



DOING BUSINESS IN VIETNAM

VIETNAM TRADE OFFICE IN SINGAPORE (VTO)

VIETNAM, SINGAPORE STEP UP COOPERATION ON ENERGY, TRADE, TECHNOLOGY

They noted that bilateral economic and trade relations have continued to develop substantively and comprehensively, forming a key pillar of the Vietnam–Singapore bilateral relationship.

Vietnamese Minister of Industry and Trade Nguyen Hong Dien and Singaporean Minister-in-Charge of Energy, and Science and Technology in the Ministry of Trade and Industry Tan See Leng have agreed to continue close coordination in implementing key areas of cooperation, particularly in energy, industry, trade, and science and technology.

The two ministers held talks in Hanoi on October 10 as part of Tan’s trip to attend the 19th Vietnam–Singapore Connectivity Ministerial Meeting.

(Continue reading on page 3)

October 2025

Focus

- | | | |
|--|---|----|
| * Vietnam business update and news regulations | • Vietnam’s export turnover predicted to hit 900 bln USD in 2025 | 4 |
| * Vietnam Energy Focus | • EVN to trial two-part electricity pricing model in October 2025 | 8 |
| * Workshops and trade events | • Vietnam Phở Festival 2025 in Singapore | 11 |
| * Special report and commentary | • VN should develop MICE tourism: industry insiders | 12 |

E-COMMERCE - A "DIGITAL EXPRESSWAY" BRINGING VIETNAMESE GOODS TO GLOBAL

Vietnam has the advantages to emerge as a regional nexus of cross-border e-commerce, from its strategic location, abundant goods supply, to a youthful workforce, and solid government backing. Cross-border e-commerce is accelerating in Vietnam, transporting goods to markets across Asia, Europe, the US, and Africa simultaneously, bypassing the traditional obstacles of distance and

VIETNAM BUSINESS UPDATE AND NEWS REGULATIONS

costs. Lai Viet Anh, Deputy Director of the Department of E-Commerce and Digital Economy at the Ministry of Industry and Trade, stated that digital technology is driving the expansion of e-commerce. By leveraging artificial intelligence (AI), big data, and the Internet of Things (IoT), companies can optimise operations, reduce costs, analyse market trends, and develop smarter market strategies to meet global demand.

Nick Chai, Chairman of ACBC Malaysia, said Vietnam has the advantages to emerge as a regional nexus of cross-border e-commerce, from its strategic location, abundant goods supply, to a youthful workforce, and solid government backing. These elements are poised to propel local companies to scale up and sharpen their global competitiveness.

Analysts concurred, noting Vietnam's ripe opportunity to amplify exports through multi-platform e-commerce models. The key lies in diversification, not merely leaning on the US and China but expanding into ASEAN, the Middle East, Africa, and Latin America, they said.

Increasingly, Vietnamese companies are shifting from original equipment manufacturing (OEM) to direct-to-consumer (D2C) models to build "Made in Vietnam" brands, tapping sites like Amazon, TikTok Shop, Lazada, Shopee and JD.com to widen reach and maximise sales. Investments in global logistics and training for cross-border e-commerce workforce are deemed vital to

weave these firms more tightly into global supply chains. ASEAN has transformed into a prime "digital frontier" for Vietnamese small enterprises, cooperatives and household producers venturing into cross-border e-commerce.

As Vietnam's fourth-largest export market, ASEAN recorded 32 billion USD in two-way trade in 2023, and its e-commerce is projected to reach 330 billion USD in 2025. Rising buyer demand and solid uptake of Vietnamese goods, especially in Singapore, Thailand and Malaysia, add to the allure.

Via Shopee International Platform, over 350,000 SMEs have jumped into online exports, capitalising on its built-in logistics, payments and customer service ecosystem to "sell globally from home". Value-added services such as automatic translation, optimised product listings, catalogue management, and localised customer support have dismantled barriers to regional growth.

In 2024, Vietnam's e-commerce market was valued at over 25 billion USD, a 20% leap from the prior year, roughly 10% of the nation's retail and consumer service revenue. That cements its spot in Southeast Asia's top three e-commerce markets.

Amid this e-commerce boom, cross-border trade is viewed not just as a hot trend but a strategic engine for national exports. It has been added to the Government's Go Global plan to spread Vietnamese firms' global footprint./.

(Source: VNA)

VIETNAM, SINGAPORE STEP UP COOPERATION ON ENERGY, TRADE, TECHNOLOG

(Continue from page 1)

They noted that bilateral economic and trade relations have continued to develop substantively and comprehensively, forming a key pillar of the Vietnam–Singapore bilateral relationship.

A major focus of the meeting was the proposed renewable energy export project from Vietnam to Singapore. Both sides discussed options for direct transmission between the two countries as well as indirect connections through a third country. Dien underlined the project’s strategic significance, not only for the bilateral ties but also for the formation of an integrated ASEAN power grid.

Vietnam’s revised Power Development Plan VIII sets a target of exporting 5–10GW of electricity to Singapore, Malaysia, and other partners by 2035, while ensuring economic efficiency and energy security. The two sides agreed to work closely at the technical level to develop legal, financial, and technical frameworks for the project, and to explore the establishment of interconnection agreements among Vietnam, Malaysia, and Singapore in the near future.

The ministers also welcomed progress in negotiations on a memorandum of understanding (MoU) on rice trade between the two governments. Dien said the signing of the MoU would help strengthen Singapore’s food security while expanding a stable, long-term market for Vietnamese rice. Both sides agreed to accelerate procedures to soon sign

the MoU.

Dien also called on Singapore to increase imports of other Vietnamese agricultural products such as seafood, coffee, tea, and fresh fruits, while enhancing information sharing on standards, quality control, and food safety, as well as conducting professional exchanges to facilitate trade in agricultural products.

The two ministers agreed to promote industrial collaboration in electronics, semiconductors, smart energy, and liquefied natural gas (LNG), and to share experience in e-commerce, SME development, digital economy, and innovation.

Vietnam proposed Singapore support the development of a Halal industrial park in the country and help expand market access for Vietnamese goods, especially those under the Vietnam Value national brand, within Singapore’s retail and supply chains.

They also concurred to strengthen cooperation in policy research and industrial development planning through collaboration between the Vietnam Institute of Strategy and Policy for Industry and Trade and Singapore’s Lee Kuan Yew School of Public Policy. Focus will be placed on renewable energy, green transition, supporting industries, and sustainable trade.

Tan, who is also Manpower Minister, expressed strong support for his Vietnamese counterpart’s proposals and affirmed that he would direct Singapore’s relevant agencies to continue close coordination with the Vietnamese side.

According to Vietnam’s Ministry of Industry and Trade, Singapore remains a key economic partner, ranking as Vietnam’s

STRATEGY SETS TO DEVELOP SUSTAINABLE, EFFICIENT, HIGH VALUE-ADDED LOGISTICS INDUSTRY

The strategy sketches out orientations to create breakthroughs in finalising the legal and institutional framework to improve the business environment, encourage all economic sectors to join logistics development, promote international integration, and strengthen state management and law enforcement in the logistics sector in line with market mechanisms and international law and practices.

Deputy Prime Minister Bùi Thanh Sơn has signed a decision approving the Việt Nam Logistics Services Development Strategy for 2025–2035 period, with a vision to 2050, which aims to build a sustainable, efficient, and high value-added logistics sector with strong competitiveness, leveraging Vietnam’s advantages in global supply and value chains.

In the period, the added value of logistics services is set to account for 5–7 per cent of the country’s GDP, with an average annual growth rate of 12–15 per cent. The strategy seeks to raise the outsourcing rate of logistics services to 70–80 per cent and reduce logistics costs to around 12–15 per cent of GDP.

Việt Nam aims to rank among the world’s top 40 countries and territories in the World Bank’s Logistics Performance Index (LPI). Meanwhile, 80 per cent of logistics enterprises are expected to adopt digital transformation solutions.

The logistics sector will pursue low-emission growth and green energy transition.

By 2035, 70 per cent of its workforce will be professionally trained, including 30 per cent with university degrees. At least five modern and world-class logistics centres will be established as key hubs linking regional and global supply chains.

By 2050, logistics services will make up 7–9 per cent of GDP and grow 10–12 per cent annually, while the outsourcing rate of logistics services is targeted increasing to 80–90 per cent, and logistics costs will drop to 10–12 per cent of GDP.

Additionally, Việt Nam aims to rank among the world’s top 30 in the World Bank’s LPI. All Vietnamese logistics enterprises are expected to apply digital transformation solutions.

The industry is expected to develop efficiently toward low emissions, contributing to the national net-zero goal. The strategy also sets to develop at least 10 modern logistics service centres of international standard, which will act as a hub for connection with regional and global supply chains.

The strategy sketches out orientations to create breakthroughs in finalising the legal and institutional framework to improve the business environment, encourage all economic sectors to join logistics development, promote international integration, and strengthen state management and law enforcement in the logistics sector in line with market mechanisms and international law and practices

Other goals include promoting investment in modern and synchronised logistics infrastructure, especially transport, trade, and digital infrastructure, while ensuring environmental protection, disaster prevention, and climate resilience.

The strategy also seeks to strengthen linkages across sectors, regions, and international partners; develop logistics markets and supply sources for sustainable growth; improve business competitiveness; and promote green and high-quality logistics services based on digital platforms. It further emphasises the need to promote research, innovation, and the application of advanced technologies to boost logistics efficiency in production, trade, and domestic and international distribution.

Attention will be paid to developing high-quality logistics human resources; enhancing the role of industry associations and pioneer enterprises; forming modern supply chains; and expanding value-added logistics services to meet domestic and international demand, towards positioning Vietnam as a global transshipment and distribution hub.

The strategy also aims to develop free trade zones linked to seaports, airports, border gates, and key production areas; modern hubs for sorting and processing e-commerce goods to handle large volumes efficiently and safely using advanced technology; logistics parks, distribution centres, smart warehouses, and specialised storage facilities for agricultural products, chemicals, industrial goods, and processed products.

Urban logistics models will be developed in major cities to ensure efficient, cost-effective, and environmentally friendly goods circulation.

(Source: Vietnamnews)

VIETNAM'S EXPORT TURNOVER PREDICTED TO HIT 900 BLN USD IN 2025

The foreign trade remained a bright spot of the economy in the first nine months of 2025, with total turnover reaching 680.6 billion USD, up 17.3% year-on-year.

Vietnam's total import-export turnover in 2025 is expected to reach a new milestone of around 900 billion USD, heard a regular press conference held by the Ministry of Industry and Trade (MoIT) in Hanoi on October 8.

Bui Huy Son, General Director of the MoIT's Department of Planning, Finance and Enterprise Management, reported that the exports in the third quarter rose by 18.4% year-on-year and 9.6% from the second quarter of the year, reaching 128.57 billion USD. The export turnover totaled 348.74 billion USD in the first nine months, up 16% over the same period last year, far exceeding the 12% growth target set for the whole year.

In the January – September period, 32 export items each earned over 1 billion USD, accounting for 93.1% of total export turnover. Notably, the value of seven items surpassed 10 billion USD, making up 67.9%. The US, China, the EU, ASEAN, and Japan remained major importers of



Vietnamese goods. The processed industrial sector made the biggest contribution to Vietnam's export growth in the period, with export earnings reaching 297.2 billion USD, up 16.7% year-on-year and accounting for 85.2% of total exports.

In addition, agricultural export value was estimated at 33.2 billion USD, up 15.2% and accounting for 9.5% of the country's total export value.

Meanwhile, the country spent nearly 332 billion USD on imports in the first three quarters, up 18.8% year-on-year. The domestic sector accounted for 105.67 billion USD (up 4.6%), while the foreign-invested sector contributed 226.25 billion USD (up 26.8%). China remained the largest supplier with 134.4 billion USD, up 27.9%. It was followed by the Republic of Korea with 44.4 billion USD, up 7%; ASEAN (39.1 billion USD, up 14.5%), Japan (18.2 billion USD, up 13.2%), and the US (13.7 billion USD, up 23.6%).

According to the MoIT, Vietnam enjoyed a goods trade surplus of 16.8 billion USD in the first nine months, making an important contribution to macroeconomic stability and foreign exchange reserves./.

(Source: VNA)

PEPPER EXPORT TURNOVER SURGE 27.6% IN NINE MONTHS

In September alone, the country exported 20,487 tonnes of pepper, earning 136.3 million USD, representing a strong increase of 19.5% in volume and 23.2% in value compared to the same period last year.

Vietnam's pepper export earnings exceeded 1.26 billion USD in the first nine months of 2025, surging by 27.6% year-on-year, signaling a clear recovery in the international market, the Vietnam Pepper and Spices Association (VPSA) has reported.

In September alone, the country exported 20,487 tonnes of pepper, earning 136.3 million USD, representing a strong increase of 19.5% in volume and 23.2% in value compared to the same period last year.

Export prices continued to rise in the last month, with black pepper averaging 6,490 USD per tonne, up 2.4% from the previous month, while white pepper reached 8,679 USD per tonne, up 1.4%. Vietnamese pepper remained stable at 6,600–6,800 USD per tonne, maintaining a competitive edge over other countries.

In the last three quarters, the US remained the largest buyer of the Vietnamese spice, accounting for 21.4% of the country's total pepper export volume with 39,979 tonnes. However, shipments to this market fell 30.4% compared to the same period last year.

By contrast, exports to China rose sharply by 73.3% year-on-year to 15,353 tonnes, while sales to the United Arab Emirates (UAE)

expanded by 12.8%. The export to India and several European markets also recorded steady growth, indicating a shifting export structure with Asia playing an increasingly important role.

On the import side, Vietnam spent 225.7 million USD on purchasing 36.112 tonnes of pepper in the reviewed period, 121.1% and 51.9%, respectively. Brazil remained the largest supplier with more than 17,835 tonnes, followed by Cambodia and Indonesia.

In addition to pepper, cinnamon remains a bright spot in Vietnam's spice exports. During January - September, the country shipped 90,478 tonnes of cinnamon, worth 228.3 million USD, representing increases of 30,5% in volume and 17,5% in value compared to the same period last year.

India was the largest importer of Vietnamese cinnamon, accounting for 39% of total exports at 35,329 tonnes, up 51%. The US takes 11% with nearly 10,000 tonnes, and Bangladesh 7.3% with 6,615 tonnes. Stable growth in these key markets highlights the strong competitiveness of this spice, especially amid rising global demand for natural spices./.

(Source: VNplus)

PRODUCT ORIGIN MANAGEMENT ADDS VALUE TO VIETNAMESE PRODUCTS

Identification enables precise recognition of products from production to consumption, while traceability provides complete and verifiable information about the product's

journey.

Product identification and traceability remain the two pillars of modern market management, according to Trần Hữu Linh, Director General of the Department of Domestic Market Management and Development under the Ministry of Industry and Trade, speaking at a conference yesterday on enhancing the value of Vietnamese products.

Linh explained that identification enables precise recognition of products from production to consumption, while traceability provides complete and verifiable information about the product's journey. Combined, these elements create a transparent management ecosystem where every transaction can be verified and authenticated.

He stressed that a unified national traceability system is essential — one that employs modern, accessible technologies, can be integrated with management systems across other ministries and sectors, and complies with international practices.

Economists noted that applying traceability systems not only helps businesses strengthen their brands but also serves as a passport for Vietnamese goods to overcome technical barriers and access demanding markets.

In recent years, the Ministry of Industry and Trade has been developing a legal framework for product identification and traceability, including drafting a decree on criteria for determining the origin of domestically circulated goods. Once issued,

(Continue reading on page 12)

VIETNAM ENERGY FOCUS

the decree will provide a crucial legal basis for distinguishing genuine and counterfeit products, Vietnamese and imported goods, while supporting anti-fraud measures and protecting consumers.

Meanwhile, the Department of Domestic Market Management and Development is working with other agencies to implement advanced technologies such as blockchain, Internet of Things (IoT), QR codes and GS1 barcodes to ensure full-process, accurate traceability. Vietnam currently has 19 free trade agreements, 17 of which have taken effect or are being implemented.

Head of the Goods Origin Division under the Agency of Foreign Trade Trần Thanh Bình said the network of major FTAs offers Vietnamese goods enormous opportunities to penetrate international markets.

Preferential tariffs under FTAs provide a significant competitive advantage abroad, but to fully benefit from these agreements, enterprises must meet all regulatory requirements, with traceability being a key condition.

She explained that goods management in Việt Nam is divided into two categories: domestic circulation and import–export. For goods circulated within the country, the focus is on identification and traceability, while for exports, determining origin is mandatory. Though these areas differ, they are closely coordinated to protect consumers and meet international obligations./.

(Source: VNS)

WORK STARTS ON 2.6-BILLION-USD LNG POWER PLANT IN HUNG YEN PROVINCE

The project is a result of the strategic Vietnam – Japan partnership in clean energy development

The Thai Binh LNG Power JSC, in coordination with relevant stakeholders, on October 10 broke ground on the Thai Binh LNG thermal power plant project — a major step in the strategic Vietnam–Japan partnership for clean energy development.

The project is backed by the Thai Binh LNG Power JSC, whose three shareholders are Tokyo Gas of Japan with a 40% stake, Kyuden International of Japan with 30%, and TTVN Group with the remaining 30%.

With a total investment of about 2.69 billion USD, the 1,500 MW plant will cover 269 hectares, including 57 ha onshore and 212 ha offshore. Construction is scheduled for completion by the fourth quarter of 2029.

Once in operation, the plant is expected to generate between 6 and 10 billion kWh of electricity annually, create some 2,000 jobs during construction, and maintain around 300 permanent positions. It is projected to contribute roughly 3 trillion VND (120 million USD) to the state budget each year over the next 25 years.

Recognised as a strategic national energy initiative, the project will help strengthen power security for northern Vietnam and the country as a whole.

Vietnam's northern region, which accounts for around 40% of total electricity demand, faces the risk of power shortages as consumption grows by more than 10% annually.

In this context, the Thai Binh LNG project is seen as a timely and sustainable solution to meet rising energy needs, ease pressure on the national grid, and advance the Politburo's Resolution No 55-NQ/TW on developing a green, clean, safe and efficient national energy strategy./.

(Source: VNA)

EVN TO TRIAL TWO-PART ELECTRICITY PRICING MODEL IN OCTOBER 2025

Vietnam will begin testing a new electricity pricing system to optimize energy use and support industrial savings.

A representative from Vietnam Electricity (EVN) has confirmed that the new two-part electricity pricing mechanism is designed to help businesses optimize power usage and lower production costs.

Speaking at the seminar "Unlocking clean energy: Policy reform and energy flow" hosted by Construction Newspaper on October 8, Tran Hoai Trang, Deputy Director of the Electricity Regulatory Authority (Ministry of Industry and Trade), explained that Vietnam currently uses a single-component retail electricity price, which only charges based on consumption.

While this model is simple and easy to apply, Trang noted that it does not fully re-

flect the true costs of usage and power transmission.

He illustrated with a practical example: One household registers a capacity of 24 kW but uses it for just one hour, while another registers only 1 kW but uses it continuously for 24 hours. The second household incurs higher operational and transmission costs, yet the current pricing model fails to account for this.

In contrast, the proposed two-part pricing includes both capacity and consumption components. According to Trang, the Ministry is preparing to trial this model with customers who use more than 200,000 kWh per month on average. EVN data shows there are around 7,000 such customers.

The Ministry has instructed EVN to begin the pilot program in October 2025 and conduct a comprehensive assessment before deciding whether to implement the model widely.

However, to ensure successful implementation, Trang emphasized the need for infrastructure readiness. All households and users must be equipped with meters capable of tracking both consumption and capacity values. Only then will the new pricing model deliver meaningful results.

Nguyen Quoc Dung, Head of EVN's Business Division, noted that the two-part pricing method is already in use in many countries, particularly developed nations. This approach, he said, offers the most accurate reflection of electricity system costs and helps balance demand more effectively.

The Prime Minister has already tasked

relevant agencies with studying the two-part electricity pricing system, which will consist of a capacity fee and an energy consumption fee, adjusted for different customer segments.

Dung said Vietnam's technical infrastructure is now sufficiently advanced. Smart meters can collect remote data and measure capacity every 30 minutes. The existing transmission infrastructure is also robust, providing the foundation to implement the new model.

In terms of impact, Dung explained that the pilot targets industrial customers with average monthly usage of 200,000 kWh. The trial will begin on paper in October, with adjustments made as necessary. Full implementation is expected in 2026.



He emphasized that this model will encourage businesses to optimize electricity use and reduce expenses.

“In the past, cost-saving meant using less electricity. Now, it's about using electricity more efficiently - reducing peak demand while maintaining output,” said Dung.

He added that the new pricing mechanism gives customers more choices. By adjusting consumption behaviors and usage patterns to lower peak capacity, they can effectively reduce their bills./.

(Source: Vietnamnet)

SIGNED A CREDIT CONTRACT OF MORE THAN 1 BILLION USD FOR THE BLOCK B - O MON GAS PIPELINE AND GAS EXTRACTION PROJECT

On October 7 in Hanoi, Vietnam National Industry - Energy Group (Petrovietnam - PVN) and the Joint Stock Commercial Bank for Foreign Trade of Vietnam (Vietcombank) signed a credit contract worth more than 1 billion USD for the Block B&48/95, Block 52/97 gas exploitation development project and the Block B - O Mon gas pipeline project. Deputy Prime Minister Ho Duc Phuc attended and gave a speech.

The Deputy Prime Minister congratulated PVN and Vietcombank - the country's two leading enterprises, for signing a credit contract for a large-scale investment project, which is a breakthrough in the implementation of Resolution 70-NQ/TW of the Politburo on ensuring national energy security. He emphasized that this is the common joy of the Party, the Government and the people, affirming the importance of the project for energy security and economic development.

The Deputy Prime Minister praised Vietcombank and PVN for their great contributions to the economy, and suggested that the two sides closely coordinate to implement the project on schedule, ensuring safety, quality and efficiency.

PVN Chairman Le Manh Hung said that this is an important milestone in the implementation of the Block B - O Mon gas - power project chain, including: gas exploitation at Block B& 48/95 and Block 52/97

WORKSHOPS AND TRADE EVENTS

(upstream), Block B - O Mon gas pipeline (midstream) and 4 O Mon thermal power plants (downstream) with a total investment of more than 12 billion USD.

The gas source from Block B will provide a stable and long-term supply to gas power plants in the Mekong Delta, contributing to reducing dependence on fuel imports, increasing the autonomy of the power system and realizing the commitment to energy transition and emission reduction in the spirit of COP26.

Chairman of Vietcombank Nguyen Thanh Tung emphasized that the signing affirms the leading and constructive role of domestic corporations and financial institutions, shifting from dependence on foreign capital to actively mobilizing domestic resources, towards the autonomous value chain of Vietnamese enterprises. Vietcombank is committed to providing optimal financial solutions, accompanying PVN to effectively implement this key project.

Governor of the State Bank of Vietnam Nguyen Thi Hong highly appreciated Vietcombank's efforts to arrange capital, and at the same time asked PVN to use the loan for the right purpose, safely and effectively. She said that the State Bank will continue to prioritize credit for large energy projects, contributing to the sustainable development of the economy.

The Block B - O Mon gas - power project chain is a national key energy project, with the participation of PVN, PVEP, MOECO

(Japan) and PTTEP (Thailand). The Vietnamese side holds 70% and foreign partners hold 30%. The project is expected to contribute about 30 billion USD to the State budget over its life cycle.

For PVN, this project has strategic significance in transforming into the Vietnam National Energy and Industry Group, optimizing the value chain from gas exploitation - transportation - power generation, contributing to ensuring energy security and improving national competitiveness./.

(Source: Vietnamenergy)

VIETNAM PHỞ FESTIVAL 2025 IN SINGAPORE

Vietnam Pho Festival in 2025 will be held in Singapore. A global financial and commercial center, an international trade gateway, where many multinational supply chain hubs converge.

To support businesses in finding opportunities to develop export markets through connecting with the business community, export contacts, and consumers in Singapore.

Time: from 18-19 Oct 2025

Venue: Our Tampines Hub, Singapore

Main activities: (i) festival space, Pho and Vietnamese cuisine performance; (ii) space to display and introduce Vietnamese specialties, services and unique features; (iii) B2B connection activities between



VIETNAM TRADE OFFICE IN SINGAPORE (VTO)

10 Leedon Park,
267887, Singapore
Tel: +6586455033

E-mail: sg@moit.gov.vn

Website:

<https://vntradesg.org>

USEFUL LINKS

Ministry of Trade and Industry of Vietnam: <https://moit.gov.vn/web/web-portal-ministry-of-industry-and-trade/home>

Export Opportunities in Vietnam: <http://vietnamexport.com/>

Investment Procedure: <http://fia.mpi.gov.vn/category/115/legal-facts>

Business registration in Vietnam: <https://dangkykinhdoanh.gov.vn/en/Pages/default.aspx>

Database portal of supporting industries in Vietnam: <http://vsi.gov.vn/en/Pages/HomePage.aspx>

Trade Fairs in Vietnam: en.vietrade.gov.vn

INDUSTRY INSIDERS

Vietnamese enterprises and Singaporean import-export hubs.

Participating products: processed foods (noodles, vermicelli, pho, flour, etc.), spices, pre-packaged processed foods (tea, coffee, candy, milk, etc.), household products, handicrafts, textiles, leather shoes, cosmetics, etc., Market stabilization products, key products of the City, products, Golden brands, agricultural products, typical products, OCOF products, regional specialties, etc./.

(Source: VTO)

VN SHOULD DEVELOP MICE TOURISM: INDUSTRY INSIDERS

Participants often choose four- and five-star hotels and request additional services such as gala dinners and team-building activities.

Experts warn that Việt Nam must get serious about its meetings, incentives, conferences and exhibitions (MICE) tourism if the country is to unlock its full potential in the global travel market.

Although often described as a golden goose for the industry, MICE in Việt Nam remains fragmented and small in scale. According to Chairman of the

Việt Nam Tourism Association Vũ Thế Bình the sector still lacks inter-sector and inter-regional coordination, while professionalism and competitiveness trail behind neighbouring countries. As a result, MICE has yet to deliver the contribution to national tourism that had been expected.

Demand, however, is growing, particularly from international visitors seeking investment and business opportunities. Between 2023 and 2024, MICE was the fastest-recovering segment, accounting for 60 to 70 per cent of Việt Nam's visitor volume.

MICE generates higher revenue for travel agencies and service providers than other segments. Participants often choose four- and five-star hotels and request additional services such as gala dinners and team-building activities.

“With large numbers and high spending, MICE travellers also have a distinct advantage: they stay longer and are not tied to seasonal travel. They can travel at any time of the year,” said Director of the Institute for Tourism Development Research Nguyễn Anh Tuấn.

Tuấn added that Việt Nam has considerable potential to become a global MICE destination. *Vietnamnews*