

A light blue world map with a dotted texture, overlaid with several colorful location pins in teal, orange, pink, and grey. The map is centered in the background of the slide.

Vietnam's E-Commerce in Digital Economy: Potentials and Challenges

Department of E-commerce and Digital Economy

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Main content

01

Overview of E-commerce in Vietnam

The size of the e-commerce market, the size of the Internet economy

02

Potentials for E-commerce development in Vietnam

E-commerce development policy, user habits, export potential

03

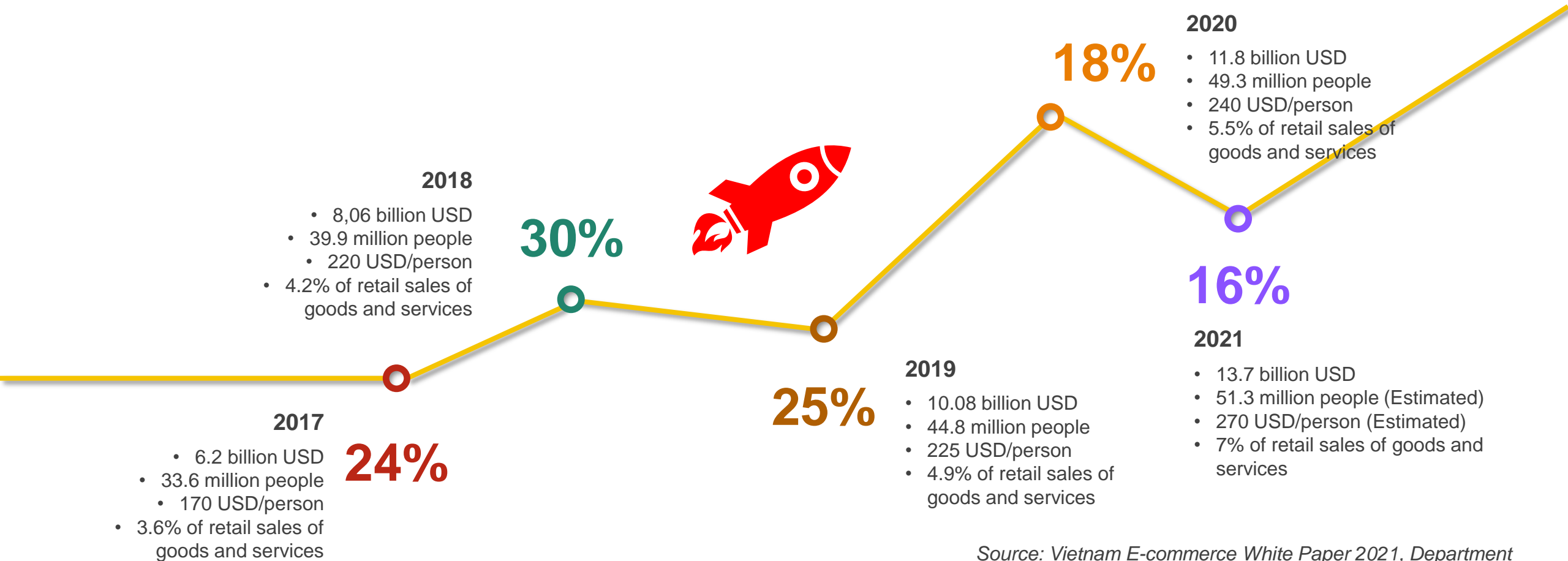
Challenges for E-commerce in Vietnam

Managing cross-border e-commerce activities; status of counterfeit goods, goods infringing upon intellectual property rights; e-commerce activities on social networks

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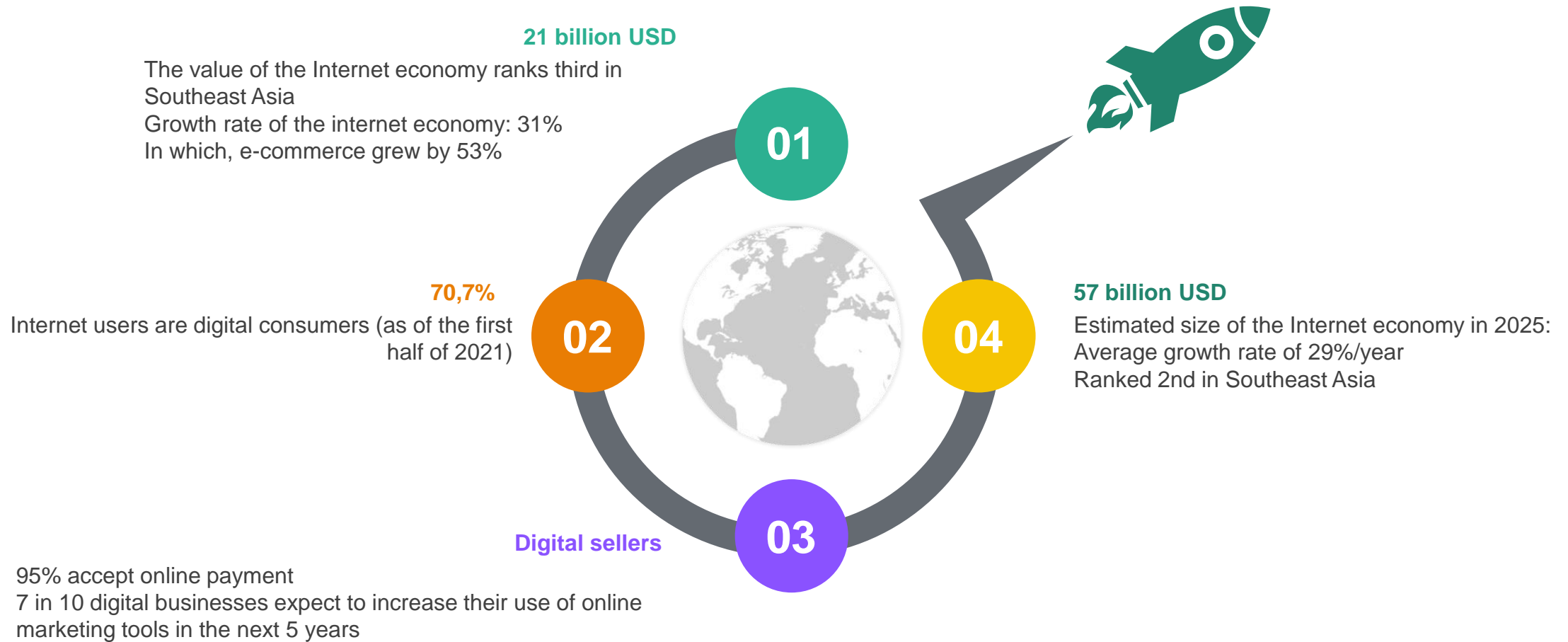
Overview of E-commerce in Vietnam

Size of retail e-commerce market



Source: Vietnam E-commerce White Paper 2021, Department of E-commerce and Digital Economy

Size of Vietnam's Internet economy 2021



Source: Report e-Economy SEA 2021 – Google, Temasek, Bain & Company
Internet economy includes: e-commerce, online travel, online audiovisual content, transportation and food

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POTENTIALS FOR E-COMMERCE DEVELOPMENT IN VIETNAM

Decision 645/QĐ-TTg dated 15/5/2020

Point of view

- *E-commerce is one of the pioneering fields of the digital economy;*
- *Enterprises are the core force in applying e-commerce while the State plays the role of managing, setting up infrastructure and creating an environment for e-commerce to develop.*

Specific solutions



Completing mechanisms and policies



Improving management capacity and organization of e-commerce activities, combating commercial fraud, infringement of intellectual property rights and unfair competition



Building markets and enhancing consumer confidence



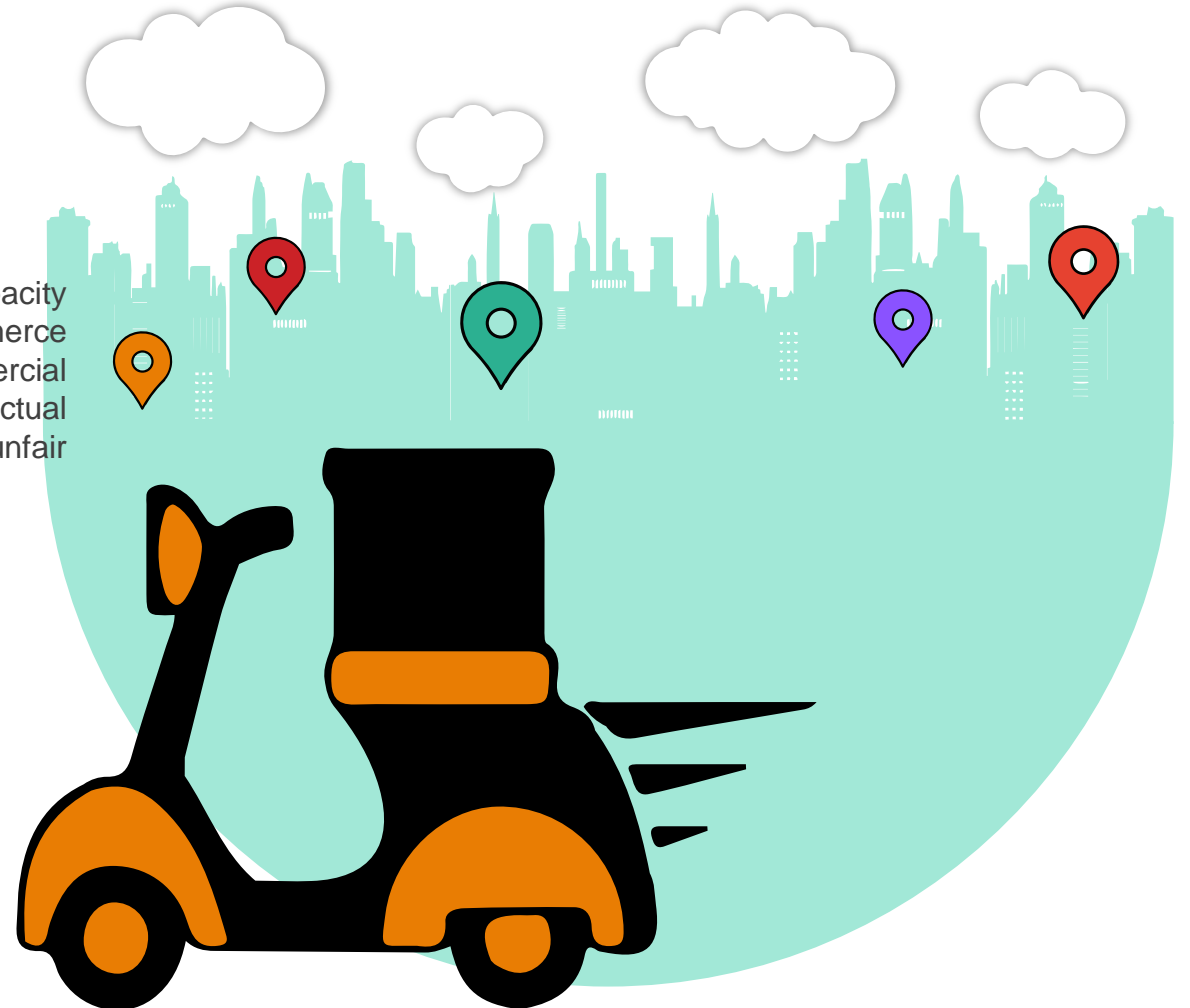
Strengthening the capacity of infrastructure systems and support services for e-commerce



Applying e-commerce to support key export industries, expand domestic consumption and promote e-commerce development in localities.



Developing and applying new technologies in e-commerce and supporting the digital transformation process of enterprises



National e-commerce development program

Host agencies

- State management agencies on e-commerce at the central and local levels;
- Vietnam E-commerce Association and industry associations.

State management agencies on e-commerce in localities and industry associations

- Formulate and organize the implementation of projects;
- Coordinate with the Ministry of Industry and Trade in disseminating, guiding, directing and inspecting and supervising beneficiaries.



People's Committees of provinces/cities

- Developing local e-commerce development plans; (58/63 provinces/cities)
- Developing, appraising, approving and allocating budgets for activities;
- Organizing and mobilizing reciprocal capital sources to implement the Schemes;
- Annually report to the Ministry of Industry and Trade.

Beneficiaries

Agencies, organizations and enterprises of all economic sectors.

Exporting goods via e-commerce



Exporting 3 tons of lychee to Europe on Vietnam's e-commerce platform – Voso Global



Building on JD.com e-commerce floor



7.2 million products of Vietnamese SMEs are sold on the global Amazon website from September 2020 to the end of August 2021

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Challenges for E-commerce in Vietnam

Management of imported goods via e-commerce



The number of low-value import transactions (<1,000,000 VND) via e-commerce has grown rapidly

First 6 months of 2021

4,480 billion VND

Import value of low-value goods through e-commerce transactions increased nearly 4 times over the same period in 2020.

34 billion

Customs declarations increased nearly 6 times over the same period in 2020

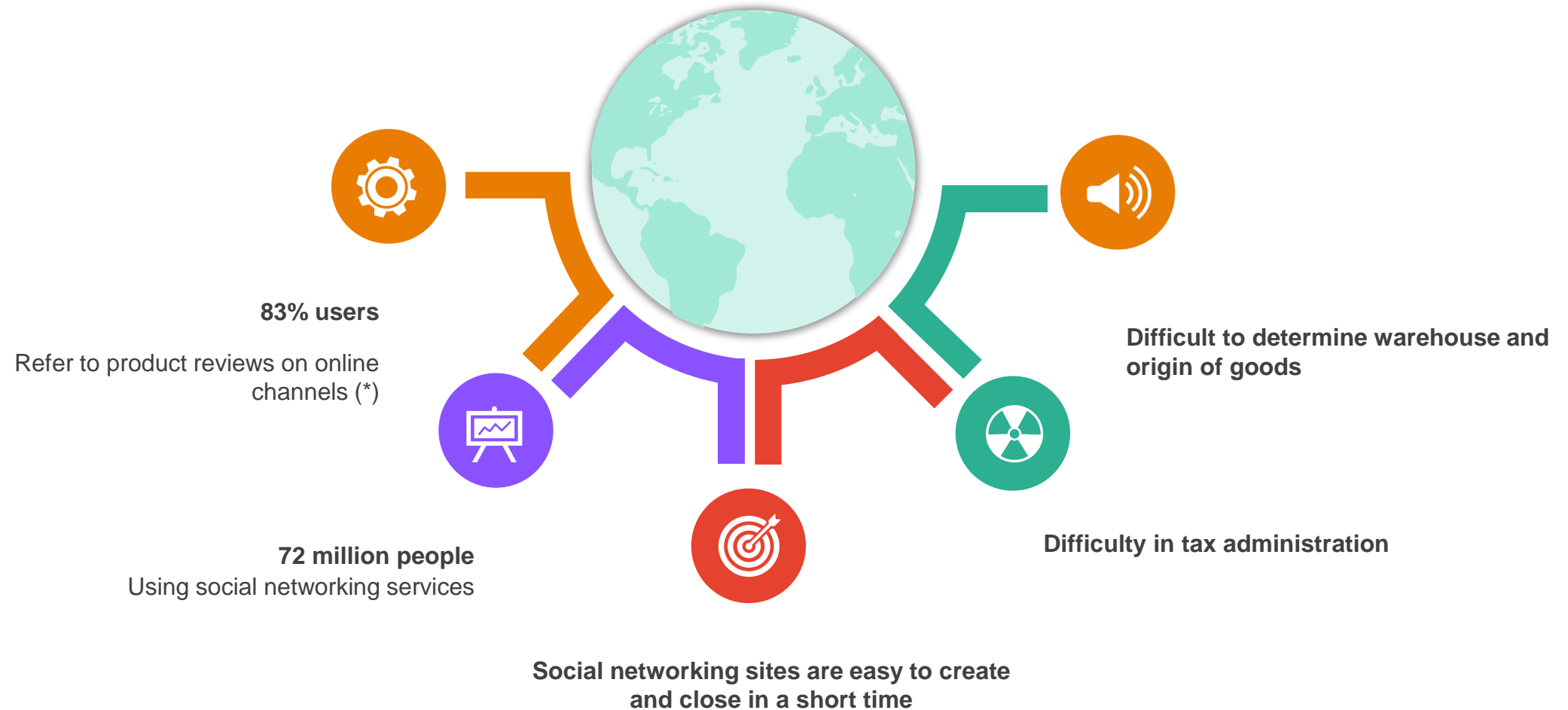


Status of counterfeit goods, goods infringing intellectual property rights



- Information about the seller, the goods are not clear;
- Exchanges management lower the review of seller profiles;
- The subjects applied sophisticated and complicated tricks.

E-commerce activities on social networks



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Completing the law in e-commerce

System of legal documents in e-commerce

Penalties for administrative violations

- Decree 98/2020/NĐ-CP;
- Decree 17/2022/NĐ-CP.

Tax Administration

- Circular 40/2021/TT-BTC;
- Circular 100/2021/TT-BTC.

Electronic identification and authentication

Decree on electronic identification and authentication (draft)

E-commerce activities

- Decree 52/2013/NĐ-CP;
- Decree 85/2021/NĐ-CP;
- Circular 47/2014/TT-BCT;
- Circular 59/2015/TT-BCT;
- Circular 01/2022/TT-BCT.

Protecting the interests of consumers

- Law on protecting the interests of consumers;
- Decree 99/2011/ND-CP.

Goods imported and exported via e-commerce

- Decree stipulating import and export goods transacted via e-commerce (draft).



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