hanoi with Roh Tae Moon, acting head of Samsung Electronics' Device Experience Division, Chinh urged Samsung to advance technology transfer, strengthen localization, and support Vietnam's digital transformation and IT infrastructure. He also encouraged the group to train high-quality human resources and appoint more Vietnamese to senior management roles. Samsung is Vietnam's largest foreign investor with cumulative commitments of USD 23.2 billion by 2024 across electronics, display, and electrical devices. Its factories in Bac Ninh and Thai Nguyen have produced 2 billion mobile phones since 2009. In the first half of 2025 alone, Samsung Vietnam generated USD 31.8 billion in revenue, including USD 28 billion in exports.

Roh praised the contributions of 90,000 Vietnamese employees and reaffirmed Samsung's commitment to Vietnam as a strategic base. He noted that the company's flagship Galaxy Z Fold 7, launched in July and manufactured in Vietnam, has seen strong demand in the US and Europe. Since 2015, Samsung has supported Vietnam's supporting industries through supplier development and smart factory consulting. Earlier this year, it set up a rapid response team to accelerate supplier evaluation and boost local competitiveness.

Chinh also signed a commemorative plaque celebrating Samsung's 2 billionth handset produced in Vietnam, underscoring the scale of the partnership.

[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., Ngoc Ha Ward., 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