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Vietnam eyes wealth management to unlock private capital for growth

Vietnam is seeking to transform its fast-growing private wealth into a new engine of economic financing as policymakers and industry experts advocate the development of a modern wealth management sector to ease capital constraints and strengthen the country's future financial hubs.

The economy is expected to face an annual investment funding gap of about US$50 billion over the next five years, while traditional funding channels—including bank lending and corporate bond issuance—remain under pressure. Wealth management is increasingly viewed as a viable mechanism to mobilize domestic private capital for productive investment.

The opportunity is significant. Vietnam is projected to rank among the world's fastest-growing markets for ultra-high-net-worth individuals by 2030, supported by a rapidly expanding middle class. Yet much of this wealth is either invested inefficiently or transferred overseas due to the limited availability of sophisticated financial services.

Industry participants say three structural reforms are needed to unlock the sector's potential. These include establishing a dedicated legal framework for wealth management, expanding investment products such as private funds and trust structures, and building a workforce of internationally qualified wealth advisors.

Creating a trusted investment environment will also be critical. Stronger legal safeguards for asset protection and client confidentiality could encourage wealthy Vietnamese families to retain more capital at home while attracting offshore wealth into the country's emerging financial centres.

Experts believe targeted tax incentives, clearer regulations and a broader financial ecosystem would help channel billions of dollars in private wealth into long-term investments. Such reforms would deepen Vietnam's capital markets, diversify funding sources beyond bank credit and support the country's ambition to establish internationally competitive financial centres in Ho Chi Minh City and Da Nang. vnexpress

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Ho Chi Minh City is accelerating the development of logistics hubs

Vietnam is seeking to tackle one of the region's highest logistics costs by shifting its focus from infrastructure expansion alone to deeper supply chain collaboration. With logistics expenses accounting for nearly 17% of GDP—well above the global average of 10.7% and higher than regional peers such as Singapore and Malaysia—the country faces mounting pressure to improve the competitiveness of its export-driven economy.

Industry leaders argue that logistics is no longer merely a supporting function but a strategic differentiator. As global supply chains become increasingly integrated, manufacturers and exporters are expected to compete not only through product quality but also through the efficiency of their supply chain operations. Stronger coordination among manufacturers, exporters and logistics providers is therefore emerging as a critical priority.

Ho Chi Minh City is accelerating the development of logistics hubs while expanding connections between industrial zones, ports and inland waterways. Improving multimodal transport, particularly waterway links between the Mekong Delta and the country's largest commercial hub, is viewed as a long-term solution to lower transportation costs, reduce congestion and enhance cargo capacity.

At the operational level, industry representatives highlighted the growing importance of the sharing economy in logistics. Empty return trips, underutilized trucks and partially loaded containers continue to inflate transportation costs across the sector. By consolidating procurement, sharing warehouse capacity, pooling transport resources and coordinating shipments across industries, businesses can significantly improve asset utilization and reduce logistics expenses.

The next phase of Vietnam's logistics transformation will depend not only on physical infrastructure but also on digital platforms that enable freight matching, real-time data sharing and collaborative supply chain management. These capabilities will be essential to building a more efficient, resilient and globally competitive logistics ecosystem.

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Vietnam's cross-border e-commerce sector is entering a pivotal stage

Vietnam's cross-border e-commerce sector is entering a pivotal stage, with exports increasingly driven by digital platforms rather than traditional trade channels. The latest commitments from Amazon Global Selling underscore a broader structural shift: Vietnam is no longer viewed merely as a competitive manufacturing base, but as a potential regional hub for digital exports. Supported by a strong industrial ecosystem, improving logistics infrastructure, and a growing pool of digitally capable SMEs, the country is well positioned to move higher up the global value chain.

More importantly, the next phase of export competitiveness will be defined by brand ownership rather than manufacturing scale. For decades, Vietnamese companies generated growth primarily through OEM production for international brands. Today, cross-border e-commerce enables businesses to sell directly to global consumers, retain customer data, strengthen pricing power, and build internationally recognized Vietnamese brands. This transition from contract manufacturing to direct-to-consumer commerce represents one of the most significant value-creation opportunities for the country's export economy.

Artificial intelligence is emerging as the catalyst accelerating this transformation. Amazon's AI-powered Next-Gen Selling platform illustrates how intelligent automation is becoming an essential competitive capability rather than an optional tool. By combining demand forecasting, personalized recommendations, product optimization, and integrated global logistics, AI lowers barriers for SMEs seeking international expansion while improving operational efficiency. As digital commerce becomes increasingly data-driven, businesses capable of integrating AI with brand development and seamless cross-border fulfillment will be best positioned to capture global market share. For Vietnam, the future of exports will depend less on producing more goods and more on creating smarter, globally trusted brands powered by technology.

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Vietnam Electricity (EVN) is accelerating one of the country's largest power infrastructure build-outs as rising electricity demand

Vietnam Electricity (EVN) is accelerating one of the country's largest power infrastructure build-outs as rising electricity demand from an anticipated period of high economic growth places increasing pressure on the national grid.

The state utility is advancing a broad portfolio of projects spanning coal, LNG, hydropower, pumped-storage hydropower, nuclear energy and ultra-high-voltage transmission. The investment wave aligns with the revised National Power Development Plan VIII, which aims to strengthen energy security while accommodating rapid industrial expansion.

Among the most advanced projects is Quang Trach I coal-fired power plant, expected to begin commercial operation this year. EVN is also expanding hydropower capacity, developing LNG-fired plants, preparing pumped-storage facilities to support renewable integration, and reviving the Ninh Thuan 1 nuclear project as a long-term baseload source. On the transmission side, dozens of new 110-500 kV projects are under construction, while high-voltage direct current (HVDC) technology is being studied to improve long-distance power delivery.

Yet the pace of investment is increasingly constrained by structural bottlenecks. Delays in land acquisition, overlapping planning regulations, lengthy investment approvals and uncertainty over gas supply have slowed several major projects. Financing has emerged as an equally pressing challenge as Vietnam embarks on simultaneous investments in nuclear power, LNG, large-scale transmission and energy storage. Baodautu

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Vietnam's beverage market enters a new competitive phase as distribution and health trends reshape retail

Vietnam's fast-growing beverage market is entering a new phase of competition, with domestic and multinational producers accelerating investment in manufacturing, distribution and product innovation to capture rising consumer demand.

The market has expanded from an estimated US$6.4 billion in 2023 to nearly US$8.8 billion in 2025, with annual growth projected at 7-9% through 2028. Rising incomes, urbanization and increasing health awareness are creating favorable conditions for sustained expansion.

For retailers, however, the battle is shifting beyond product portfolios. Distribution scale is emerging as the decisive competitive advantage. Vietnamese newcomer AP Beverage plans to establish 500,000 sales outlets nationwide by 2030, underscoring how market penetration is becoming as important as brand recognition in the highly fragmented fast-moving consumer goods sector.

Consumer preferences are also evolving rapidly. Younger shoppers, particularly Generation Z and Generation Alpha, are driving demand for low-sugar, low-calorie and functional beverages while demonstrating a greater willingness to experiment with new brands. This trend is encouraging retailers to continuously refresh product assortments and allocate more shelf space to healthier beverage categories.

Meanwhile, global players continue to strengthen their long-term presence despite short-term earnings pressure. Coca-Cola has opened its largest production facility in Vietnam, while Suntory PepsiCo and Thailand's F&N are expanding investment through capacity additions and acquisitions.

Although four leading manufacturers still account for more than half of the market, intensifying investment suggests competition will increasingly revolve around distribution efficiency, category innovation and customer experience, making retail execution a critical determinant of future market leadership. VIR

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Vietnam’s foreign direct investment story remains resilient despite global uncertainty

Vietnam’s foreign direct investment story remains resilient despite global uncertainty, reinforcing its position as a preferred manufacturing and supply chain hub in Asia. Registered FDI reached US$24.8 billion in the first five months of 2026, up 34.9% year on year, while disbursed capital rose 9.6% to US$9.7 billion. The figures suggest that multinational companies continue to view Vietnam as a strategic long-term production base rather than a short-term alternative amid shifting global supply chains.

The greater challenge now lies ahead. Under Resolution 10, Vietnam aims to attract US$200–300 billion in registered FDI and US$150–200 billion in disbursed investment during 2026–2030. Achieving annual inflows of US$40–50 billion will require more than favorable demographics or competitive labor costs. Investors will increasingly judge Vietnam by the speed of regulatory reform, project execution, and infrastructure readiness as regional competition for global capital intensifies.

Equally significant is the country’s shift from pursuing investment volume to investment quality. Policymakers are prioritizing semiconductor manufacturing, artificial intelligence, biotechnology, advanced logistics, financial services, and R&D, seeking projects that strengthen technological capabilities rather than low-value assembly. Continued expansion by global technology manufacturers signals growing confidence in Vietnam’s industrial ecosystem. For investors, the key question is no longer whether capital will continue to enter Vietnam, but whether policy implementation can keep pace with the country’s ambition to become a regional innovation and high-value manufacturing hub. Baodautu

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