



Top News

Vietnam is accelerating its ambition to become a regional digital technology powerhouse

Vietnam is accelerating efforts to build the energy infrastructure needed to support economy growth

Also in the issue

Retailers in Vietnam delivered strong first-quarter earnings as recovering consumer demand

Vietnam's e-commerce to shift from traditional administrative management toward a governance model

Vietnam would move away from broad-based foreign direct investment attraction toward a more selective model

Hanoi aims to shift logistics from a supporting service into a pillar of national competitiveness





Vietnam is accelerating its ambition to become a regional digital technology powerhouse

Vietnam is accelerating its ambition to become a regional digital technology powerhouse, unveiling a strategy that targets a \$300 billion industry by 2030 as the government seeks new growth engines beyond manufacturing and exports.

Under a programme approved by Deputy Prime Minister Ho Quoc Dung on May 13, Hanoi aims to build a modern digital technology sector led by large domestic firms capable of mastering core technologies in areas such as artificial intelligence, semiconductors and advanced digital infrastructure.

The plan reflects Vietnam's broader push to sustain high economic growth through innovation and digital transformation, while reducing dependence on lower-value assembly work. Authorities are targeting annual industry growth of at least 12% between 2026 and 2030, alongside export revenue of \$55 billion from Vietnamese-developed digital products and services.

Vietnam also plans to expand its technology workforce to more than three million people and increase the number of digital technology enterprises to 100,000 by the end of the decade.

A major focus will be the development of "Make in Vietnam" technology champions integrated into global supply chains. The government's long-term vision includes nurturing at least 10 globally competitive Vietnamese technology companies and attracting new research, headquarters and manufacturing projects from leading international tech groups.

To support these ambitions, Vietnam plans to establish up to 20 concentrated digital technology zones and at least one large-scale national digital technology hub. Authorities also pledged support for semiconductor development, including chip design incentives, prototyping centres and measures to strengthen domestic electronics supply chains.

The strategy underscores Vietnam's growing determination to position itself as a regional alternative for high-tech investment amid global supply chain diversification and rising demand for AI and semiconductor capabilities. VIR

[Back to top](#)



Hanoi aims to shift logistics from a supporting service into a pillar of national competitiveness

Vietnam is seeking to transform its logistics sector into a new engine of economic growth as global supply chains are reshaped by geopolitical tensions, digitalisation and the green transition.

Under a newly approved logistics development strategy for 2025–2035, Hanoi aims to shift logistics from a supporting service into a pillar of national competitiveness. The plan targets annual sector growth of 12–15%, lower logistics costs equivalent to 12–15% of GDP, and the development of at least five international-standard logistics hubs.

The move comes as Vietnam strengthens its role as a manufacturing base for multinational companies diversifying supply chains in Asia. Officials say the country must move beyond fragmented transport systems to build an integrated logistics ecosystem capable of coordinating regional supply chains across ASEAN.

Investments are increasingly focused on large-scale logistics centres connected to seaports, railways, border gates and e-commerce platforms. Authorities also see digitalisation and green logistics as essential to improving efficiency and meeting international environmental standards.

Despite its strategic location, Vietnam still faces major challenges, including high logistics costs, weak infrastructure connectivity and fragmented regional planning. Industry executives also warn that limited data integration and insufficient incentives for green transition could slow development.

Major cities are positioning themselves within the strategy, with Ho Chi Minh City targeting international logistics hub status, Hai Phong expanding port-based logistics and Hanoi developing urban logistics systems.

If successful, Vietnam could strengthen its position from a manufacturing transit point to a regional supply chain and trade hub in Southeast Asia. VNA

[Back to top](#)



Vietnam's e-commerce to shift from traditional administrative management toward a governance model

Vietnam is stepping up efforts to strengthen governance of its fast-growing e-commerce sector while accelerating the development of domestic digital platforms, logistics and AI-based management systems.

At a May 12 meeting with the Vietnam E-commerce and Digital Economy Agency, Minister of Industry and Trade Le Manh Hung said Vietnam must shift from a traditional management approach toward a data-driven governance model for online commerce. The ministry said the agency has focused on drafting implementation guidelines for the new Law on E-commerce, while expanding digital government systems and online administrative services. Authorities are also increasing the use of electronic identification and data analytics to tackle counterfeit goods, tax evasion and trade fraud on digital platforms.

Officials acknowledged persistent challenges including fragmented databases, weak data-sharing mechanisms and rising cybersecurity and consumer protection risks in the digital economy.

To address these issues, Vietnam plans to build a standardized national e-commerce database and expand the use of artificial intelligence in monitoring and enforcement activities. The government also aims to strengthen seller verification and coordination among ministries in handling violations involving cross-border platforms.

Beyond regulation, Hanoi is positioning e-commerce as a strategic growth driver. Minister Hung called for stronger Vietnamese-owned e-commerce platforms and greater investment in logistics, warehousing, transportation and digital payments to support both domestic consumption and export-oriented online trade.

The government sees e-commerce as an increasingly important pillar of Vietnam's long-term economic growth strategy. MoIT



Vietnam is accelerating efforts to build the energy infrastructure needed to support economy growth

Vietnam is accelerating efforts to build the energy infrastructure needed to support its ambitions in artificial intelligence, semiconductors and hyperscale data centres, with policymakers and industry leaders increasingly viewing advanced nuclear technologies as part of the country's long-term growth strategy.

At the Vietnam-US Innovation Forum on Advanced Energy for Strategic Technology Industries held at the National Innovation Center in Hoa Lac High-Tech Park, officials and experts said Vietnam's next wave of high-tech investment will depend heavily on access to stable, high-capacity and low-carbon electricity supplies.

Demand from semiconductor fabs, AI infrastructure and large-scale data centres is expected to place mounting pressure on Vietnam's power system, prompting growing interest in small modular reactors (SMRs) and integrated energy platforms capable of delivering uninterrupted electricity.

US-based EXCEL Services Corporation said it is studying next-generation energy systems tailored for Vietnam's strategic industrial hubs, including Hoa Lac, Danang and Ho Chi Minh City. The company is also working with the US Trade and Development Agency on a proposed \$2 million grant to support planning studies for future deployment.

Vietnamese officials said the country must develop energy infrastructure ahead of demand if it hopes to deepen participation in global technology supply chains. Alongside new generation capacity, authorities are prioritising workforce development, nuclear safety regulation and research capabilities.

The government is restructuring the national nuclear regulatory system while advancing a nuclear science and technology research centre anchored by a planned 15MW reactor. Experts said Vietnam's late entry into nuclear energy could become an advantage, allowing the country to adopt lessons and technologies from more mature markets as it builds a modern energy ecosystem for the digital economy. VIR



Retailers in Vietnam delivered strong first-quarter earnings as recovering consumer demand

Vietnam's leading retailers delivered strong first-quarter earnings as recovering consumer demand and the rapid expansion of modern retail channels lifted sales across sectors ranging from electronics to groceries and healthcare.

National retail sales in April rose 12.1% year-on-year to roughly \$25.9 billion, underscoring improving domestic consumption even as economists caution that inflation and rising living costs may weigh on spending later this year.

Jewellery retailer Phu Nhuan Jewelry posted one of the market's strongest performances, with first-quarter net profit more than doubling as tighter regulation of the gold market accelerated consolidation among compliant and well-capitalised players. The company also benefited from improved raw material sourcing and recycling initiatives, helping stabilise operations after supply disruptions in previous years.

Technology and pharmacy chains also recorded robust growth. FPT Retail reported rising margins as its Long Chau pharmacy business continued expanding, while stronger replacement demand for smartphones and electronics supported a recovery at FPT Shop stores. Distributor Digiworld meanwhile benefited from surging demand for laptops, tablets and AI-related infrastructure products.

Consumer electronics giant Mobile World Investment Corporation saw profits rise far faster than revenue growth, driven by strong device sales and continued expansion of its Bach Hoa Xanh grocery chain. The retailer opened 280 stores in the first quarter alone as it pushed deeper into Vietnam's fast-growing modern grocery segment.

Retailer WinCommerce, operator of WinMart and WinMart+ under Masan Group, also accelerated store openings while reporting a sharp rise in profitability, reflecting improving efficiency in Vietnam's convenience retail market.

Still, analysts say the recovery remains uneven. Rising household expenses and slower real income growth are expected to moderate consumer spending momentum in coming quarters, particularly as retailers face higher operating and input costs.

Government policy continues to favour the expansion of modern retail formats and the development of large domestic retail groups, while also encouraging greater participation from smaller businesses and cooperatives as Vietnam's consumer market evolves. VIR

[Back to top](#)



Vietnam would move away from broad-based foreign direct investment attraction toward a more selective model

Vietnam is recalibrating its foreign investment strategy as rising geopolitical fragmentation and supply-chain realignment push Southeast Asian economies to compete on technology and resilience rather than low-cost labor alone. Speaking at the Vietnam Connect Forum 2026, Deputy Prime Minister Nguyen Van Thang said Vietnam would move away from broad-based foreign direct investment attraction toward a more selective model centered on advanced technology, innovation and deeper integration with domestic enterprises.

The shift reflects Hanoi's ambition to climb higher in global value chains as multinational companies diversify production networks beyond traditional manufacturing hubs. Policymakers are increasingly targeting sectors that can strengthen Vietnam's long-term industrial capabilities, including semiconductors, artificial intelligence, biotechnology, data infrastructure, clean energy and modern logistics. Vietnam has emerged as one of ASEAN's strongest-performing investment destinations despite softer global capital flows. The country now hosts more than 46,500 active FDI projects with registered capital exceeding \$543 billion, while cumulative disbursement has reached roughly \$357.6 billion. Foreign-invested companies contribute more than one-fifth of Vietnam's GDP and account for around 70% of exports.

Global manufacturers and technology groups have continued expanding operations in Vietnam, particularly in electronics, semiconductor assembly, renewable energy and logistics infrastructure. Investors, however, are placing greater emphasis on regulatory consistency, energy security, digital infrastructure and workforce quality rather than relying solely on labor-cost advantages and tax incentives.

Vietnamese officials acknowledge that the benefits of foreign investment have not fully spread through the domestic economy. Localization rates remain limited across several industries, while many Vietnamese firms continue to occupy low-margin segments of supply chains with limited technology transfer. To address the gap, the government plans to tighten coordination between foreign investors and local suppliers while accelerating reforms in infrastructure, industrial policy and workforce development. Hanoi also aims to improve state management efficiency and create a more predictable investment environment to attract higher-value projects.

"We are not only concerned about how much capital investors bring," Thang said, "but also what technologies they introduce and how strongly they connect Vietnamese enterprises to global supply chains." The policy evolution signals Vietnam's broader attempt to position itself not simply as a manufacturing base, but as an emerging regional technology and innovation hub in Asia. The Saigontimes

[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