

FAST



FACTS



Vietnam

Export Opportunities in Vietnam

In 2016, Vietnam ranked 27th among U.S. export destinations and 30th among Virginia export destinations. Some of the top opportunities for U.S. exporters in Vietnam include:

- » Architecture Construction and Engineering
- » Education and Training
- » Aviation
- » Environmental/ Pollution Control
- » Health Care and Medical Equipment
- » Information Technology
- » Oil and Gas Machinery and Services
- » Telecommunications Equipment

Map of Vietnam



(U.S. Central Intelligence Agency)

Top Virginia Exports to Vietnam

Export Category	2016 Value	Change 2016/2015
All Commodity Chapters	\$ 109.4	0%
Wood Products	\$ 30.3	-15%
Wadding, Felt, Nonwovens	\$ 12.7	-21%
Meat	\$ 9.3	34%
Industrial Machinery	\$ 7.0	3%
Food Residue	\$ 6.8	-40%
Cotton	\$ 6.2	141%
Fruits, Seeds, Grains	\$ 4.6	14%
Plastics	\$ 4.5	6%
Electrical Machinery	\$ 4.5	60%
Medical Instruments	\$ 3.2	351%

In US\$ millions (World Trade Atlas)

U.S. Exports to Vietnam



In US\$ billions (World Trade Atlas)



FAST



FACTS



Opportunities in Vietnam for Exporters

Aviation

Aviation is one of the top priority sectors for development by the government of Vietnam as it is critical to the country's economic growth. According to the CAAV and industry forecasts, annual passenger growth rate was approximately 14 percent for the period 2010 to 2015, with 12 percent growth anticipated from 2015 to 2020. In fact, the freight market is expected to show 16 percent growth from 2010 to 2015, rising to 18 percent for the period 2015 to 2020. Top opportunities for U.S. exporters include:

- » Air fleet development
- » Airport development
- » Air traffic management

Information Technology

The IT hardware and software market in Vietnam is driven by rising incomes, business modernization and government procurement, and is projected to grow at an annual rate of about 11 percent between 2015 and 2019. To meet this dynamic market growth, Vietnam imports the lion's share of IT hardware and software as Vietnamese manufacturers are still relatively new and may not be able to offer the same range of solutions and services as foreign suppliers. Top opportunities for U.S. exporters include:

- » Hardware
- » Software
- » Mobile Phone Networks

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

Oil and Gas

Vietnam has great potential in oil and gas reserves (ranked third in Southeast Asia) and oil and gas is one of the top priority sectors for development by the government of Vietnam since it is viewed as central to national economic growth and energy security. The oil and gas industry is the country's biggest foreign currency earners and a major procurer of imported technology, services, and equipment. The best prospects for U.S. exporters in Vietnam include:

- » Equipment and services
- » Offshore exploration equipment
- » Petrochemical technologies & equipment

Environmental/Pollution Control

Vietnam is facing an increasing number of environmental pollution challenges including air, water, and solid waste pollution. Major factors contributing to these problems include high population growth rate, rapid urbanization, accelerating industrialization, and weak enforcement of the laws on environmental protection and development. Top prospects include:

- » Water supply
- » Waste water
- » Municipal waste water
- » Industrial waste water
- » Solid waste

FAST



FACTS

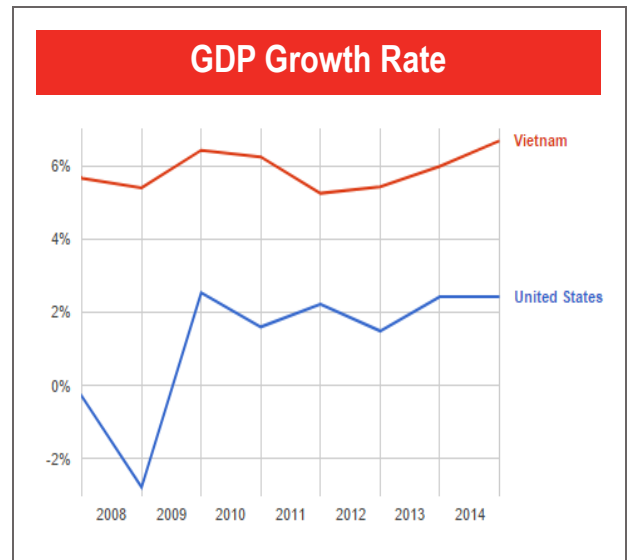


Economic Overview

Vietnam is a densely populated developing country that has been transitioning from the rigidities of a centrally-planned economy since 1986. State-owned enterprises now account for only about 40% of GDP.

Vietnamese authorities have reaffirmed their commitment to economic modernization and a more open economy. Vietnam joined the World Trade Organization in January 2007, which has promoted more competitive, export-driven industries. Vietnam was one of the 12-nations that concluded the Trans-Pacific Partnership free trade agreement negotiation in 2015. Vietnam is trying to reform its economy by restructuring public investment, state-owned enterprises, and the banking sector.

(U.S. Central Intelligence Agency)



Cultural Guide

- » Appointments for business meetings are required and should be made several weeks in advance. The best means of doing so is through a local representative who can act as a reference and also translator/interpreter.
- » Handshakes are used upon meeting and departing. Handshakes only usually take place between members of the same sex. Some Vietnamese use a two-handed shake, with the left hand on top of the right wrist. Always wait for a woman to extend her hand. If she does not, bow your head slightly.
- » Relationships are critical to successful business partnerships. Always invest time in building a good relationship based on both personal and business lines. Any initial meeting should be solely used as a "getting to know you" meeting.
- » Business gift giving is fairly common at the end of a meeting or during a meal in honor of your business associates. Gifts should be small but not expensive. Something with your company logo or something typical from your country both make excellent gifts.
- » Business cards are exchanged on initial meetings and should be presented with both hands. When receiving business cards ensure you show proper respect to it and do not simply glance at it and put it on the table.

Loud voices or excessive hand gestures may be perceived as rude.

(Kwintessential)

FAST



FACTS



Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: ExportVirginia.org

Additional Resources: Market Reports

[Vietnam Country Commercial Guide](#)

[Exporting to Vietnam](#)

[Ease of Doing Business Report](#)

U.S. Commercial Service

United Kingdom Trade & Investment

World Bank

Online Resources

[Vietnam Overview](#)

[Export Information: Vietnam](#)

[Kwintessential Vietnam](#)

Global Edge - Michigan State University

Export.gov

Kwintessential Guide to Vietnam

Last Revised: July 31, 2017

Information provided by VEDP Fast Facts is intended as advice and guidance only. The information is in no way exhaustive and the VEDP is not a licensed broker, banker, shipper or customs agency. VEDP shall not be liable for any damages or costs of any type arising out of, or in any way connected with the use of, these Fast Facts.

