



VIETNAM'S POLICIES TO FACILITATE E-COMMERCE AND DIGITAL TRANSFORMATION

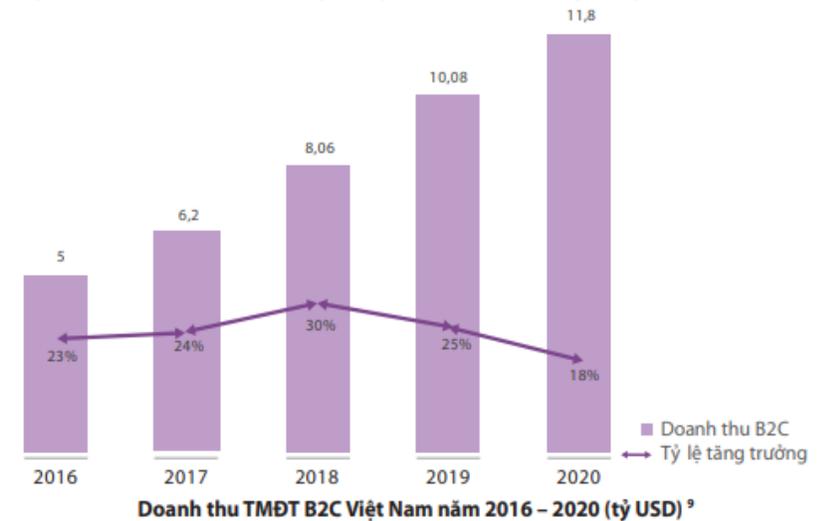
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CURRENT STATUS OF E-COMMERCE AND DIGITAL ECONOMY IN VIET NAM

Current status of E-commerce in Viet Nam

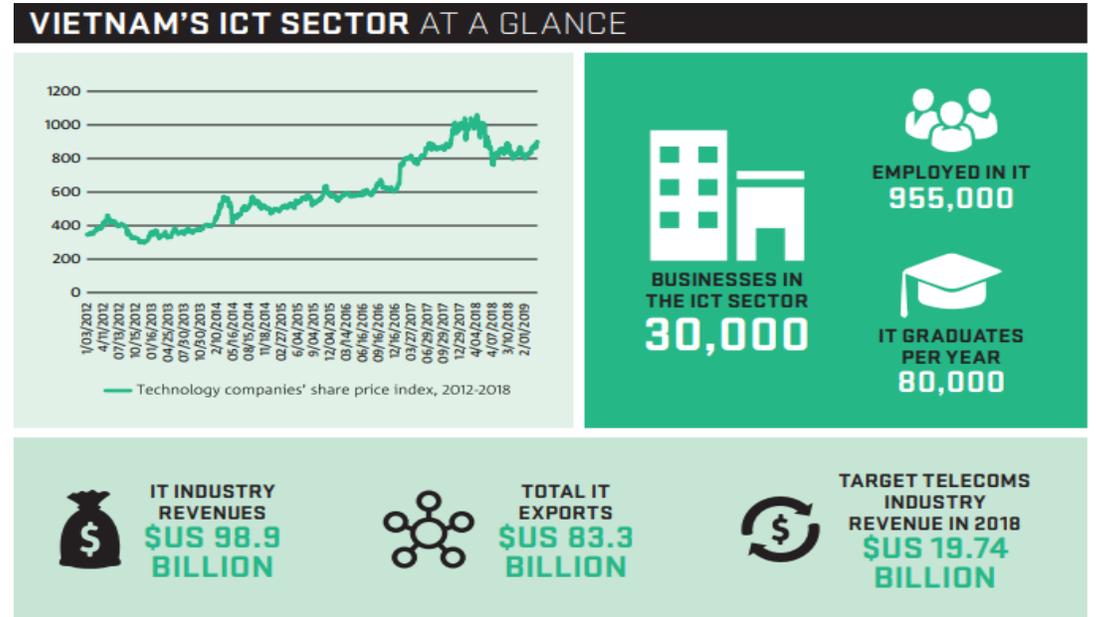
- Revenue generated from B2C sector reached 11,8 billion USSD in 2020
- The total number of online consumer increased from 44,8 million in 2019 to 49,3 million in 2020;
- The value of goods purchased online also increased from 225 USD in 2019 to 240 USD in 2020;
- The proportion of B2C E-commerce revenue compared to the total retail sales of goods and services nationwide;
- The proportion of internet user accounts for 70% of the total population in 2020



	2016	2017	2018	2019	2020
Ước tính số lượng người tiêu dùng mua sắm trực tuyến (triệu người)	32,7	33,6	39,9	44,8	49,3
Ước tính giá trị mua sắm trực tuyến của một người (USD)	170	186	202	225	240
Tỷ trọng doanh thu TMĐT B2C so với tổng mức bán lẻ hàng hóa và doanh thu dịch vụ tiêu dùng cả nước	3%	3,6%	4,2%	4,9%	5,5%
Tỷ lệ người dân sử dụng Internet ¹⁰	54,2%	58,1%	60%	66%	70%

ICT SECTOR

- Number of employees working in ICT reached 955,000 in 2018;
- Total number of ICT enterprises reached 30,000 in 2018;
- Revenue from ICT industry in 2018 reached 98.9 billion USD and 2020 was 120 billion USD.



Source: Ministry of Information and Communications, stockbiz.vn

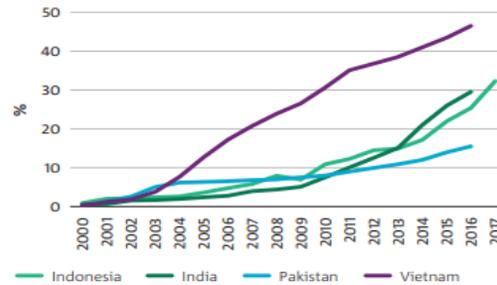


Figure 15 Population using the Internet (%) by country, 2000-2017
Source: World Bank²⁸

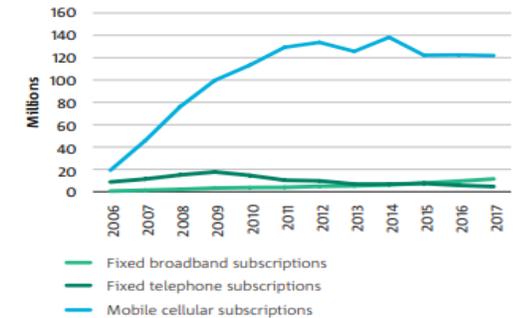


Figure 16 Broadband take-up in Vietnam – number of connections, 2006-2017
Source: World Bank²⁸



NATIONAL MASTER PLAN ON E-COMMERCE DURING 2021-2025



GENERAL OBJECTIVES

- 1) Assist and promote wide application of electronic commerce in enterprises and community;
- 2) Reduce the gap between major cities and provinces in terms of development of electronic commerce ;
- 3) Develop health, competitive and sustainable electronic commerce environment;
- 4) Expand domestic and foreign consumption markets of Vietnamese products via application of E-commerce;
- 5) Become the top 4 countries in ASEAN in the field of E-commerce.

SPECIFIC OBJECTIVES

1) Increase the scale of E-commerce

- 55 % of the population participates in online shopping with the total value of online goods and services reaching USD 600/person/year;
- B2C online sales increase by 25%/ year, reach USD 35 billion and account for 10% of total national revenues of goods and services retailing.

2) Enhance infrastructure of auxiliary services of E-commerce

- Non-cash payments reaches 50% in which payments occurred from organizations providing intermediate payment services account for 80%;
- Average cost for delivery and cost for last-mile delivery account for 10% of product prime cost in E-commerce
- 70% of purchases on E-commerce website/application are issued with electronic invoice
- Develop and operate a shared-database system on E-commerce

SPECIFIC OBJECTIVES (cont.)

3) Correlation of electronic commercial development among economic zones

- Provinces excluding Hanoi and HCM account for 50% of national B3C electronic transaction values;
- 50% of communes and equivalent administrative divisions have traders selling or providing services online

4) Enhancing the application of E-commerce in enterprises

- 80% of E-commerce website is integrated with online order placement; and 50% of SMEs operate on electronic commercial platforms
- 40% of enterprises participate in mobile apps;
- 70% of power, water, telecommunication and media service providers join into electronic contracts with users.

5) Improving human resource development for E-commerce

- 50% of higher education institutions implement training on E-commerce;
- 1 million enterprises, household businesses, regulatory officials and students participate on application of E-commerce



SOLUTIONS

- 1) Develop mechanism and policies to facilitate E-commerce development during 4.0 Industrial revolution
- 2) Improve management capacity, implement electronic commercial activities and counter trade frauds, infringement of IP rights and unfair competition
- 3) Developing markets and raising consumer's trust in E-commerce
- 4) Enhance infrastructure systems and auxiliary services of E-commerce
- 5) Promote application of E-commerce to assist primary export business lines, expand consumption of domestic goods and promote development of E-commerce in provinces



NATIONAL STRATEGY FOR DIGITAL TRANSFORMATION BY 2025, TOWARDS 2030

GENERAL OBJECTIVES

Basic objectives up to 2025

1) Develop a digital Government, improve efficiency and operational efficiency

- 80% of online public services at level 4
- 100% of national databases creating e-government development platforms including national databases on population, land, business registration, finance etc..
- 90% of work records at ministerial and provincial levels

2) Developing the digital economy, improving the competitiveness of the economy

- Digital economy accounts for 20% of GDP
- Vietnam is among the top 50 countries in information technology
- The proportion of digital in each branch or field reaches at least 10%

3) Digital development, narrowing the digital gap

- Fiber optic broadband network cover 90% of households and 100% of communes
- Universalize 4G/5G mobile network services
- The percentage of the population with electronic payment account is over 50%
- Viet Nam is among the top 40 countries in terms of network safety and security (GCI)

GENERAL OBJECTIVES (cont.)

Basic objectives up to 2030

1) Develop a digital Government, improve efficiency and operational efficiency

- 100% of online public services at level 4 (80% up to 2025)
- 100% of work records at ministerial and provincial levels (80% up to 2025)
- Viet Nam belongs to the group of 50 leading countries in e-Government (EGDI)

2) Developing the digital economy, improving the competitiveness of the economy

- Digital economy accounts for 30% of GDP (20% up to 2025)
- Vietnam is among the top 30 countries in information technology (top 50 up to 2025)
- The proportion of digital in each branch or field reaches at least 20% (10% up to 2025)
- Viet Nam belongs to group of 30 leading countries in innovation (GII)

3) Digital development, narrowing the digital gap

- Universalize 5G mobile network services (4G and 5G up to 2025)
- The percentage of the population with electronic payment over 80% (50% in 2025)
- Viet Nam is among the top 30 countries in terms of network safety and security (GCI)
- Universalize fiber-optic internet services (80% of household up to 2025)

COVID-19 and Digital transformation in Viet Nam

- Active participation in both multilateral and bilateral cooperation to facilitate digital transformation and digital economy in the post COVID-19 period
- Cooperate with partners on deploying digital transformation initiatives
- Digital technologies applied in many different sectors such as agriculture (such as online exhibition for boosting domestic transaction) and healthcare services (such as bluezone apps, online health declaration via QR cod) etc..



THANK YOU