



REPORT

VIETNAM E-BUSINESS INDEX 2023

TOWARDS SUSTAINABLE E-COMMERCE DEVELOPMENT



HIỆP HỘI THƯƠNG MẠI ĐIỆN TỬ VIỆT NAM
Vietnam E-commerce Association (VECOM)

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REPORT

VIETNAM E-BUSINESS INDEX 2023

SUPPORT



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PREFACE

Two years of COVID-19 pandemic witnessed the first and second developing waves in Vietnam's e-commerce, with the typical traits of a rapidly growing base of online shoppers and the digital transformation proactively taking place amongst many enterprises and household businesses.

Our economy entered the year 2022 with some advantages, but soon coped with serious problems since the middle of the year. Those obstacles might keep remaining until the end of 2023. Nevertheless, VECOM's survey amongst thousands of enterprises nationwide showed that e-commerce continued to grow strongly at the rate of 25% and reached the size of 20 billion USD. This growth rate was expected to stay stable for the next three years 2023 – 2025.

The above accomplishments deliver great encouragement to online business community. On the other hand, the scale of our e-commerce is still petty, considering its 8.5% ratio on the total sales of retail goods and consumer services. In terms of retail goods in particular, in 2022, online retail only made up for 7.2% of the total retail sales.

Despite being at an early development stage with a considerably small size, potential risks were already detected and threatened to e-commerce's sustainable growth. Three typical factors include the development gap between the two cities of Hanoi and Ho Chi Minh City and 61 other localities, which is very large, the signs of narrowing are still faint, and the high-quality human resources are formally trained in Universities have not responded to demand in time, and e-commerce business activities have increasingly negative impacts on the environment. Recent years' e-Business Index Report addressed a critical essence to enforce policies and solutions for the three above-mentioned issues. Since 2019, VECOM proposed the Program for E-commerce's Sustainable development and had been proactively leading with some activity implementation. During 2023 and 2025, VECOM will continue providing consultation and support to government management agencies in studying, proposing policies and regulations toward a sustainable growth for digital economy in general and e-commerce in particular; at the same time, to spread the propaganda and promote actual actions to be actively taken among online business community.

In 2023, VECOM would continue to complete measurement methods of the e-Business Index. In addition to the calculation work based on the survey results of enterprises in many business fields, VECOM also uses many other reliable quantitative information channels. Since personal computing devices and smartphones have become universal, accessing to the Internet is effortless and affordable, the national domain “.vn” will get more emphasized when assessing the infrastructure and human resource index. The participation level in online retail platforms, the scale of delivery service usage, the average income per capita in each locality etc. will be considered for Business-to-Consumer (B2C) transaction index. At the same time, the participation in solution platforms for omni-channel sales or online export on international exchange platforms is included in Business-to-Business (B2B) transactions.

The improvement of the method of calculating the e-commerce index over the years better reflects the development of e-commerce in the country as well as in each locality. VECOM is convinced that the Index will continue being an insightful resource for every subject with interest in online business, including enterprises, institutional and consulting agencies, legal and policy makers, etc. Typically, local management authorities such as the Department of Industry and Trade, Department of Information and Communications, Department of Planning and Investment, Trade Promotion Agency etc. will be able to propose specific activities within their jurisdiction so as to improve sub-indices of the overall index, hence thereby contributing to the growth of local e-commerce. Training facilities, including universities, colleges and vocational centers can timely catch up with the growth trends across the country as well as in

each area in order to make precise predictions in terms of human resources, to better serve for their training activities.

Vietnam E-commerce would like to thank the agencies, organizations, businesses and individuals for helping to develop this E-Business Index Report. Many Departments of Industry and Trade, including in Ha Noi, Ho Chi Minh City, Hai Phong, Da Nang, An Giang, Bac Kan, Bac Lieu, Ben Tre, Binh Dinh, Binh Thuan, Ca Mau, Cao Bang, Dak Lak, Dong Thap, Gia Lai, Ha Tinh, Hoa Binh, Hung Yen, Lai Chau, Lao Cai, Long An, Ninh Binh, Phu Tho, Quang Nam, Soc Trang, Thai Nguyen, Thanh Hoa, Vinh Long, Yên Bái have enthusiastically supported the survey about enterprises e-commerce implementation in their province.

Our company members and partners continue to strongly support the annual e-commerce index building. The association would like to thank the valuable help of Vietnam Post Corporation (Vietnam Post), SAPO Technology Joint Stock Company, Droppii Company, Lazada Group, Haravan Joint Stock Company, Mediastep Software Co., Ltd. Vietnam (Gosell), NAVEE Joint Stock Company, Noi Bai Trading Joint Stock Company and CPN JSC (NETCO), TRAFFIC Organization.

The measurement of the index in the new method requests the objective support from numerous enterprises and entities. VECOM would like to send our thank-you to VietNam Internet Network Information Center (VNNIC), University of Commerce, Foreign Trade University, Viettel Post Joint Stock Corporation and so many other organizations for your continued support and precious data.

The 2023 e-Business Index could not have been completed without the precise direction and professional assistance from Vietnam E-commerce and Digital Economy Agency under The Ministry of Industry and Trade. Furthermore, thousands of enterprises from all areas of the nation enthusiastically supported and shared their answers to our survey. The expert team from VEBID Company provided support in data analysis. Many universities with e-commerce faculty share that the annual e-Business Index Report is one valuable resource for teaching and learning. To us, this is a huge motivation to keep on building the report.

I hereby would take the honor and introduce the 2023 Vietnam e-Business Index Report and welcome any suggestions for the better performance of this task in the coming years.

General Secretary

Vietnam E-commerce Association



Tran Van Trong

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CHAPTER I

OVERVIEW

After 2 years suffering from the COVID-19 pandemic, our economy in general and the domestic e-commerce in particular entered the year 2022 with a number of optimistic signals. However, global economic difficulties and many inbound disadvantages led to negative impacts to our country's economic and trading growth, especially during last months of 2022 and even continued affecting to the year 2023. Nonetheless, with the remaining momentum of the two previous upward waves, VECOM estimated our national e-commerce would maintain the growth rate of 23% and reached the scale of over 20 billion USD.

According to the General Statistics Office, in 2022 the GDP increased by 8.0%. Of which, the service sector recovered then strongly developed at 10.0%. A few services with a highly increasing market size were wholesale and retail sector at 10.2% growth rate, warehouse and logistics at 12.0% growth rate; accommodation and restaurant with the highest growth rate among service sector of 40.6%; finance, banking and insurance with a 9.0% growth, information and communications sector with 7.8% growth. Total sales of retail goods and consumer services in 2022 was estimated 5,680 trillion dong, increasing by 19.8%, even after taking out 15.6% of inflation.¹

According to VECOM's estimation, in 2022, retail e-commerce transactions accounted for about 8.5% of the total sales of retail goods and consumer services. Regarding retail goods in particular, online retail in 2022 was equivalent to 7.2% of the total retail goods, which is higher than that of 6.7% in 2021.

In 2023, according to the General Statistics Office's estimate, the first three months of the year gross domestic product increased by 3.3% over the same period last year. In which, the total retail sales of consumer goods and services was estimated at 1,505.3 trillion VND, up 13.9% over the same period last year, if excluding the price factor, it increased by 10.3%. The two fastest growing service industries are accommodation and food services, up 26.0%, wholesale and retail up 8.1%.²

Obviously, the great difficulties of the economy from mid-2022 have extended to the first quarter and possibly until the end of 2023. In that difficulty, VECOM assesses that e-commerce in the first quarter will grow by over 22% compared to the end of 2023. for the same period and for the whole year can still reach over 25%.

Thus, e-commerce continues to be one of the brightest, fastest growing and most stable economic sectors.

However, comparing the average growth rate all over the globe and especially with China, the neighboring country with similar context, the above rates are still far

¹ <https://www.gso.gov.vn/bai-top/2022/12/bao-cao-tinh-hinh-kinh-te-xa-hoi-quy-iv-va-nam-2022/>

² <https://www.gso.gov.vn/bai-top/2023/03/bao-cao-tinh-hinh-kinh-te-xa-hoi-quy-i-nam-2023/>

from being equal. In 2022, China's online retail sales made up for 27.2% of total retail sales, which was double that rate in 2016 and rose above from the rate of 24.5% in 2021.³ Obviously, our e-commerce is still at the preliminary stage despite a high growth rate. The potential for e-commerce development is huge and promising.

The buoyancy of e-commerce floors and social networks

Blossoming sales and business activities on e-commerce floors and social network sites were one outstanding highlight of Vietnam e-commerce in 2022 and the first quarter of 2023. According to VECOM survey, up to 65% of Vietnamese enterprises had deployed business across social networks. The number of employees in enterprises regularly working on Zalo, Whatsapp, Viber, Facebook Messenger kept increasing over the years. Selling on social networks was also appreciated with the highest performance, surpassing other forms such as company websites, applications or e-commerce floors. The appearance and expansion of Tiktok Shop was definitely a big hit. Doing business on this platform is very attractive to a large number of traders across the country.

Online businesses on e-commerce floors showed a consecutively stable growth. As found out by VECOM survey, in 2022, 23% of the enterprises sold their products on e-commerce floors. According to Metric Data Science Joint Stock Company, the total revenue of the four leading e-commerce floors including Tiktok Shop reached 141,000 billion dongs (equivalent to 6 billion USD). Shopee and Lazada were known as the two biggest e-commerce floors, while despite a short operation period since middle of 2022, TikTok Shop had seized the third position among top e-commerce floors in Vietnam.

Ever rising quality of websites and mobile applications

According to VECOM survey, the percentage of enterprises with own websites and mobile applications was barely different. One probable reasons could lie in the number of suspending or dissolved enterprises throughout 2022 and until the first quarter of 2023, which was particularly high. Although official websites and mobile applications play an important role in long-term business doing and in brand elevation, newly established enterprises and household business might prioritize e-commerce floors or social networks.

³ <https://www.statista.com/statistics/1129915/china-ecommerce-share-of-retail-sales/?locale=en>

On the other hand, the percentage of websites integrating online customer-interacting features was 78%, at the same time, one out of two websites with online interaction was equipped with automatic chatbot. Noticeably, in 2022, there was 22% of the enterprise websites coming with compatible mobile version. Besides websites, the percentages of enterprises building mobile applications to serve for business activities kept growing year by year, and two out of three applications supported full shopping functions to customers.

Despite improving quality of websites, enterprises still appraised social networks and e-commerce floors for better sales performance. This reflected the actuality, if setting aside the use for company, product and brand introduction, to maintain a website with fully integrated functions including sales, payment, delivery etc. is not easy. In the meantime, among export – import companies, one out of two highly appreciated the performance of websites. These enterprises might have spent a lot more resources on website operation than inbound businesses.

In 2022 and the first three months of 2023, leading platforms such as Sapo, Haravan or KiotViet continue to grow rapidly. For example, Sapo and Haravan both achieved growth of up to 25%, especially the number of customers who are traders in localities outside Hanoi and Ho Chi Minh City. Ho Chi Minh on these platforms increased sharply.

GoSELL multi-channel sales solutions platform

GoSELL was established in 2017, providing OAO (Online And Offline) omni-channel synchronous sales solution. OAO solution helps businesses do business effectively, can take advantage of the strengths of both online and offline channels with a system including ecommerce website (GoWEB), e-commerce mobile app (GoAPP), sales management system in-store (POS), call center system (GoCALL), social network channel management (GoSOCIAL), manage e-commerce platform and also help businesses develop and manage affiliate dropship/reseller easily.

OAO solution allows to synchronously manage order, product, warehouse and customer information from all channels and branches in a single place. In addition, it's also combined with effective marketing and customer service features to help businesses easily increase their competitiveness, break through omni-channel revenue and reduce costs.

The GoSELL solution has been successfully applied in the retail industry in Vietnam. GoSELL's customer growth is 43% in 2022 and is expected to grow over 60% in 2023 due to the continuous rapid development of e-commerce and the need for digital transformation of businesses not only in big cities. but also in the provincial areas, especially in the provinces of the Mekong Delta and the Central Highlands

Slow development of national domain names

The percentage of enterprises with a website barely changed over the past years, which in parallel reflected the growth of the national domain name “.vn”. The national domain name “.vn” is a resource with an increasing importance to running online businesses in enterprises. VECOM as well as Vietnam Internet Network Information Center (VNNIC) consider building a website is a requisite condition for successful digital transformation in enterprises, as it increases their online presence, establishes trustworthiness, proactively manages content, directly receives customer feedback and creates an ecosystem with partners and service providers such as payment, logistics, digital marketing etc. However, VECOM survey showed that in the past few years, the percentage of enterprises having website almost remained unchanged. In specific, this rate in 2022 was 42%, nearly identical to that of the previous three years.

The slow increase of enterprises with websites somehow indicated a respectively slow growth of the domain name “.vn”. This rate of the years from 2019 to 2022 were 6.4%; 2.8%; 5.8% and 3.1%. The number of domain names “.vn” in these years in respect were 0.5; 0.52; 0.55 and 0.56 million domains.

The survey run by VECOM across nearly 50,000 e-commerce websites in the first quarter of 2023 pointed out that the percentage of number of the national domain names “.vn” and the international domain names “.com” were 56% and 38% respectively. Other domain names accounted for the rest 6%. These percentages had been stable since 2016, with an indication that the national domain name “.vn” still drew a considerable attention from entrepreneurs.

By localities, Ha Noi and Ho Chi Minh City continued leading in the number of domain name “.vn”, aggregated of 0.39 million in 2021 and 0.40 million in 2022, accounting for 73.8% and 72.1% of the total domain names nationwide. Noticeably, the growth rate in the number of domain names in these two cities in 2022 was only 2.5%, lower than the average of 3.1% nationwide. Almost all of the remaining provinces achieved much higher growth rates, as their start was much smaller, for instance, Bac Lieu (37%), Ha Giang (37%), Ben Tre (48%), Thua Thien Hue (74%). On a special note, in Lao Cai, the number of domain names increased from 716 in 2021 to 1,503 in 2022, equal to 110% in growth. A few provinces went against the common trend and witnessed a negative growth such as Ninh Thuan (-78%), Bac Kan (-12%).

Apparently, it requires more strong, persistent implementation of policies to reduce digital gaps in general and e-commerce gaps in particular, so as to achieve the goal that by the year 2025, the scale of e-commerce in 61 provinces would be equal to that of Ha Noi and Ho Chi Minh City, with each group taking up 50% of the national size.

Supporting localities to acknowledge the importance of websites and domain names is one practical solution to narrow down the gap, at the same time, contributes to developing the domain name “.vn” as well as Vietnam e-commerce.

VNNIC set a target that by the year 2025, there would be at least one million domain names “.vn”. VECOM estimated that this objective could only be accomplished if the average growth rate for the rest three years exceeded 20% per year.

It can be seen that the growth rate of national domain names has slowed down, but if compared with the growth rate of global domain names in general and country domain names in particular, the country domain name . Vietnam still has a good growth rate in the recent period.

Considering the growth trend of national domain names ".vn" and other national domain names in the world in recent years, it can be seen that it requires great efforts of VNNIC as well as many other organizations to achieve this goal. achieve this goal.

Digital resources for digital transformation

Along with the trend of digital transformation, in line with developing digital economy, digital society, digital government, the needs for a reliable digital presence of civilians and enterprises becomes more significant. VNNIC has one objective to universalize the domain name “.vn” to all people, pushing digitized community to use the domain name “.vn” and other Made-in-Vietnam digital products and services, to serve for digital socio-economic activities, heading toward the vision of “Internet for all”. The Vietnamese national domain name space has been expanded with 3 new shared second-level domains, which are .id.vn (used for Vietnamese citizens); .io.vn (used for digital technology applications, platforms, services) and ai.vn (Artificial Intelligence); prioritizes the domain name “.biz.vn” for newly established enterprises and household businesses to facilitate start-up and digital economic development activities. Accordingly, by the year 2025, to accomplish the goal of reaching above 1 million national domain names “.vn”. Vietnamese citizens and enterprises join hands to exploit national Internet resources, develop the digital economy and constitute a better life.

Source: 2022 Report on Vietnam Internet Resources, by VNNIC

<https://www.vnnic.vn/sites/default/files/whitebook/BaoCaoTainguyenInternet2022.pdf>

The objective of increasing the domain name “.vn” is aligned with increasing the number of enterprises. In 2016, the Government issued Resolution no. 35/2016/NQ-CP about supporting enterprises. The Resolution set out the target that by the year 2020, there would be one million enterprises nationwide. However, according to General Statistics Office, as of 31/12/2022 the number of active enterprises was only 0.68 million,

equal to 68% of the target set for the period 2016 – 2020.⁴ There were different reasons for the under-target enterprise number, and this situation led to a more extreme challenge of achieving 1.5 million enterprises by the year.⁵ Furthermore, the quality of enterprises would be an even more critical matter than quantity.

The lesson learnt from target setting and actual achievement of the enterprise number has a big meaning to the implementation of solutions for another goal of reaching one million domain names “.vn” by 2025. VNNIC will deploy several breakthrough plans such as opening space for the domain name “.vn”, reducing registration and maintenance fee, offering promotions for new small-and-medium sized enterprises, household businesses and young entrepreneurs. All details are explained in Annex I.

In addition to the above solutions, it is essential for VNNIC to coordinate with other organizations. Besides, the percentage of domain names on websites with effective performance has an equal significance to the proposed quantity. It requires huge attempts not only from VNNIC but also other government management agencies from state to local level, as well as professional societal organizations, training institutes, enterprises, household businesses and a majority of the citizens.

Toward a sustainable growth for e-commerce

The first stepping stones

After many years focusing on boosting online business sales, in 2018, VECOM discovered a few barriers to the sustainable development in long-term. In 2019, the Association proposed the deploy the *Program for sustainable growth in e-commerce during the period 2019 – 2025*, consisting of the warm-up phase in the two years 2019 – 2020 and the primary phase of five years from 2021 - 2025.⁶ In the starting stage, VECOM strongly addressed with policy makers about the significant gap between e-commerce in Ha Noi, Ho Chi Minh City versus the 61 remaining province. Unless were immediate solutions started to reduce this gap, it would tremendously impact the sustainable growth of Vietnam e-commerce. With this premise, the Master plan for national e-commerce development during the period 2021 – 2025 clearly pointed out objectives

⁴ Reference sources <https://vtv.vn/kinh-te/vi-sao-muc-tieu-1-trieu-doanh-nghiep-nam-2020-that-bai-20210421073705852.htm> and <https://baodautu.vn/muc-tieu-1-trieu-doanh-nghiep-dang-hoat-dong-d137257.html>

⁵ Resolution no. 54/NQ-CP dated 12/4/2022 about the Action Plan of the Government following Congressional Resolution and Plan to restructure the economy during the period 2021 – 2025. The Resolution sets out the objectives to have 1.5 million enterprises by the year 2025. <https://datafiles.chinhphu.vn/cpp/files/vbpg/2022/04/54-nq-cp.signed.pdf>

⁶ <https://vecom.vn/chuong-trinh-phat-trien-thuong-mai-dien-tu-ben-vung>

and solutions so as to minimize the distance. At the same time, the Association carried out many activities to support localities with more proactive e-commerce implementation, including training courses about skillsets for running online business for small-and-medium sized enterprises and household businesses.

In parallel with efforts to narrow down the digital gap, VECOM also paid more attention to negative effects of e-commerce activities to the environment. The Association actively coordinated with a number of environmental preservation organizations to prevent online trading activities of wildlife animal products made from endangered species, especially elephant ivory and rhino horn. After entering an Agreement of Collaboration with TRAFFIC – the Wildlife Trade Monitoring Network, the two entities had been closely cooperating with each other and with other organizations such as USAID in deploying many activities related to environmental protection in general as well as endangered animal trading prevention.⁷ The two parties had introduced to online business about hidden risks and relevant preventive measures whereas illegal acts were involved. Detailed information about this collaboration is presented in Annex II.

Some examples of VECOM activities in attempts to reduce online trading of wildlife products

With the explosion of online business, wildlife animal product trading through this channel has increased accordingly and become more difficult to control. Such acts including trading and exchanging a whole or parts of, or products made from wildlife animals and plants can be conducted under processed goods forms such as food (wild meat specialties), jewelries and beauty items (ivory rings etc.), health supplement products (rhino horn etc.), or as materials for fashion products (crocodile, tiger, panther skin etc.) or to keep as pets, for zoos, other decoration items (mummies, ivory, deer horn etc.)

Due to misperception, the use of endangered wildlife species, despite being illegal, is still keen on by consumers. Illegal wildlife trafficking has been reported in many cases using social networks, websites, e-commerce floors etc. Realizing its important role in distributing public communication to their own members and the online business community, VECOM in coordination with TRAFFIC built a scheme and proposed a specified action plan in 2019.

The project Prevention against illegal wildlife trafficking and trading (USS) coordinated with VECOM to have the message about wildlife protection integrated and shared in a number of events hosted by VECOM in 2019. Since the end of 2019 until early 2020, Project USS continued to cooperate with VECOM to push the propaganda about wildlife protection, wildlife protection laws and e-commerce's related risks; to design activities to encourage e-commerce enterprises and individuals to participate

⁷ <https://vecom.vn/to-chuc-traffic-international-tai-viet-nam-ky-thoa-thuan-hop-tac-voi-vecom>

in so as to reduce consumption needs and protect wildlife animals on the online environment.

Activities coordinated and implemented by VECOM included:

- *Share the messages on website, fanpage, newsletters*
- *Share the messages with enterprise members*
- *Media and communication at big events*
- *Distribute information through e-commerce training courses at local*
- *Coordinated with TRAFFIC in connecting and introducing members to join the "Wildlife Trafficking Alliance." (*)*

Altogether with the above coordinative activities, VECOM continued to take part in drafting action plans for 2022 and 2023 under the cooperated organization by TRAFFIC, WWF and Ministry of Agriculture and Rural Development. VECOM's role is focusing on proposing comments on activities to reduce the promotion and trading of wildlife animal products on online space. VECOM's enterprise members and online business community's role and responsibility to carry out these activities.

Beside closing digital gaps and environmental protection, development of a high quality human resource is another critical element for the sustainable growth of e-commerce. With that vision, in 2022, VECOM conducted a survey among hundreds of universities and built the E-commerce Training Report.⁸ At the same time, VECOM joined hand with dozens of universities to found the Network of E-commerce Training Institutes (VecomNet) and deployed a series of programs in order to raise the quality of e-commerce training at graduate level.⁹

Progressive community

The COVID-19 pandemic lasting through two years 2021 – 2022 was one motive to create two Waves of online business booming in Vietnam.¹⁰ The impact of these two waves kept spreading even after the pandemic had been under control. In addition to the imbalance between localities, the rapid growth of e-commerce showed other potential barriers against sustainable development. Especially the negative effects of e-commerce activities on the environment.

Press media and communication agencies quickly addressed this negative influence and published articles about specific consequences, such as the overuse of unfriendly-to-environment packaging, non-decomposed plastic bags, bottles etc. in online shopping in Vietnam.¹¹ Remarkably, press media in a province with medium e-

⁸ <https://vecomnet.vn/bao-cao-dao-tao-thuong-mai-dien-tu-viet-nam-2022/>

⁹ The e-portal of the Network: <https://vecomnet.vn/>

¹⁰ <https://vecom.vn/bao-cao-lan-song-thu-2-cua-thuong-mai-dien-tu-viet-nam>

¹¹ <https://thoibaotaichinhvietnam.vn/o-nhiem-moi-truong-tu-su-tien-loi-cua-viec-mua-sam-truc-tuyen-100531.html>

commerce size such as Vinh Phuc could recognize the harm to the environment caused by this way of doing business.¹²

Some online businesses started initiatives to elevate digital economy and sustainable e-commerce. For example, Lazada recently launched a diversification of campaigns toward sustainable growth and environmental preservation. In specific, in 2022, Lazada announced the Environmental, Social and Governance Report (ESG).¹³ Lately, Lazada published the Handbook about “Environmentally friendly, efficient packing” for sellers on e-commerce floors to stimulate friendly-to-environment conducts.¹⁴ This Handbook provides with useful tips for sellers at any size to pack effectively following correct standards to save packing stuffs, avoid mistakes, increase economic efficiency and reduce wastes to the environment. With the plan to deploy the first team of 100 electric scooter in delivery, as an effort to cut down carbon emission, Lazada Logistics becomes the first in logistics for logistics in Vietnam to use electric vehicles as shipping transport. Additionally, this e-commerce floor also joins cooperation with other brands so as to better approach consumers with environmentally friendly products, such as the LazEarth campaign.

Previously, in late 2019, GrabFood came with an environmental protection initiative with the reduction of plastic wastes in their business, as well as signing an agreement with the World Wildlife Fund (WWF) to emphasize their commitment. Since 5th November 2019, customers ordering on GrabFood application would not receive a disposable plastic meal set by default. Customers wishing to have this set must select that option on the payment page. In next steps, GrabFood would coordinate with related parties to implement long-term sustainable solutions, including customers, restaurants and logistics providers. Such solutions included supporting customers to get closer with eco-friendly restaurants and equipping reusable packages for food delivery.¹⁵

Besides offering convenience for consumers, opportunity to earn for drivers, restaurants, entrepreneur partners, Grab also proactively launches many initiatives under the mission For Grab Community in Vietnam upon environmental protection, eco-transport development, toward creating a sustainable environment for the future. According to Grab’s Environmental, Social, Governance Annual Report in 2021, Grab application’s features for carbon neutralization and reducing disposable plastic meal sets had encouraged consumers to make “eco friendly decisions” in their daily life. They also contributed to the plantation of 42,000 green trees in South East Asia, the

¹² <http://baovinhphuc.com.vn/Multimedia/Images/Id/87689/Giai-bai-toan-kho-rac-thai-nhua>

¹³ <https://lazada-com.oss-ap-southeast-1.aliyuncs.com/179-press-release.pdf>

¹⁴ <https://university.lazada.vn/course/learn?type=article&id=14106>

¹⁵ <https://www.grab.com/my/food-blog/everyactmatters/>

reduction of over 2,300 tons of greenhouse gases through carbon emission index and reduction of more than 774 million disposable meal sets. In Vietnam, through the project Grab for Good Forest launched in November 2021, in coordination with the Foundation and development for a sustainable community (Sống Foundation), with commitment to contribute to carbon neutralization for one first million Grab rides, started the project of planting 5 hectares of watershed forest in Thuan Nam District, Ninh Thuan Province. Consumers could join hand with Grab and Sống Foundation in cutting down carbon emission by checking the option Contribute to carbon neutralization and donating 2,000 dong per one GrabCar ride or 1,000 dong per one GrabBike ride.

In addition to many environmental protection attempts, Grab always puts best effort in developing the economy and supporting the community through a variety of community campaigns during COVID-19 pandemic, natural disasters – floodings, supporting partners and civilians suffering since Grab's operation in Vietnam. Every year, Grab spends a part of their budget on social responsibility programs. Thanks to Grab users' contribution by donations either with GrabRewards points or direct support for the project “Build bridges to classes”, to the National Fund for Vietnamese Children through Moca wallet on Grab application, as of March 2022, the National Fund for Vietnamese Children and Grab had built and put 6 civil bridges in remote, rural regions of Vinh Long, Ha Giang, Tien Giang, Quang Tri Province, into use.

The target of sustainable growth has drawn attention from prestigious research institutes and state government agencies. In February 2023, the Central Institute for Economic Management hosted the Conference about “Digital economy and Sustainable development: Opportunities and Challenges in the new context”.¹⁶ At the conference, Vietnam E-commerce and Digital Economy Agency identified six core pillars for e-commerce to grow sustainably in a digital economy. First of all, to complete a policy scheme to create a clear legal framework. Secondly, to ensure a healthy e-commerce environment for competition and protect consumers. Thirdly, to close the gap among local development levels. Fourthly, to develop e-commerce in an alignment with environmental protection. Fifthly, to develop a high-quality digital workforce. Sixthly, to empower women's role in developing sustainable e-commerce and digital economy.

Similarities with South East Asia

The perception and actions toward sustainable e-commerce development in our country are similar to other countries in the region. According to the e-Conomy SEA

¹⁶ <http://ciem.org.vn/tin-tuc/9116/hoi-thao-kinh-te-so-va-phat-trien-ben-vung-co-hoi-va-thach-thuc-trong-boi-can-h-moi?newsgroup=Tin%20t%E1%BB%A9c%20-%20s%E1%BB%B1%20ki%E1%BB%87n%09>

2022 Report by Google, Temasek và Bain&Company, the awareness of environmental, social and governance issues was infantly emerging.¹⁷ Each issue consists of seven elements. For environment, the seven elements are carbon emission, water management, materials use, waste and circulation, toxic waste, air quality, land and ocean use, biodiversification and ecological protection. Online retails, including ride hailing, food delivery and online tourism paid biggest attention to environmental issues. Meanwhile, online games, digital media and fin-tech paid more attention to social matters.

This report raised a point for judgement that to reduce 30% to 40% of carbon emission from online retail activities, logistics providers had to mobilize electric scooters for last-mile delivery, reinforce the operation of distribution centers, cut down and recycle packing materials. To achieve the carbon emission reduction goal, there needed a joint effort from companies, entrepreneurs and consumers.

As conclusion, the report stated that a sustainable digital economy is the responsibility of all related stakeholders, including investors, enterprises, consumers as well as the government.

Legal framework

Law no. 72/2020/QH14 on Environmental Protection effective on 01/01/2022 has no specified regulations on online business. However, many articles in this Law can be enforced to this type.

For instance, Article 142 defines a circular economy as an economic model which encompasses the design, production, consumption and services for activities aimed at reducing raw materials, extending product life, reducing waste generation, and minimizing adverse impacts on the environment. Every business shall establish a management system and take measures to reduce extraction of natural resources, reduce waste and increase waste recycling and reuse from setting up a project and designing a product or goods to production and distribution.

Article 146 defines green procurement as the purchase of environmentally friendly products and services awarded Vietnam Ecolabel or recognized as prescribed by law.¹⁸ Online purchase activities produces a lot of plastic wastes. Article 73 in this Law

¹⁷ <https://www.bain.com/insights/e-economy-sea-2022/>

¹⁸ Article 145 in Environmental Protection Law defines Vietnam ecolabel as label that is awarded by a Vietnamese competent authority to an environmentally friendly product or service. Environmentally friendly product or service refers to a product or service created using environmentally friendly materials and production and management technology to minimize its environmental impacts during its use or after it is disposed of in a manner that ensures environmental safety and human health, and is certified or recognized by a competent authority.

regulated on the obligation of organizations and individuals for reducing, reusing and recycling of plastic waste.

Following Article 139 in Decree no. 08/2022/ND-CP with more detailing about the Law on Environmental Protection, Ministry of Natural Resources and Environment was assigned the lead in building the National action plan for implementing circular economy and submitted to the Prime Ministry before 31st December 2023. In March 2023, the Institute of Strategy and Policy on Natural Resources and Environment and Hanns Seidei Foundation (HSF) coordinated to hold the conference “Consult the Outline of the National action plan and prioritized sectors for circular economy implementation”. The Outline of the First draft of the plan proposed a number of focal industries to implement circular economy, including commercial sector; to upgrade enterprises’ capabilities in accessing to information and e-commerce relating to circular economy’s goods and services.

The Master plan on national e-commerce development during the period 2021-2025 approved by Decision no. 645/2020/QĐ-TTg suggested an overall objective to “Build a healthy e-commerce environment, with competitiveness and *a sustainable growth*”. However, specified targets, missions and solutions to achieve this objective are not addressed in the Master plan.

VECOM's actions

Big policies related to digital transformation, digital economy and e-commerce during the period 2021 – 2025 are reflected in the National Digital transformation until 2025, directed until 2030,¹⁹ National strategies to develop the digital socio-economy until 2025, directed until 2030,²⁰ and the Master plan for national e-commerce development period 2021 – 2025.²¹ These policies prioritize on growth and barely propose objectives, solutions to minimize negative impacts of general digital economy and e-commerce in particular on the environment. With this context, from 2023 to 2025, VECOM would focus on three major aspects in developing a sustainable e-commerce.

Firstly, VECOM continues with activities to support the locals in developing e-commerce, widening the market and closing digital gaps between Ha Noi, Ho Chi Minh City and the other 61 provinces. The close cooperation with Vietnam E-commerce and Digital Economy Agency and Departments of Industry and Trade plays a crucial role. At the same time, VECOM will connect with other agencies such as Vietnam Internet Network Information Center (VNNIC), Department of Digital Economy (Ministry of

¹⁹ <https://chinhphu.vn/default.aspx?pageid=27160&docid=200163>

²⁰ <https://vanban.chinhphu.vn/?pageid=27160&docid=205555&classid=2>

²¹ <https://vanban.chinhphu.vn/default.aspx?pageid=27160&docid=200038>

Information and Communications), Departments of Information and Communications. This activity also needs attention and support from large digital platforms such as technologies, online selling, payment, marketing etc. Other social resources, including the collaboration with non-government organizations and international organizations seizes a huge role in assisting enterprises to create Social Impact Business (SIB) and promote online businesses.

Secondly, to actively participate in activities for training a high-quality workforce for e-commerce and digital economy, with the Network of E-commerce Training Institutes as the core foundation. VECOM will proactively coordinate with a number of universities to address key objectives and solutions for human resource training pointed out in the Master plan for national e-commerce development and the National strategies for digital socio-economy development. Three focal activities are the experimentation of the program “Learn from practical work”; to provide online courses for some subjects; to provide VECOM’s certificate recognized by the universities that can be interchanged with respective school credits for qualified students.

In parallel, VECOM would encourage and counsel universities with e-commerce faculty to bring in training subject about sustainable development, especially about reducing negative impacts of digital businesses to the environment.

Several policies related to digital economy and e-commerce training

I. Decision no. 645/QĐ-TTg by Prime Ministry dated 15th May 2020 approved the Master plan for national e-commerce development during 2021 – 2025

* *Target for developing e-commerce workforce until 2025: 50% of the universities, colleges and vocational centers provide e-commerce training. (Article 1.C.5.a)*

* *Ministry of Education and Training’s missions (during 2021 – 2025): Issue policies that stimulate e-commerce teaching and training, promote official e-commerce training at universities; stimulate the application of online training, build a courseware system serving for e-commerce research and teaching. (Annex 1: Implementation actions following the Master plan for national e-commerce development).*

* *Training and development of e-commerce workforce:*

- *Training of e-commerce lecturers:*

Training about e-commerce knowledge, skillsets for teachers at universities, colleges and secondary technical schools, developing a network of lecturers, experts experienced in teaching, imparting e-commerce knowledge and skills. (Annex 2: The content of Programs for national e-commerce development, Clause 3.b)

- *Training e-commerce for students:*

To build and implement e-commerce training courses for students with specific departments, the participation of large domestic and international e-commerce corporates. Connect the recruitment needs of e-commerce staffs between schools and enterprises, community. (Annex 2: Content of Programs for national e-commerce development, Clause 3.d)

** Standards, certification for e-commerce application level:*

To constitute standards, certificates about e-commerce application skills; provide recommendations to apply for in recruitment and development of e-commerce workforce. (Annex 2: Content of Programs for national e-commerce development, Clause 3.đ)

II. Decision no. 411/QĐ-TTg dated 31st March 2022 approved the National strategies for national digital socio-economy until 2025, directed until 2030

** Targets until 2025:* The percentage of universities, colleges, vocational training institutes completing the model of digital management, digital operation, e-database standardization, digital learning archives reaches 80% (Article 1. III.2.a).

** Certificates recognized and convertible to school credits:*

To review, adjust regulations, policies to stimulate the maximization of online training content and duration, to ensure the minimum hours and credits of online training upon the total training course; recognize and allow to convert some digital information technology certificates accredited by reputable international and domestic technology agencies, firms into respective subjects' credits so as to shorten training time. (Article 1. IV.6.a).

** The Program "Learn from practical work":*

To build and implement the Program "Learn from practical work"; organize regular short-term internship programs, to increase student's professional exposure for better career orientation and contributing to technical workforce supply for enterprises. To build and deploy digital platforms connecting training institutes with enterprises so as to promote learning from practical work. (Article 1. IV.6.c).

** Applying products, services provided by Edtech firms:*

To search for and apply Edtech firms' products and services in teaching and training. To provide pilot mechanisms for new break-through products, services, supporting speedy and efficient training (Article 1.V.3.c).

** Missions of universities:*

To increase practice in training of digital technology, digital economy, digital society, introduce about digital technology platforms, especially made-in-Vietnam ones, open technologies in training courses so that students have chances to practice and get familiar with the reality. (Article 2.2.7.d).

** Missions of Ministry of Education and Training*

- *Online education (during 2022 – 2024):* To review, adjust regulations, policies to stimulate the maximization of online training content and duration, to ensure the minimum hours and credits of online training upon the total training course (Annex, Part A.VI.1).

- *To convert from certificates to university credits (during 2022 – 2023):* To build regulations that enable the convertibility of some digital, information technology certificates accredited by reputable international and domestic technology agencies, firms into respective subjects credits so as to shorten training time at universities and colleges (Annex, Part A.VI.2).

- *The Program "Learn from practical work" (during 2022 – 2030):* To build and deploy the Program "Learn from practical work" (Annex, Part A.VI.5).

Thirdly, to promote environmental protection activities and encourage enterprises to take their social responsibility and contribute to sustainable growth. To maintain the deployment of the activities to reduce the scale of online trading of endangered wildlife species. At the same time, to launch new initiatives to protect the environment from

within online businesses, first of all to focus on retail sector, ride hailing and food delivery. In addition to currently active campaigns to downsize endanger wildlife species trading on online environment, from 2023, VECOM will start to implement the following activities:

- To provide counselling, recommendations to e-commerce, digital economy and environment government management agencies about issuing new policies and legal documents on reducing harmful impacts of digital businesses on the environment;

- To coordinate with scientific research institutes, environmental protection organizations and online business platforms to study, survey, evaluate the impacts of online businesses to the environment;

- To propagandize the Law on Environmental protection to enterprises doing online businesses; stimulate enterprises to take measures of implementing circular economy, green procurement, reducing, reusing, recycling and applying proper plastic waste treatment.

- To mobilize support from organizations, including international ones, to launch media campaigns for raising consumer awareness of their role and power in reducing negative impacts of online shopping to the environment;

- To cooperate with universities in encouraging e-commerce students to conduct scientific researches about environmental protection in digital economy. To organize events, call for student registration in proposing solutions for reducing negative impacts of e-commerce on the environment.²²

China's E-commerce Law 2018

Article 5: E-business operators engaging in business activities shall comply with the principles of voluntariness, equality, fairness, and creditworthiness; obey laws and commercial ethics, participate fairly in market competition, perform obligations in areas such as consumer rights protections, environmental protection...

Article 13: The merchandise sold by or the services provided by e-commerce operators shall comply with the requirements on personal and property protection and environmental protection.

Article 52: Courier service providers shall use environmentally friendly packing materials in accordance with provisions, and realize the reduction and reuse of packing materials.

Article 65: The State Council, people's governments at the county level or above, and their relevant departments shall employ measures, support, and promote environmentally friendly packaging, warehousing, and transport, promoting the environmentally friendly development of e-commerce.

<https://www.chinalawtranslate.com/en/p-r-c-e-commerce-law-2018/>

²² There are existing online training platforms that allow students to join exchanges about reducing negative impacts of e-commerce on the environment, <https://funix.edu.vn/chia-se-kien-thuc/xdebate-24-nen-danh-thue-rac-cho-nguoi-ban-hang-tren-san-thuong-mai-dien-tu/>

REPORT
EBI 2023

CHAPTER II

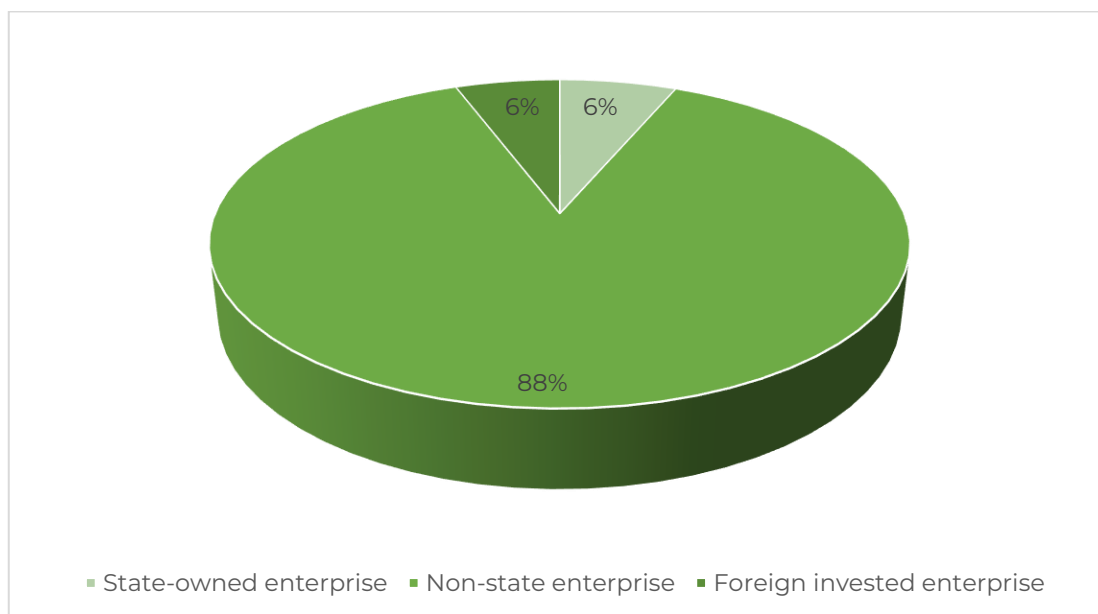
THE OVERALL LANDSCAPE OF E-COMMERCE 2023

1. ENTERPRISE PARTICIPANTS IN THE SURVEY

Vietnam E-commerce Association continued the conduct of the enterprise survey across the country and collected 6,879 eligible answer sheets used as the main data for the 2023 Report's analysis.

Enterprises participating in the survey are divided into three main groups: State-owned enterprises; Private enterprises and Foreign-invested enterprises. The private sector accounts for a majority, taking up to 90% of total enterprises joining the survey.

Figure 1: Type of surveyed enterprise participants

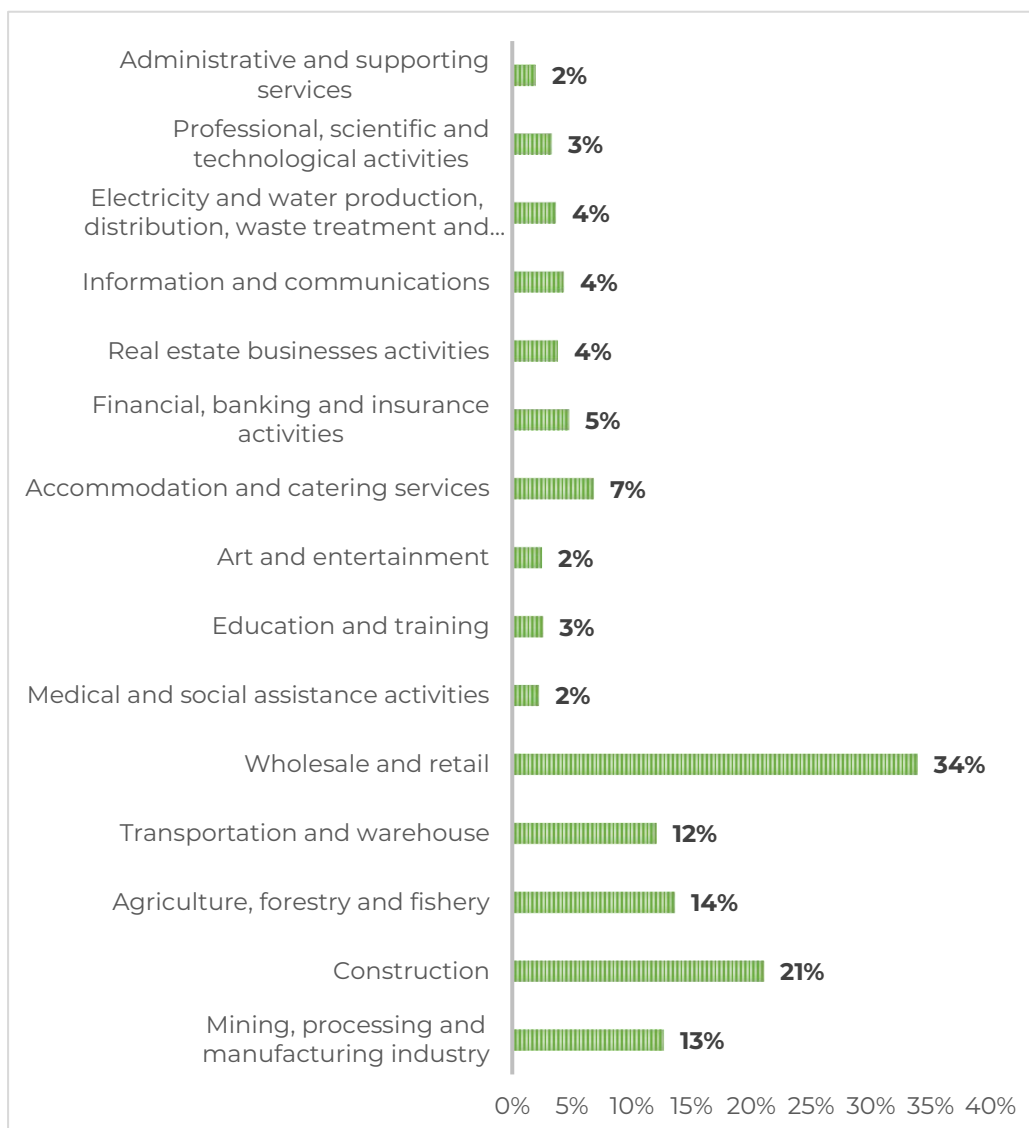


Among foreign invested group, 28% share that the foreign investors hold the bigger power to decision making in business operation.

Small-and-medium sized enterprises (SME) with less than 300 employees takes up 88% of the total participants, while the rest 12% is large sized enterprises with more than 300 employees. These proportions saw minor changes compared to previous years.

In terms of participants' business sectors. Wholesale and retail group was still highest among surveyed enterprises (34%); followed by Construction enterprises (21%); Agriculture – Forestry and Fishery (14%); Mining – Processing and manufacturing industry accounted for 13% and Logistics and warehousing was 12%.

Figure 2: Main business sector of surveyed enterprise participants



2. INFRASTRUCTURE AND HUMAN RESOURCE

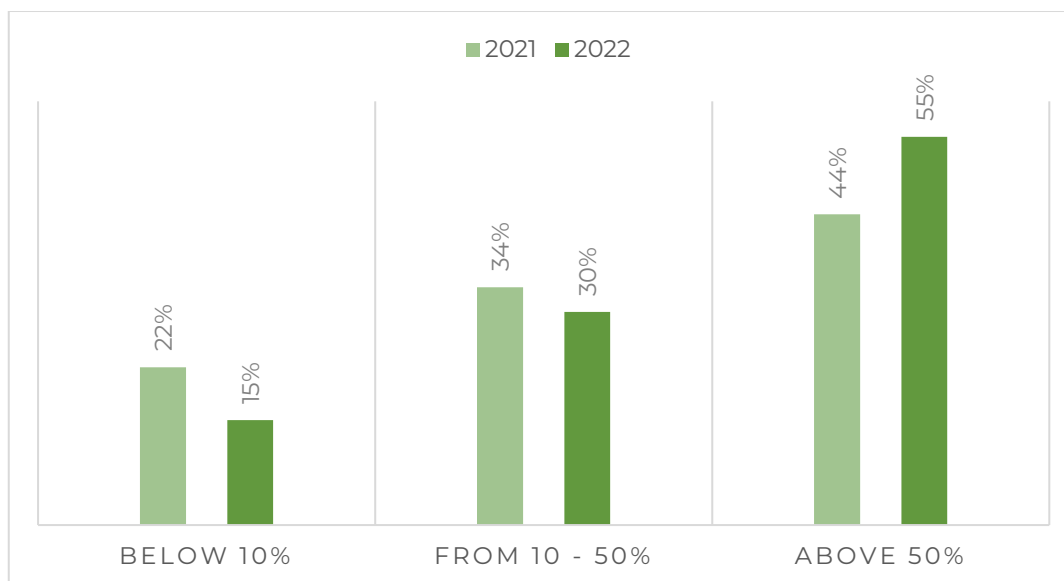
a. Work supporting tools

The survey conducted in 2022 about the usage of tools such as Viber, WhatsApp, Skype, Facebook Messenger in workplace showed that almost 100% of enterprises used these platforms for work. Of which 55% had more than 50% other their staff using those tools regularly (which is much higher than its counterpart of 44% in 2021). 30% said to have from 10% - 50% of their employees using those tools regularly and 15% with only less than 10% of their staff using them regularly.

This regularly using tools ratio in large sized enterprises was far higher than that in small-and-medium sized ones, as 73% of large sized enterprises had over 50% of

employees often using those tools, while this percentage among small-and-medium size was just 53%.

Figure 3: Using tools such as Facebook Messenger, Zalo, Viber, WhatsApp, Skype... over the years



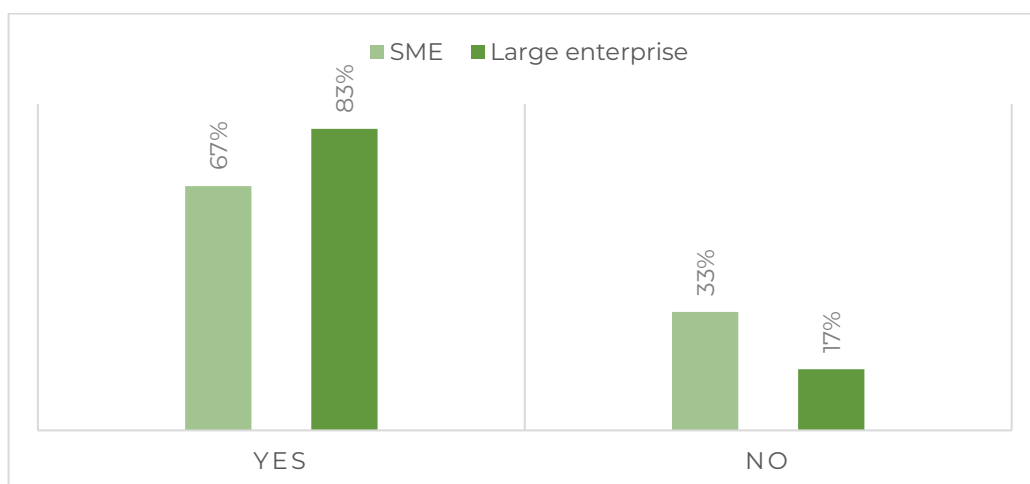
b. Priority level toward IT and e-commerce specialized / high skilled / trained staff

The objective to develop a sustainable e-commerce by 2025 includes reducing the gap between two major cities, which are Ha Noi and Ho Chi Minh City, and the remaining provinces. The role of human resources is once again emphasized, requiring proper attention and investment by government agencies and organizations so as to push the training of knowledgeable and skillful workforce in practicing e-commerce, thereby supporting the facilitation of e-commerce promotion in many provinces

The survey in 2022 showed that up to 69% of survey participants prioritized to recruit employees highly skilled or well trained about IT and e-commerce (which is a bit higher than the rate of 64% in 2021).

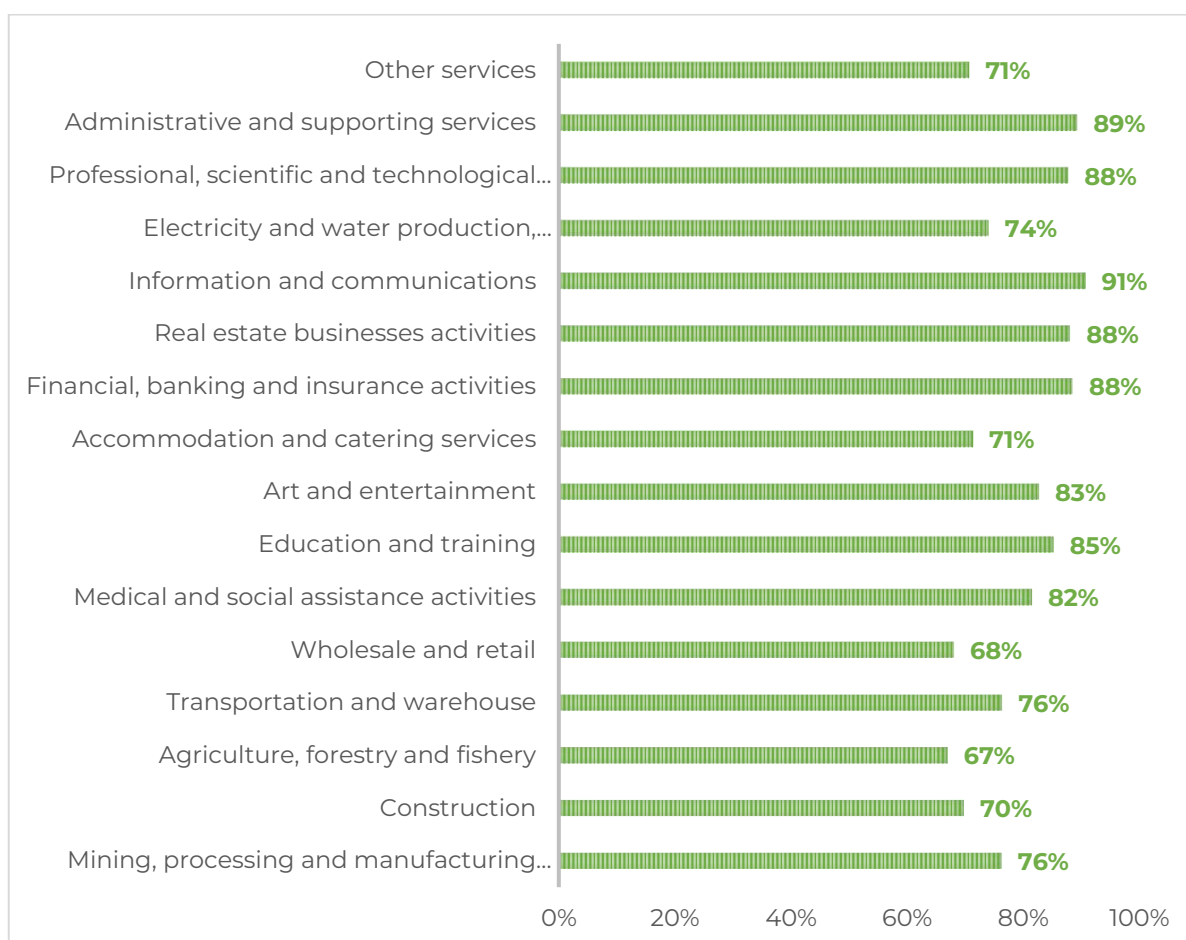
Meanwhile, in terms of enterprise size, large ones had higher attention and priority regarding the recruitment of this skillful employee group. In particular, 67% of small-and-medium sized enterprises prioritized IT and e-commerce skillful/well trained employees while this rate among large sized was 83%.

Figure 4: Priority towards recruiting IT and e-commerce skilled / trained staff by enterprise size



Information and communications was the sector with highest priority of IT and e-commerce skilled / trained employee recruitment, as 91% of enterprises in this sector prioritized to recruit skillful staffs).

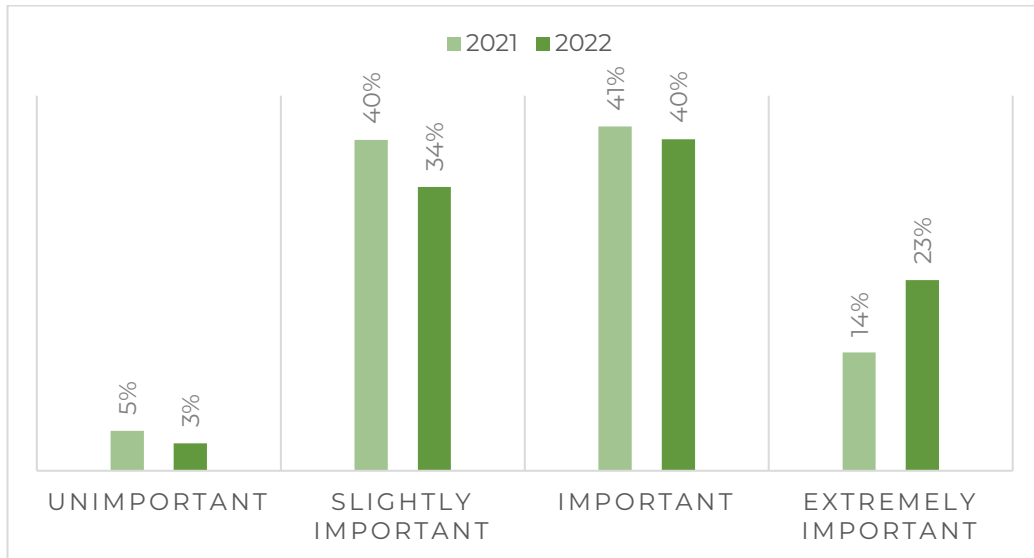
Figure 5: Priority towards recruiting IT and e-commerce skilled / trained staff by business sector



c. Roles of investment in technological applications and e-commerce

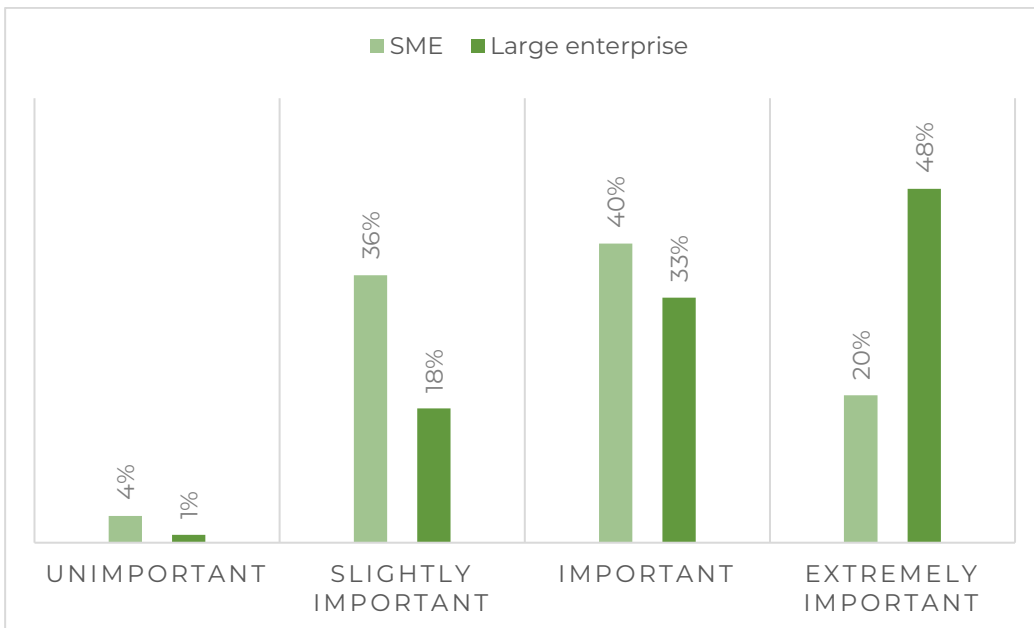
In 2022, 40% of enterprise participants assessed that investment in IT and e-commerce infrastructure played an important role to business activities, especially added by another 23% considering that investment extremely important. Only 3% did not pay high attention to investment in IT and e-commerce.

Figure 6: Assessment about the importance of investment in IT and e-commerce infrastructure



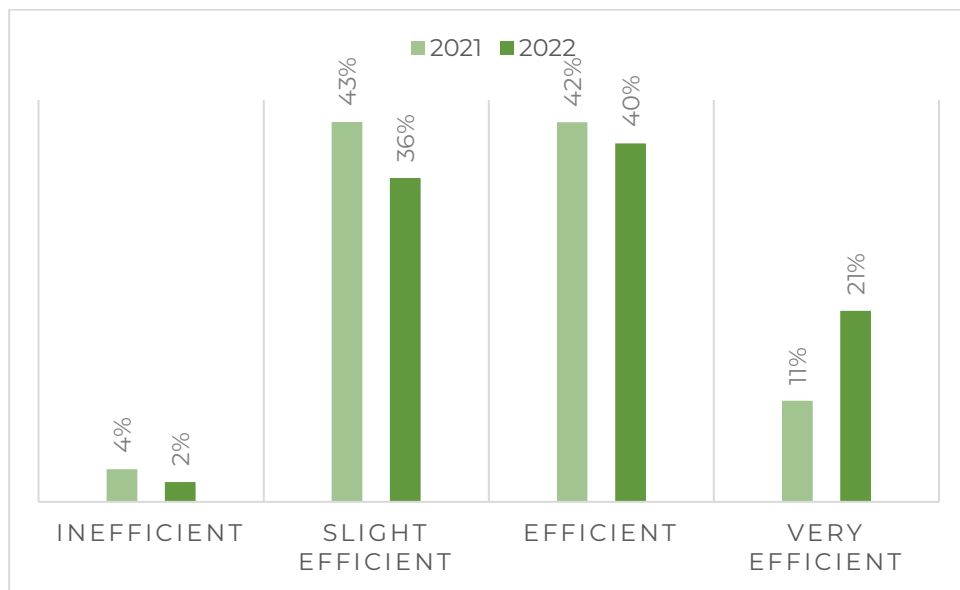
Large enterprises paid much higher attention to investment in IT and e-commerce infrastructure compared to SME.

Figure 7: Assessment about the importance of investment in IT and e-commerce infrastructure by enterprise size



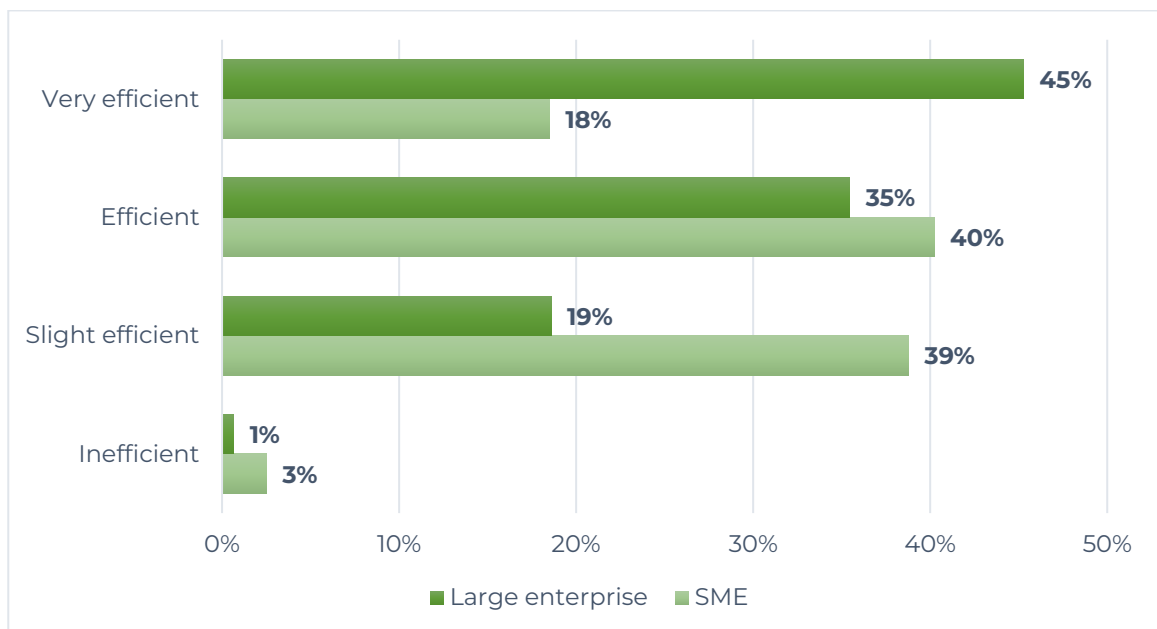
Besides, 121 of the surveyed enterprises said that the investment in IT and e-commerce infrastructure had been highly efficient.

Figure 8: Assessment about the efficiency of investment in IT and e-commerce infrastructure to business performance



The survey also pointed out that large enterprises had higher evaluation about the efficiency of this investment than SMEs. In specific, up to 45% of large enterprises said investment in IT and e-commerce had had very high efficiency, while this percentage in SME group was only 18%.

Figure 9: Assessment about the efficiency of investment in IT and e-commerce infrastructure to business performance by enterprise size



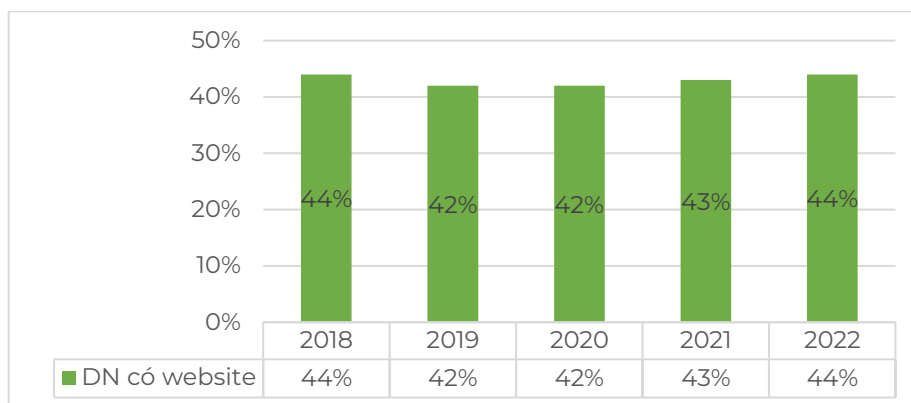
3. BUSINESS-TO-CONSUMER E-COMMERCE TRANSACTIONS (B2C)

a. Enterprise website

For many years, enterprise website has always been assessed as the top channel that helps build a sustainable corporate brand on online business environment, which applies for both large enterprises and SMEs.

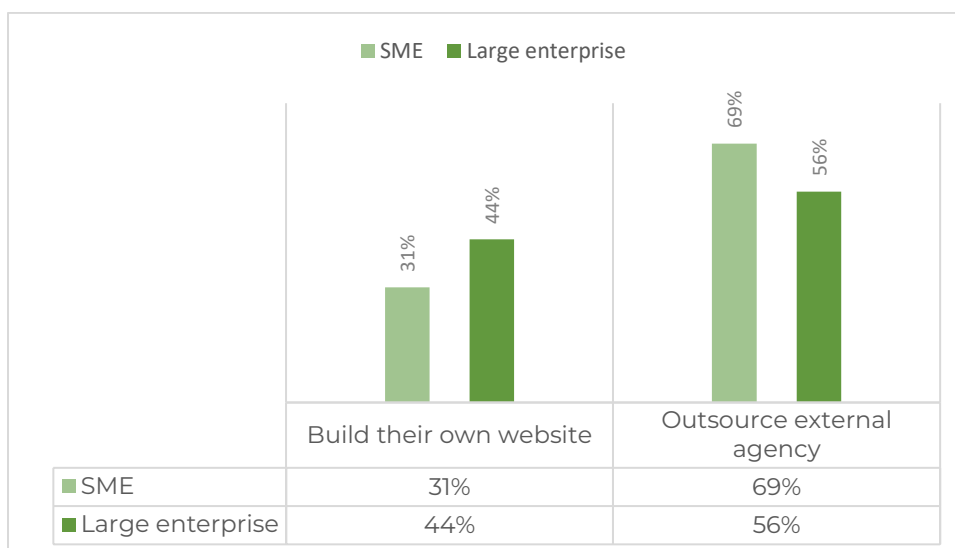
The survey showed that the percentage of enterprises having website did not change much compared with previous years.

Figure 10: Percentage of enterprises having website over the years



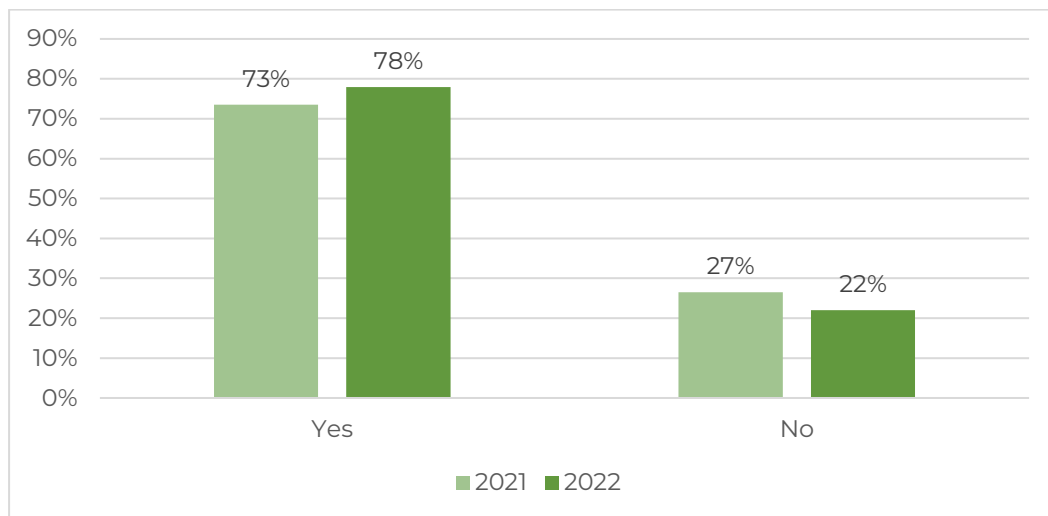
34% of the enterprises said to have built the website by themselves, while the rest 66% outsourced to external agencies. In terms of enterprise size, there was a slight difference between large enterprises and SMEs.

Figure 11: Percentage of enterprises building website by themselves, by enterprise size



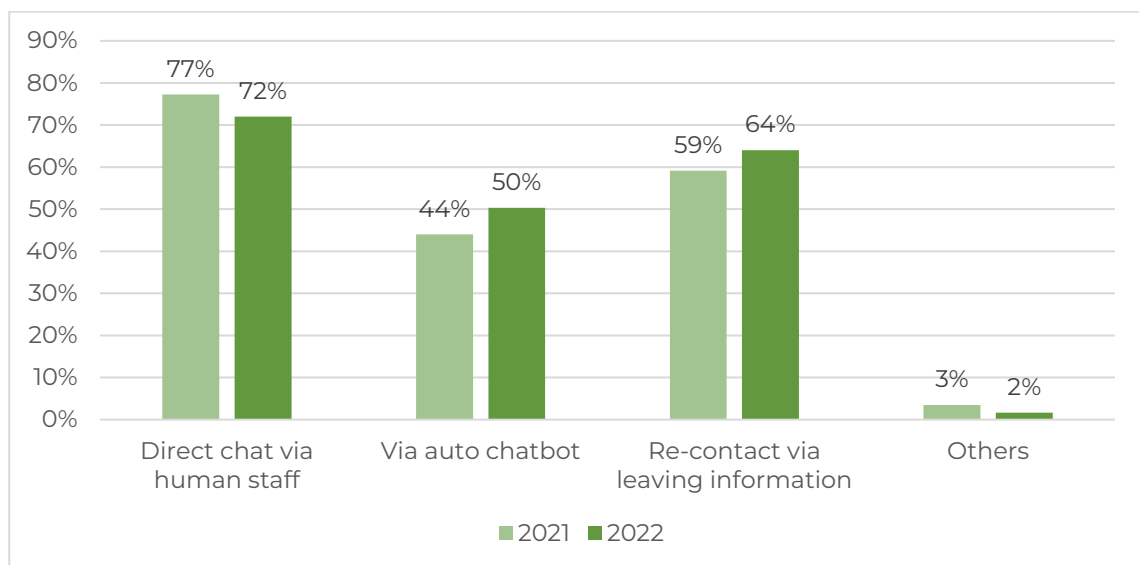
Among the enterprises having website, 78% already integrated online interactive chatbox (Zalo, Facebook...) with their customers. This percentage was a little higher in large enterprise (with 83% having integrated online chatbox on their website) than in SMEs (77%).

Figure 12: Percentage of website integrated with online interactive chatbox with customers (Zalo, Facebook...) over the past 2 years



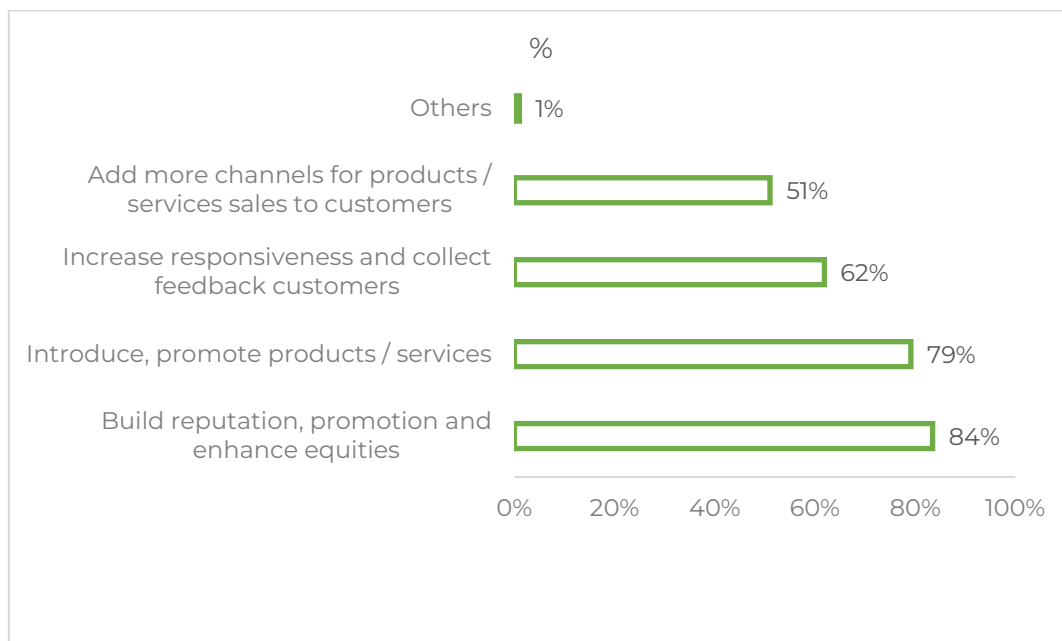
72% of the enterprises shared that online responding to customers was handled by human staff's manual reply, while 50% had used chatbot. In long term, when the system is expanded along with an increasing customer base, using technogocial platforms to support business activities and interaction with customers will be essential. Over the past two years, enterprises seemed to start applying technology to replace human staff on this task.

Figure 13: Forms of online response to customers on enterprise websites



Building reputation, promotion and enhance corporate equities are top priorities that all enterprises aim at when building website (with 84% assigning these objectives to building their website).

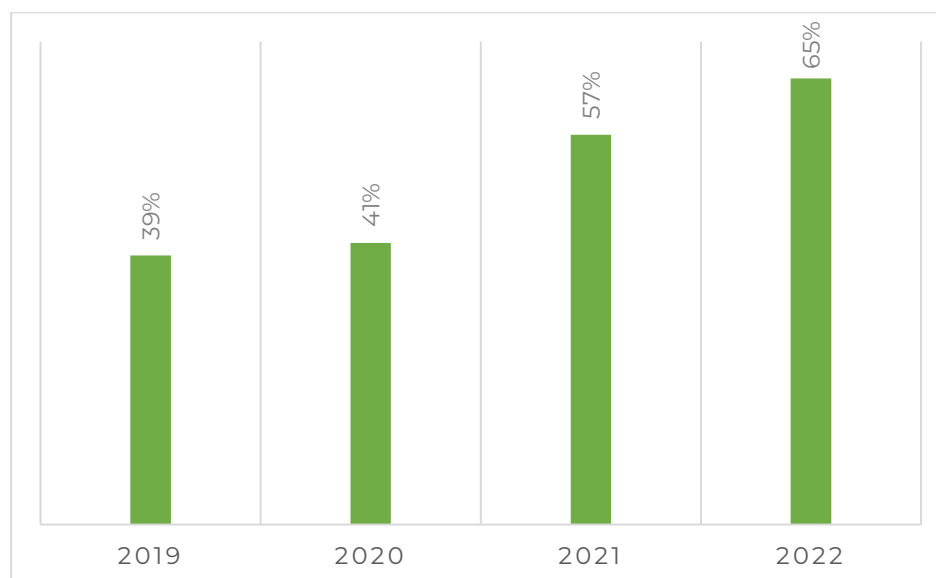
Figure 14: Objectives of building enterprise website



b. Doing business on social networks

Doing business on social networks (Facebook, Zalo, Instagram...) in 2022 continued booming, in particular, up to 65% of enterprises said to use such models. This trend to move online is an obviously necessary shifting in the context of pandemic’s severe impacts. Besides other online platforms for doing business, social networks is the easiest one for enterprise adaptation.

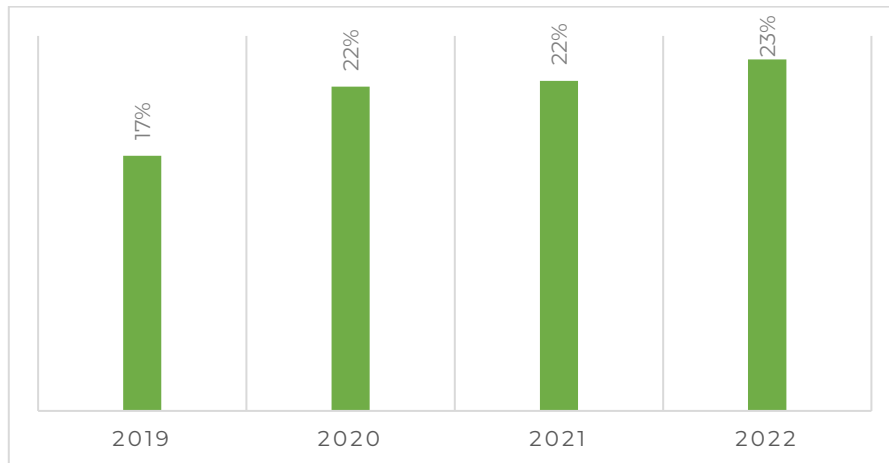
Figure 15: Doing business on social network over the years



c. Participating in e-commerce floors

In 2022, 23% of the surveyed enterprises already joined doing business on e-commerce floors, such platforms gradually drew more attention from the community, in regard with policy enforcement and business performance.

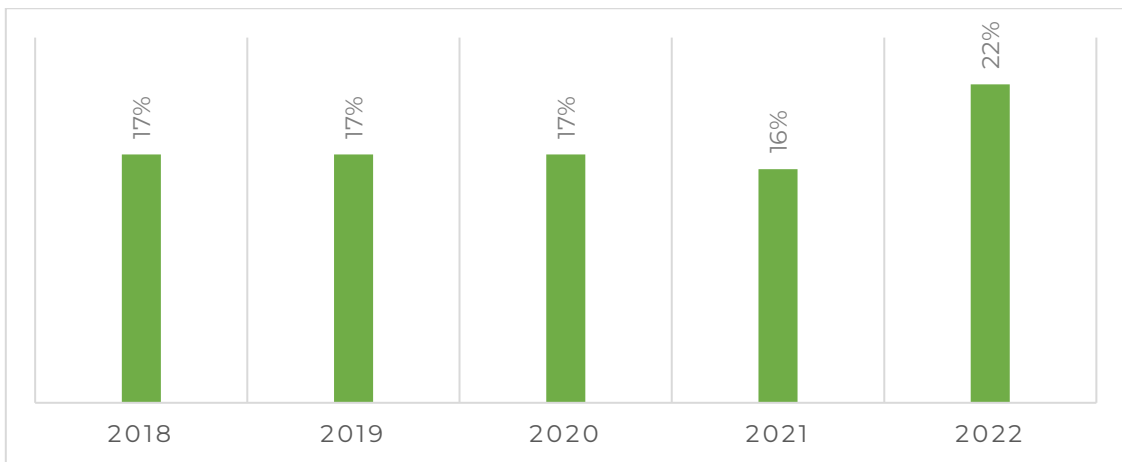
Figure 16: Percentage of enterprises participating in e-commerce floors over the years



d. Doing business on mobile platforms

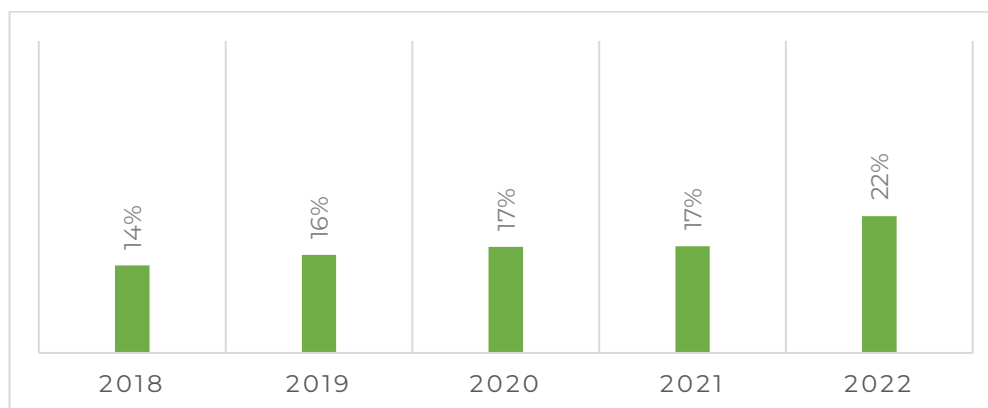
22% of the surveyed enterprises said to have built mobile-web version, which increased compared to 2021 and previous years. To broaden the business to mobile platforms provides an additional channel to effectively get in touch with potential customers.

Figure 17: Percentage of websites with mobile version over the years



The proportion of enterprises with mobile application to serve for business activities in 2022 had a significant change compared to the past. Building an own application seems more suitable for large enterprises with a diversification in business offering. Then all the platforms will be navigated into an exuberant ecosystem as a “meta app”, providing users with a variety of different goods, products and services.

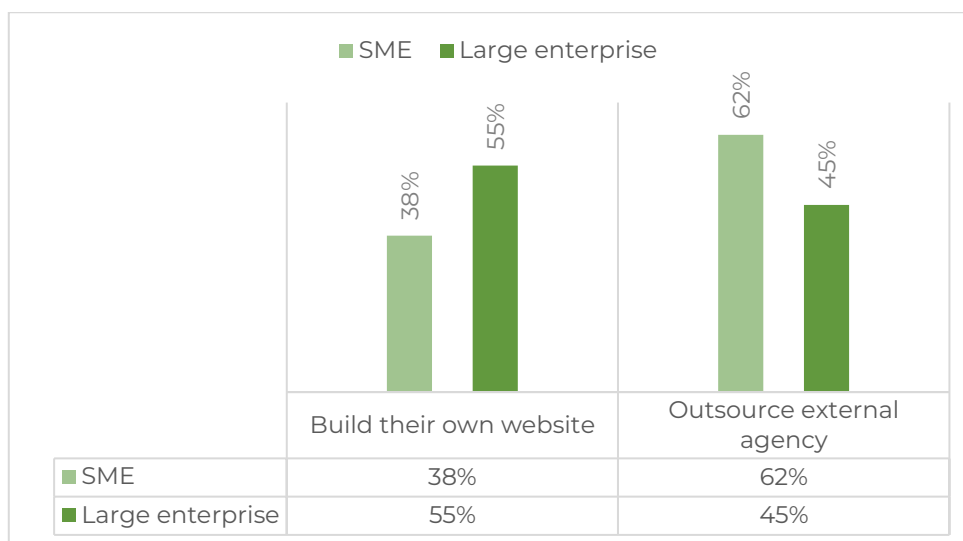
Figure 18: Percentage of enterprises with mobile application for sales over the years



Accordingly, 38% of large sized enterprises had mobile sales application, while this percentage among SMEs was only 19%.

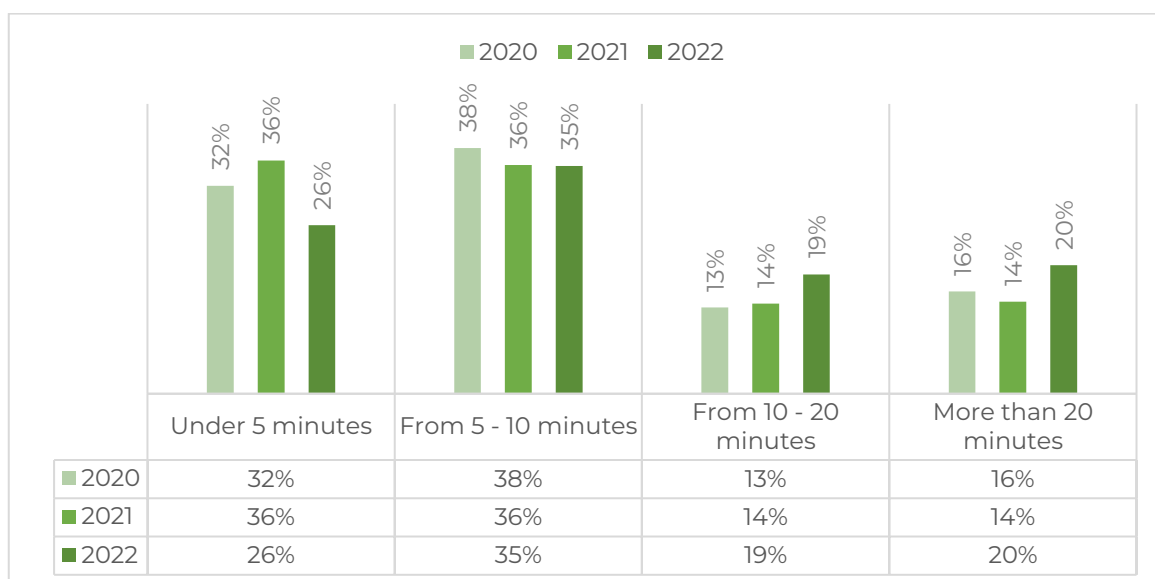
Large enterprises also witness a higher proportion that have built their own mobile web version / mobile application than among SMEs.

Figure 19: Percentage of enterprises building mobile web version / mobile app on their own or outsourcing, by enterprise size



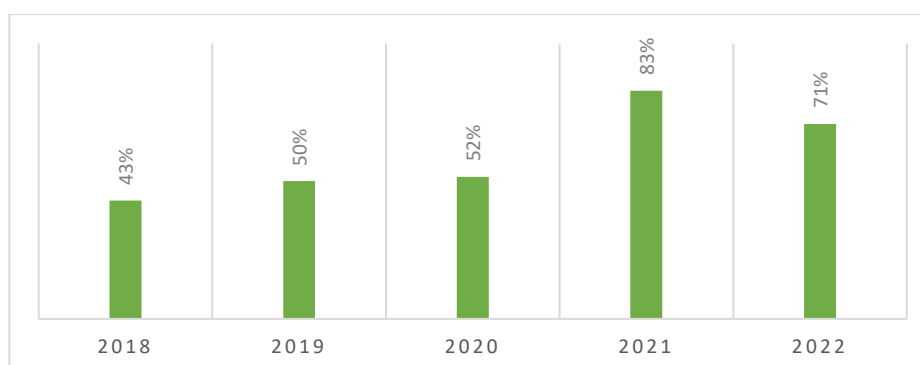
A majority of the surveyed enterprises said the average time customers stayed on their mobile web version / mobile sales app was very low, mostly from 5 to 10 minutes (claimed by 35%) and under 5 minutes (26%). On another note, the proportion of over-20-minute retention time increased remarkably (from 14% in 2021 to 20% in 2022).

Figure 20: Average retention time of customers on e-commerce mobile web version or mobile sales application



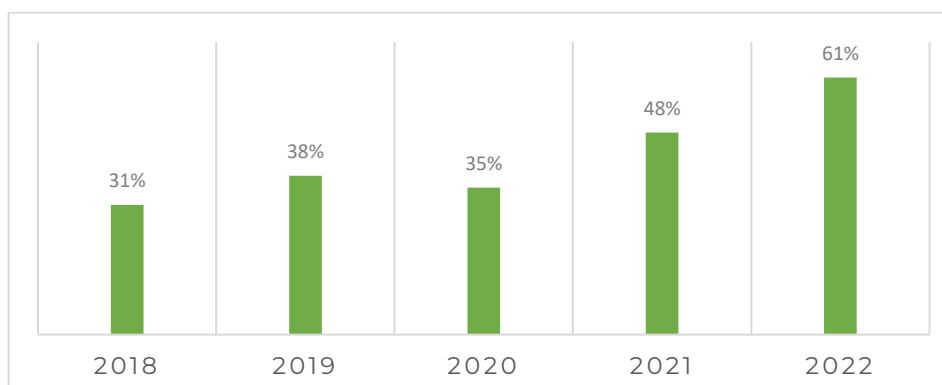
71% of the enterprises allowed consumers to conduct the whole ordering and purchase process via mobile devices, which went down compared to 2021 but was still higher than previous years.

Figure 21: Percentage of enterprises allowing users to go shopping entirely on mobile devices



61% of the enterprises provided customized promotion campaign for mobile customers, which was much higher than in previous years.

Figure 22: Percentages of enterprises having specific promotions for consumers shopping on mobile devices

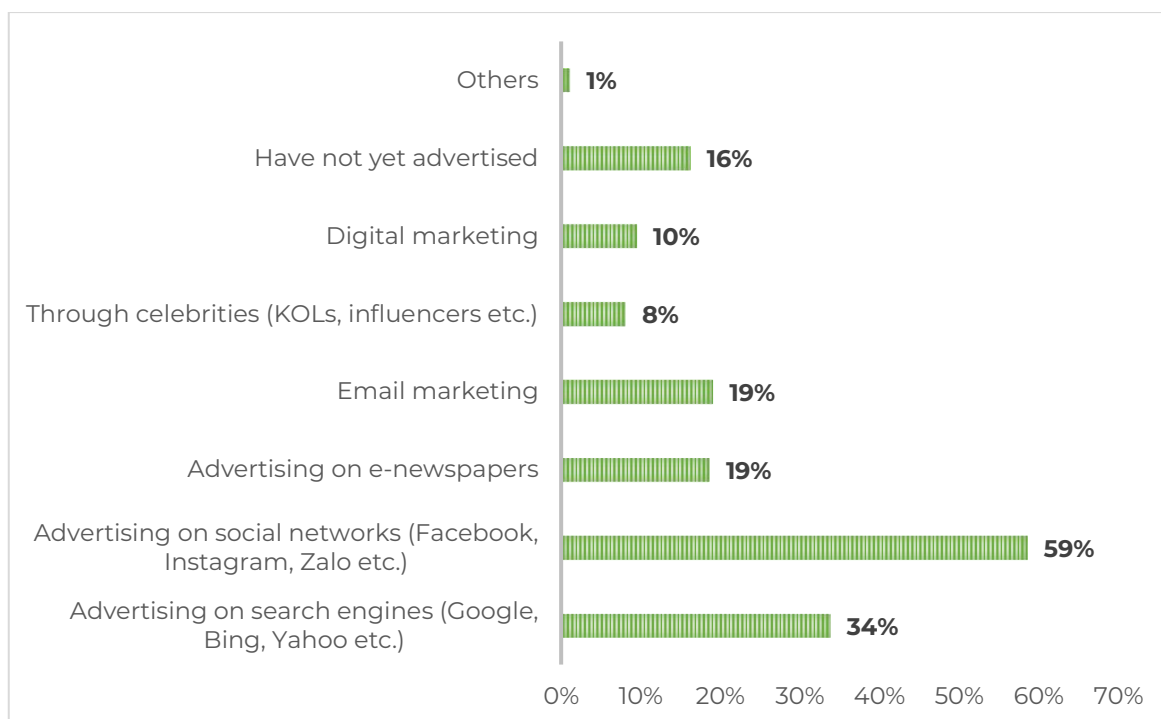


e. Advertising on website and mobile application

For many years, social advertising (on Facebook, Instagram, Zalo etc.) had been the main choice used by enterprises. Specifically, according to the survey data in 2022, 59% of the enterprise participants with website / mobile app had done advertising on social networks.

The next popular advertising channel was search engines such as Google, Bing, Yahoo etc. accounting for 34%. Noticeably, there were 16% of the enterprises without any advertising activities.

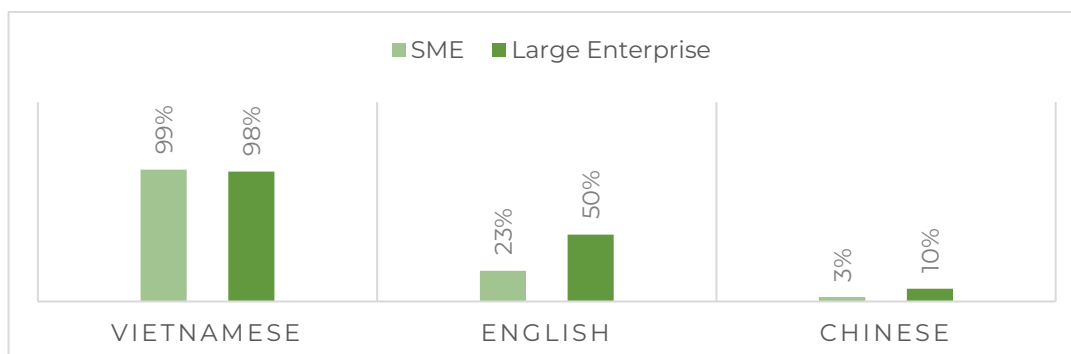
Figure 23: Different types of advertising on website / mobile app



Vietnamese was still the most popular language set on websites (with 99% of websites using Vietnamese), followed by English (27%) and Chinese (4%).

Considering the size of enterprises, the percentage of large ones with English website was double the proportion among SMEs.

Figure 24: Languages available on enterprise website / application, by enterprise size



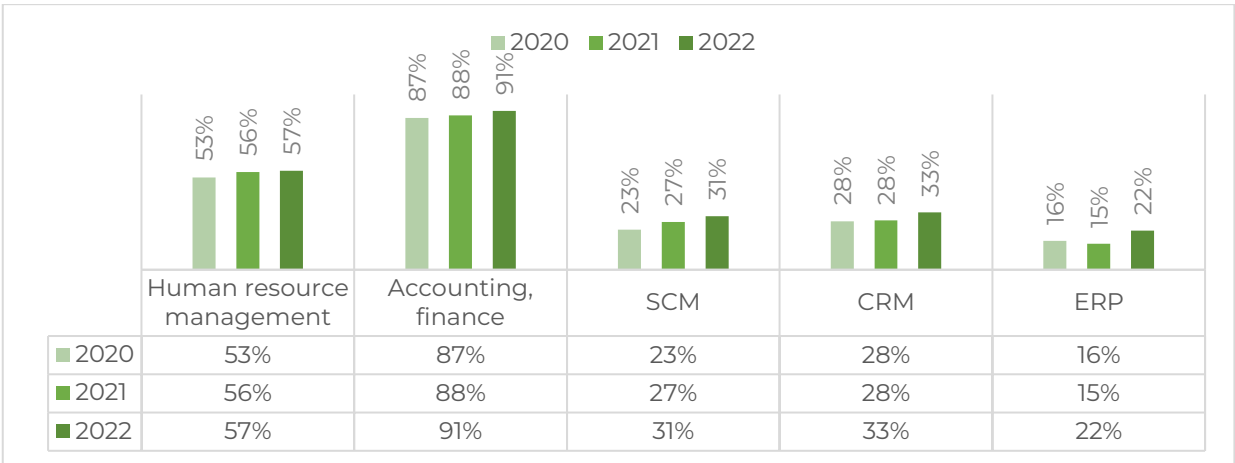
4. BUSINESS-TO-BUSINESS E-COMMERCE TRANSACTIONS (B2B)

a. Using management software

91% of the surveyed enterprises used financial and accounting software, which slightly changed compared to previous years and remained the most-used software among enterprises. Next was human resource management software (with 57% of enterprises using this software).

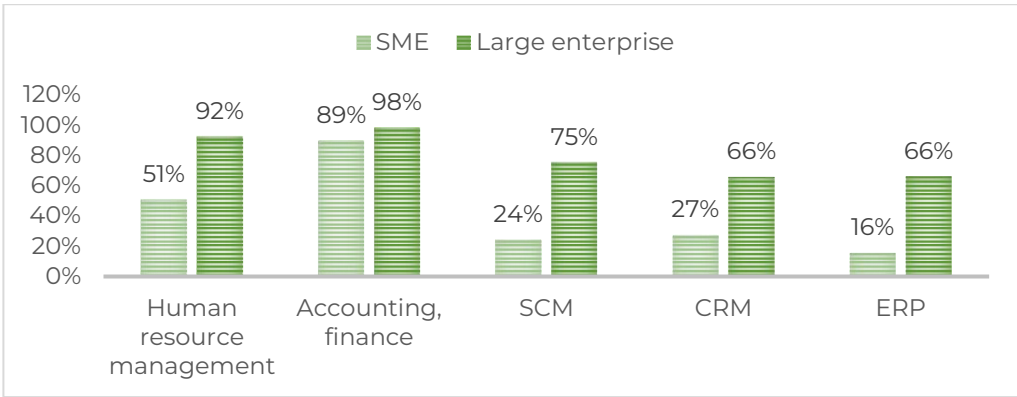
In addition, there were more advanced and professional software groups such as Customer Relationship Management (CRM), Supply Chain Management (SCM) and Enterprise Resource Planning (ERP) with very low usage among the enterprises and seeing not much difference from the previous years.

Figure 25: Usage of management software over the years



In terms of enterprise size, large ones had significantly higher usage compared to SMEs. Especially regarding the professional advanced software such as SCM, CRM and ERP, the proportions of large enterprises using those types of software were 75%, 66% and 66% respectively, while those of SMEs were much lower.

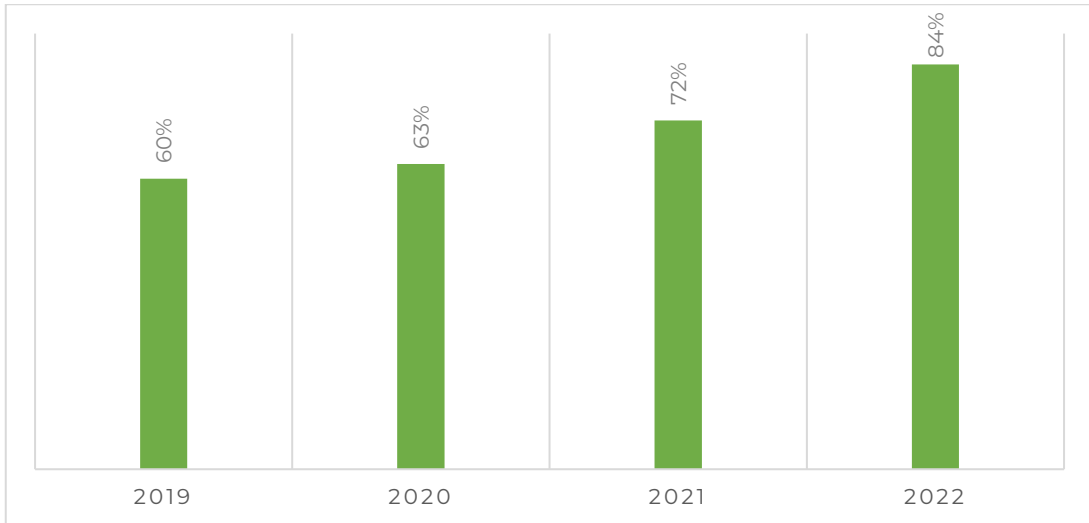
Figure 26: Usage of management software by enterprise size



b. Using e-signature, electronic contract and electronic invoice

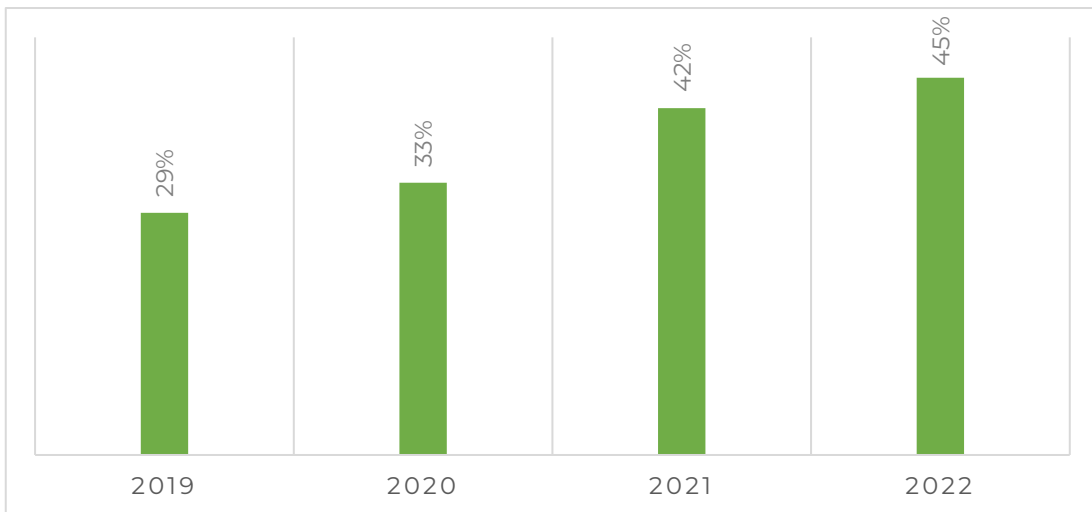
84% of the surveyed enterprises used electronic signature, increasing continually and largely compared to the previous years.

Figure 27: Using e-signature over the years



Similarly, 42% said to use e-contract in business, which slightly rose from that of 2021 and previous years.

Figure 28: Using electronic contract over the years



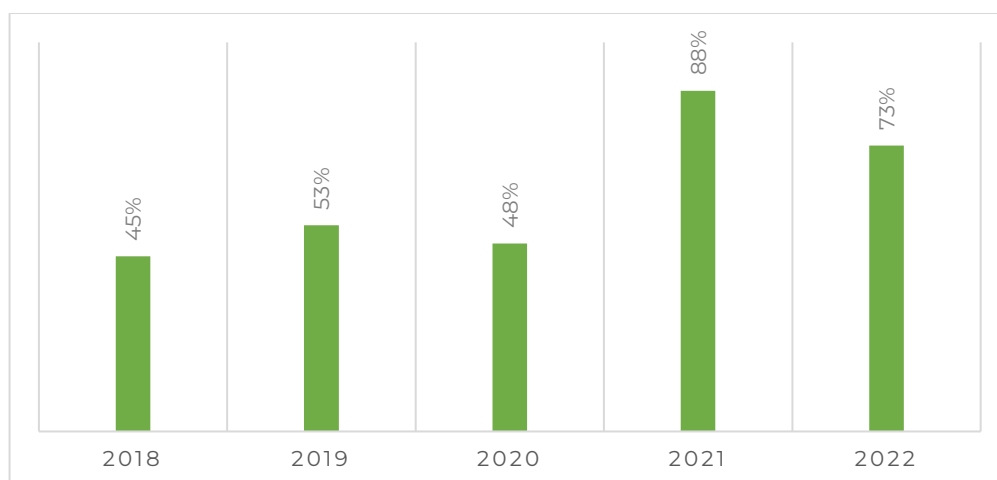
90% of the enterprises used electronic invoices in their business (that was much higher than the percentage of 73% in 2021). Of which, large enterprises had a higher percentage of using e-invoice at 98%, compared to 89% among SMEs.

c. Receiving orders via online tools

At present, social networks, e-commerce floors and enterprises' websites are used as main channels for receiving orders from customers. For mobile platforms in

particular, the survey in 2022 pointed out that 73% of the enterprises received orders via mobile applications on mobile devices.

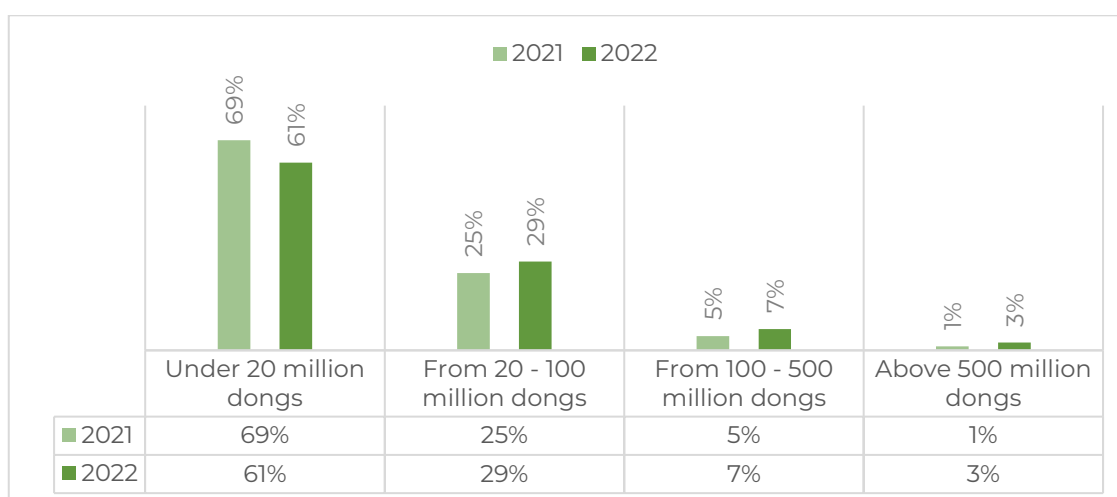
Figure 29: Percentage of enterprises receiving order via application on mobile devices



d. Effectiveness of investment in doing online business

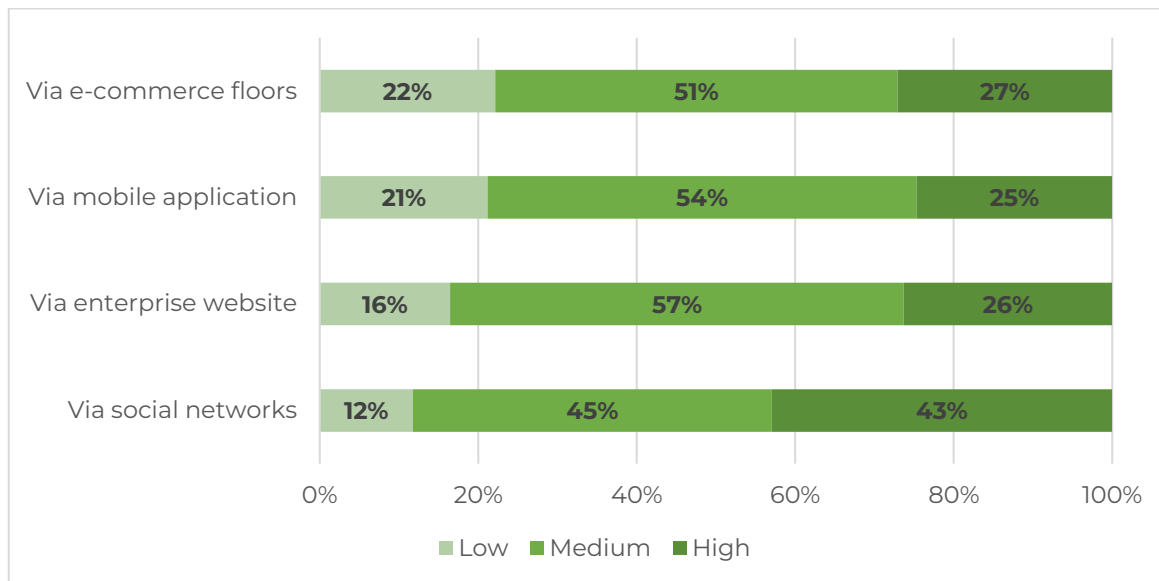
In 2021, many enterprises were reported to minimize their budget just to maintain their operation, including cutting down on digital marketing activities. Entering 2022, they started to re-pour money into online marketing. In specific, 3% of the enterprises spent more than 500 million dong on online advertising on website / mobile application (compared with 1% in 2021).

Figure 30: Estimated enterprise spending on website / mobile application advertising on digital platforms



Social network again was considered the most effective channel for online sales of goods and services (with 43% of the enterprises highly evaluating its effectiveness). E-commerce floor, website and mobile application also had relatively good result, with the respectively high evaluation at 27%, 26% and 25%.

Figure 31: Effectiveness of selling online



Among the surveyed enterprises, 42% evaluated the role of e-commerce in their business and operational activities as moderately important, while up to 16% considered it extremely important (which was much higher than 9% in 2021).

Figure 32: Importance level of e-commerce in enterprises' business and operational activities

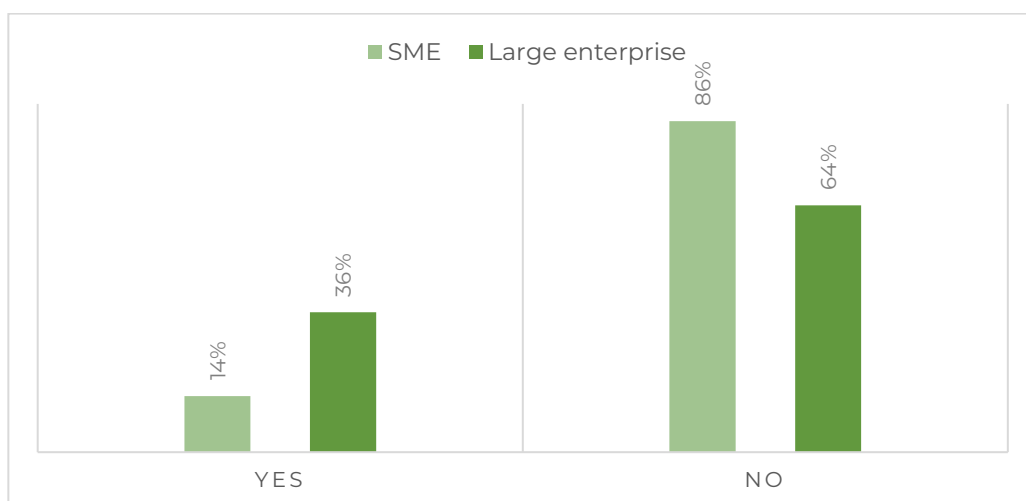


Breaking down by size, 27% of the large enterprises evaluated e-commerce as “Extremely important” to their business, which was nearly as twice as that percentage of SMEs (15%).

e. Export and import activities

17% of the enterprises used e-commerce websites / applications to serve for export and import purposes, which barely changed compared to 2021. This proportion among large enterprises was double that of SMEs.

Figure 33: Percentage of enterprises using e-commerce website / application for export and import activities



A majority of the enterprises evaluated that using e-commerce websites / applications for export, import was moderately effective, in 2022 even 18% of the enterprises considered that using e-commerce for export and import was very effective.

Figure 34: Effectiveness of using e-commerce applications for export, import

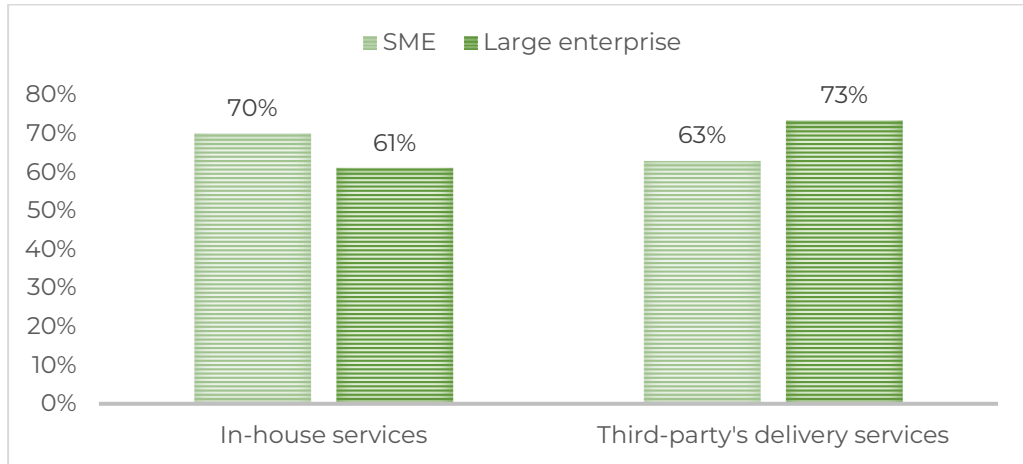


f. Business supporting services

69% of the enterprises shared that they did in-house deliveries for both goods importing and exporting, 64% used services of third parties. These ratios were almost the same as 2021.

By enterprise size, large sized enterprises tended to use third-party services, while SMEs seemed to prefer in-house deliveries.

Figure 35: Use of transportation means, by size of enterprise



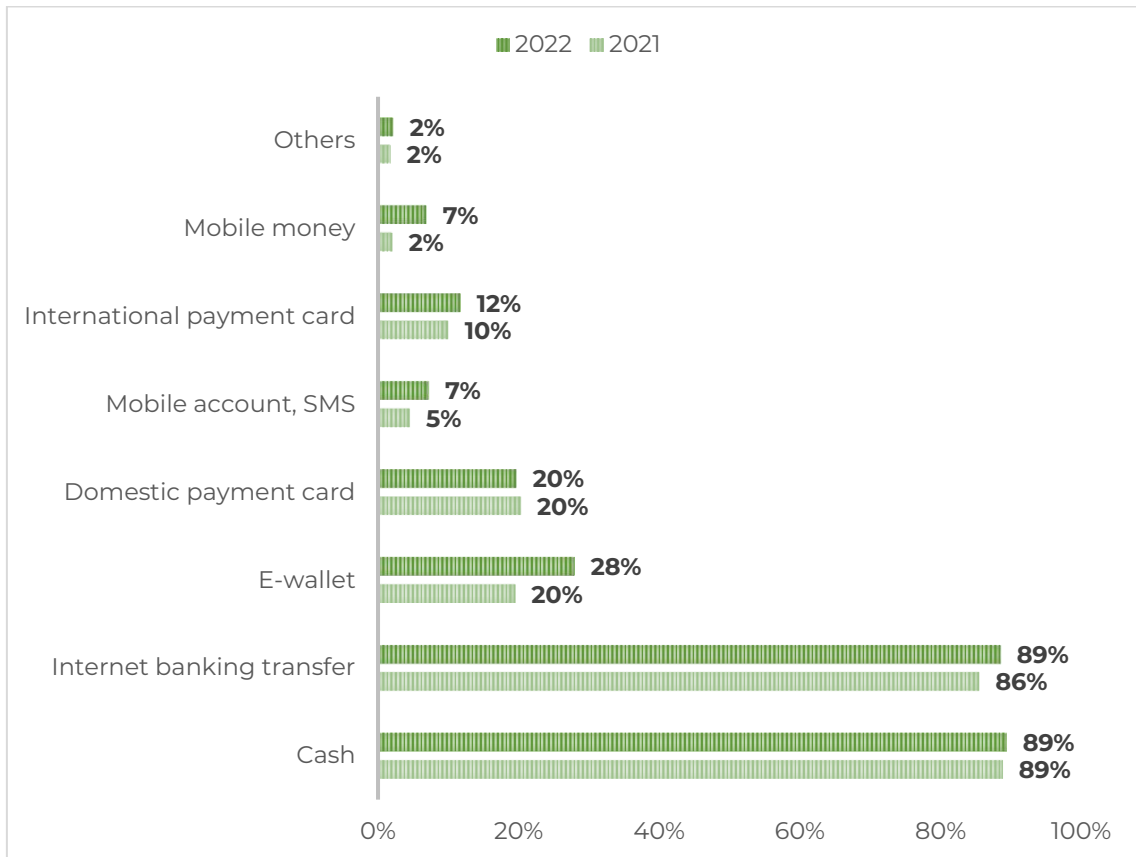
A majority of the enterprises said that the spending on order fulfillment and last mile delivery services accounted for less than 10% of their e-commerce revenue.

Figure 36: Spending on order fulfillment and last mile delivery services on total e-commerce revenue



Cash payment and Internet banking transfer remained the two most popular payment methods used by enterprises, each type was used by 89% of the enterprises. Other payment methods are much less used.

Figure 37: Payment methods used by enterprises

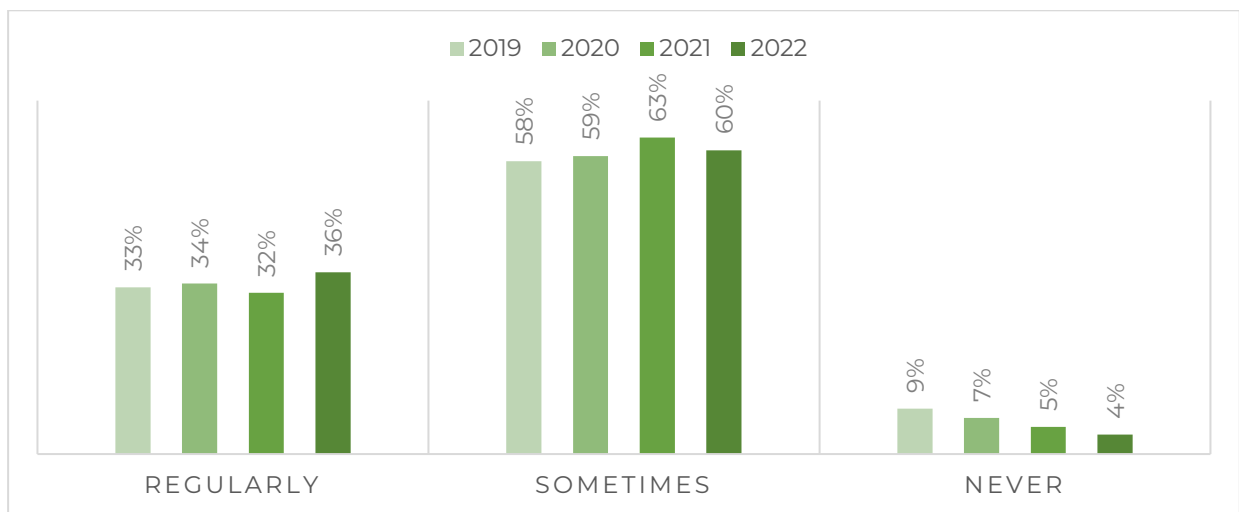


5. GOVERNMENT-TO-BUSINESS TRANSACTIONS (G2B)

a. Information lookup on state agencies' websites

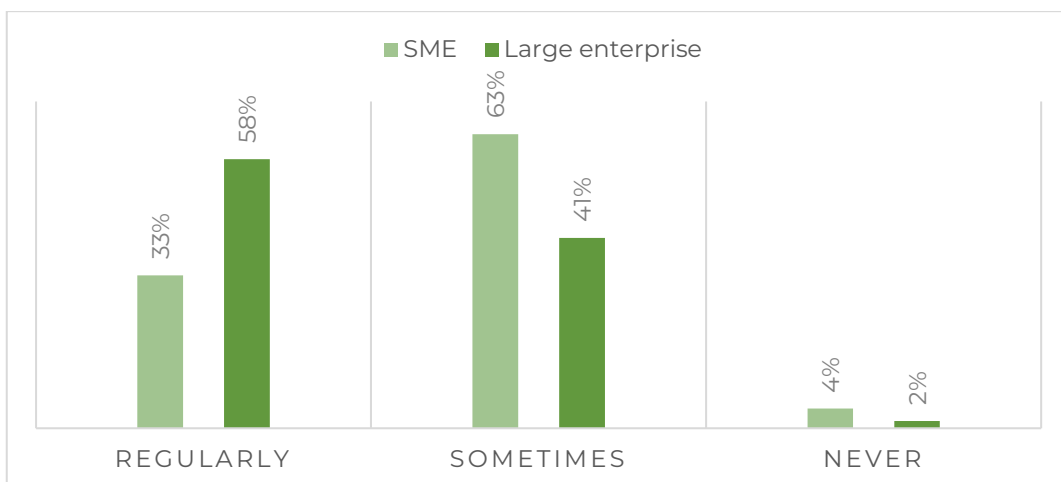
The 2022 survey showed that 36% of the enterprises regularly looked up information on websites of state agencies (slightly higher than the previous year), 60% sometimes looked up information and still 4% never did such tasks. In general, these ratios have not changed much over the years.

Figure 38: Information lookup on websites of state agencies over the years



The proportion of large enterprises regularly looking up information on state agencies' websites was far higher than that among SMEs (58% of the large enterprises regularly looked up information on those websites compared with 33% of the SMEs).

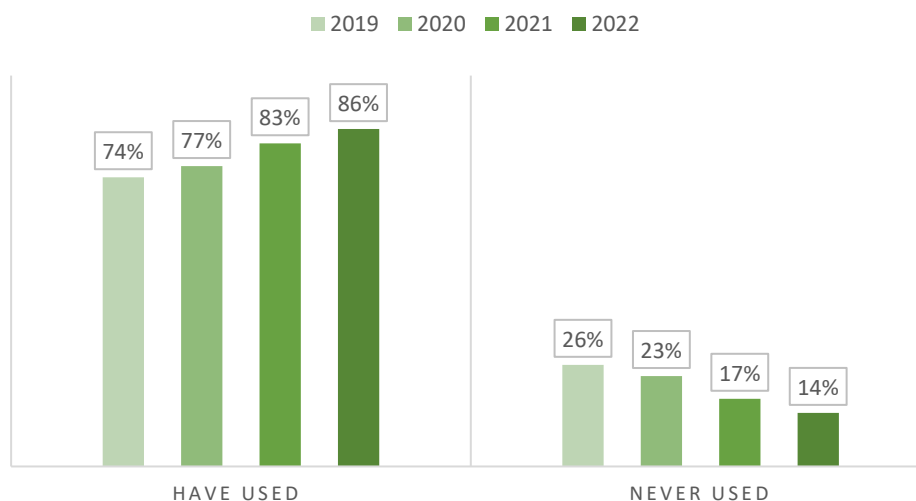
Figure 39: Percentage of looking up information on websites of state agencies by enterprise size



b. Using online public services

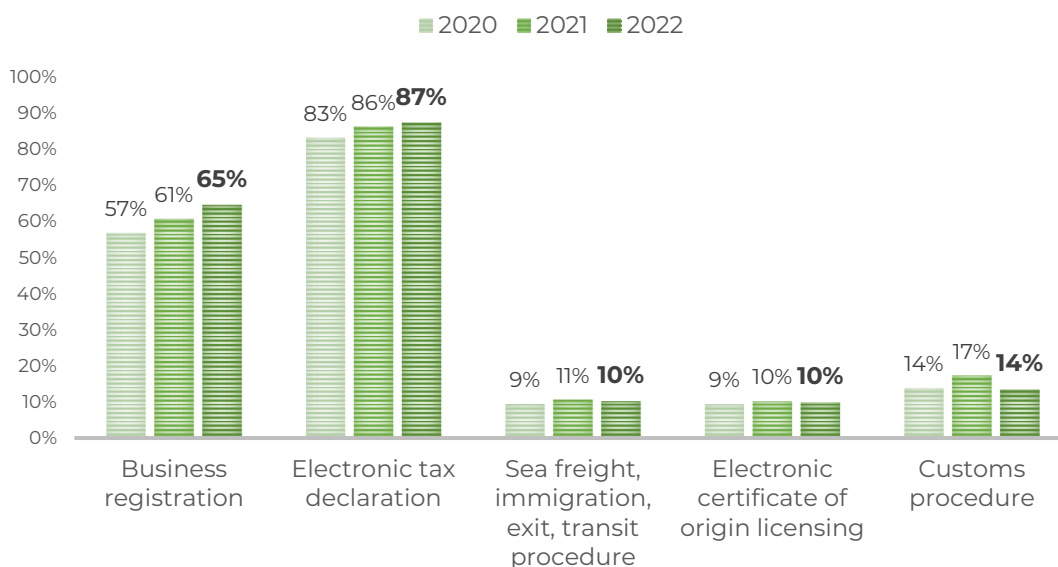
86% of the surveyed enterprises said to have used online public services related to registration, license submission, declaration etc. provided on websites of state agencies, which continued increasing compared to 2021.

Figure 40: Using online public services over the years



Among provided online public services, digital tax declaration is most used by the enterprises (87%), followed by online business registration (65%). Other services' usage was not significant.

Figure 41: Usage of several online public services

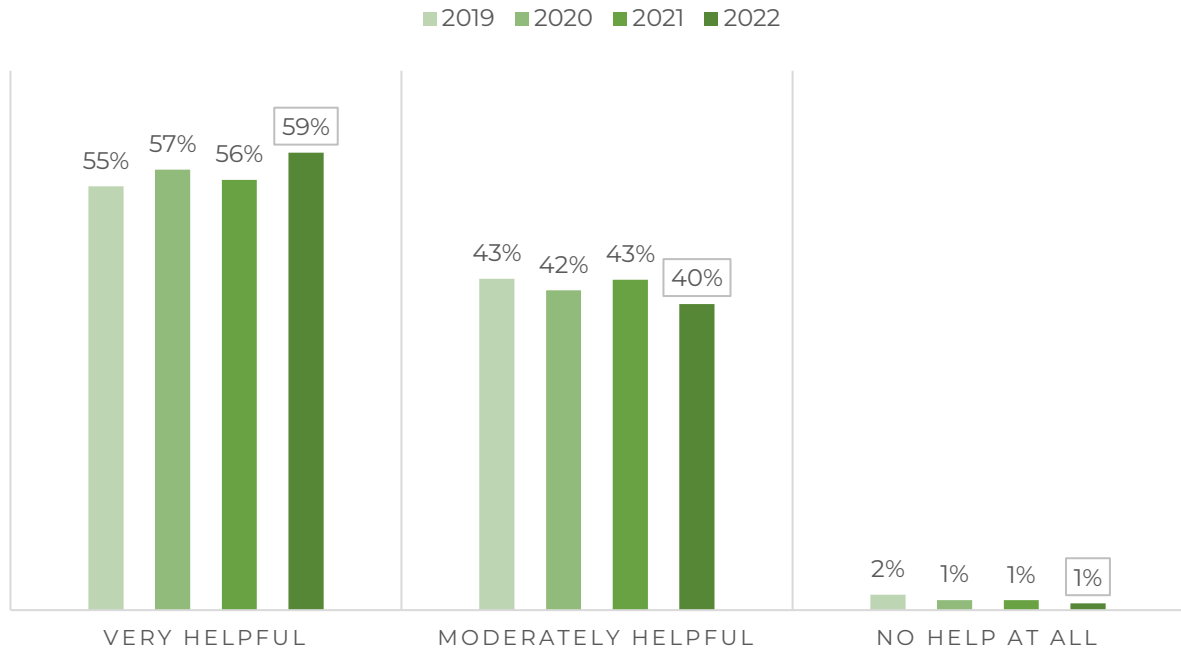


87% of the large enterprises had used online public services, which was a little higher than 84% of the usage among SMEs.

c. Benefits of online public services

Among the enterprises using online public services, 59% said they were very helpful, 40% rated as moderately helpful and only 1% claimed not helpful at all. This was a very good sign reflecting the quality of currently offered services. There were no big changes among those proportions over the years.

Figure 42: Benefits of online public services over the years



The large enterprises still had the best exploitation out of those online public services as 75% of them evaluated the services as very helpful, while this ratio among SMEs was only 57%.

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CHAPTER III

VIETNAM E-BUSINESS INDEX IN PROVINCES IN 2023

1. THE INDEX OF HUMAN RESOURCE AND INFORMATION TECHNOLOGY INFRASTRUCTURE (HR&ITI)²³

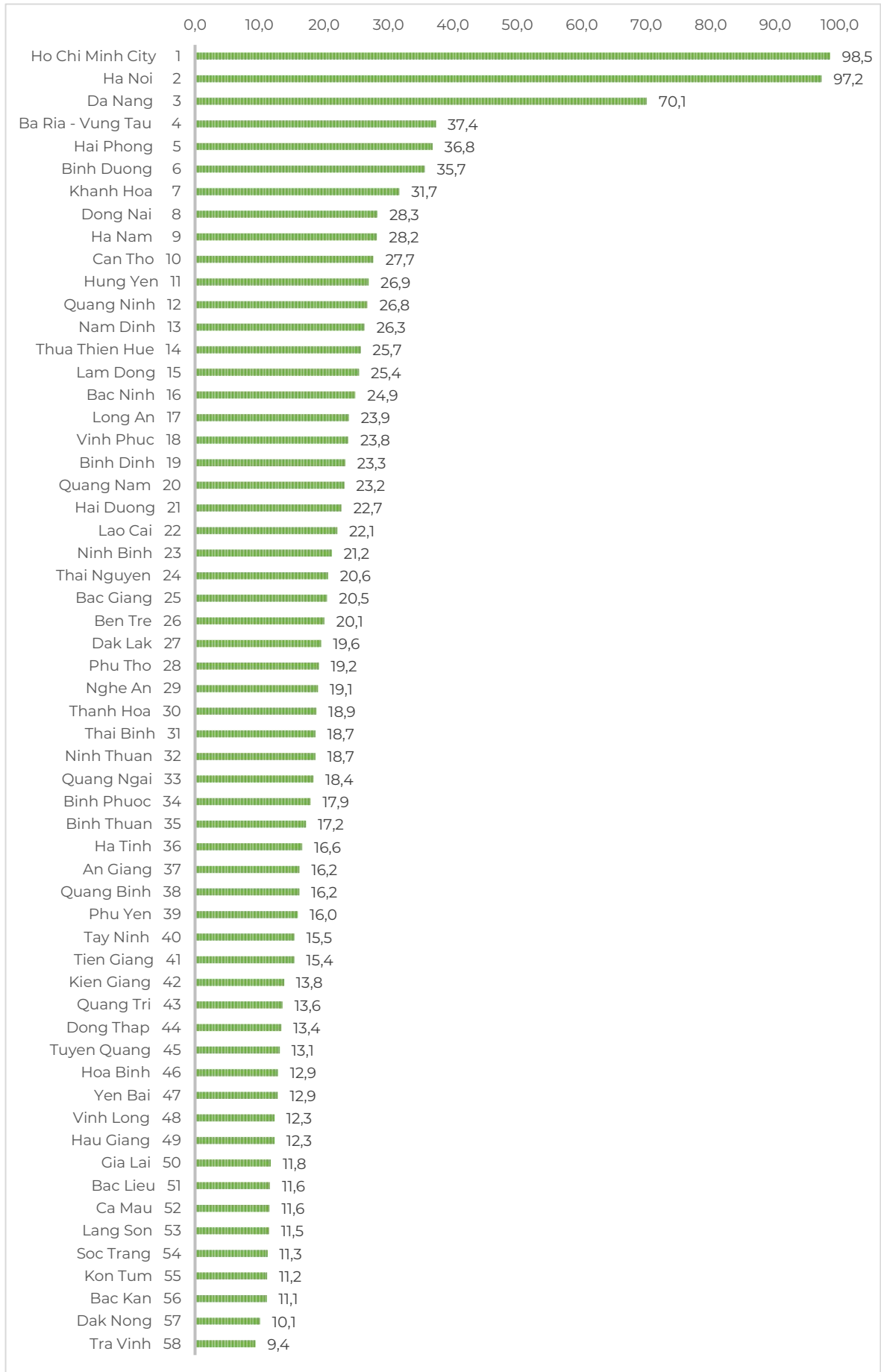
The first pillar in the Vietnam e-Business Index, which is human resource and information technology infrastructure (HR&ITI), this year continued to maintain several same critical component indicators as previously, specifically including: i) ability to provide competent human resource for e-commerce; ii) priority level of IT and e-commerce skilled or trained staff; iii) percentage of employees regularly using email or other supporting tools such as Viber, WhatsApp, Skype, Facebook Messenger, Zalo etc. at work; iv) the importance as well as efficiency of the investment in IT infrastructure and e-commerce. On the other hand, this pillar was added with many important quantitative indicators, so as to enhance its accuracy.

The first indicator added to the index of human resource and information technology infrastructure was the ratio of the number of domain names per capita in each province, aggregated from the VietNam Internet Network Information Center (VNNIC) and the General Statistics Office's data. For many years, VECOM has been highly evaluating the significance of domain names in e-commerce development. Domain name is one premise for enterprises to start building their business website and corporate brand on the online environment.

The level of digital payment application is also getting more attention as one fundamental foundation for doing online business.

²³ 5 provinces that were not ranked included Dien Bien, Cao Bang, Lai Chau, Son La và Ha Giang.

Figure 43: The Human resource and Information Technology Infrastructure Index



2. THE INDEX OF BUSINESS-TO-CUSTOMER TRANSACTIONS (B2C)²⁴

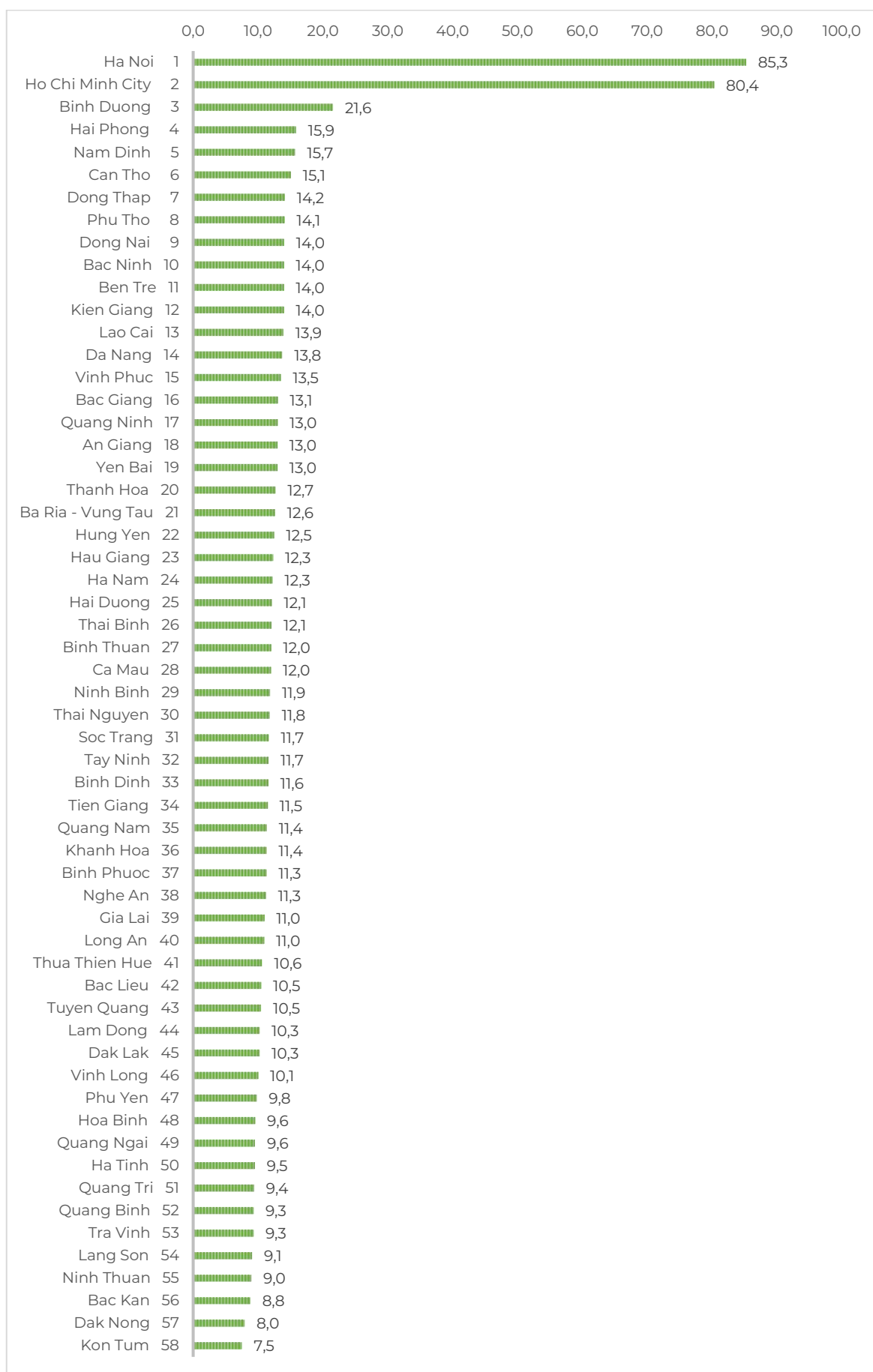
The Index of Business-to-Consumer transactions (B2C) continued being built upon the following component indicators: i) building a business website; ii) business website integrated with online interactive features (Zalo, Facebook etc.) to respond to customers; iii) enterprise participation in selling on social networks or e-commerce floors; iv) website with a mobile version or not; v) having mobile sales application; vi) customers' average retention time each time visiting enterprises' e-commerce mobile web version / mobile application; vii) enabling the whole shopping process on mobile device; viii) deployment of specific promotion programs for customers shopping on mobile sales application on mobile devices; ix) forms of website advertising and the number of languages available on the website.

In addition, the B2C Index this year added a number of other important quantitative indicators, including:

- The scale of delivery service and last mile delivery usage in each province;
- The level of participation in e-commerce floors in each province;
- Monthly income per capita of each province, which is a decisive factor impacting consumers consumption needs. This indicator was synthesized from the General Statistics Office's Yearbook data.

²⁴ 5 provinces that were not ranked included Dien Bien, Cao Bang, Lai Chau, Son La và Ha Giang.

Figure 44: The B2C Index



3. THE INDEX OF BUSINESS-TO-BUSINESS TRANSACTIONS (B2B)²⁵

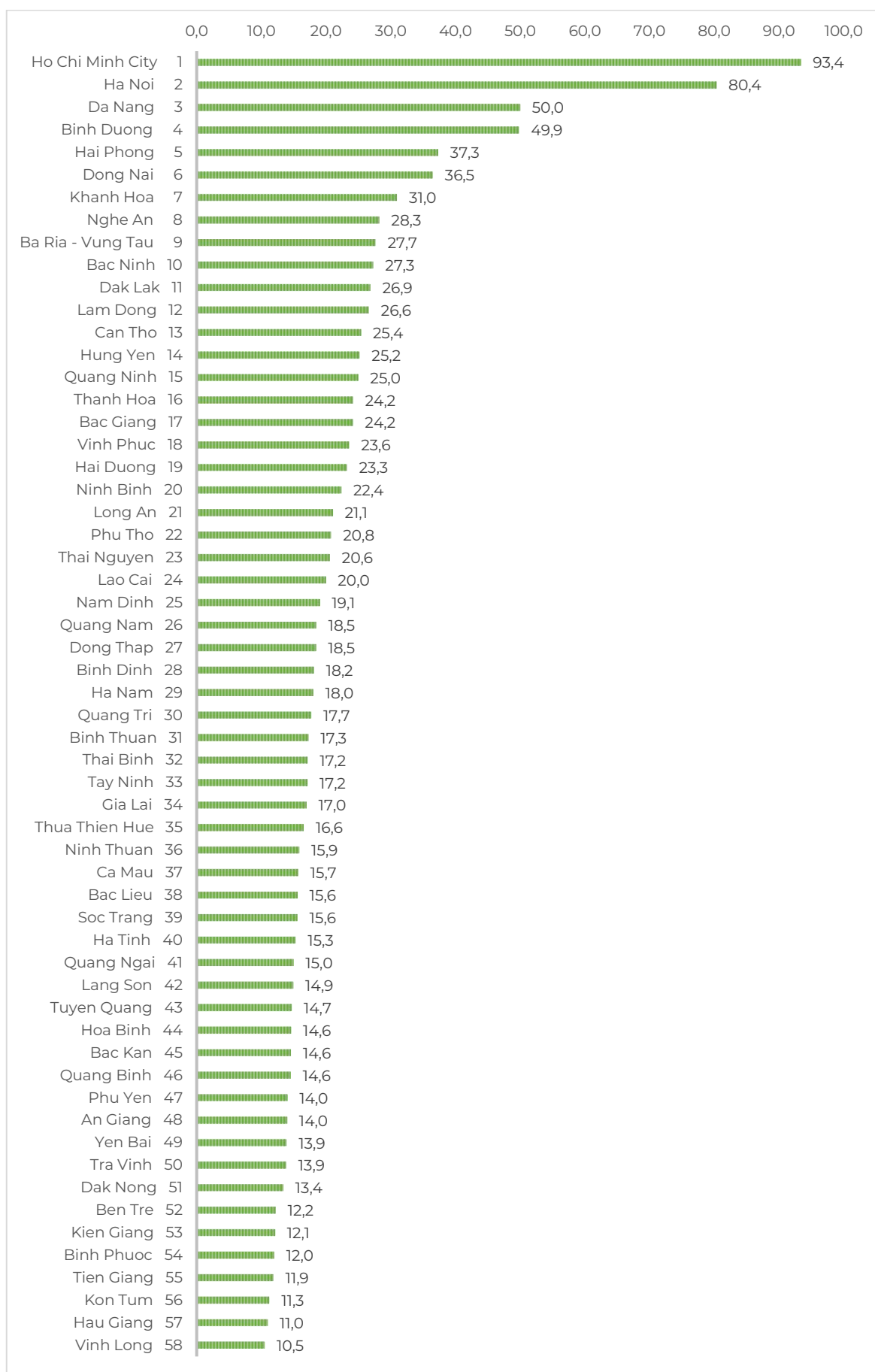
The third pillar is the Index of Business-To-Business transactions (B2B). This index in 2022 consisted of the following indicators: i) using software in enterprises; ii) using electronic signature; iii) using electronic contract; iv) using electronic invoice; v) receiving orders via online tools; vi) estimated annual spending on website / mobile application advertising; vii) enterprises' evaluation about the importance of e-commerce in their business and operational activities; viii) level of using e-commerce website / mobile application for export, import purposes.

In addition, several new critical indicators with direct influence on B2B growth rate were supplemented, including:

- The ratio of enterprises on each province's population;
- Level of the participation in platforms that provide online business solutions in each locality;
- Level of the participation in online export of the province through global B2B supporting platforms;
- The number of enterprises on population in each province.

²⁵ 5 provinces that were not ranked included Dien Bien, Cao Bang, Lai Chau, Son La và Ha Giang.

Figure 45: The B2B Index



4. -BUSINESS INDEX IN PROVINCES²⁶

The e-Business Index is comprised of the three component indices, including Human resource and Information Technology Infrastructure (HR&ITI), Business-To-Consumer transactions (B2C) and Business-To-Business transactions (B2B).

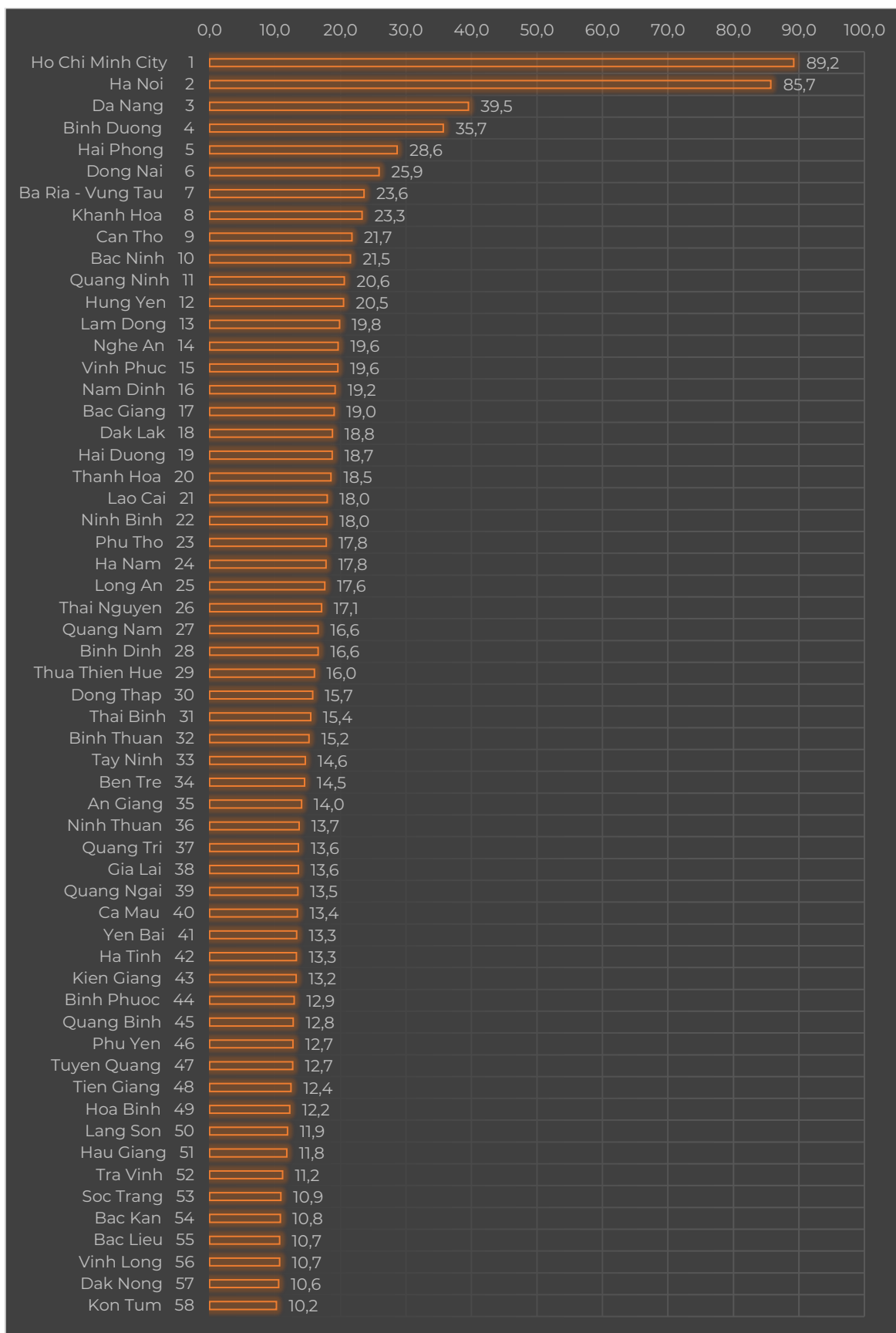
Ho Chi Minh City continued at the first place of 2023 Vietnam e-Business Index with 89.2 points. Ranked second was Ha Noi at 85.7 points and 3.5 points behind Ho Chi Minh City. The third position belonged to Da Nang with 39.5 points. The gap was far substantial compared to Ho Chi Minh City and Ha Noi

The average e-Business Index this year was 19.24 points (which was very close to 20.37 points of 2022). There were still huge differences between the two major cities Ha Noi, Ho Chi Minh City and the rest.

Calculation and ranking methods have been adjusted and updated since 2020 so as to better reflect the actual situation and growth rate of e-commerce in provinces. The component indices were added with a number of reliable quantitative data.

²⁶ 5 provinces that were not ranked included Dien Bien, Cao Bang, Lai Chau, Son La và Ha Giang.

Figure 46: The 2023 Vietnam e-Business Index ranking



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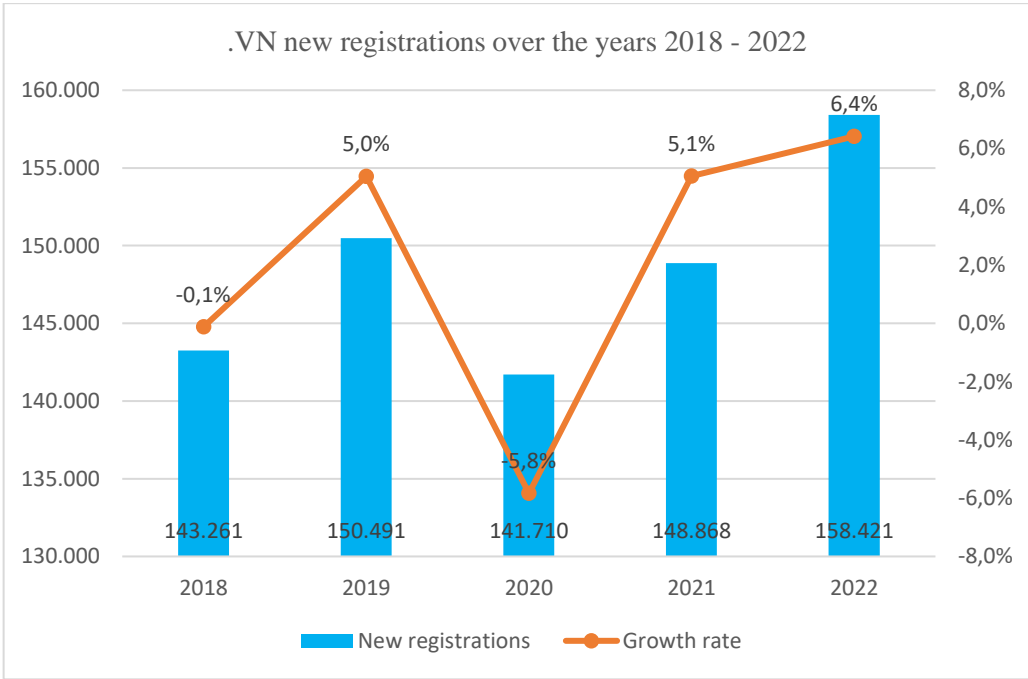
ANNEX

ANNEX 1 – The national domain name .VN and e-commerce

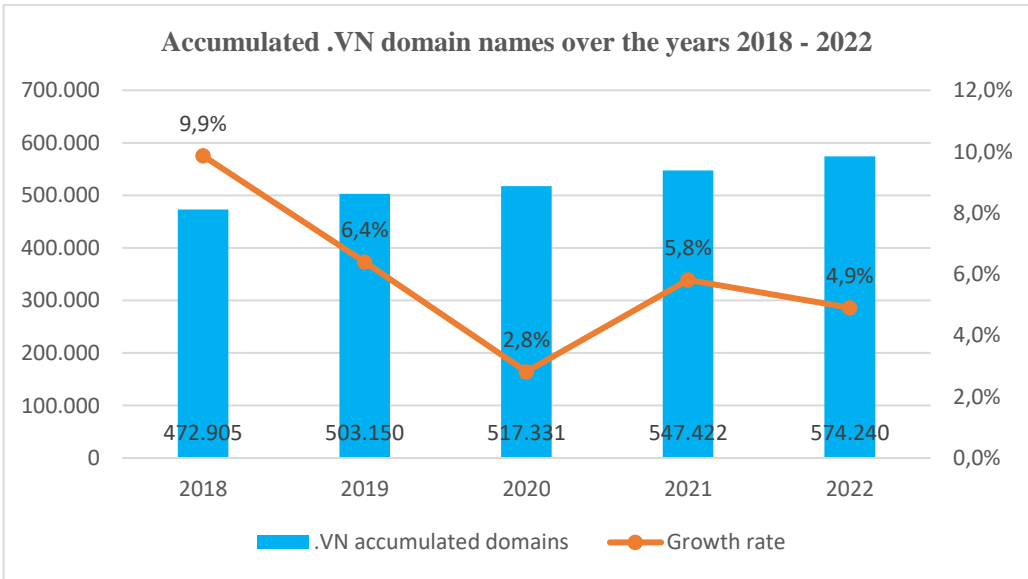
1. The development of the national domain name “.vn” in 2022

The newly registered domain names in 2022 were over 158,000. This was the largest number in the past 5 years. With the growth rate of 6.4% compared to that number of 2021, new registered domain names in 2022 saw a break-through phase, while the entire economy was still affected from the COVID-19 outbreak in 2020-2021.

Graph: New registered domain names .VN over the years



Graph: Accumulated number of .VN domain names over the years



As of end of 2022, the number of domain name .VN in accumulation was 574,240, with a 4.9% growth compared to the same period of the previous year. Despite being lower than that of 2021, this growth rate was a bright spot in the context that the global economy witnessed a growth rate of merely 2.6% in 2022, some nations in the region even suffered from a negative growth such as Taiwan, Korea Republic.

2. Developing the national domain name “.vn” in parallel with e-commerce sustainable growth

Internet resources (such as national domain name “.vn”, IP address) are one basic element of digital infrastructure, with a big role in Vietnam Internet development. Developing digital infrastructure creates an environment and immense motivations for e-commerce to grow. There is a close relation and parallel stepping up between the development of the domain name “.vn” and e-commerce. Domain name “.vn” is one indicator to measure the e-Business Index (EBI) and Digital Transformation Index (DTI) in provinces.

Decision no. 749/QĐ-TTg dated 30/06/2020 by Prime Minister approved the national digital transformation programs until 2025, directed 2030 clearly identifies “Entirely transform Vietnam Internet into new Internet protocol (IPv6); Online services provided by state agencies, online media, e-news, education, medical and healthcare, e-commerce sites to use national domain name (.vn)” as one mission and solutions to develop digital infrastructure and as a premium for digital transformation.

3. Domain name “.vn” – trustworthiness in doing online business

COVID-19 pandemic has led to numerous changes in people’s daily life all over the world, from living habits, communication, working, to purchase and recreation. More than ever, the Internet has become indispensable, as a tool helping the world keep running through the pandemic. A survey conducted by Vietnam Internet Network Center in 2021 showed that up to 98% of consumers had used Internet to shop online. Noticeably, consumers maintained a habit of checking company / product websites for detailed information before deciding to purchase (especially for high value or healthy products etc.) Professionalism impression through company website would earn consumers trust, helping enterprises to sell more and better build their brand name.

Therefore, to build company and product websites is crucial in this tech era, if sellers wish to get in touch with customers and build a sustainable brand from website - their online store. From the survey result, when asked about trustworthiness shopping on websites with different domain names, including national domain “.vn” and international ones, over 85% of the surveyed consumers felt the national domain

“.vn” carried an outstanding reliability to them. It can be seen that the national domain name “.vn” has been building a cognitive value of identity among Vietnamese Internet users, thereby to solidify the trustworthiness of websites and products.

4. Major policies to be implemented in 2023 by Vietnam Internet Network Center (VNNIC) and Ministry of Information and Communications

With the target to widely develop domain names for all users to access, use, exploit Internet resources and national domain name “.vn”, hence, to bring efficiency for digital socio-economic activities, in the coming time, VNNIC will deploy break-through policies as follows:

4.1 Open up a new space for domain name “.vn”

Catching up with latest momentums of the socio-economy, technological advancement trends, user convenience and universal domain names among all population, bringing them online with their own domain, VNNIC has proposed to open 3 new second-level level domains, which are ID.VN (used for Vietnamese citizens); IO.VN (used for digital technology applications, platforms, services) and AI.VN (Artificial Intelligence); Of which, two domains ID.VN and IO.VN will come with affordable fees and charges for better accessibility for users.

4.2 Reducing registration and maintenance fee of national domain name .VN

To encourage wider use and exploitation of the national name “.vn” in digital socio-economic activities, Ministry of Information and Communications has studied and proposed to Ministry of Finance to reduce registration and maintenance fees of the domain “.vn”. This policy will create opportunities for accessing and using domain name “.vn” in online activities so as to raise the recognition, reliability and safety on online environment.

4.3. Favorable policies for newly established SMEs, Household businesses and Young entrepreneurs registering national domain name “.VN”.

This policy is targeted among some specific groups to promote digital transformation, as well as contribute to the post-pandemic recovery and growth of SMEs, including:

- 02 free years of charge for new registration of domain “id.vn” for Vietnamese nationals from 18 to 23 years old, in order to establish a large community using the domain “.vn”, towards the universalization of the domain “.vn”.
- 02 free years for new registrations of the domain “biz.vn” for newly established enterprises (with business license issued date within 1 year until the time of domain registration) and licensed household businesses in order to promote

start-up activities, develop digital economy and support enterprises to recover and expand operation after the pandemic.

5. 1. VNNIC's activities in regard with the national domain names “.vn” to raise the trustworthiness and safety of doing e-commerce.

5.1. To deploy domain name search system

At present, fraudulence and legal violation taking place online are becoming more sophisticated, including financial and banking frauds etc. One typical trait of such illegal acts is using international domain names registered overseas, hiding identification while providing fake information, or forging official website to conduct online frauds.

In attempts to prevent fraudulent, law-breaking crimes; and support civilians, organization, enterprises to recognize and verify official online information sources, the Vietnam Internet Network Center (VNNIC) – Ministry of Information and Communications has built and deployed Domain name Search System that provides Internet users with better recognition and verification ability, contributing to helping consumers, organizations, enterprises verify the origin and officiality of information on cyber environment.

Before using services or making transactions on the Internet, people, entities and enterprises can look up website information and domain names by texting free messages to the hotline 156 or directly search at the address <https://tracuutenmien.gov.vn>.

<https://tracuutenmien.gov.vn> is officially active from 01/3/2023

TRA CỨU THÔNG TIN TÊN MIỀN



nhắn tin tới
đầu số

156



truy cập website

<https://tracuutenmien.gov.vn/>



Hệ thống tra cứu tên miền hỗ trợ người dân nhận diện, phòng ngừa các website có dấu hiệu lừa đảo, vi phạm trên mạng Internet.

Before using services or making transactions on the Internet, people can look up information about domain names by either following ways:

Option 1: Send (free) text message as follows:

TCTM [Domain name or website address] to 156

Option 2: Directly search on the search system at <https://tracuutenmien.gov.vn/>.

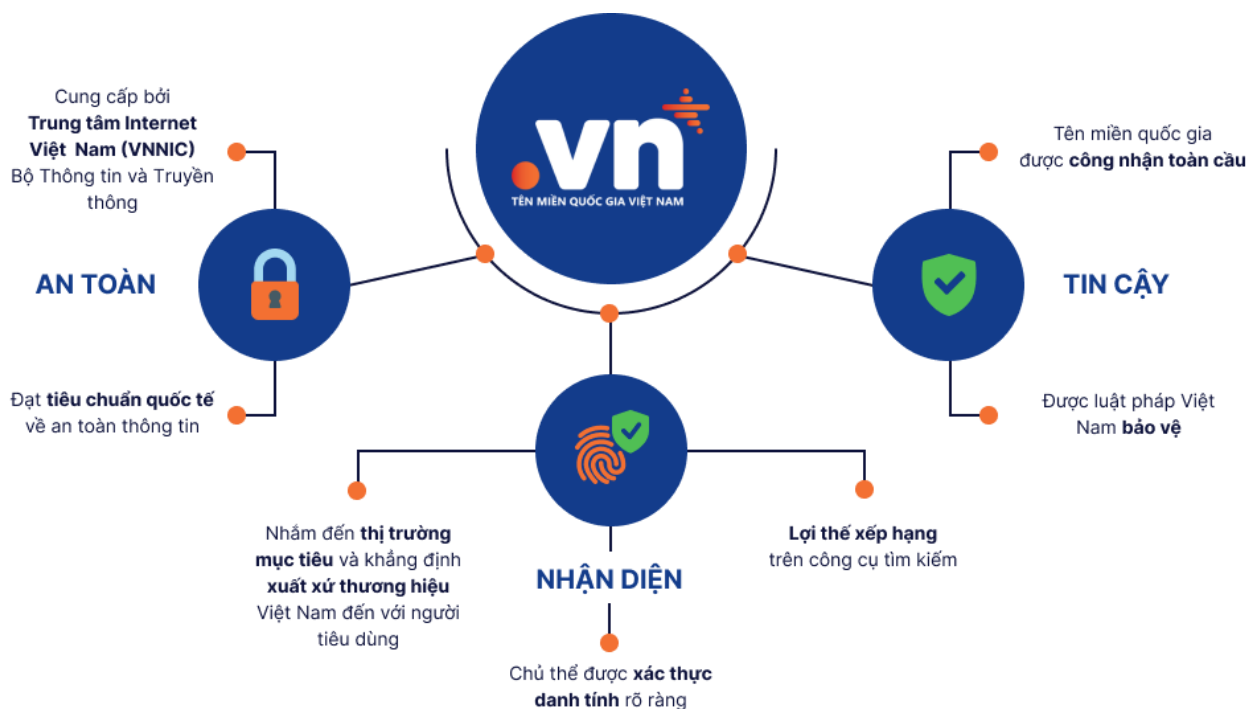
5.2 To deploy overall review and inspection of domains with e-commerce fraud signs.

Following the plan to prevent smuggling, commercial frauds and counterfeiting in e-commerce as in Decision no. 01/QĐ-BCĐ389 dated 04/01/2021 by National Steering Committee 389, the Vietnam Internet Network Center (VNNIC) has launched a campaign to clean up online domain names, review and detect domains with signs of law breaches (such as in e-commerce, banking, gambling, media, politics, fine customs etc.) and coordinated with relevant departments (The State Bank of Vietnam, Vietnam E-commerce and Digital Economy Agency – Ministry of Industry and Trade, Inspectorate of Ministry of Information and Communications, the Authority of

Broadcasting and Electronic Information, The Department of Internal Political Security (A03) – Ministry of Public Security) to inspect and handle those violations.

Besides, VNNIC also focuses on strengthening internal communications and propaganda within the unit and to domain Registrars of the domain “.vn” and international domains in Vietnam about anti-smuggling, anti-commercial frauds and counterfeiting; to spread news about good mirrors, examples so that people will not join hand with smugglers, commercial cheaters, dealers of counterfeit goods; while be more proactive in reporting criminals and support state authorities in this doing.

ADVANTAGES OF THE NATIONAL DOMAIN NAME .VN





▶ SẴN SÀNG TÀI NGUYÊN INTERNET
PHỤC VỤ CHUYỂN ĐỔI SỐ QUỐC GIA

.vn
TÊN MIỀN QUỐC GIA VIỆT NAM



NHẬN DIỆN



TIN CẬY



AN TOÀN

**NÂNG GIÁ TRỊ WEBSITE
TẠO NIỀM TIN THƯƠNG HIỆU**



CHÍNH SÁCH ƯU ĐÃI

Ưu đãi về phí, lệ phí trong đăng ký, sử dụng tên miền dưới ".biz.vn" đối với doanh nghiệp nhỏ và vừa mới thành lập, hội kinh doanh cá thể.

ĐỐI TƯỢNG

Dành cho tổ chức, cá nhân liên quan đến hoạt động trong lĩnh vực kinh doanh, thương mại

BIZ.VN SẼ PHÙ HỢP NẾU BẠN LÀ

- SMEs
- HỘ KINH DOANH CÁ THỂ
- DOANH NGHIỆP MUỐN XÂY DỰNG THƯƠNG HIỆU TRÊN MÔI TRƯỜNG MẠNG

ỨNG DỤNG

- WEBSITE
- EMAIL DOANH NGHIỆP



CHÍNH SÁCH ƯU ĐÃI (18-23 TUỔI)

Ưu đãi về phí, lệ phí đăng ký sử dụng tên miền dưới ".id.vn" với chủ thể cá nhân là công dân Việt Nam trong độ tuổi từ 18 đến 23

ĐỐI TƯỢNG

Dành cho cá nhân là công dân Việt Nam đăng ký để sử dụng cho các hình ảnh, sản phẩm, thương hiệu cá nhân trên môi trường mạng

ID.VN SẼ PHÙ HỢP NẾU BẠN LÀ

- SINH VIÊN
- NHỮNG NGƯỜI ĐAM MÊ KHỞI NGHIỆP, VIẾT LÁCH, THIẾT KẾ, FREELANCER HOẶC CÁC LĨNH VỰC KHÁC
- CÁ NHÂN CÓ CÁC Ý TƯỞNG SÁNG TẠO

ỨNG DỤNG

- WEBSITE
- EMAIL
- CV ONLINE
- ĐỒNG BỘ CÁC ỨNG DỤNG MXH

ANNEX 2 – Risks related to illegal online trading of wildlife products

The constantly growing and expansion of e-commerce has motivated business activities on e-commerce floors such as Shopee, Lazada, Tiki, Sendo and on popular social networks like Facebook, Zalo and TikTok. Traded goods on those platforms include wildlife species under the Endangered list that is strictly forbidden or limited for commercial exploitation and use²⁷ while their preparations such as rhino horns, elephant ivories, tiger bone glue, pangolin scales etc. are currently advertised and sold publicly on the Internet. Tons of accounts of such sellers can be easily found (Photo 1, Photo 2). Recently, this kind of activity seems to increase remarkably.

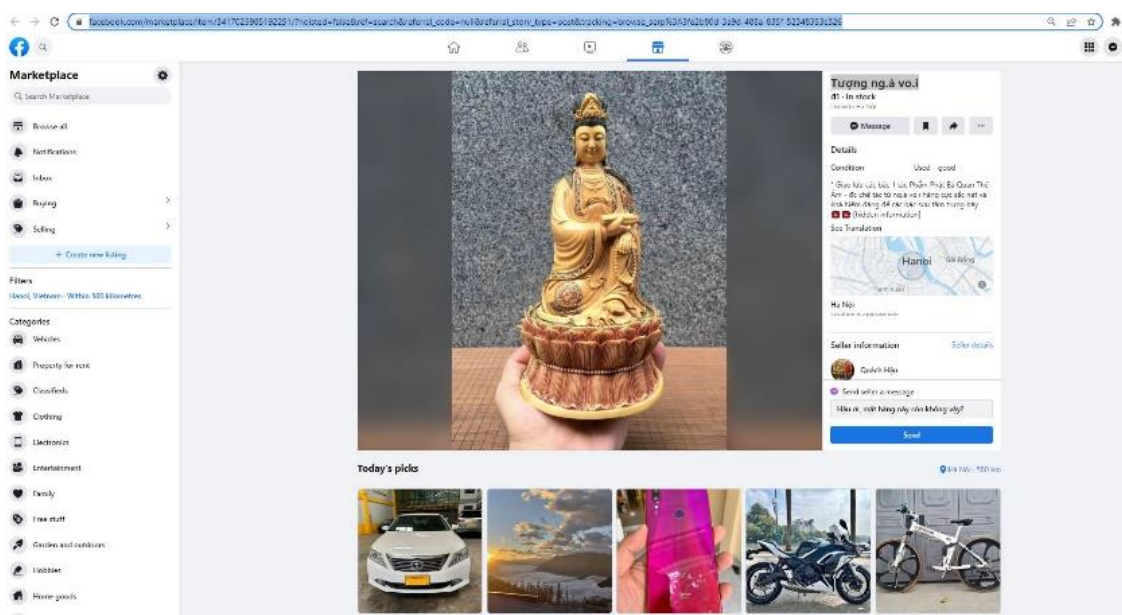


Photo 1: Screenshot of an account selling ivory statues on Facebook's marketplace, Source: TRAFFIC Vietnam, 12/2022

(*) Elephant is the biggest alive mammal on Earth. African elephants are placed under the imminent endanger list while the Asian species are being threatened according to the International Union for Conservation of Nature (IUCN). The consumption demand for elephant items is one of the most prominent threats to the elephant population.

²⁷ The list of species forbidden or limited for commercial exploitation and use - https://thuvienphapluat.vn/van-ban/Tai-nguyen-Moi-truong/Nghi-dinh-84-2021-ND-CP-sua-doi-Nghi-dinh-06-2019-ND-CP-quan-ly-thuc-vat-rung-488788.aspx?anchor=chuong_pl_1

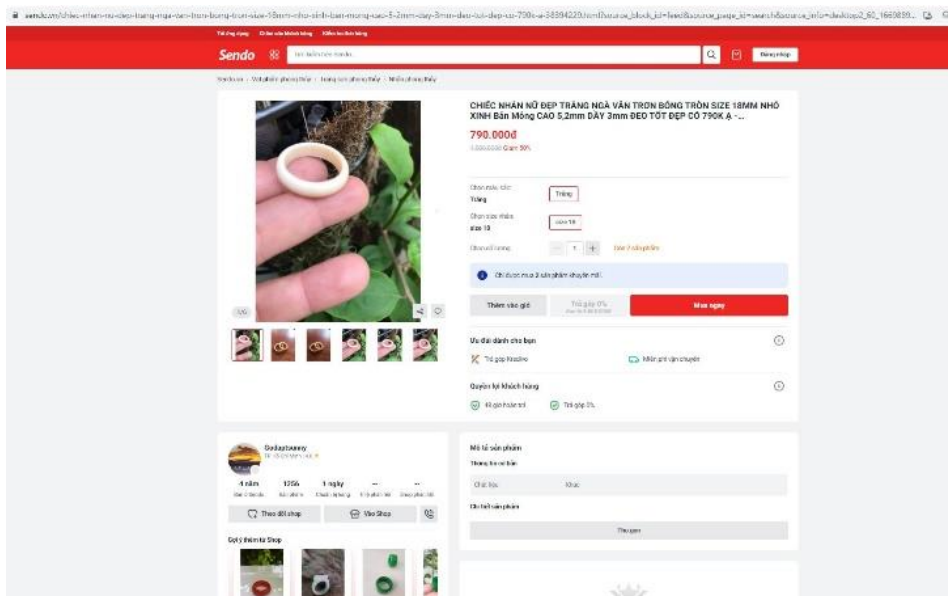


Photo 2: Screenshot of an account selling ivory rings on Sendo,

Source: TRAFFIC Vietnam, 12/2022

Any acts of keeping, advertising, trading wild animals and their parts, products with no proof of legal origin are strictly prohibited by law. Depending on species, nature, severity, the acts of captivity, hunting, killing, transporting, trading wild animals or illegal storing, transporting, trading animal individuals, products or animal parts can be blind for criminal liability with a penalty up to 15 years in prison, applied for individuals, according to Article 190, 191, 234, 244 of The Criminal Code of Vietnam 2015 (which was amended and supplemented in 2017) or sanctioned of administrative violations with the fine up to 400 million dong for individuals, under Article 21, 23 of Decree no. 35/2019/ND-CP (amended and supplemented by Decree no. 07/2022/ND-CP) or Article 41 of Decree no. 42/2019/ND-CP.

The acts of illegal advertising about wild animal products (regardless of genuine or counterfeit products), even on the Internet, are subjects for administrative violation sanctioning with the fine up to 100 million dong for individuals, under Article 33, Decree no. 38/2021/ND-CP or Article 16, Decree no. 35/2019/ND-CP (amended, supplemented by Decree no. 07/2022/ND-CP). In addition, other sanctions include confiscation of tools and exhibits of administrative violations. Besides, violators have to undertake remedial measures for environmental pollution, disease spread; forcible destruction of products, items harmful to human health, livestock, plants and environment.

According to the Report: **“Skin and Bones: Tiger Trafficking Analysis from January 2000–June 2022”** made by TRAFFIC – the Wildlife Trade Monitoring Network –

and published in 11/2022, 75% of 675 accounts on social networks selling wild tiger products in 6 countries in South East Asia came from Vietnam.

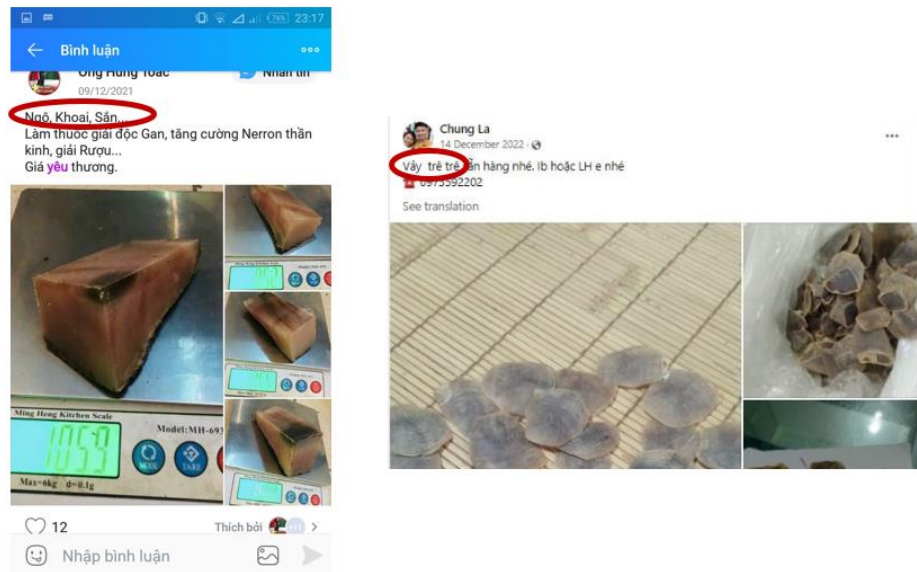


Photo 3: Screenshot of a post selling rhino horns, pangolin scales on Facebook, Source: TRAFFIC Vietnam, 2021 and 2022

() Taking advantages of easy access to buyers and easily hiding identity, many suspects regularly advertise about selling wildlife products such as ivories, rhino horns, bear claws, tiger skin and many other types of wild animals on the Internet. Furthermore, to bypass the inspection process (if any) on e-commerce floors or social network and/or authorities, many suspects use shortened terms or misspellings, slangs or allusions to indicate the sales of such products. Photo 3 was the screenshot of a post advertising about selling a rhino horn piece, although the content was nothing related to rhino horn but only about “corn, potato, cassava”, only this account’s followers or those sending private messages could know exactly about the advertised product. Similarly, pangolin (“tê tê” in Vietnamese) scales are often misspelled as “trê trê” in those posts.*

Market research reports conducted recently by TRAFFIC Vietnam imply that there are thousands of posts and advertisements about selling products made from rhino horn, pangolin, elephant, tiger, big cat species, turtle and tortoise. Data shows an increase in the number of such posts and advertisements from 2021 to 2022. Facebook and Zalo are the two platforms with the highest number of those posts and advertisements, about selling wildlife animal products illegally on biggest e-commerce platforms in Vietnam.

Fully aware of risks incurred from such activities to e-commerce community, since 2015, TRAFFIC in Vietnam and Vietnam E-commerce Association (VECOM) signed

Collaboration Agreement to orientate, build and implement communications programs in attempts for behavioral changes toward e-commerce community's higher sense of social responsibility in terms of environmental protection and natural preservation. Until early 2023, there are more than 3,000 businessmen working in e-commerce sector having access to the content about wildlife protection and corporate social responsibility for fighting against illegal trading and use of wild animals on social networks. Over 200 e-commerce enterprises have signed a commitment not to participate in, facilitate or conduct any advertisements and selling illegal wild animal products. Sapo and Chili – two members of VECOM – became the first Vietnamese members of the **Coalition to End Wildlife Trafficking Online** founded and run by TRAFFIC, World Wildlife Fund (WWF) and IFAW.



Coalition to End Wildlife Trafficking Online founded by TRAFFIC, World Wildlife Fund (WWF) and IFAW, started operating in 2018. At present, there are 47 members joining the Coalition, including giant global Internet corporations such as Google, Meta (Facebook), Tik Tok, Tencent, Pinterest, Baidu. The Coalition aims at providing with relevant regulations and guidance about wildlife preservation so as to help companies direct and build their own wildlife policies suitable and closely connected to their operation. At the same time, the Coalition provides training courses for enterprises and their employees to gain better recognition about illegal advertising and selling of wild animal products on social networks (for instance, the free Online Course about wildlife protection, details below). The Coalition also creates an environment for global business community to exchange nice experiences, proposals and closely cooperate in fighting against this ever-rising illegal commercialization on social networks.

On 23/7/2020, the Prime Minister issued Directive no. 29/CT-TTg about urgent solutions for wildlife management, of which handling law-breaking activities on the Internet was emphasized as one top priority. As Internet can connect the whole world

together, illegal advertising and trading of wildlife products online not only impact the biodiversity in Vietnam but also worsen our national image and enterprises in international space. The Prime Minister assigned the Ministry of Public Security to request authorities for “cooperating with relevant departments in inspecting and handling the acts of illegal advertising and selling wild animal products on websites”.

Apparently, there are increasing legal risks to wildlife traders on the Internet and even enterprises accidentally involved in such activities. Besides government’s efforts, more and more people are willing to support the monitoring and reporting about wildlife violations on the Internet. Law enforcement agencies in local have acknowledged the seriousness in the violation of suspects on the Internet and got accustomed to handling those suspects. *(More information about typical lawsuit cases and penalties for illegal advertising, selling wildlife products on the Internet in 2022 is demonstrated in the attached Table).*

In the coming time, one of VECOM’s top priorities is to actively implement environmentally responsible activities to reduce direct or indirect impacts e-commerce may cause to the habitat and community, contributing to building a sustainably growing Vietnam e-commerce. The two organizations will continue proactively building and launching behavioral changing media campaigns in efforts to encourage e-commerce enterprises to take decisive actions and show corporate social responsibility. To run activities that help raise the awareness and risk management training for e-commerce enterprise to acknowledge and know preventive measures to avoid risks related to illegal wildlife trading, through free Conferences and Online courses about wildlife protection.

Screenshot of the Online Course: Minigame for users’ knowledge establishment



The free online training course about wildlife protection is an online platform providing with systematic legal regulations, information, data, images, simulation videos about endangered, rare, valuable wild species, helping learners distinguish and identify those made-of products in order to avoid being involved in illegal trading and consumption of wildlife products. Learners can reinforce their knowledge through minigames, situation questions, image tests. When completing all required levels, learners will receive a certificate for participation in and completion of the Course.

(Support to implement the Project “Endangered Wildlife Animal Protection” funded by the US Agency for International Development (USAID)).

Additionally, TRAFFIC and VECOM also stimulate enterprises doing business on e-commerce floors and social networks, such as Facebook, Zalo, Lazada or Shopee to join hand in eliminating wildlife violations on their commercial platforms. This is toward building a “digital” but lawful, safe and sustainable business environment for all types of participants. More importantly, it helps maintain biodiversity, preserve natural resources, reduce risks of new outbreaks transmitted from animals to human and protect security and sustainable growth for the community and society.

Typical trials and penalties regarding illegal advertising, selling wildlife products on the Internet in 2022

Date	Summary	Trial and penalty
23/06/2022	The police of Lak district, Dak Lak province discovered and arrested Le Viet Phat (residing in Dong Bak village, Lak district, Dak Lak province) for illegally trading 0.38 kg of pangolin scales and 03 black bear claws. Le Viet Phat had posted about his sales of endangered, rare and high value animal products on Facebook and TikTok since 2021.	In the first-instance criminal court on 18/11/2022, the People’s Court of Lak district announced to sentence Le Viet Phat to 18 months in prison, forcefully destroying all wild animal product exhibits. On 06/02/2023, corresponding to Le Viet Phat’s appeal to reduce the sentence, the People’s Court of Dak Lak province carried out the criminal court of appeal, ultimately determine to remain the final sentence of the first-instance court, followed by an 18-month imprisonment for

		“violation of the law about protection of endangered, rare and high value animals”.
11/10/2022	Ha Giang Provincial People’s Committee issued an administrative violation sanction toward Pham Huong Lan (born in 1984, living in Vi Xuyen district, Ha Giang province). Previously, the convict had used a Facebook account named Pham Huong Lan to advertise and sell many artifacts made from ivory, bear claw, monkey bone glue and so one.	A penalty of 77.5 million dong for advertising of prohibited products: endangered, rare and high value animal products.
14/10/2022	Lang Son Provincial People’s Committee issued an administrative violation sanction upon Nguyen Thi Bich Hau (born in 1989, living in Dong Kinh district, Lang Son City) for advertising and selling of bear bile.	A penalty of 85 million dong for advertising and selling of prohibited products (bear bile) and violations of cultural and advertising regulations.
17/10/2022	Dien Bien Provincial People’s Committee issued an administrative violation sanction upon Nguyen Thi Tuan (living in Dien Bien Province) for illegally advertising about bear bile sales on multiple Facebook accounts.	A penalty of 70 million dong for illegal advertising of bear bile on multiple Facebook accounts.
25/11/2022	Ninh Binh Provincial People’s Court carried out trials and sentenced Nguyen Quyet Thang (born in 1990, residing in Phu Nghia commune, Lac Thuy district, Hoa Binh province) for “violating regulations on protection of endangered, rare animals”. In 5/2022, Nguyen Quyet Thang was raising and keeping sloth-monkeys in small iron cages at home. He later claimed to have captured them in the forest behind his house. Despite knowing those two sloth-monkeys were endangered, rare animals and prohibited from hunting, breeding, trading, transporting, to gain his own benefit, Thang posted on Facebook to sell them for 3.5 million dong. On the way delivering to buyers, Thang was arrested by the Police of	A penalty of 13 months in prison for “violating regulations on protection of endangered, rare animals”.

	Tam Diep city, the 2 sloth-monkeys were confiscated as crime exhibits	
5/12/2022	<p>The People’s Court of Bao Loc city (Lam Dong province) announced a sentence toward Hoang Van Tinh (born in 1965), residing in Ward 2, Bao Loc for “violating regulations on protection of endangered, rare animals”, under provisions of Article 244, Clause 3 of the Criminal Code of Vietnam, for illegal storage of 3 bull head specimens, 1 black bear head specimen, 1 yellow-cheeked gibbon specimen, 2 chamois head specimens, 1 roe deer head specimen and many other wild animal parts at home.</p> <p>Since 2019, Hoang Van Tinh had conducted illegal advertising and selling of endangered, rare wild animal products on social networks.</p>	A penalty of 5 years and 6 months in prison for “violating regulations on protection of endangered, rare animals”, under Article 244, Clause 3 of the Criminal Code

(*) Source: TRAFFIC – Wildlife Trade Monitoring Network

ANNEX 3 – Sustainable development initiatives at LAZADA



Supporting businesses to recover during and after the pandemic: Lazada cooperated with agencies and organizations (Vietnam E-commerce And Digital Economy Agency, Vietnam Trade Promotion Agency, Vietnam E-Commerce Association, Provincial Departments of Industry and Trade, development projects...) to organize trainings on digital skills for and support small and medium enterprises, agricultural enterprises in digital transformation and selling products on Lazada e-commerce platform, as well as support onboarding agricultural products and local specialties on the platform (Binh Dinh, Quang Ninh, Ha Giang, Lao Cai, Hanoi, etc.). As a result, in the year 2022, more than 300,000 enterprises were supported in digital transformation and trading on Lazada e-commerce platform.

Released Environmental, Social and Governance (ESG) Impact Report: marking its 10th anniversary, Lazada released its very first Environmental, Social and Governance (ESG) Impact Report, firming the commitment toward a sustainable development company. The Report was developed detailing and affirming the company's efforts to leverage e-commerce to uplift communities, drive sustainable and responsible development, and manage impact on the environment as well.

Green delivery, LazEarth and initiatives in packaging and sorting orders: in 2023, with its Green Delivery project, Lazada Logistics pioneers to put 100 delivery e-motorbikes in Vietnam market, aiming at contributing to the reduction of carbon outputs. The introduction of electric vehicles into transportation is a move, which is in line with the general trend of the region and the world, further affirming Lazada's commitments towards a green future and sustainable development. Previously, in 2022, Lazada partnered with brands selling goods through Lazmall genuine stores to carry out the LazEarth campaign, on the occasion of the Earth Day, to increase consumer reach for eco-friendly products.

For order packaging, Lazada has been actively applying initiatives to reduce waste into the environment such as recycling packaging, applying technology to automatically determine the size of goods to choose the proper packaging, using packs from certified materials meeting sustainable development criteria (FSC), replacing nylon dunnage with shredded paper from recycled packaging.

In addition, Lazada also invests in the most modern sorting technology to optimize efficiency, accuracy as well as enhance traceability, while reducing costs and waste into the environment.

Issuance of the Handbook “Effective and eco-friendly packaging”: this Handbook offers useful tips so that every seller, no matter how large or small, can properly and effectively pack goods to save packaging materials, minimize error risks to improve economic efficiency, and curb waste discharged into the environment. This is also the first-ever Handbook developed by a e-commerce platform in Vietnam and highly supported and applauded by government agencies and organizations, such as the Vietnam E-Commerce And Digital Economy Agency under the Ministry of Industry and Trade, the Vietnam Business Council For Sustainable Development under the Vietnam Chamber of Commerce and Industry, and the Vietnam E-commerce Association.

Activities for community: Over the years, Lazada has carried out various initiatives for the community, especially supporting children in the underprivileged areas such as the "Gop sach uoc mo" campaign to present books and school supplies for children facing with difficult living conditions after the flood in Dong Ha, the program "Vung buoc em toi trung" aiming at supporting children and families in 2 hamlets of Y Ty and A Lu of Bat Xat district (Lao Cai), ... Furthermore, during and after the Covid-19 pandemic, in addition to continuous efforts to support small and medium enterprises to recover their businesses, Lazada has joined hands with the community, cooperated with state agencies, employees, frontline healthcare workers, consumers and vendors, etc. to carry out various activities such as supporting medical and epidemic prevention equipment, providing essential necessities to people, sending words of encouragement, gifts that have both spiritual value and practical support for daily life to help employees confidently overcome pressure and work from home with peace of mind during the time of social distancing ...

Human resources development: in the series of its activities to support human resources nationwide, Lazada has invested in implementing many programs such as: scholarship program, offices and warehouses visits to help students experience the real working environment in the field of e-commerce. In addition, Lazada also actively participated in activities to support human resource training and development programs led by VECOM such as: the development of E-commerce Training and Education Report, the establishment of VeComNet – an e-commerce training university network, Digital Business Talent Student Contest. In addition, Lazada also organized extensive learning festivals for sellers and students to have the opportunity to attend online and offline training courses run by Lazada. Particularly, in the 3 days of the 2022 Learning Festival, on online channels, there were more than 40,000 visits to various training courses, including more than 28,000 sellers.

LAZADA CONTINUOUSLY AWARDED FOR MEANINGFUL CONTRIBUTIONS TO THE COMMUNITY

As a pioneer enterprise with its sustainable development strategy and mission to bring meaningful uplifts to the society through e-commerce, Lazada has been

continuously implementing initiatives to support community, including sellers, consumers, employees, partners, as well as cooperating with central and local government agencies, thereby, contributing to improving the quality of life for the goal of sustainable development of the whole society.

The clearest proof of recognition on Lazada's meaningful contributions is the CSR Awards duo presented by The Saigon Times, under the Saigon Economic Review, and AmCham - the American Chamber of Commerce in Vietnam at the end of 2022. Specifically, Lazada was honored as one of those having the best awareness of corporate responsibility to society and possessing the most effective and typical CSR activities in the country. Especially, Lazada is the first e-commerce platform in Vietnam winning the CSR award presented by the AmCham's CSR Recognition Awards.



ANNEX 4 – Vietnam Martech Map 2023



Source: Vietnam Digital Marketing Trends 2023

ANNEX 5 - The Provincial Competitiveness Index

The Provincial Competitiveness Index (PCI) is designed to measure and assess the business environment and the quality of the economic governance and administration reform of the provincial and municipal authorities in Vietnam.

The PCI consists of 10 component indices, reflecting the areas of economic administration that affect the development of the private economic sector including:

1. *Market entry costs;*
2. *Access to land and stability of land use;*
3. *Transparent business environment and public business information;*
4. *Informal charges;*
5. *Time for inspection, examination and implementation of administrative regulations and procedures;*
6. *The environment of fair competition;*
7. *The dynamism and creativity of the provincial leaders in solving problems for businesses;*
8. *Support services for businesses;*
9. *Good labor training policy;*
10. *Fair and effective dispute resolution procedures.*

No	City, province	2021 PCI	2021 ranking	2020 ranking	2019 ranking	2018 ranking
1	An Giang	66.48	17	19	21	28
2	Ba Ria-Vung Tau	69.03	9	15	16	21
3	Bac Giang	64.74	31	26	40	36
4	Bac Kan	62.26	48	59	59	60
5	Bac Lieu	61.25	55	63	51	39
6	Bac Ninh	69.45	7	10	4	15
7	Ben Tre	66.34	18	8	7	4
8	Binh Dinh	68.32	11	37	19	20
9	Binh Duong	69.61	6	4	13	6
10	Binh Phuoc	62.17	50	50	61	61
11	Binh Thuan	65.96	21	34	31	22
12	Ca Mau	64.74	32	43	45	49
13	Can Tho	68.06	12	12	11	11
14	Cao Bang	56.29	63	54	54	57
15	Da Nang	70.42	4	5	5	5

16	Dak Lak	64.20	34	35	38	40
17	Dak Nong	61.95	52	60	62	63
18	Dien Bien	61.86	53	46	44	47
19	Dong Nai	65.75	22	20	23	26
20	Dong Thap	70.53	3	2	2	2
21	Gia Lai	64.90	26	38	30	33
22	Ha Giang	60.53	59	61	60	52
23	Ha Nam	63.28	42	30	34	37
24	Ha Noi	68.60	10	9	9	9
25	Ha Tinh	64.87	27	21	27	23
26	Hai Duong	67.65	13	47	47	55
27	Hai Phong	70.61	2	7	10	16
28	Hau Giang	63.80	38	39	43	44
29	Hoa Binh	57.16	62	44	48	48
30	Hung Yen	63.76	39	53	55	58
31	Khanh Hoa	63.11	44	27	29	17
32	Kien Giang	59.73	60	62	35	31
33	Kon Tum	58.95	61	56	56	59
34	Lai Chau	61.22	56	57	63	62
35	Lam Dong	67.17	15	23	22	27
36	Lang Son	63.92	36	49	50	50
37	Lao Cai	64.93	25	16	25	12
38	Long An	66.58	16	3	8	3
39	Nam Dinh	64.99	24	40	33	35
40	Nghe An	64.74	30	18	18	19
41	Ninh Binh	60.53	58	58	39	29
42	Ninh Thuan	62.23	49	32	37	43
43	Phu Tho	66.11	20	22	26	24
44	Phu Yen	64.17	35	42	42	51
45	Quang Binh	61.17	57	52	52	54
46	Quang Nam	66.24	19	13	6	7
47	Quang Ngai	62.97	45	36	41	41
48	Quang Ninh	73.02	1	1	1	1
49	Quang Tri	63.33	41	41	49	53
50	Soc Trang	61.81	54	51	53	45
51	Son La	62.45	46	55	57	56
52	Tay Ninh	63.90	37	24	15	14
53	Thai Binh	62.31	47	25	28	32

54	Thai Nguyen	64.81	28	11	12	18
55	Thanh Hoa	63.21	43	28	24	25
56	Thua Thien Hue	69.24	8	17	20	30
57	Tien Giang	64.41	33	45	46	38
58	Ho Chi Minh City	67.50	14	14	14	10
59	Tra Vinh	62.03	51	48	58	46
60	Tuyen Quang	64.76	29	31	32	34
61	Vinh Long	65.43	23	6	3	8
62	Vinh Phuc	69.69	5	29	17	13
63	Yen Bai	63.33	40	33	36	42

Source: **The Provincial Competitiveness Index VCCI, page 45**

<https://pcivietnam.vn/uploads//VN-Bao-cao-dai-PCI/Bao-cao-PCI-2021.pdf>

ANNEX 6 - Population, Enterprises and Income

No	City, province	2021 population (thousand people)	2021 number of enterprises	No. of enterprises / 1,000 people	2021 income per capita Thousand dong / month
1	An Giang	1,909.5	4,856	2.5	3,406
2	Ba Ria-Vung Tau	1,176.1	11,393	9.7	4,419
3	Bac Giang	1,875.2	7,117	3.8	3,966
4	Bac Kan	323.7	655	2.0	2,125
5	Bac Lieu	918.5	2,194	2.4	3,642
6	Bac Ninh	1,462.9	13,944	9.5	4,917
7	Ben Tre	1,295.7	3,473	2.7	3,367
8	Binh Dinh	1,508.3	7,058	4.7	3,469
9	Binh Duong	2,596.8	37,668	14.5	7,123
10	Binh Phuoc	1,024.3	6,216	6.1	4,002
11	Binh Thuan	1,246.3	5,466	4.4	4,077
12	Ca Mau	1,208.8	3,659	3.0	3,239
13	Can Tho	1,247.0	9,622	7.7	4,794
14	Cao Bang	542.2	1,182	2.2	2,273
15	Da Nang	1,195.5	24,703	20.7	5,230
16	Dak Lak	1,909.0	7,087	3.7	2,811
17	Dak Nong	664.4	1,864	3.6	2,745
18	Dien Bien	625.1	1,076	1.7	1,821
19	Dong Nai	3,169.1	25,055	7.9	5,751
20	Dong Thap	1,601.3	3,717	2.3	4,199
21	Gia Lai	1,569.7	4,837	3.1	2,329
22	Ha Giang	887.1	1,248	1.4	1,933
23	Ha Nam	875.2	4,800	5.5	4,372
24	Ha Noi	8,330.8	178,493	21.4	6,002
25	Ha Tinh	1,314.1	5,199	4.0	2,981
26	Hai Duong	1,936.8	10,126	5.2	4,304
27	Hai Phong	2,072.4	19,806	9.6	5,093
28	Hau Giang	729.9	2,349	3.2	3,761
29	Hoa Binh	871.7	2,659	3.1	2,644
30	Hung Yen	1,284.6	8,324	6.5	4,192
31	Khanh Hoa	1,248.1	11,144	8.9	3,236
32	Kien Giang	1,752.3	8,071	4.6	3,986

33	Kon Tum	568.8	1,972	3.5	2,517
34	Lai Chau	478.4	1,090	2.3	2,050
35	Lam Dong	1,321.8	7,380	5.6	3,718
36	Lang Son	796.9	2,220	2.8	2,471
37	Lao Cai	761.9	3,052	4.0	2,515
38	Long An	1,725.8	11,088	6.4	3,725
39	Nam Dinh	1,836.3	6,455	3.5	4,413
40	Nghe An	3,409.8	12,414	3.6	3,095
41	Ninh Binh	1,007.6	4,745	4.7	4,282
42	Ninh Thuan	596.0	2,813	4.7	2,855
43	Phu Tho	1,507.5	5,587	3.7	3,589
44	Phu Yen	875.5	3,088	3.5	3,296
45	Quang Binh	910.7	4,734	5.2	3,338
46	Quang Nam	1,518.5	7,905	5.2	3,653
47	Quang Ngai	1,244.1	5,415	4.4	3,219
48	Quang Ninh	1,350.9	9,468	7.0	3,992
49	Quang Tri	647.8	3,059	4.7	3,026
50	Soc Trang	1,206.8	2,813	2.3	3,246
51	Son La	1,287.7	2,084	1.6	1,834
52	Tay Ninh	1,181.9	4,560	3.9	4,036
53	Thai Binh	1,875.7	5,481	2.9	4,334
54	Thai Nguyen	1,323.2	5,167	3.9	3,814
55	Thanh Hoa	3,716.4	14,088	3.8	3,652
56	Thua Thien Hue	1,153.8	4,763	4.1	3,525
57	Tien Giang	1,779.4	5,060	2.8	3,932
58	Ho Chi Minh City	9,166.8	268,465	29.3	6,008
59	Tra Vinh	1,018.6	2,436	2.4	3,290
60	Tuyen Quang	801.7	1,590	2.0	2,872
61	Vinh Long	1,029.0	2,792	2.7	3,173
62	Vinh Phuc	1,191.8	8,322	7.0	4,511
63	Yen Bai	842.7	1,887	2.2	2,540

Source: 2021 Statistical Yearbook of Vietnam, General Statistics Office

Link: <https://www.gso.gov.vn/wp-content/uploads/2022/08/Sach-Nien-giam-TK-2021-1.pdf>

ANNEX 7 - National domain name “.VN” allocation by province

No	City, province	Domain name ".vn"	Population (thousand people)	Population / 1 domain name ".vn"
1	Ha Noi	190,926	8,330.8	44
2	HCMC	207,062	9,166.8	44
3	Da Nang	10,900	1,195.5	110
4	Ba Ria - Vung Tau	4,944	1,176.1	238
5	Hai Phong	8,661	2,072.4	239
6	Binh Duong	10,084	2,596.8	258
7	Khanh Hoa	4,327	1,248.1	288
8	Dong Nai	9,648	3,169.1	328
9	Can Tho	3,505	1,247.0	356
10	Hung Yen	3,599	1,284.6	357
11	Lam Dong	3,538	1,321.8	374
12	Quang Ninh	3,590	1,350.9	376
13	Thua Thien Hue	3,020	1,153.8	382
14	Bac Ninh	3,784	1,462.9	387
15	Ha Nam	2,254	875.2	388
16	Nam Dinh	4,435	1,836.3	414
17	Binh Dinh	3,458	1,508.3	436
18	Vinh Phuc	2,699	1,191.8	442
19	Long An	3,788	1,725.8	456
20	Quang Nam	3,314	1,518.5	458
21	Hai Duong	4,200	1,936.8	461
22	Ninh Binh	2,008	1,007.6	502

23	Lao Cai	1,503	761.9	507
24	Thai Nguyen	2,474	1,323.2	535
25	Thai Binh	3,266	1,875.7	574
26	Ben Tre	2,197	1,295.7	590
27	Thanh Hoa	6,087	3,716.4	611
28	Quang Ngai	2,023	1,244.1	615
29	Nghe An	5,432	3,409.8	628
30	Dak Lak	3,027	1,909.0	631
31	Ninh Thuan	919	596.0	649
32	Bac Giang	2,865	1,875.2	655
33	Binh Phuoc	1,505	1,024.3	681
34	Ha Tinh	1,884	1,314.1	698
35	Binh Thuan	1,663	1,246.3	749
36	Phu Tho	2,009	1,507.5	750
37	Tay Ninh	1,408	1,181.9	839
38	Phu Yen	1,035	875.5	846
39	Tien Giang	2,078	1,779.4	856
40	Quang Binh	1,029	910.7	885
41	Quang Tri	728	647.8	890
42	Kien Giang	1,884	1,752.3	930
43	Yen Bai	792	842.7	1,064
44	Kon Tum	488	568.8	1,166
45	Hoa Binh	746	871.7	1,168
46	An Giang	1,614	1,909.5	1,183
47	Gia Lai	1,305	1,569.7	1,203
48	Dong Thap	1,323	1,601.3	1,210

49	Vinh Long	847	1,029.0	1,215
50	Hau Giang	521	729.9	1,401
51	Tuyen Quang	571	801.7	1,404
52	Ca Mau	859	1,208.8	1,407
53	Dak Nong	472	664.4	1,408
54	Tra Vinh	676	1,018.6	1,507
55	Bac Lieu	527	918.5	1,743
56	Lang Son	442	796.9	1,803
57	Soc Trang	663	1,206.8	1,820
58	Bac Kan	174	323.7	1,860
59	Dien Bien	209	625.1	2,991
60	Cao Bang	164	542.2	3,306
61	Lai Chau	143	478.4	3,345
62	Son La	381	1,287.7	3,380
63	Ha Giang	250	887.1	3,548

Source:

1. 2021 Statistical Yearbook of Vietnam, General Statistics Office, page 89-90.

<https://www.gso.gov.vn/wp-content/uploads/2022/08/Sach-Nien-giam-TK-2021-1.pdf>

2. The number of domain names was provided by VNNIC as of 31/12/2022



SPONSORS

VIETNAM POST CORPORATION (Vietnam Post)



Vietnam Post – Transforming yourself into trends, understanding customers more

After the "push" of Covid-19, Vietnam witnessed the rapid development of e-commerce, leading to a rapid increase in the number of delivery service businesses in the market. From a public postal enterprise, providing mainly traditional delivery services to people, agencies, organizations and businesses, Vietnam Post has also "changed its identity on its own behalf", strongly rose to become the leading prestigious enterprise in the field of express delivery, last mile delivery.



Understanding that network connectivity is an important factor to shorten shipping time and reduce transportation costs, throughout the development process, Vietnam Post has constantly invested in expanding its service network and infrastructure system. modern floor. Up to the present time, Vietnam Post is the country's largest postal infrastructure owner with a network of more than 13,000 service points spanning 63 provinces and cities across the country to the border and islands; shipping connections to more than 220 countries and regions; 7 regional mining center hubs are equipped with a large capacity automatic selection and division line system; 700 district mining centers; hundreds of thousands of square meters of warehouse space; more than 2,000 specialized trucks with GPS navigation; 100 container train carriages on the railway...

The year 2022 marks an important transformation for Vietnam Post in developing and providing e-commerce delivery services when focusing resources, optimizing and specializing each stage and forming a delivery service provider. Developing e-commerce in the true sense of the market, promoting true values in connecting online buyers - sellers, meeting the increasingly exciting needs of the market.

Along with that, the technology investment is made methodically and synchronously at the regional mining centers with a modern 2-storey cross belt automatic dividing line system. Application of artificial intelligence integrated information processing, image analysis, the system allows 100% accurate high-speed parcel division in hundreds of directions to the district and commune levels. This not only helps Vietnam Post improve productivity, accuracy, shorten up to 70% of exploitation and delivery time, but also optimize costs, bringing the best service price to customers.

With the motto of customer experience as a "measurement" of service quality, Vietnam Post continues to optimize and add features on the My Vietnam Post Plus order creation and management system to diversify options, utility, maximum user support. Built and upgraded in the direction of personalizing customers' needs, the products and services displayed on My Vietnam Post Plus are synchronously displayed in groups and apply the fee table according to the signed contract to help customers. Monitor the temporary charge to choose the right delivery service for each order. From there, creating a connection and interaction continuously and seamlessly in the relationship between seller - carrier - buyer.

In 2023 with optimistic development signals from the e-commerce field, Vietnam Post is ready to embrace new trends from the market, becoming a reliable "companion" of customers with service, quality, and technology. technology with responsibility, dedicated service.



Sapo - a multi-channel sales and management platform - entrusted by +190.000 clients

Sapo is the most popular Omni Channel sales and management platform in Vietnam with more than 190,000 users (data updated February 2023). Founded on August 20th, 2008, with intense passion, a burning desire for success, and clear strategic direction, Sapo instantly confirms its leading position in the field of retail and e-commerce with high-quality products, focusing on solving several customers' needs in different management and sales problems from online to offline. Currently, besides the headquarter in Hanoi, Sapo has offices and branches in 26 provinces and cities in Vietnam, as well as reaching out to serve a number of countries in Southeast Asia.

Capturing the ever-changing e-commerce technology trends and the growing needs of sellers, Sapo helps businesses and stores change the way they sell to increase revenue and competing capability by providing a breakthrough technology platform that can be easily and quickly applied at a low cost. Currently, Sapo is providing retail businesses with an overall sales and management platform from online to offline, including:

- **Sapo POS** - The best sales management software for stores and online sales; Sales growth on e-commerce floors; Best Facebook and Instagram sales manager;
- **Sapo FnB** - Comprehensive restaurant and cafe management software;
- **Sapo Web** - SEO standard website design solution, multi-industry, professional;
- **Sapo Omnichannel** - Multi-channel sales and management solution from Online to Offline;
- **Sapo Enterprise** - Comprehensive growth solution for large enterprises;
- **Sapo Express** - Cheap shipping solution & 70% faster order processing for stores;
- **Sapo Money** - A comprehensive financial solution exclusively for Sapo's customers.

In the journey of more than 15 years of development, Sapo always strives to bring satisfaction to customers through the most optimal products and technology solutions. At the same time, we are constantly researching and pioneering new technology solutions that contribute to affirming our position.

And Sapo is gradually realizing its vision for 2027, which is: Sapo is the leading technology company in Vietnam, developing together with small and medium-sized sellers. Sapo people together strive to build a proud working environment, high income, and practical contributions to society.

Read more information and **free trial** at Sapo.vn.



SAPO TECHNOLOGY JSC

Head office: 6th Floor, Ladeco Building, No.266 Doi Can str., Ba Dinh District, Hanoi.

- **Branch Ho Chi Minh:** 3rd Floor, Lu Gia Building, No. 70 Lu Gia str., 15 Ward, 11 District, HCMC.

- **Branch Da Nang:** No.124 Le Dinh Ly str., Vinh Trung ward, Da Nang.

and 24 other branches.

Website: <https://www.sapo.vn/>

Email: info@sapo.vn

Phone: 1900 6750

LAZADA



Information about Lazada:

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.

Aiming to accelerate progress in Southeast Asia through commerce and technology, Lazada has been pursuing a persistent strategy of sustainable development based on long-term investment commitments from the early days of establishment and development. In addition to investments in core infrastructure of technology, logistics and people, the creation of shared values and corporate social responsibility is essential to Lazada's mission. Over the years, Lazada Vietnam has continued to support corporate digital transformation, fostered talents and local community development through many meaningful initiatives.

MEDIASTEP SOFTWARE VIETNAM CO., LTD



Mediastep Software Vietnam - Leading the digital transformation trend

Established on June 7, 2017, in the development journey up to date, with more than 500 employees and 7 offices nationwide, Mediastep Software VN has accompanied more than 18,000 businesses, becoming a comprehensive omni-channel sales management platform. which receive the trust of many businesses. We always strive to pursue the goal of helping customers sell more and bring them satisfaction through the most optimal technology solutions. Mediastep is constantly developing new technology solutions, contributing to affirming our position in Vietnam and Southeast Asia markets with 4 main products:



1. GoSELL - A comprehensive omni-channel sales management solution OAO

This is a sales ecosystem that mainly focuses on developing OAO (Online and Offline) business models, integrated with comprehensive features to support the omni-channel sales process for businesses, including:

- GoWEB: Design an SEO-standard sales website quickly in just 10 minutes.
- GoAPP: Design a sales app with customers' brand, operate right on the customer's mobile phone.
- GoPOS: Sales management software for offline stores
- GoLEAD: Design Landing page to help collect customer information and convert potential customers effectively.

- GoSOCIAL: Manage chat and sales on Facebook Fanpages and Zalo OA.
- GoCALL: Call center is integrated into the system to support professional customer care.

All managements from warehouses, products, orders, and customer CRM in all sales channels, from stores, websites, App, Shopee, Lazada or Tiktok, Facebook, Zalo, and branches, are all synced to a single place. Combined with many features and tools to support marketing and remarketing, to help businesses easily manage their business, reduce costs, and take advantage of the strengths of both traditional and online sales channels to break through. revenue and sustainable development for businesses.

2. GoF&B - A specialized sales management solution for the F&B industry (Food and Beverage)

From the successful of OAO - GOSELL multi-channel business model, Mediastep continues to develop a comprehensive business solution for the F&B industry, launched in October 2022 and has initially received a lot of positive feedback from customers.

GoF&B will be a comprehensive business supporting software, bringing an extremely perfect experience, which will definitely help restaurants and eateries improve their service speed and quality to bring a perfect experience into the mind of every customer.· Create a professional and accurate application process right at the counter.

- Access and maximize the customer experience with the GoF&B ordering App
- Website design to order food quickly and conveniently for customers.
- Build a sales App with a distinct brand.
- Enhance the diners experience with effective customer care, marketing, and remarketing support features.

With GoF&B now, the entire sales process, orders, raw ingredients, and employees from Online to Offline are managed in a single place to help FnB businesses easily manage in a streamlined and optimized way and professional.

3. GoEXPORT - Solutions for businesses exporting products

As a partner of B2B e-commerce platform Alibaba.com since April 2020, Mediastep supports many businesses to approach and find international buyers and export successfully through Alibaba.com - the world's largest B2B e-commerce platform, through the product GoEXPORT.

- Solve the problem of finding buyers: You have the opportunity to bring your products to more than 40 million buyers, receive more than 300 thousand messages per day from more than 190 countries and territories.
- Outstanding revenue growth: With many modern features provided by Alibaba.com, it helps to optimize the store effectively, helping to increase sales for businesses.
- Professional support team with many years of experience and well-trained from Alibaba.com.

4. GoB2B - Build your own e-commerce platform quickly

To complete the ecosystem as well as meet the needs of customers, Mediastep has continued to launch new GoB2B technology solutions that allow corporate customers to build a separate e-commerce platform for themselves. From there, opening a playground for the business community to trade, buy, and exchange goods online and earn profits through commissions from transactions on the floor.

Achievements that Mediastep has accomplished

Mediastep Software Vietnam is proud to be an Official Member of Vietnam Chamber of Commerce and Industry - VCCI, Official Member of Vietnam E-commerce Association - VECOM, Vietnam Software and IT Association VINASA, and other associations with the desire to support many successful digital transformation business communities.

In addition, Mediastep also won many awards in e-commerce, such as the "Best Solution Award 2021 - Best technology solution in 2021 for GoSELL sales management software", the "Top 10 leading brands" Vietnam in 2022", and many Top Channel awards from Alibaba.com.

Not only that, Mediastep Software VN is proud to be a regular speaker and guest in many big domestic e-commerce events and Talkshow activities, sharing solutions and inspiration at universities across the country. At the same time, GOSELL products are also selected as teaching materials and tools at universities such as Industrial University, Ho Chi Minh Banking University, Hutech University, ..

Mediastep's goal is to become a companion to all businesses, bringing the best conditions to optimize business operations, domestic sales, and exports of goods. Creating a premise to build an increasingly civilized and modern "digital economy, digital government, and digital society" on the basis of outstanding technology. Mediastep Software Vietnam has been and will continue to improve, continue to devote all efforts and determination to build a stronger and stronger brand to conquer all markets and bring customers the most perfect quality products.

Head office: 12th floor, Vietjet Plaza building, ward 2, Tan Binh district, Ho Chi Minh City

Website: gosell.biz

Hotline: (028) 73030800

NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY



NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY is one of leading post and express delivery companies in Vietnam, established on 10/03/2003.

With 20-year continuously development and innovation, NETCO is proud of valuable achievements. Besides, NETCO have been building our own ERP system – smart overall management system to support customer achieve optimized performance in creating and monitoring every airwaybill.

NETCO have been also applied management system with 5S Methodology, ISO 9001:2015 to better monitoring performance of more than 2.400 members in branches, PODs in the whole 63 provinces. All of those efforts from NETCO are to provide best services with customer-centric orientation.

TÂM NHÌN

- ✓ TRỞ THÀNH CÔNG TY HÀNG ĐẦU VẬN CHUYỂN TẠI VIỆT NAM VÀO NĂM 2030.
- ✓ MỞ ĐỘNG MẠNG LƯỚI Ở PHẦN LỚN CÁC NƯỚC ASEAN.
- ✓ DẪN ĐẦU THỊ TRƯỜNG VỀ CHẤT LƯỢNG DỊCH VỤ TRẢI NGHIỆM KHÁCH HÀNG DỰA TRÊN SỰ PHỤC VỤ TẬN TÂM VÀ CHUYÊN ĐỐI SỐ.
- ✓ ĐÓNG GÓP VÀO SỰ PHÁT TRIỂN THỊNH VƯỢNG CỦA CỘNG ĐỒNG.

SỨ MỆNH

NETCO CAM KẾT LUÔN SÁNG TẠO ĐỂ MANG DỊCH VỤ VẬN CHUYỂN CHẤT LƯỢNG 5 SAO ĐẾN VỚI KHÁCH HÀNG

Netco.com.vn | www.netco.com.vn | 1900 6463 | SCAN US

With mission “**Commit continuously innovating to provide 5-star transportation service to customers**”, NETCO have been granted Top 5 Logistics Reputation Award 2022 in Vietnam.

With experience and international-quality service, NETCO is always ready to adapt every specific customers’s requirement, from city express delivery, domestic delivery, international delivery with reasonable leadtime and costs. NETCO will be a reliable partner and

best choice to customer’s transportation.

Contact: NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY (NETCO)

Address: Floor 8, Block B, Song Da Building, Pham Hung street, Ward Mỹ Đình I, Nam Tu Liem District, Hanoi

Tel: 1900.6463/ **Website:** www.netco.com.vn

VIETNAM INTERNET NETWORK INFORMATION CENTER (VNNIC)



Vietnam Internet Network Information Center (VNNIC) is an affiliation under the Ministry of Information and Communications, established on April 28, 2000.

Nowaday, the Internet has become one of the most important infrastructures of mankind, which would promote the process of industrialization and modernization of the country. Therefore, the Internet must develop widely, universally, broadband with sustainable, secure and smart.

With the mission of being the national NIC (National Internet Information Center), VNNIC would provide the essential infrastructure and services of Vietnam's Internet network (national domain name ".vn"; providing IP addresses, autonomous system number, Internet routing; DNS); ensure stable safe operation of the National Domain Name DNS and Vietnam Internet Exchange – VNIX); provide reliable information and new services based on Internet resources; connect Internet communities; promote the development of the safe and stable Internet in Viet Nam.

VNNIC'S MAIN PRODUCTS AND SERVICES



<https://vnnic.vn>

Vietnam Internet Network Information Center (VNNIC)

- Address:

+ City. Hanoi: 24th floor, VNTA Building, Duong Dinh Nghe, Yen Hoa, Cau Giay, Hanoi

+ City. Da Nang: Lot 21, Street 7, An Don Industrial Park, Hai Chau, Da Nang

+ City. Ho Chi Minh: Street 20, Tan Thuan Export Processing Zone, District 7, City. Ho Chi Minh

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- **Website:** <https://vnnic.vn>

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NAVEE JOINT STOCK COMPANY



Navee Joint Stock Company was established on June 7, 2019, is a company specializing in Marketing Agency. With a staff of experts in the fields of digital marketing, content creation, public relations and events, Navee is trusted and cooperated by customers and partners.

Acting as an internal Marketing department, NAVEE has helped many businesses find opportunities in the market, define goals and navigate Marketing strategies to achieve those goals. With deep expertise and many years of experience in the field of Marketing, we have supported more than 140 businesses across the country.



Currently, Navee has been providing its customers with professional Digital Marketing services such as SEO, Marketing Automation, Brand Campaign, advertising, content creation, Website optimization and many more. All of Navee's services are optimized to meet the needs of each specific customer, helping them reach the right target audience and effectively optimize advertising costs.

In addition, Navee is also committed to providing its customers with dedicated and thoughtful support, ensuring that all customer requests and questions are answered promptly and fully. With the

motto "We help you grow", Navee always puts the interests of customers first and is always ready to support customers anytime, anywhere.

With the vision of "Bringing sustainable growth solutions with digital platform to businesses", Navee has been constantly developing, bringing effective marketing solutions and making efforts to satisfy customers to become one of the most successful businesses in the world. become one of the leading units in the field of Digital Marketing in Vietnam.

Contact Info

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