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VIETNAM DIGITAL TRADE

2023 - 2025 | IMPLEMENTER: INTERNATIONAL DEVELOPMENT GROUP LLC | PLANNED BUDGET: \$3,250,000

Over the past two decades, the U.S. Agency for International Development's (USAID) trade facilitation assistance has helped Vietnam open its economy and substantially increase trade. U.S.-Vietnam bilateral trade during this period has grown from some \$3 billion to more than \$139 billion. Building on this support, through the Vietnam Digital Trade activity, USAID is partnering with Vietnam to address regulatory gaps and promote private sector engagement in the rapidly growing digital economy, to help unleash its potential to form a key driver of the country's continued growth.

SUPPORTING IMPLEMENTATION OF REGULATIONS WITH PRIVATE SECTOR INPUTS

The activity supports the Ministry of Industry and Trade's (MoIT) implementation of policy frameworks that facilitate digital trade, with an emphasis on supporting MoIT to hold public-private dialogues to ensure implementation is done in consultation with the private sector. Regulations that are responsive to private sector needs remove bottlenecks in trade faced by enterprises and increase regulatory transparency, helping to shape an e-commerce sector where enterprises of all sizes can benefit.

INCREASING PRIVATE SECTOR ENGAGEMENT IN DIGITAL TRADE

The activity encourages small and medium enterprise (SME) participation in digital trade by introducing new business models and other best practices, such as traceability of goods, as well as facilitating cross-border connections between enterprises via MoIT's digital trade promotion platform, called DECOBIZ. The project supports business associations such as the Vietnam Chamber of Commerce and Industry and Vietnam E-commerce Association, and other advocacy groups, to promote digital trade effectively across the country. The project works through MoIT and business associations to target female-owned enterprises and minority communities in support of inclusive economic growth.

IMPACT

Through the activity's support, MoIT will transparently implement digital trade regulations and associated guidance that reflect private sector input. Business associations and other advocacy groups will be better positioned to actively promote participation in digital trade among their members. In addition, the activity expects to support approximately 50% of the small and medium enterprises engaging on MoIT's digital trade promotion platform to grow faster than through regular business linkages.

TARGETED LOCALITIES

The project focuses its work at the national level and select provinces to-be-determined.