



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



# VIETNAM E-BUSINESS INDEX 2019

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## REPORT

# VIET NAM E-BUSINESS INDEX 2019

## SUPPORT

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## Contact

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## PREFACE

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*After eight consecutive years, the Vietnam E-Business Index (EBI) has become a reliable source of information reflecting the current situations, notable issues and the developing trend of e-commerce both nationally and locally. This contributions helped to establish the policies, laws, state management, and business activities.*

*In 2018, Vietnam E-commerce continued to develop comprehensively with a growth rate of over 30%. With a rapid and continuous growth since 2015, it is believed that the target of \$10 billion dollars of enterprises with consumers by 2020 which is stated in the E-commerce Development Master Plan for 2016 - 2020 period will be met.*

*However, the E-Business Index Report 2019 shows that there are still remaining obstacles for the breakthrough in the upcoming period. The biggest ones include lack of consumer confidence in online buying and selling, limitations in logistics services – last mile delivery - orders completion, especially the wide digital divide amongst regions.*

*From the survey results of thousands of local enterprises and related information, E-Business Index 2019 illustrates that the Digital divide amongst regions has not shown signs of decreasing but the other way around. This detection since 2014 has been known by many e-commerce state management agencies and enterprises. Since 2015, the E-commerce Association has proactively proposed some specific solutions and actions to gradually narrow this gap. These proposals have received support from several localities and members. The E-Commerce Association will continue to consult and connect with state management agencies, professional organizations, and businesses in order to promote the rapid and sustainable development of our e-commerce in 2019-2025 period.*

*On behalf of the Vietnam E-Commerce Association, I would like to thank all agencies, organizations, businesses, and individuals for making this E-Business Index Report happen. Departments of Industry and Trade, especially ones in Hanoi, Ho Chi Minh, An Giang, Bac Kan, Bac Ninh, Binh Duong, Binh Phuoc, Da Nang, Hai Duong, Hai Phong, Hung Yen, Lao Cai, Ninh Thuan, Phu Tho, Yen Bai have enthusiastically helped the Association to observe the situation of e-commerce deployment in the locality. The Department of E-Commerce and Digital Economy (Ministry of Industry and Trade) not only is a leading agency but also has a lot of valuable expertise supports in the process of implementing this task.*

*E-Business Index 2019 could not be completed without the effective support of the Vietnam Post Corporation, Mat Bao Corporation, SAPO Technology Joint Stock Company, Vietnam Fado Company, Xich Viet Joint Stock Company (Vietguys), PA Vietnam Co., Ltd., Nielsen Vietnam Co., Ltd., Noi Bai Commercial and Express Joint Stock Company (Netco), Ha Noi University of Commerce and thousands of enterprises across the country who have enthusiastically provided information for the survey form. The Journal of Merchants and Markets and the media units have actively coordinated with the Association to disseminate the index to a large number of people.*

*I am honored to introduce the Vietnam E-Business Index Report 2019 and welcome any suggestions to better implement of this task in the following years.*



**Nguyễn Thanh Hưng**

*Chairman of Vietnam E-commerce Association*

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SECTION 1

# OVERVIEW



## 1. The fast speed of development

In 2015, Vietnam E-commerce Association (VECOM) evaluated that from 2016, e-commerce entered a new phase with the outstanding feature of fast and stable development.<sup>1</sup>

In terms of growth rate, in parallel with the steady development of the economy and a GDP growth rate of over 7%, 2018 continued to witness a strong growth of e-commerce. Based on information from the survey, VECOM estimated that the growth rate of e-commerce in 2018 compared to 2017 was over 30%.

In terms of scale, with a low starting point of about 4 billion USD in 2015 but thanks to the average growth rate for three consecutive years, the scale of the e-commerce market in 2018 was about 7.8 billion USD<sup>2</sup>. This market included online retailing, online travelling, online marketing, online entertainment and online shopping for other digitized services and products<sup>3</sup>. If the growth rate of 2019 and 2020 continues to be at 30%, by 2020 the market size will have reached 13 billion USD. This scale will be higher than the target stated in the e-commerce development master plan for the 2016-2020 period. According to this objective, the scale of e-commerce retailing (B2C) will reach 10 billion USD by 2020.

According to the *2018 e-Conomy SEA Report* of Google and Temasek, the scale of Vietnam's E-commerce market in 2018 was 9 billion USD. The report also forecasted the average growth rate (Compound Average Growth Rate - CAGR) of the 2015-2018 period was 25% and the market reached 33 billion USD in 2025. If this scenario occurs, the scale of Vietnam e-commerce market in 2025 will rank third in Southeast Asia, after Indonesia (100 billion USD) and Thailand (43 billion USD).

## 2. Managing sales on social networks as buying and selling on e-commerce platform

According to a report by Nielsen and Demand Institute, in the current digital economy, the income level of the middle class is not enough to identify potential

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<sup>1</sup> VECOM, Report on Vietnam E-Business Index 2015.

<sup>2</sup> Vietnam E-Commerce and Information Technology Agency, Vietnam E-Commerce Report 2015. In 2015, VECOM cooperated with Vietnam E-Commerce and Information Technology Agency to investigate online buyers of consumer goods and services, and estimated e-commerce market size at 4 billion USD.

<sup>3</sup> According to Decree No. 52/2013 / ND-CP on e-commerce, e-commerce is the conduct in part or as a whole process of commercial activities by electronic means connected to the Internet, mobile telecommunications networks or other open networks.

consumers who are able to influence the global economy. *Connected consumers will be a new source of growth. They are the kind of people using the Internet regularly and willing to pay.*<sup>4</sup> Connected consumers tend to buy on multiple channels (omnichannel). Before buying, they will collect and search for product information for reference from both online and offline sources. 4 out of 5 connected consumers will rely on product reviews on online channels (83%) and especially they will search for comments from social networks (74%) before deciding to buy that product or not.

Social networks have a prominent role in connecting consumers with each other and with sellers. According to the authors Aichner T. and Jacob F., social network is an online platform that links people who know each other to share common interests or want to participate in certain activities together. Each social network user has his or her profile, and can find other members through their full name. Companies use social networks to create company profiles that promote brands, interact with existing customers and find new customers.

In business field, social networks have a great influence on marketing and customer relations. Social networks also support businesses to develop human resources, improve organizations as well as research and development (R&D) activities. In Vietnam, social networks actively support activities that provide information about sellers, products and services, advertising, product marketing, customer care. Many individuals and households have started selling goods and services through social networks.

This year survey results showed that social networks continued to be the most popular marketing channel for businesses. At the same time, the rate of enterprises assessing sales via social networks was 45%, while this rate for sales via website was 32% and via mobile application was 22%.<sup>5</sup> Not only individuals, households, small and medium enterprises but also many large businesses have actively used social networks for marketing and customer care. For example, Lazada is the leading e-commerce platform in Vietnam with over 50000 merchants and partners. Every month, this site attracted over 100 million visitors, by October 2018 there were 27 million followers following the company's Facebook page.<sup>6</sup>

<sup>4</sup> Nielsen, "Connected consumers - Future potential customers of businesses" July 9, 2017. <https://www.nielsen.com/vn/en/insights/2017/connected-spenders-nielsen-2017.html>.

<sup>5</sup> Survey of Sapo company in 2017 for 1000 retail stores that had used Sapo sales management application showed that Facebook was the second effective sales channel right after the direct sales channel at the store.

<sup>6</sup> Lazada, "Lazada - Vietnam's leading e-commerce platform", October 2018.

Contracting online can be done on Facebook pages via Message (messenger), comments, online forms or links to third-party online ordering applications. The two parties can also sign contracts offline via phones or other channels such as Whatsapp, Viber, Zalo...

Seller provides information about the address, phone number, email or website and information about the goods. However, there are almost no sellers providing information about business registration certificates or personal tax codes.

Decree No. 52/2013 / ND-CP dated May 16, 2013, on e-commerce and Circular No. 47/2014 / TT-BCT dated December 5, 2014, regulating the management of verified e-commerce websites defined that social networks supporting online sales must comply with the regulations of the e-commerce platform.

Accordingly, the unit that owns and manages this social network has the same responsibilities as traders and organizations providing e-commerce platform services, including 1) Implementing necessary measures to secure information relating to business secrets of sellers and buyers; 2) Taking measures to handle in time when detecting or receiving reflections on business violations of law; 3) Publicizing the arising dispute settlement mechanism. When customer on the e-commerce platform conflicts with the seller or their legitimate interests are violated, they must be actively supported by being provided with information about the seller to protect their rights and legal benefits.

At the same time, sellers on this social network share the same responsibilities as sellers on the e-commerce trade, including information about the seller: Provide complete and accurate information related to the name, address of the head office of the trader or the permanent address of the individual; The number, date of issue and place of issuance of the business registration certificate of the trader, or the number, date of issue and the unit granting the establishment decision of the organization, or the individual's personal tax code; phone numbers or other online contact methods.

According to the current legal regulations, the ones that own and manage social networks are subject to direct state management of the Ministry of Information and Communications, which must first comply with the law on the operation of the social network. Despite having registered with the state management agency on e-commerce under the Decree on E-commerce, these units have not focused on complying with regulations on the responsibilities of

the owner and social networks management. Also, the responsibilities of supervising the work of goods dealers and service providers are often neglected by these units. Notably, foreign countries' social networks providing services across the border into Vietnam like Facebook are not subject to this Decree.

So far, sellers on social networks are mainly households and individuals. Most of them have not grasped proper knowledge about the regulations on e-commerce, so they have no sense of compliance with the laws, including the provisions of the Decree on E-Commerce. Whereas, buyers on social networks are often individuals, they usually enter into the contract because they trust the seller or the community. Transaction value is usually not much. When a dispute happens, it is difficult for them to receive support from the social network provider, and at the same time, buyers do not actively exploit the support from other organizations such as state management agencies on consumer protection, the Standard and Consumers Association, arbitration or court.

### **3. High competition in last mile delivery service and order fulfillment**

Orders fulfillment service has a close relationship with online retailing. Along with the high growth rate of e-commerce, 2018 witnessed a strong development of logistics services, last mile delivery service and order fulfillment. Three outstanding factors of this sector are the strong increase in investment, application of advanced technology technologies, and fierce competition.

According to a survey of the E-Commerce Association, Vietnam National Post Corporation (Vietnam Post) is a delivery service provider, which is leased by 61% of online sales units, followed by Viettel Post Company (Viettel Post) with a rate of 25%. Corresponding rates for EMS, Giao Hang Nhanh and Giao Hang Tiet Kiem are 5%, 1%, and 1%. Other delivery units only account for 13%<sup>7</sup>. Therefore, it can be affirmed that VNPost plays an important role in online retailing activities nationwide.

The situation of outsourcing delivery services has changes in two E-commerce centers, *Ha Noi and Ho Chi Minh City started using outsourcing delivery services*. VNPost and Viettel Post are still the most leased companies, but the rate has decreased significantly. In addition, the level of competition between enterprises is very high, especially in Ho Chi Minh City. Specifically, in Ha Noi, the number of VNPost tenants is 20%, Viettel Post is 52%, EMS is 4%, Giao Hang

<sup>7</sup> The total is more than 100% because a sale unit can lease more than one delivery business.

Nhanh is 10%, Giao Hang Tiet Kiem is 9%, while that number of other delivery enterprises are 20%. The respective ratios in Ho Chi Minh City are 15%, 28%, 10%, 5%, 7% and 43%.

VECOM has conducted an in-depth survey with 14 delivery enterprises on different levels of attachment to e-commerce. The results show that the 10 most popular products purchased online are: 1) Clothes, Footwears; 2) Electronics and Refrigeration; 3) Mother and Baby caring products; 4) Books and Stationery; 5) Crafts and Fine Arts; 6) Accessories; 7) Cosmetic chemicals; 8) Furniture; 9) Food and Drink; 10) Fast food. It is noteworthy that fast food has been on top 10 products outsourced by sellers. This result is consistent with the emergence of many businesses that have invested and provided fast delivery services with brands such as Now.vn, GrabFood, Go Viet, Loship, Vietnammm. Although appearing in Vietnam less than a decade, the competition is so fierce that some new online food delivery brands have disappeared like Foodpanda, Chonmon.vn, and Lala.

The average growth rate in 2018 compared to 2017 of surveyed delivery enterprises is 70%, the lowest growth rate of enterprises is still 30% and there are 3 businesses have achieved the growth rates of above 100%.

Regarding warehouses, all enterprises participating in the survey have their own warehouses to store goods. However, the warehouse capacity has not met the demand, so most of the delivery enterprises still have to rent external warehouses. Moreover, warehouse operation technology is not advanced. Only 36% of businesses have warehouse management systems that connect online to customers. Due to obsolete warehouse management technology, cost of inventory and warehouse management costs are still high. In many businesses, this cost accounts for over 20% of total revenue.

For core delivery services, large enterprises often actively deploy while smaller businesses lease parts of the service from other delivery companies. The rate of the delivery cost is quite high, for every two businesses, one has this rate of 20% or more. All businesses in the survey provide service of cash on delivery (COD). In particular, half of the businesses said that they have 70% or more online shoppers using this form of payment.

A major difficulty for delivery companies is the high proportion of buyers who return products that have ordered online. Estimation of the average total value of returned products compared to the total value of orders is up to 13%. Some businesses have to bear this rate at 26%.

Up to now, delivery activities are governed by the Postal Law of 2010. Under this law, mail service suppliers which have a receiving address with a single weight of up to 2 kilograms (kg) must have a business license of postal services issued by a competent state authority. Mail service suppliers do not have a receiving address with a single volume of up to 2 kilograms (kg), email with a single volume over 02 kilograms (kg), package services or agents for foreign postal services enterprises must notify the competent state authority of post in writing.

The Ministry of Information and Communications is responsible to the Government for observing state management of postal activities. According to the ministry, as of August 9, 2018, there were 361 postal enterprises operating.<sup>8</sup> Among them, 332 postal enterprises have been licensed with the number of newly licensed or extended enterprises from the beginning of the year to the beginning of August is 56. The number of enterprises confirmed is 345.

Delivery postal services are closely tied to the last mile delivery service in e-commerce. On a deeper scale, commercial production activity is closely related to logistics services. This activity is governed by the Commercial Law 2005 and a series of related legal documents, including Decree 163/2017 / ND-CP. According to the classification in Article 3 of this Decree, delivery services belong to 17 types of logistics services.

Ministry of Industry and Trade is responsible to the Government for managing logistics services. In 2018, the Ministry implemented many activities to facilitate the development of logistics services, including compiling and publishing "Vietnam Logistics Report 2018". This report has a separate chapter for logistics and e-commerce topics. The report suggested a number of activities that the Government and Ministries needed to implement to improve e-commerce logistics services, with an emphasis on completing the legal framework for e-commerce and logistics for e-commerce. This suggestion is in line with the approved e-commerce Master Plan for the 2016-2020 period approved by the Prime Minister's Decision No. 1563 / QD-TTg. Under this plan, by 2020, it is necessary to build a network of transport, delivery and orders completion for e-commerce covering all provinces and cities across the country; step by step expanding to promote cross-border e-commerce activities.

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<sup>8</sup> Website of the Ministry of Information and Communications.

<http://mic.gov.vn/solieubaocao/Pages/TinTuc/132368/Danh-sach-cac-doanh-nghiep-da-duoc-cap-phep--xac-nhan-thong-bao-hoat-dong-buu-chinh.html>

Obviously, it will be more convenient if there is a closer and more harmonious coordination between the state management agencies on e-commerce, logistics and delivery postal services, professional organizations such as E-Commerce Association (VECOM) and Business Association of Logistics Services (VLA), the macro environment for both end-to-end delivery services, orders completion and online retailing.<sup>9</sup>

#### **4. Lack of synchronization in policies and laws**

Personal information confidentiality is of special importance to e-commerce. Many legal documents have regulations about the protection of personal information such as the Civil Code, the Criminal Code, the Law on Information Technology, the Law on Network Information Safety, the Decree on E-Commerce, Decree stipulating penalties for administrative violations in the postal field, telecommunications, information technology, and radio frequencies.<sup>10 11 12</sup> However, the situation of collecting, using, dispersing, illegally trading personal information is still widespread. Obviously, the risk of these situations is one of the reasons that undermines consumer confidence in e-commerce. Consumers will be waiting for positive signals from implementing the Cyber Security Law to this problem.

On June 12, 2018, Congress passed the Law on Cyber Security. This law takes effect from January 1, 2019. During the process of developing this law, there are many comments from the information technology community expressing concerns about negative impacts of the Law on online business activities. Before the Congress discussed and voted through the Law on Cyber Security, the Information and Communication Technology Associations sent a written document requesting the Congress to temporarily suspend this Law.<sup>13</sup>

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<sup>9</sup> In 2018 Logistics Business Association published "VLA White Paper 2018 - 25 years of international development and integration". The white paper gave VLA's recommendation to reduce logistics costs, improve competitiveness and develop Vietnam's logistics services in the future.

<sup>10</sup> Spillovers of trafficking of personal information.. <http://nhandan.com.vn/congngho/item/35025302-tran-lan-nan-buon-ban-thong-tin-ca-nhan.html>

<sup>11</sup> Why is the act of buying and selling personal information not handled? <https://vov.vn/phap-luat/tu-van-luat/vi-sao-hanh-vi-mua-ban-thong-tin-ca-nhan-khong-bi-xu-ly-807153.vov>

<sup>12</sup> No placing order but suddenly received paper clips for ... 79,000 VND. <https://tuoitre.vn/khong-dat-hang-bong-dung-nhan-kep-giay-gia-79-000-dong-20190113101527338.htm>

<sup>13</sup> Associations and Information Technology Associations jointly proposed to postpone via the Network Security Bill <http://vaip.org.vn/default.asp?page=newsdetail&newsid=13742>

At the end of October 2018, the Ministry of Public Security published the Draft Decree detailing some articles in the Law on Cyber Security<sup>14</sup>. Shortly after, the Department of Cyber Security and Crime of High-Tech Crime Control in collaboration with the Department of E-Commerce and Digital Economy Agency, E-Commerce Association held a discussion on the draft. The online business enterprises participating in the discussion evaluated some articles in the draft Decree, which were still unclear and misleading. However, the provisions in the draft do not significantly increase the operating costs of e-commerce businesses. Resolution No. 01 / NQ-CP dated January 1, 2019, of the Government, assigning the Ministry of Public Security to submit this Draft Decree in March 2019.<sup>15</sup> Members of Vietnam E-Commerce Association will continue to coordinate with agencies, organizations and business community to maintain national security on the cyber environment while creating a favorable environment for online business.

Along with the thorough economic integration of Vietnam into the global economy, cross-border e-commerce has also developed strongly, requiring the government to have flexible policies and solutions to increase the benefits and minimize negative impacts of this advanced trading form. The overall E-commerce Development Master Plan for the 2016-2020 period sets out the goal of fast developing cross-border e-commerce, practically serving import and export activities; Business-to-Business transactions (B2B) accounts for 30% of import-export turnover by 2020.

Until the end of 2018, B2C type's cross-border e-commerce activities still face many difficulties in both export and import.

For example, some e-commerce platforms in Vietnam provide services to foreign sellers. Buyers can return the goods if they are not as advertised and are not charged for return shipping fee. In general, buyers tend to use Cash on delivery service (COD).

Although the risk of COD is high, many e-commerce platforms are willing to accept to deliver goods to consumers, in the hope that consumer confidence will be strengthened over time. However, when the goods have been accepted by consumers, the platform management unit faces difficulties in buying foreign currencies and paying back to cross-border sellers. This is almost impossible

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<sup>14</sup> <http://bocongan.gov.vn/vanban/Pages/van-ban-moi.aspx?ItemID=314>

<sup>15</sup> <https://luatvietnam.vn/chinh-sach/nghi-quyet-01-nq-cp-2019-ve-ke-hoach-phat-trien-kinh-te-xa-hoi-nam-2019-169789-d1.html#noidung>

because according to the provisions of the 2005 Foreign Exchange Ordinance and Decree 70/2014 / ND-CP, e-commerce platforms need to show quite a few documents to buy foreign currency to transfer abroad: 1) Money transfer order; 2) Request for buying foreign currencies document; 3) Foreign trade contracts; 4) Import customs declaration; 5) Invoice. In addition, since e-commerce platform is not a recipient of imports, there is a need to add: 1) Confirmation of consumer acceptance; 2) Power of attorney from consumers.<sup>16</sup>

One characteristic of B2C or C2C type's cross-border e-commerce is low-value consumer goods. According to a preliminary survey of VECOM, items with prices below 30 USD accounted for 80%. Therefore, the cost of presenting documents to buy foreign currency and payment in accordance with regulations is very high compared to the value of products, not to mention the cost for a telegraphic transfer at approximately 20 USD per one. Therefore, there are some e-commerce platforms able to collect money but can not return to the seller, leading to the situation of having to get help from the overseas parent company, then offset by other transactions. Some e-commerce enterprises have proposed to the State Bank to allow: 1) Buying foreign currencies from cash sources; 2) Replacing the presentation of the customs declaration with the customs data connection; 3) Replacing the contract with the "Terms & Conditions" agreement between the parties; 4) Replacing invoice with order information.

For e-commerce platforms, the law of not accepting shortened forms of payment with electronic data instead of paper documents has created many obstacles for the development of cross-border e-commerce. At the same time, it creates a lack of transparency in the payment process. For consumers, they cannot access products that have a reasonable price and not have the right to return goods when they are not as advertised. Only allowing banks to accept traditional paper documents in international payments and without data connectivity is not suitable for modernization and automation in banking services. Therefore, it cannot meet the increasing demand of customers.

In Resolution No. 01 / NQ-CP dated January 1, 2019, the Government assigned the Ministry of Finance to develop a scheme to manage e-commerce activities for goods exported and imported across borders. The content of this scheme needs to overcome the function of state management of the Ministry of

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<sup>16</sup> Circular 15/2015 / TT-NHNN regulates that banks can only sell foreign currency to importers or authorized persons.

Finance such as taxes and customs and involves many issues associated with cross-border e-commerce under the functions of ministries concern.

In order to achieve the objectives set out in the Master Plan, in the next two years, 2019 and 2020, the state management agencies should cooperate to act and implement activities to facilitate the cross-border e-commerce model.

## **5. Developing a strategy for the next period in the direction of narrowing the digital divide**

Profoundly affected by the globalization, convenience of the Internet, so far, Vietnam's e-commerce policies have paid little attention to geo-economic factors and to narrowing the digital divide between regions.<sup>17</sup>

The overall E-commerce Development Master Plan for the 2016-2020 period has partly paid attention to this factor. However, it just basically refers to improving the quality of state management, organizing short-term training courses for enterprises in localities and proposing support of e-commerce development in some key economic regions. National e-commerce development program in the 2014 - 2020 period assigned local state management agencies for e-commerce to build and organize the implementation of annual e-commerce development projects with these main contents: 1) Constructing and Developing e-commerce infrastructure; 2) Propagating, Disseminating and Raising awareness; 3) Training and Developing human resources; 4) Developing e-commerce products and solutions.

With the aim of objectively evaluating the situation of e-commerce development in the whole country as well as in each locality, the E-Commerce Association has developed an E-Business Index Report since 2012. (Vietnam eBusiness Index - EBI). Up to now, EBI is the only index calculated annually, helping to quantify the development of e-commerce in 63 provinces and municipalities. EBI contributes to the development of policies and laws, the state management of e-commerce as well as providing useful information for the online business community.

The E-Business Index report for many consecutive years shows that most e-commerce activities take place in the two largest cities of the country – Ha Noi

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<sup>17</sup> Digital divide is the social and economic inequality in the access, use or influence of information and communication technology. In each country, this gap is an inequality between individuals, households, businesses or localities. Globally, a significant digital divide exists between developed countries and developing countries.

[https://en.wikipedia.org/wiki/Digital\\_divide](https://en.wikipedia.org/wiki/Digital_divide)

and Ho Chi Minh City and some nearby provinces such as Bac Ninh, Vinh Phuc, Dong Nai, Binh Duong and municipalities such as Hai Phong, Da Nang and Can Tho. Online business activities in most other provinces are still weak and there is a risk of falling behind compared to the two leading cities.

According to an estimate, Ha Noi and Ho Chi Minh City accounted for 70% of e-commerce transactions. E-commerce scale in other localities, especially in rural and remote areas is very small.

Meanwhile, about 70% of the population lives in rural areas. The rural area has a great potential consumption and is also a supply of various products suitable for online sales.

VECOM stated that it is necessary to narrow the digital divide between localities, especially to support rural areas to sell online in order for e-commerce to develop quickly and sustainably. It's time for state management agencies as well as professional social organizations to have synchronous policies and solutions to turn e-commerce opportunities into reality in every locality, enterprise, and citizen. In addition to propagating to local consumers to exploit the benefits of online shopping, *the key factor is to actively implement activities to support small and medium enterprises and households in rural areas to sell goods and provide services online.*

The spread of e-commerce to localities should follow the master plan of socio-economic development of economic regions. In 2006, the Government approved Decree No. 92/2006 / ND-CP on establishing, approving and managing socio-economic development master plans. This Decree identifies 6 socio-economic regions that must formulate a master plan on socio-economic development planning: 1) Northern midland and mountainous areas; 2) Red River Delta region; 3) North Central and Central Coast Region; 4) Central Highlands; 5) Southeast region; 6) Mekong Delta region<sup>18</sup>. At the same time, the Decree also requires development planning for three key economic regions, namely the Northern key economic region, the key economic region in the Central and the Southern key economic region.

In 2019-2020, it is necessary to implement solutions to promote e-commerce in three municipalities, such as Hai Phong, Da Nang and Can Tho as well as some provinces in Red River Delta region, Southeast region, and Mekong River Delta region.

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<sup>18</sup> At the beginning 2019, the Ministry of Planning and Investment submitted a proposal to the Government, proposing to amend 6 out of 7 regions socio-economic regions. <https://vietnamnet.vn/vn/kinh-doanh/dau-tu/thay-doi-quan-trong-ca-nuoc-co-7-vung-kinh-te-xa-hoi-499714.html>

SECTION 2

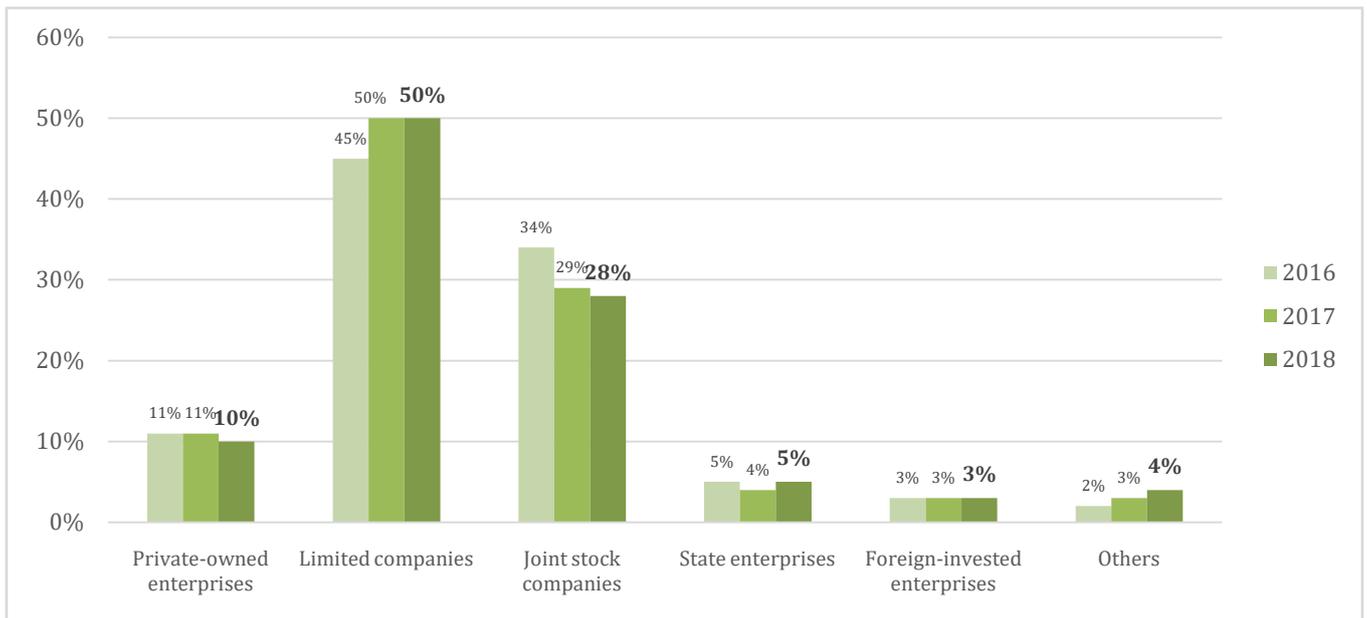
# **2019 E-COMMERCE OVERVIEW**



## 1. ENTERPRISES PARTICIPATING IN THE SURVEY

As usual, the annual e-commerce application survey takes place from September to November. In 2018, there were over 4,500 enterprises taking part in the survey, of which 4,300 were eligible to be used as statistics.

The proportion of types of enterprises participating in the survey is similar to the previous years. Limited liability companies account for the largest proportion (50% of the total surveyed enterprises), followed by the joint stock companies (28%) and private enterprises (10%). Large enterprises account for 12% of the total surveyed enterprises.



**Figure 1: Type of enterprises participating in the survey over the years**

The group of enterprises in the wholesale/retail sector accounts for the largest proportion in this survey (24% of businesses operate in the wholesale/retail sector); followed by the group of construction enterprises (16%) and processing and manufacturing industry (10%).

## 2. INFRASTRUCTURE AND HUMAN RESOURCES

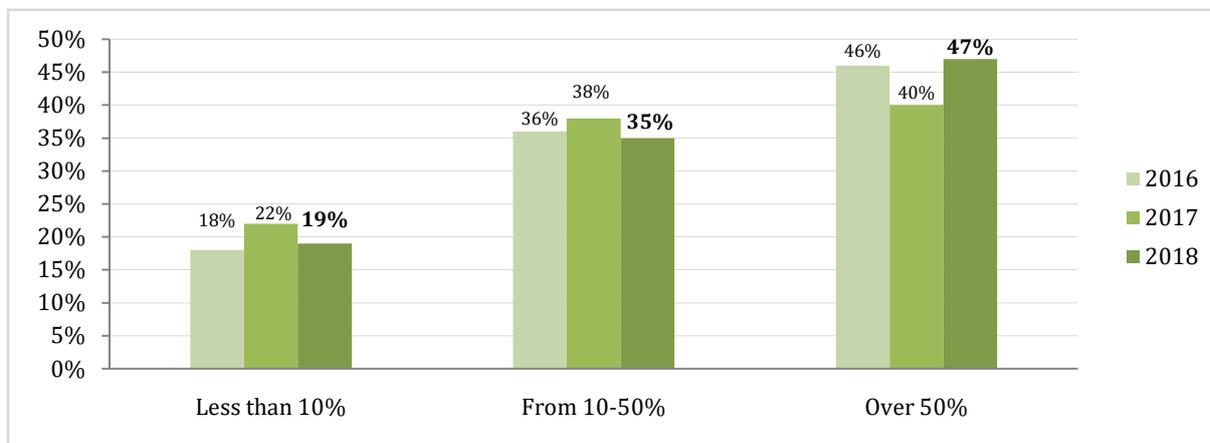
Over the years, the survey has shown that most of the businesses have been equipped with PC, laptop and mobile devices to support business activities, which reflects the real situation and demand of enterprises in the information technology trend. Therefore, from 2018, in the survey questionnaire, the criteria about electronic devices to support the business activities of the enterprise were removed.

### a. The use of email and support tools at work

Using email in the enterprise is considered as one of the best means to reflect the application of information technology in the process of interacting both internally and with partners to save costs and time.

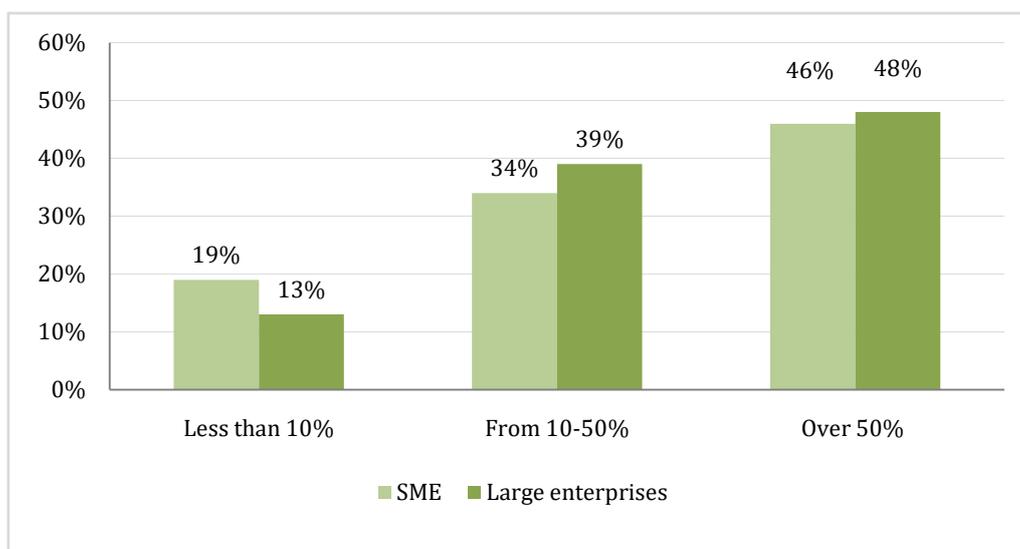
The survey showed that the proportion of enterprises with more than 50% of employees using email in their work increased significantly compared to the previous year (47% of enterprises said that more than 50% of employees regularly used email, it is 7% higher compared to 2017). Especially, there were still up to 19% of businesses said that less than 10% of employees regularly used email.

**Figure 2: Percentage of employees in enterprises regularly used email over the years**



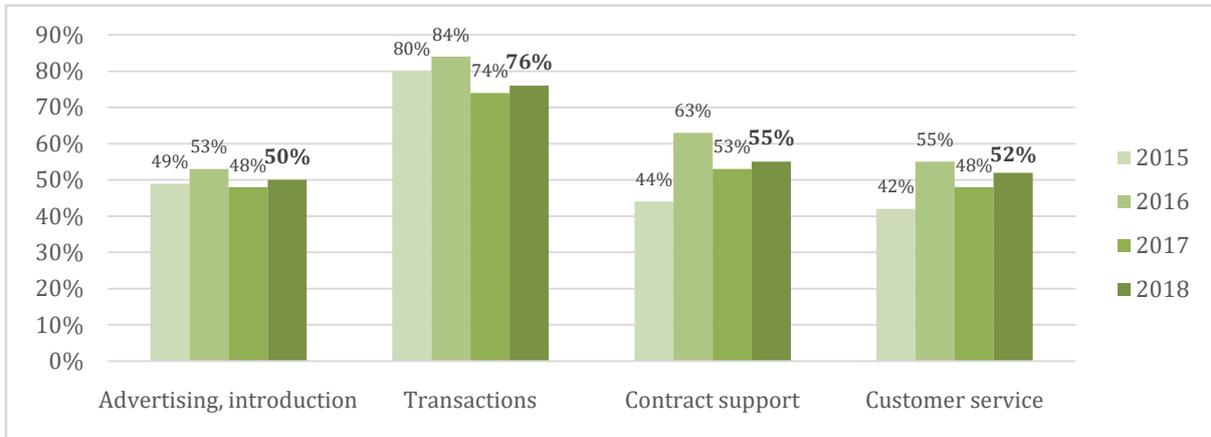
In terms of firm size, small and medium enterprises (SME) group had a lower percentage of employees using email (over 50%) than large enterprises.

**Figure 3: The use of email by business size**



Over the years, it showed that the main purpose of using email was to deal with customers and suppliers (accounting for 76%). The trend of using email in businesses this year has started to increase slightly compared to the previous year in both quantity and using purposes.

**Figure 4: Purpose of using email in enterprises over the years**



Besides using email, the trend of businesses adopting more advanced technologies in the company has also increased rapidly in the past few years, typically the trend of using social platforms like Viber, WhatsApp, Skype, Facebook Messenger, Zalo...

Surveys showed that almost 100% of businesses applied these tools, but the applying level in each enterprise was slightly different. Specifically, 58% of enterprises said that more than 50% of workers regularly used these tools (this rate was significantly higher than the rate of 40% of the previous year), 27% of enterprises said from 21% to 50% of employees used these tools regularly and 15% of enterprises said that less than 20% of workers regularly used them.

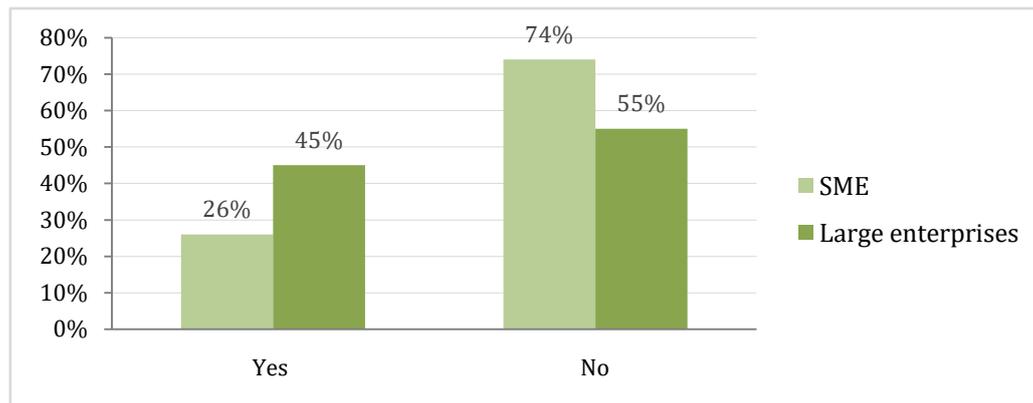
**b. Specialized labor in e-commerce**

Human resources for e-commerce (especially high-quality human resources) is still an issue that many businesses are paying attention to. Due to the characteristics of e-commerce, it is required that these specialized labor groups have both technological and trading knowledge to keep up with the new trends in the most effective way.

In 2018, it showed that the proportion of enterprises with workers specializing in e-commerce did not change much compared to previous years and even slightly declined (in 2018, 28% of enterprises confirmed to have specialized labor and the rate decreased by 2% compared to the previous year).

However, according to the size of enterprises, we clearly see a typical situation that the proportion of full-time employees in large enterprises was higher than that of previous year (from 42% in 2017 to 45 % in 2018) and in the group of small and medium-sized enterprises, this figure decreased (from 29% in 2017 to 26% in 2018). In general, it can be seen that the trend of personnel in small and medium enterprises is employees take on more roles instead of just focusing on one specialization as before.

*Figure 5: Specialized labor in e-commerce by size*



The entertainment sector has the highest proportion of specialized labor on e-commerce (accounting for 49%), followed by two areas including information technology - communication and health - education - training (45%). Construction is still the group with the lowest proportion (accounting for 20% and slightly lower than the previous year).

Surveys over the years showed that the proportion of enterprises facing difficulties in recruiting skilled workers in e-commerce and information technology still fluctuated around 30% and there was no significant change (in 2018, 28% of businesses said it was difficult to recruit skilled workers, 31% in 2017 and 29% in 2016).

Among them, the skill of exploiting and using e-commerce applications was most concerned by enterprises and it faced the biggest difficulty in the recruitment process (49% of enterprises said that they had difficulties recruiting staff with this skill), similar to other skills as follows:

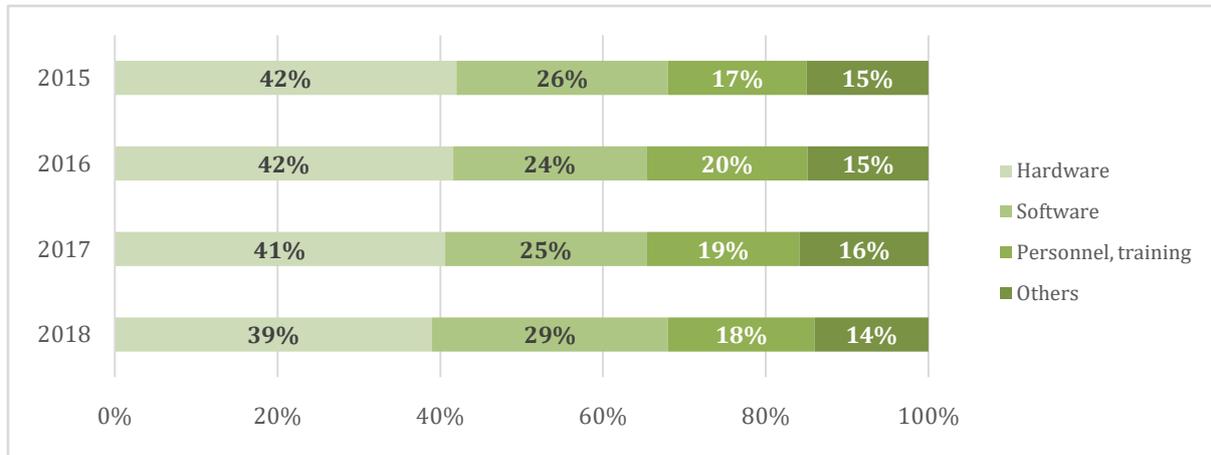
- Setting modes, installing applications, troubleshooting common computer problems: 40%
- Website e-commerce platform management: 45%
- Database management: 42%
- Online payment deployment: 28%

- Online marketing: 35%
- Planning and implementing e-commerce projects: 43%

**c. Cost of procurement, equipment and application of information technology and e-commerce**

Surveys over the past several years showed that most businesses still focused on investing in hardware infrastructure more than others. Typically, in 2018, the investment in hardware infrastructure still accounted for 39% of the total investment costs of enterprises, followed by investment costs in software (accounting for 29% and increasing by 4% compared to the previous year).

*Figure 6: Cost of procurement, equipment and application of information technology and e-commerce over the years*

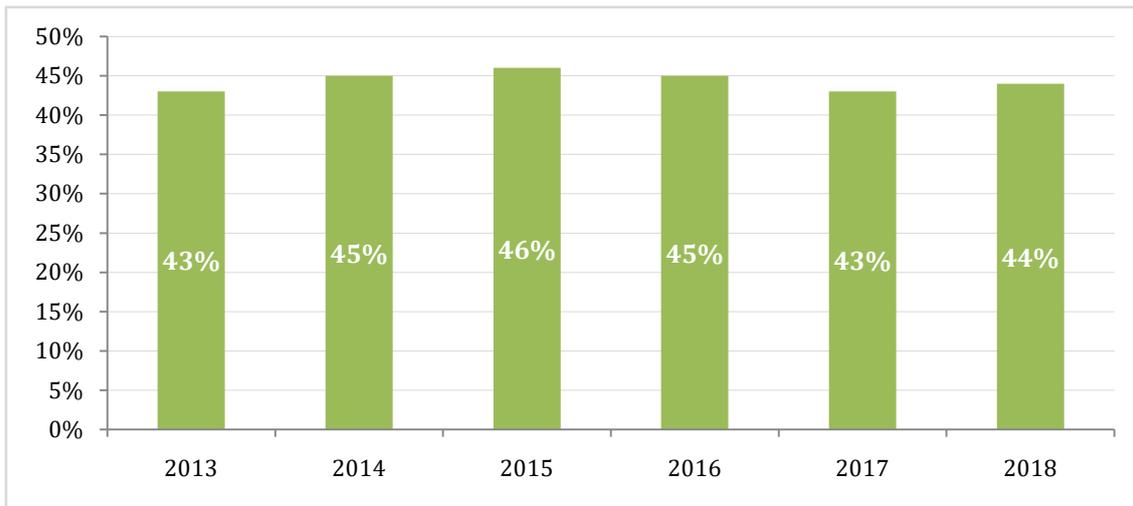


### 3. E-COMMERCE TRANSACTION BETWEEN BUSINESSES TO CONSUMERS (B2C)

#### a. Business website

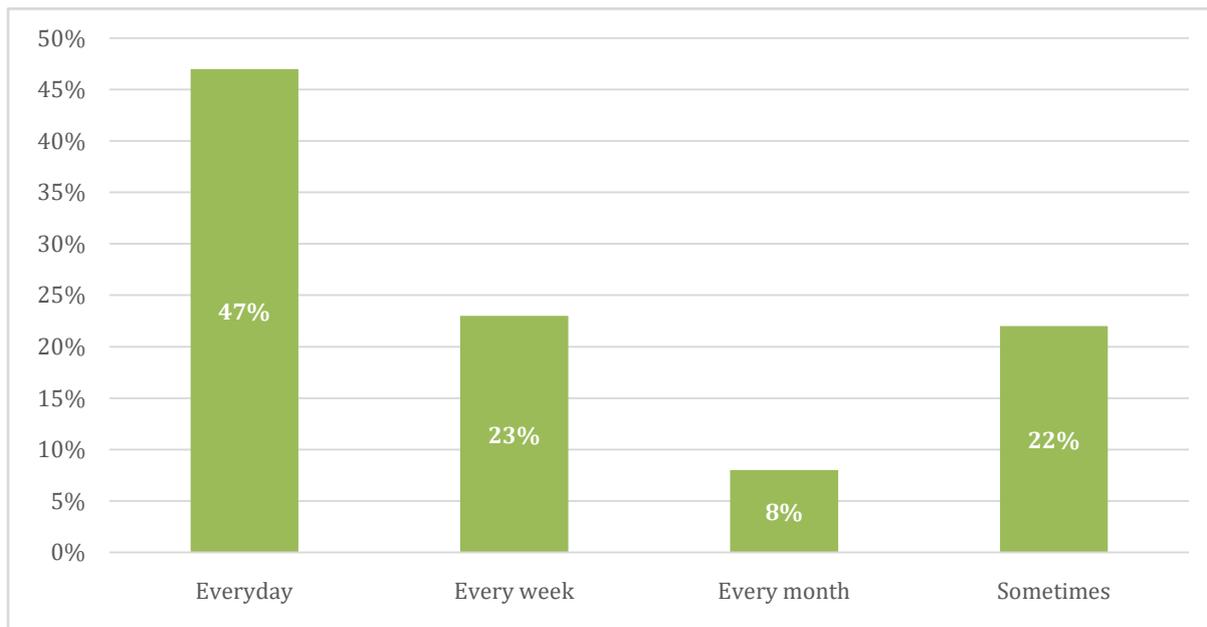
44% of the enterprises participating in the survey indicated that they had already created websites, this rate increased by only 1% and seemed to remain unchanged over the past few years.

*Figure 7: The percentage of enterprises having websites over the years*



However, the survey also showed that the majority of enterprises focused on taking care of their own website: 47% of the enterprises updated information daily and 23% reported to have their website updated weekly.

*Figure 8: The percentage of updating information on website*

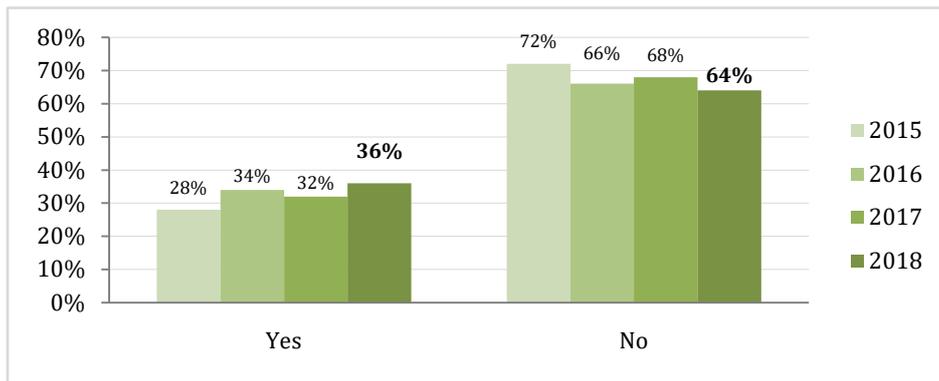


### b. Doing online business on social networks

The past 2018 marked the significant growth of online business via social network sites, it can be seen that this is an effective and low-cost form chosen by so many enterprises especially small and medium ones, household businesses and individuals.

Among the enterprises participating in the survey, 36% claimed that they traded on social network sites (increase by 4% compared to 2017).

**Figure 9: Online business over the years**

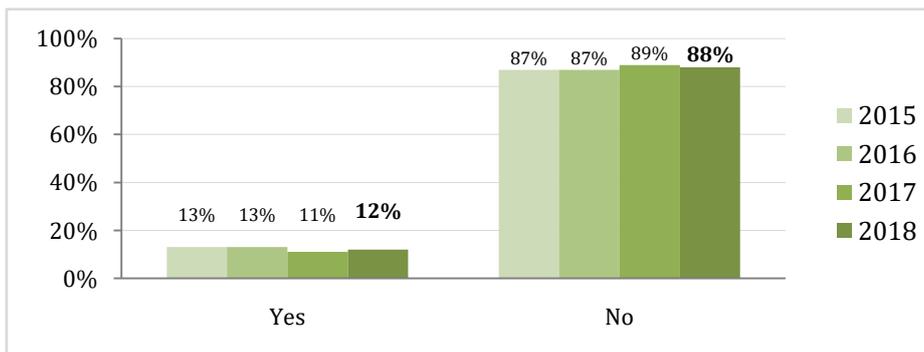


### c. Joining e-commerce platforms

Similar to social network sites, e-commerce platforms is also considered an effective and reasonably-priced channel suitable for small and medium enterprises as well as household businesses and individuals. Nevertheless, the level of interest and application of enterprises on the e-commerce platforms has not witnessed any strong growth over the past few years, among enterprises taking part in the survey, 11%-13% showed that they utilized e-commerce platforms for trading.

Even though the past few years have seen an explosion of investment in e-commerce platforms, it would still take a significant amount of time to see its effectiveness and application among enterprises.

**Figure 10: The percentage of enterprises joining the e-commerce exchange over the years**



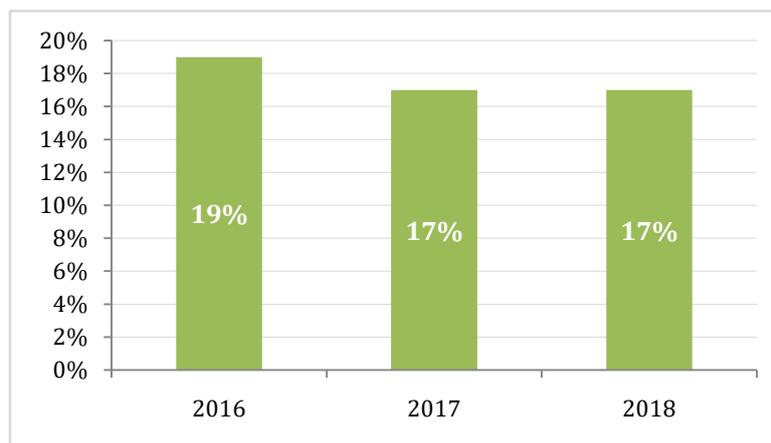
#### d. Doing business on mobile platforms

In parallel with the information technology in general and e-commerce in particular, the tendency of using multi-platform channel hogs the attention of enterprises even more, smart consumers has changed their traditional ways of searching and shopping into new and more convenient experiences.

However, it can be seen that the good application of mobile platform is limited to only enterprises with large size, strategies and resources. In general, the majority of enterprises (especially medium and small ones) are still not ready for this change.

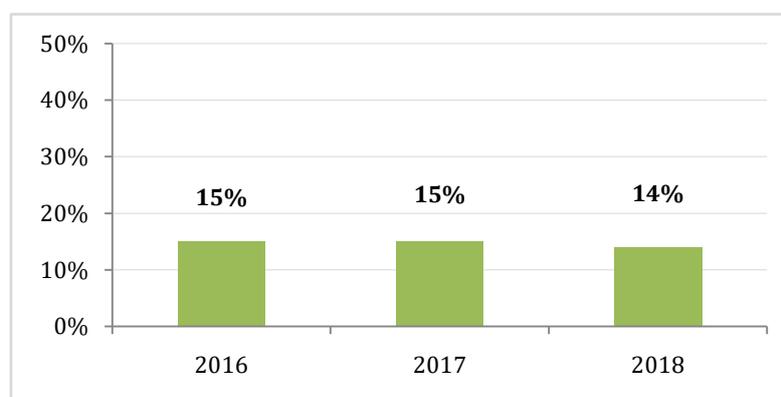
The overall survey within the country indicated that in 2018 there were 17% of enterprises having mobile-based websites, this percentage did not have so much difference in the last 3 years.

**Figure 11: The percentage of websites having mobile versions over the years**



Similar to the rate of enterprises having mobile websites, the rate of enterprises possessing mobile sales applications accounted for only 14% in 2018 and witnessed no change compared to previous years.

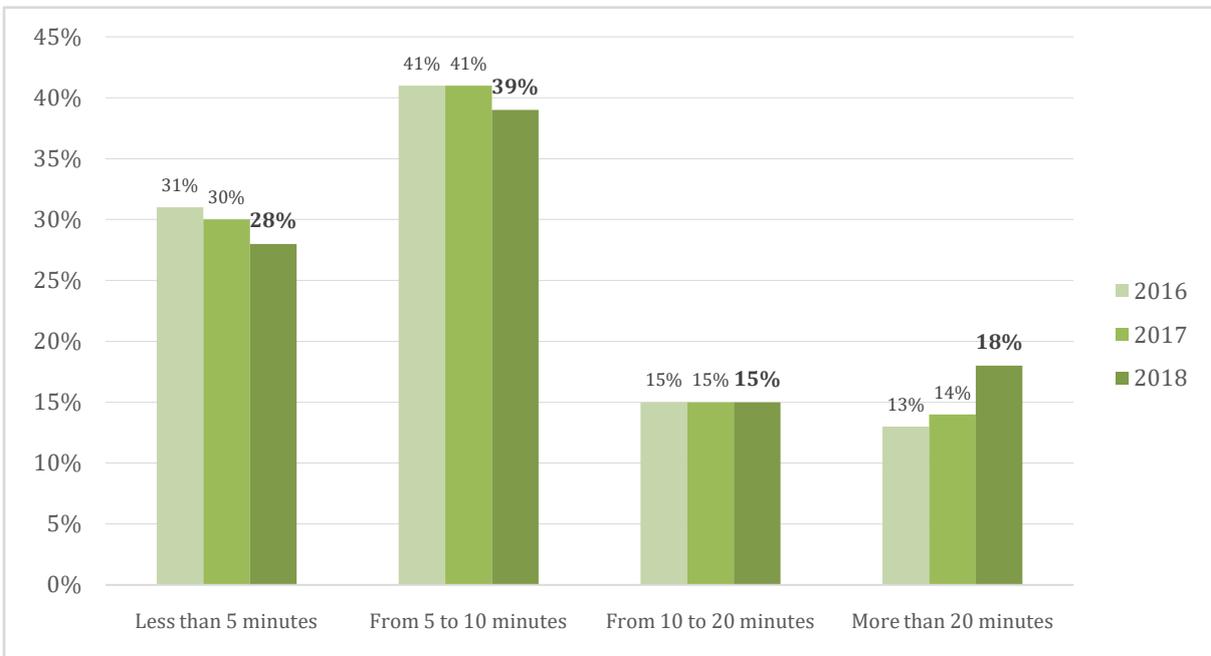
**Figure 12: The percentage of using mobile sales application over the years**



75% of the enterprises with mobile-based sales application surveyed stated that they were most fascinated about using Android platform to develop sales applications, followed by IOS (45%) and Windows (45%), these figures were similar to the rate of 2017 (Android: 71%, IOS: 43% and Windows: 40%).

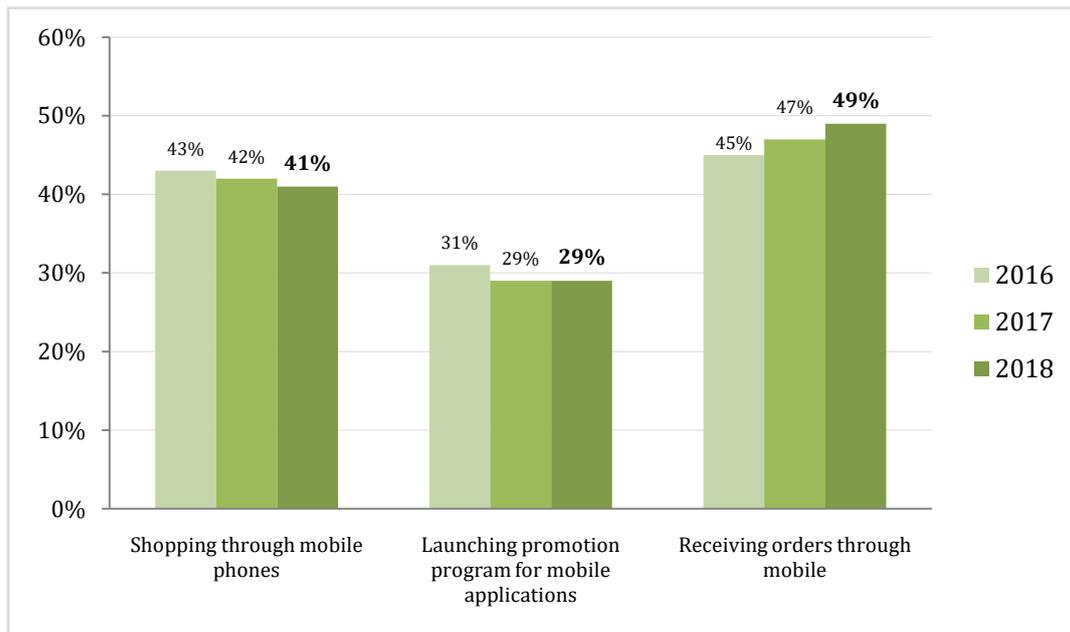
The average amount of time that customers stayed when accessing to mobile-based e-commerce websites or sales applications in 2018 was not really remarkable. This reflects that these mobile-based versions cannot really draw attention in terms of level of attractiveness and convenience. Accordingly, only 18% of enterprises surveyed said that averagely their customers stayed for 20 minutes, most customers still accessed from 5-10 minutes (39%) and less than 5 minutes (28%).

**Figure 13: The average amount of time customers stayed when accessing mobile-based e-commerce websites or sales applications**



Among enterprises with mobile-based websites or mobile applications surveyed, 43% said that they allowed consumers carry out the entire shopping process on their mobile phones, 31% said that they specially launched promotion program for customers using mobile phones to purchase goods or services and 45% claimed that they received orders through mobile sales applications. These figures have not changed much over the past 3 years.

**Figure 14: The percentage of enterprises having mobile business-supporting websites over the years**



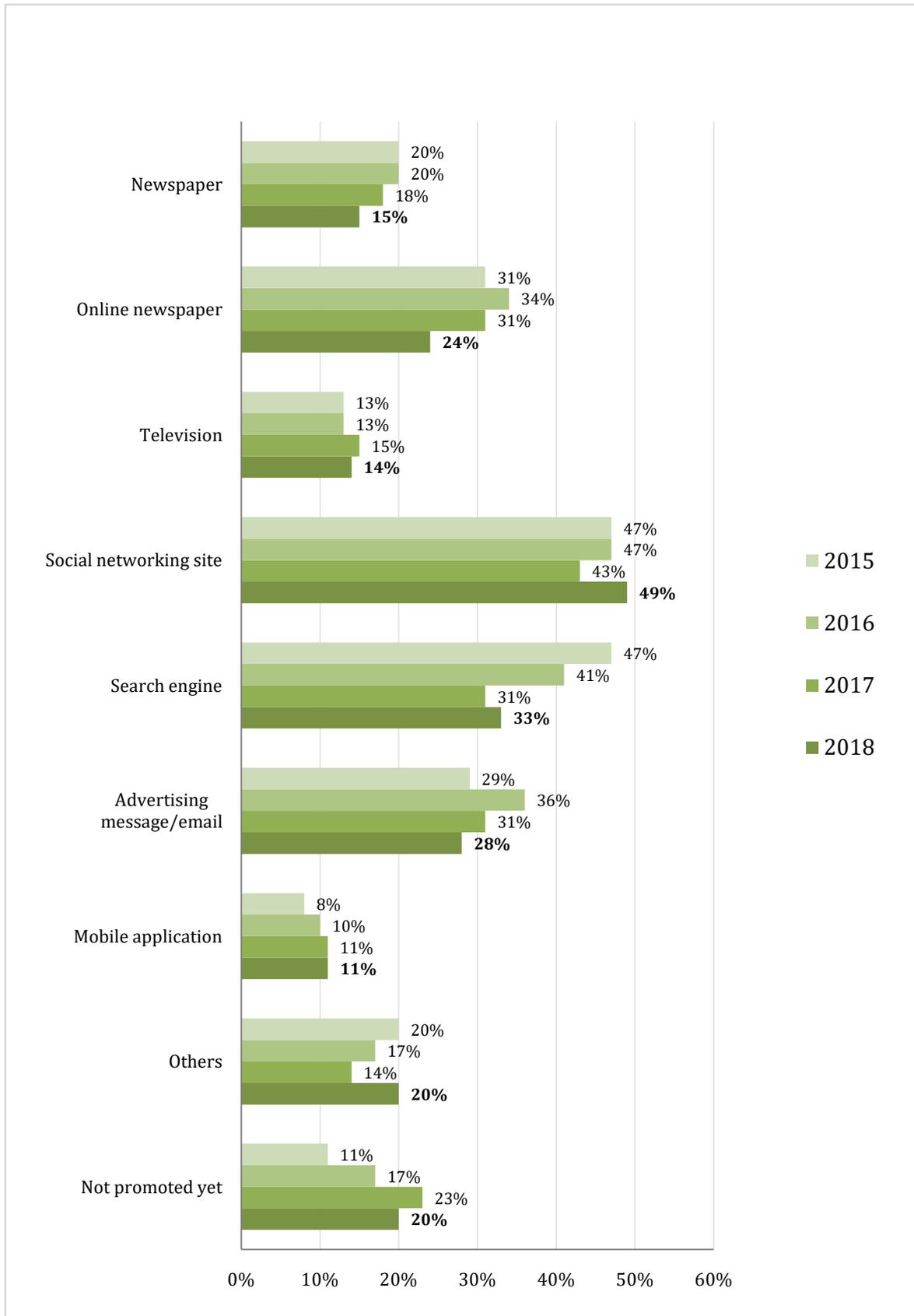
**e. Forms of advertising on websites and mobile applications**

For many years, Facebook is a leading channel trusted by so many enterprises to support website/mobile application advertising (in 2018 the rate of enterprises utilizing social network sites for advertising was up to 49%, increased by 6% compared to 2017), the second most common form was search engines (33%) and the third was through advertising messages and emails (28%).

In the last two years, the term “affiliate marketing” has totally modified marketing strategies of the large number of e-commerce companies, this trend will continue to grow in the future.

The survey also indicated that up to 20% enterprises taking part in the survey did not conduct online advertising, this rate decreased a little bit compared to 2017 but still remained high in the 4.0 era.

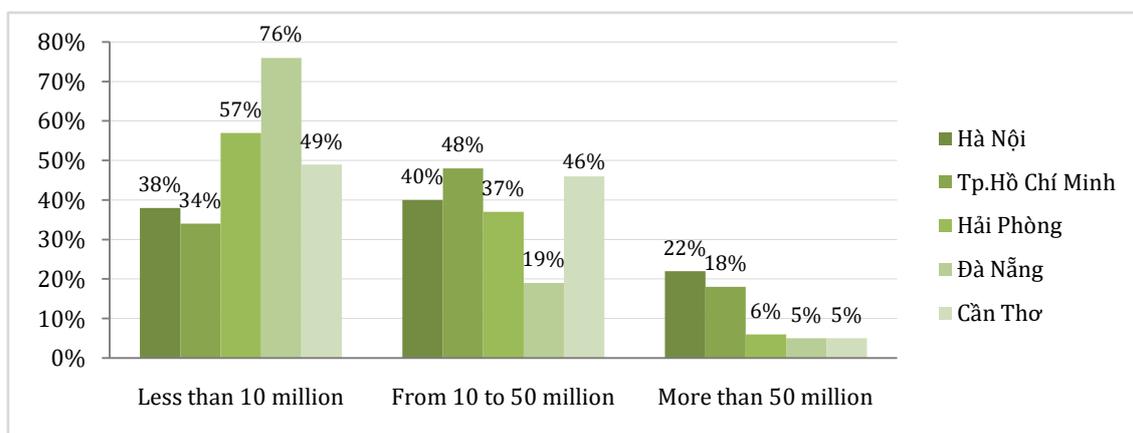
Figure 15: Forms of website/mobile application advertising of enterprises



Up to 58% of the enterprises surveyed said that they paid less than 10 million VND for websites/mobile applications advertising via online means and mobile applications, in general, the higher this ratio is, the less enterprise awareness as well as marketing strategy effectiveness are, which did not bring enough attraction for enterprises to spend more on. Besides, the rate of enterprises paying 10 - 50 million VND for online advertising accounted for 32% (down by 4% compared to 2017) and the rate of enterprises paying more than 50 million VND for online advertising were only 11% (up by 3% compared to 2017).

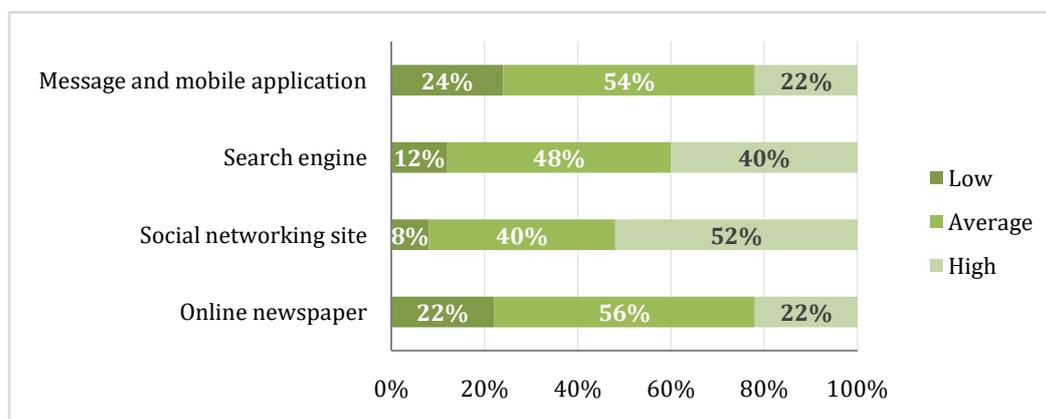
Among 5 municipalities, Ha Noi is the leading city in which enterprises pay more than 50 million VND for online advertising (22% enterprises paying more than 50 million) and followed by Ho Chi Minh city (18%).

**Figure 16: Advertising cost divided into cities under central government**



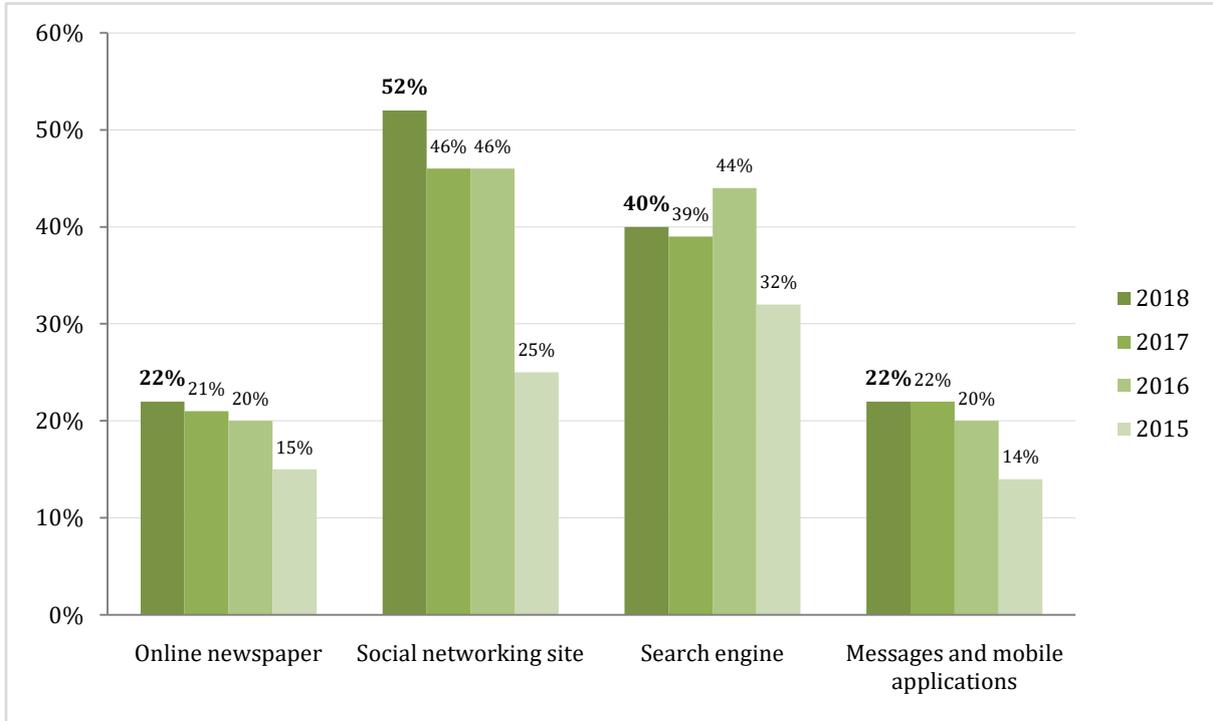
Social network sites and search engines were the two platforms considered to bring high effectiveness in the field of online advertising, equivalent to 52% and 40%, the two other forms were online newspapers and text messages/mobile applications, which were evaluated by 22% of the enterprises to bring high effectiveness.

**Figure 17: Evaluating the effectiveness of website/mobile application advertising**



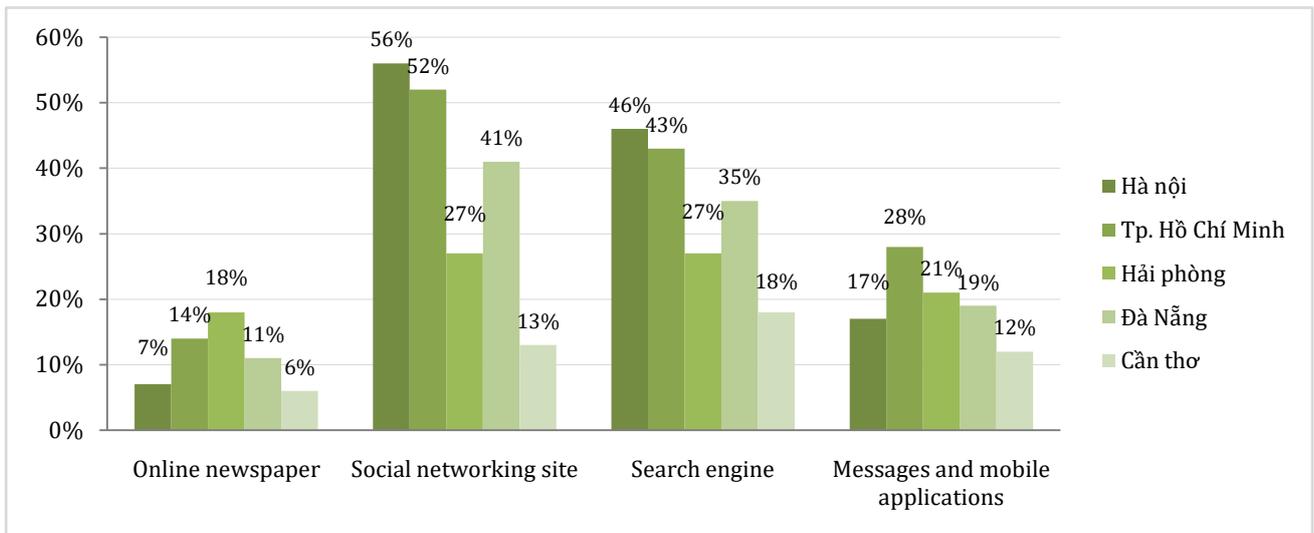
In general, over the past four years, the tendency of online advertising via the two platforms of social network sites and search engines have considerably grown up and surpassed old forms, especially social network sites with growing customer satisfaction rating show no sign of slowing down.

**Figure 18: The percentage of enterprises praising online advertising tools over the years**



Ha Noi and Ho Chi Minh city are significantly better than other remaining municipalities in terms of evaluating the effectiveness of online advertising tools.

**Figure 19: The percentage of enterprises praising online advertising tools divided into 5 cities under central government**



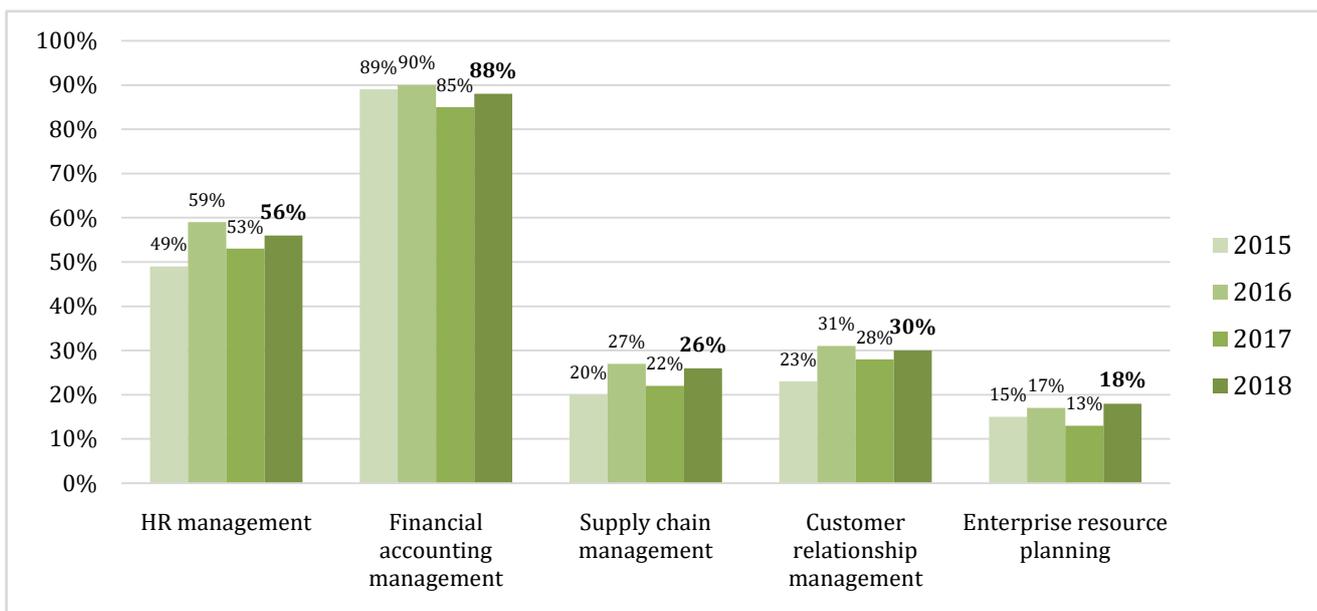
## 4. E-COMMERCE TRANSACTION BETWEEN BUSINESSES AND BUSINESSES (B2B)

### a. Using management softwares

Regarding groups of softwares supporting business enterprises, financial accounting software was the most used tool in the past few years. In 2018, 88% of the enterprises surveyed confirmed using financial accounting softwares (this annual rate remains unchanged and oscillates from 80% to 90%). The next is the HR management softwares used by 56% of enterprises.

In addition, a slightly higher specialized softwares group like Customer Relationship Management (CRM), Supply Chain Management (SCM) as well as Enterprise Resource Planning (ERP) did not have any remarkable growth, while on the macro side, the application of specialised softwares is thought to bring efficiency and strong growth rate for enterprises.

*Figure 20: The situation of using management softwares over the years*

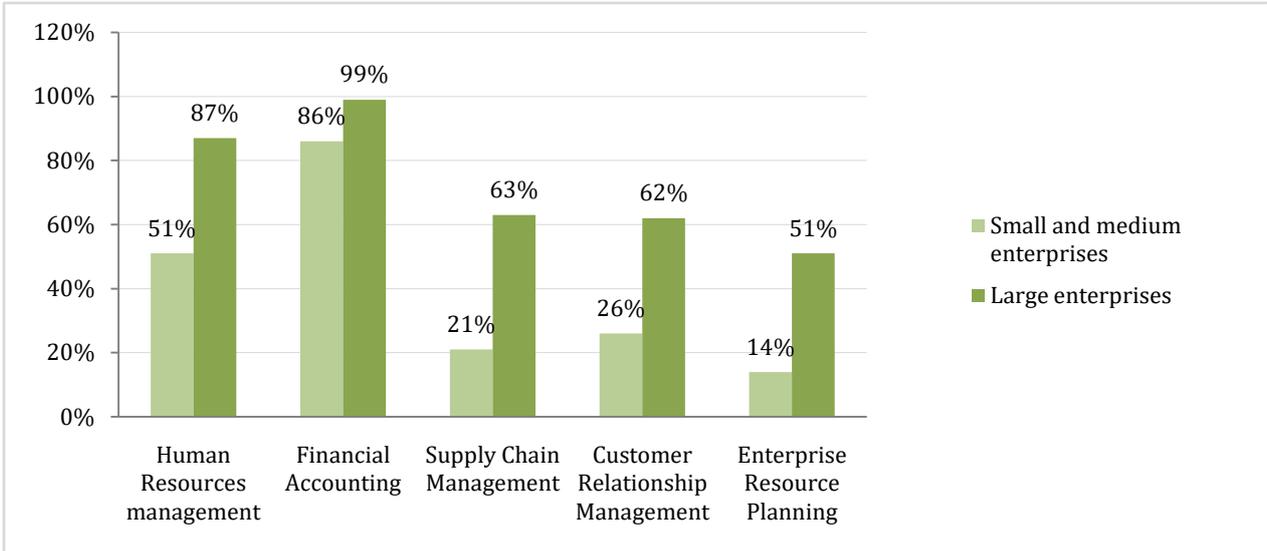


Regarding business size, the application of softwares in large enterprises is much more outstanding than smaller ones, this can be easily understood because of the specific characteristics as well as higher and urgent demand of large enterprises.

Particularly in 2018, most of large enterprises used financial accounting softwares (99%), while only 86% of small and medium enterprises were found to use them.

Concerning other softwares, there is a considerable difference in application between large and small or medium enterprises, this gap oscillates from 30% to 40%.

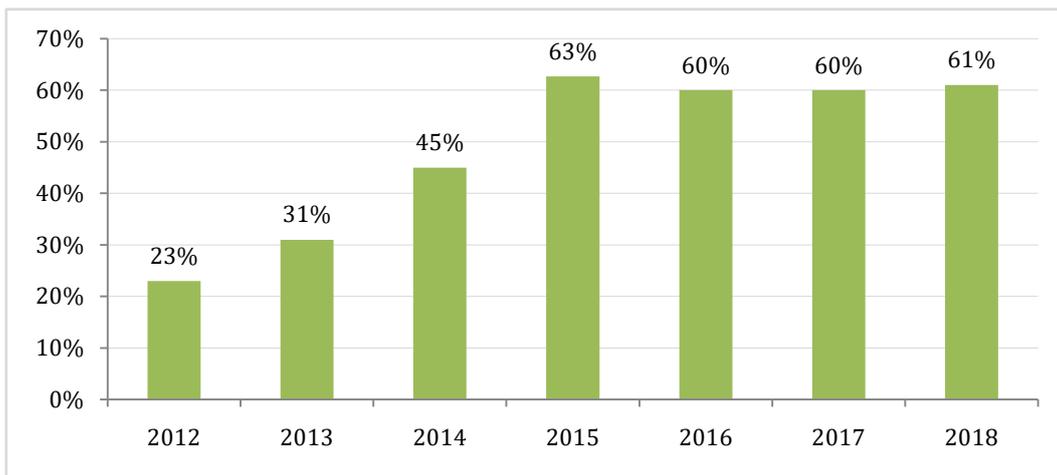
**Figure 21: The situation of using management softwares according to business sizes**



### b. Using e-signature and e-contract

In 2018, 61% of the enterprises surveyed said that they used e-signature, this rate remained unchanged and stable in the past 4 years (from 2015-2018 and oscillate between 60%-63%).

**Figure 22: The situation of using e-signature over the years**

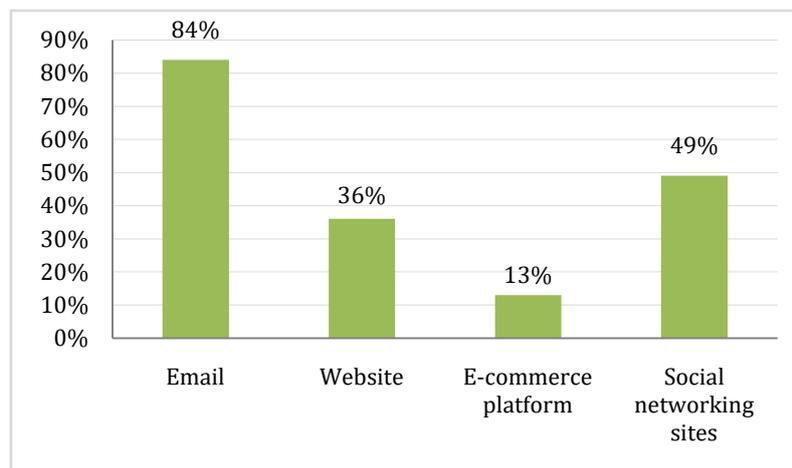


In parallel with this, the trend of using e-contract in business had no notable change and even decreased slightly from 28% in 2017 to 26% in 2018.

### c. Receiving orders and placing orders via online tools

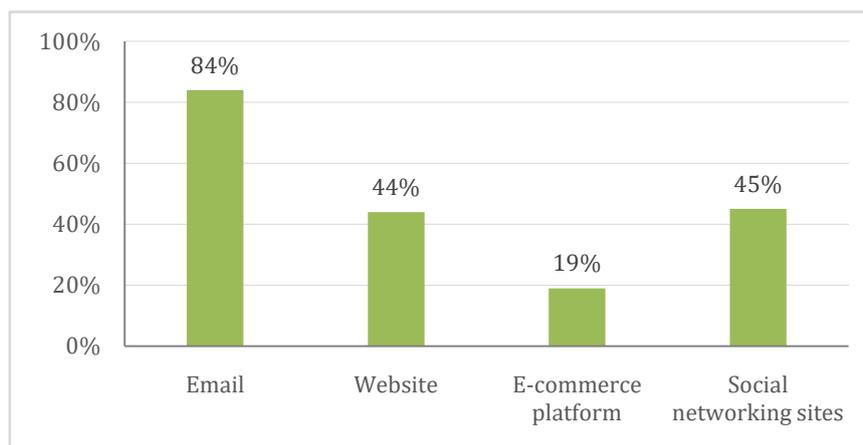
84% enterprises surveyed stated that they received orders via emails (up by 5% compared to 2017), until now this is still a vital channel that accounts for the biggest proportion of online tools, followed by social network sites (49%), websites (36%), and e-commerce platforms (13%).

*Figure 23: The percentage of enterprises receiving orders via online tools*



Similar to the above criterion, the criterion of enterprises placing orders via online tools is at a quite same rate as receiving orders, email is still a main channel between enterprises and suppliers (84% of the enterprises placing orders online via emails, followed by social network sites (45%), websites (44%) and e-commerce platforms (19%).

*Figure 24: The percentage of enterprises placing orders via online tools*



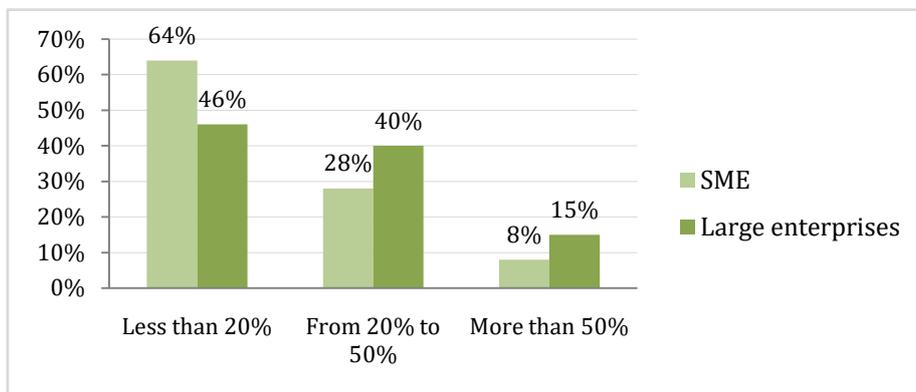
### d. The percentage of investing, building and operating websites/mobile applications

Considering the level of investing, building and operating websites/mobile applications in the total e-commerce of enterprises, 62% of the enterprises

surveyed said that they spent less than 20% of their total investment budget for e-commerce, 29% of the enterprises invested 20-50% of their budget and only 9% of the enterprises invested more than 50% of their e-commerce budget. This reflects the current situation that most enterprises do not really concentrate on websites/mobile applications.

Considering business sizes, large enterprises have stronger investment in mobile platform compared to small and medium ones. Typically, up to 15% of enterprises spent 50% of their investment for websites/mobile applications, while this level of small and medium enterprises was only 8%.

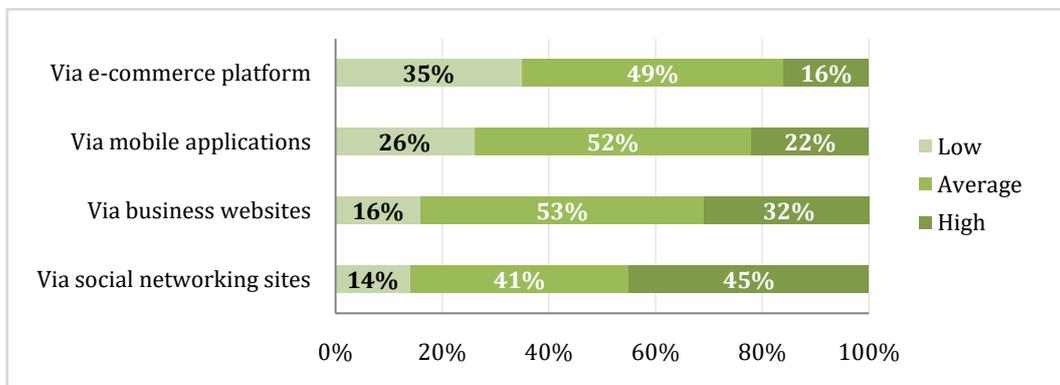
**Figure 25: The percentage of investing, building, operating websites/mobile applications**



**e. Evaluating the effectiveness of sales via online tools**

Of the total number of businesses surveyed, up to 45% of businesses praised the effectiveness of online trading via social network sites (much higher than the rate of 39% in 2017), followed by 32% of enterprises highly appreciated sales channel via business websites (a little bit lower than rate of 35% in 2017), mobile applications and e-commerce trading floor remained unchanged compared to previous years.

**Figure 26: Evaluating the effectiveness of sale via online tools**

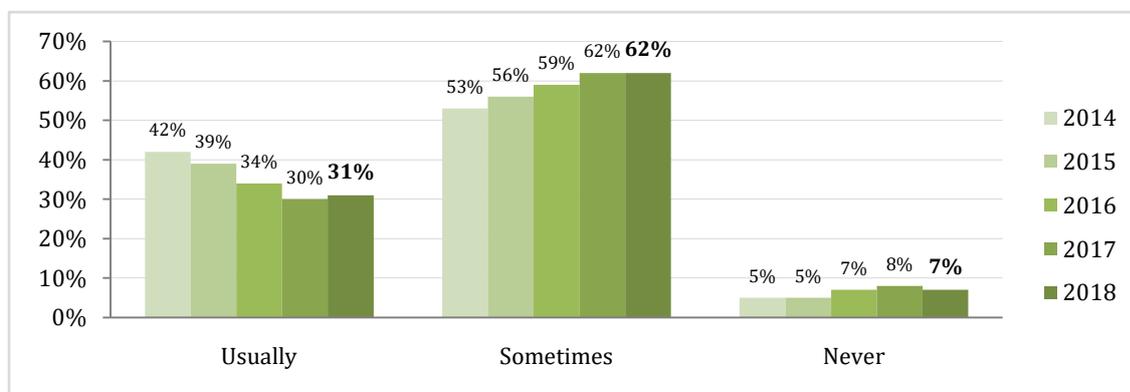


## 5. TRANSACTION BETWEEN THE GOVERNMENT AND BUSINESSES (G2B)

### a. Searching information on state agencies' websites

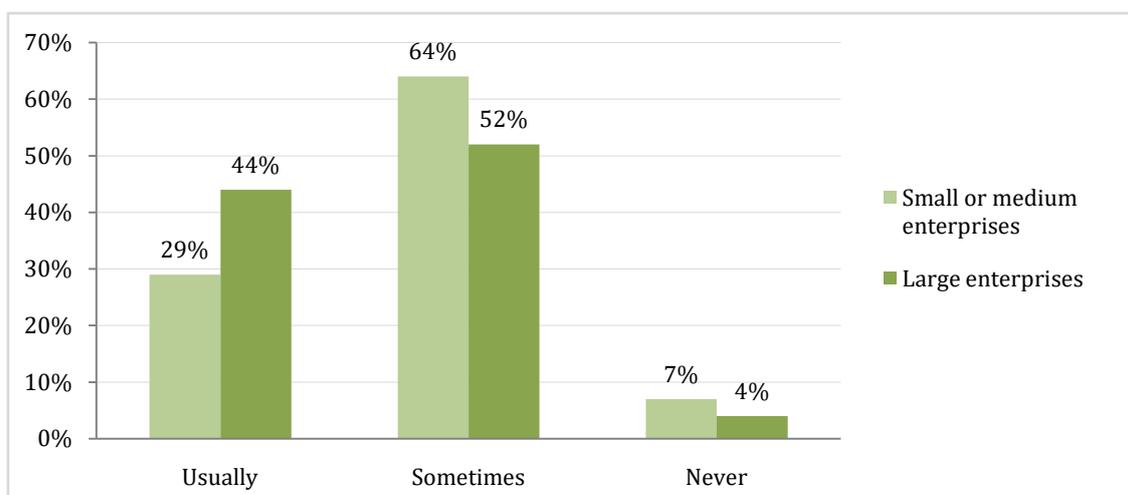
31% of the enterprises said that they usually searched for information on the state agencies' websites in 2018 (up by 1% compared to last year), 62% of the enterprises sometimes did so and especially 7% of the enterprises have never searched for this information. In general, this rate has not modified much over the past few years, reflecting the effectiveness, low awareness and low level of enterprises' access to state agencies' information.

*Figure 27: The information-searching trend on state agencies' websites*



Large enterprises always pay more certain attentions to information on Government Agencies' website than small and medium ones: 44% of large enterprises are concerned about this kind of information, while that ratio of SMEs is just barely getting 29%.

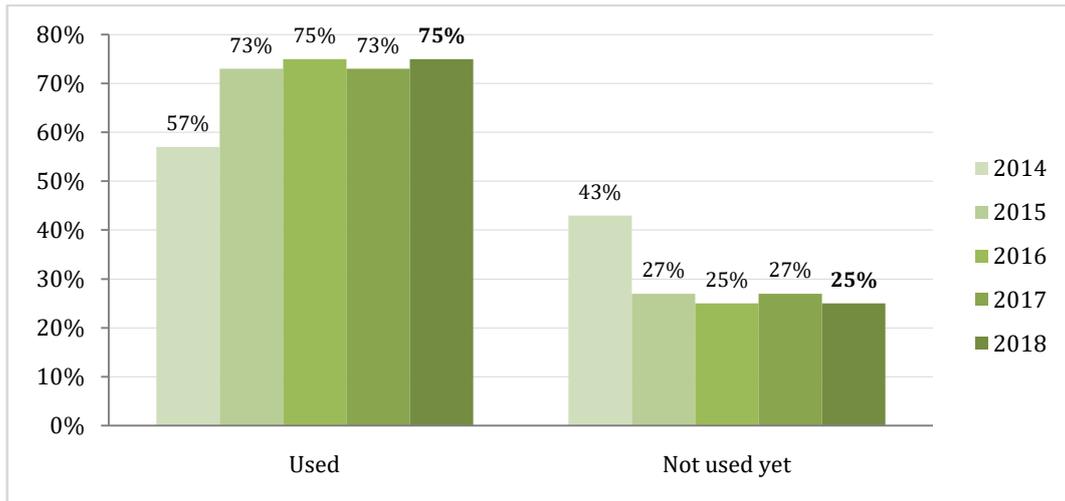
*Figure 28: Rate of searching for information on websites of state agencies by business size*



## b. Using online public services

On the contrary to the information searching, the rate that enterprises used online public services related to registration procedures, licensing, declaration, etc. provided on state agencies' websites was much higher and had a tendency to slightly increase in the past 2 years (from 73% of the enterprises using online public services in 2017 to 75% in 2018).

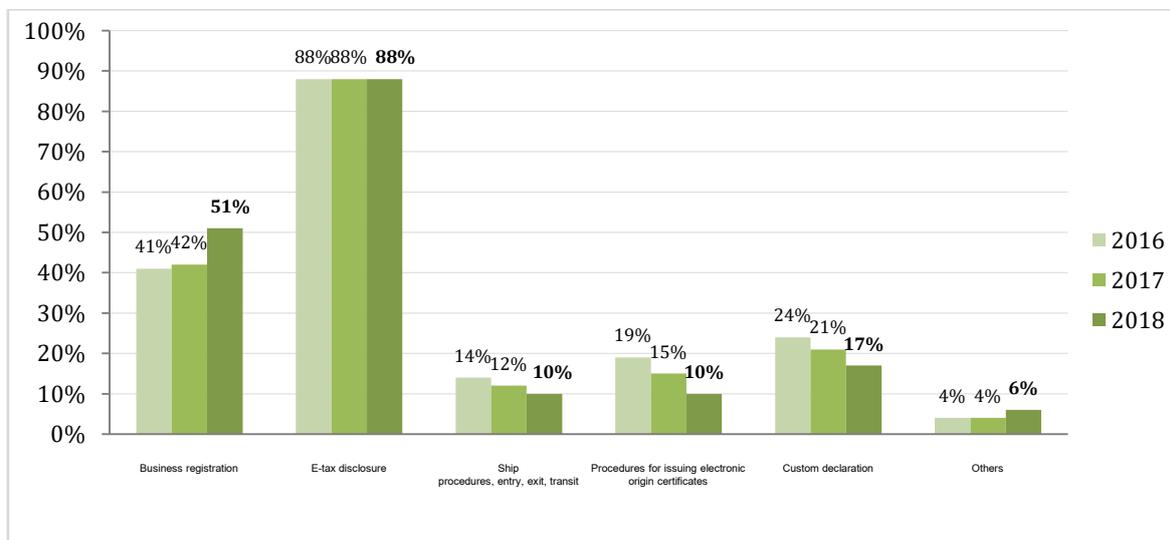
**Figure 29: Using online public services over the years**



One distinctive point is that in three consecutive years, tax declaration is the most used online public services by enterprises, takes up 88% of the enterprises surveyed, followed by business registration (accounting for 51% and increasing 9% compared to 2017).

Other online public services such as procedures for issuing electronic origin certificates, custom declaration had low usage level.

**Figure 30: Online public services using conditions**

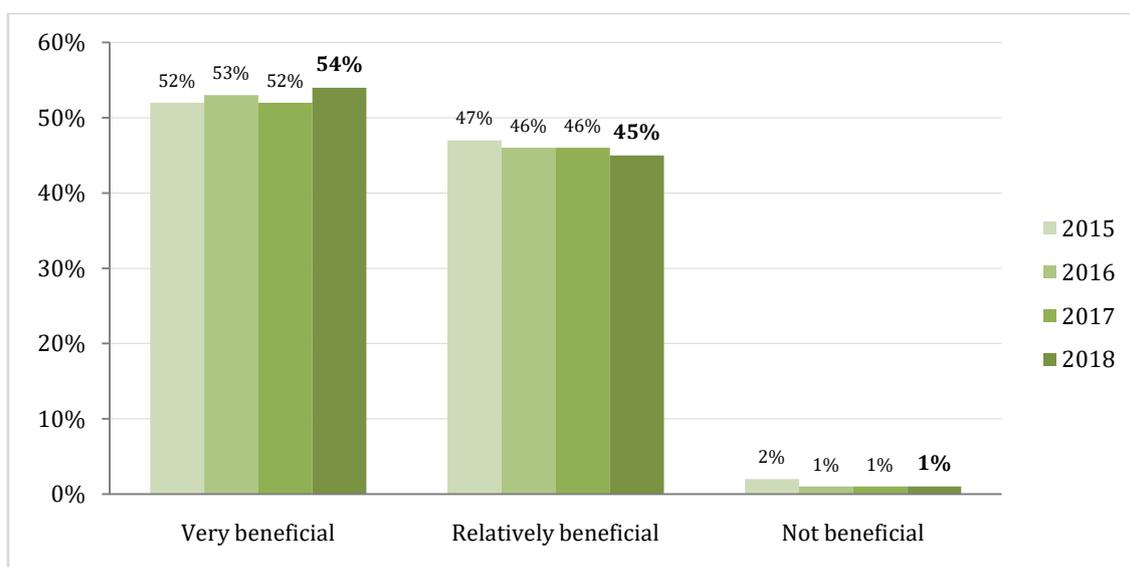


### c. Benefits of online public services

54% of businesses participating in the survey rated the benefits of online public services at a very high level, this rate has not changed significantly compared to 52% of 2017 and over the past three years this trend has developed positively.

As a result, it can be seen that the value of online public services in specific and the overall business environment in Viet Nam is quite transparent and beneficial for enterprises development. Effectively applying online public services helps enterprises save a notable amount of unofficial expenses.

**Figure 31: Benefits of online public services over the years**



SECTION 3

**E-BUSINESS INDEX  
BY LOCALITY**

The bottom half of the page features a decorative geometric design. It consists of several overlapping triangles in two colors: a dark teal and a light lime green. The triangles are arranged in a way that creates a sense of depth and movement, with some overlapping others. The overall effect is modern and professional.

## 1. INDEX OF HUMAN RESOURCES AND INFORMATION TECHNOLOGY INFRASTRUCTURE (HR & ITI)<sup>19</sup>

The year 2018 continuously marked the strong growth of e-commerce in the third period according to the Vietnamese E-commerce Association (the period of rapid e-commerce development), with the growth rate of 30% with many exciting investments by both domestic and foreign enterprises. Consequently, Vietnamese e-commerce will continue to become a destination to attract investors in the future.

In terms of applications and upgrade of infrastructure as a premise to implement e-commerce as well as advantages of stable quality of telecommunication infrastructure, domestic enterprises were also quick enough to grasp and bring new technologies to Vietnamese market. In general, enterprises had many favorable conditions to participate in this attractive e-commerce environment.

The index of human resources and information technology infrastructure (HR & ITI) in 2019 was built based on a group of component indicators, including: the ability to supply competent human resources in e-commerce sector, convenience level in specialized personnel recruitment process, the structure of investment in specialized personnel in e-commerce, frequencies employees use e-mail or other supporting tools such as Viber, WhatsApp, Skype, Facebook Messenger, Zalo at work. Due to its high popularity, this year's norms set aside the criteria for equipping electronic devices such as PCs, laptops or mobile devices to support business operations.

As in previous years, the growth rate of domain names and of e-commerce were always similar in proportion; therefore, in 2018, this norm continued to have one more component index about domain names for business. From the long-term and sustainable development's perspective, in the coming time, VECOM will continue to focus on promoting the policy of "each enterprise having own website and domain name".

From the statistics of Vietnamese Internet Network Information Center (VINIC) over previous years, Ho Chi Minh City and Ha Noi remained as two cities having the largest number of domain names in Vietnam for many years, and were also the two cities with the lowest number of people/1 ".vn" domain names, at 49 and 44 people/1 ".vn" domain name respectively. Da Nang was the city with the third largest domain name (8,129 domains and had a ratio of 131 populations/1 ".vn"

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<sup>19</sup> 9 non-rated provinces include Bac Lieu, Ca Mau, Cao Bang, Dien Bien, Ha Giang, Hau Giang, Lai Chau, Soc Trang and Son La.

domain). However, the figure for Da Nang was also significantly low compared to the two leading cities.

**Table 1: Differences in the allocation of ".vn" domain names by provinces and population**

The provincial group had the largest number of domain names				The provincial group had fewer domain names			
NO.	Provinces	Number of ".vn" domain names	Population / 1 ".vn" domain name	NO.	Provinces	Number of ".vn" domain names	Population / 1 ".vn" domain name
1	Ho Chi Minh City	172629	49	1	Hau Giang	295	2626
2	Ha Noi	169142	44	2	Son La	271	4535
3	Da Nang	8129	131	3	Kon Tum	246	2114
4	Binh Duong	6272	330	4	Dak Nong	244	2564
5	Dong Nai	5753	526	5	Bac Lieu	237	3773
6	Hai Phong	5608	356	6	Dien Bien	176	3222
7	Nghe An	3962	790	7	Ha Giang	165	5052
8	Thanh Hoa	3867	917	8	Bac Kan	130	2486
9	Khanh Hoa	3791	322	9	Cao Bang	114	4696
10	Nam Dinh	3036	610	10	Lai Chau	91	4902

Source: Report on Vietnam Internet Resources in 2018, Vietnam Internet Center (VIC)

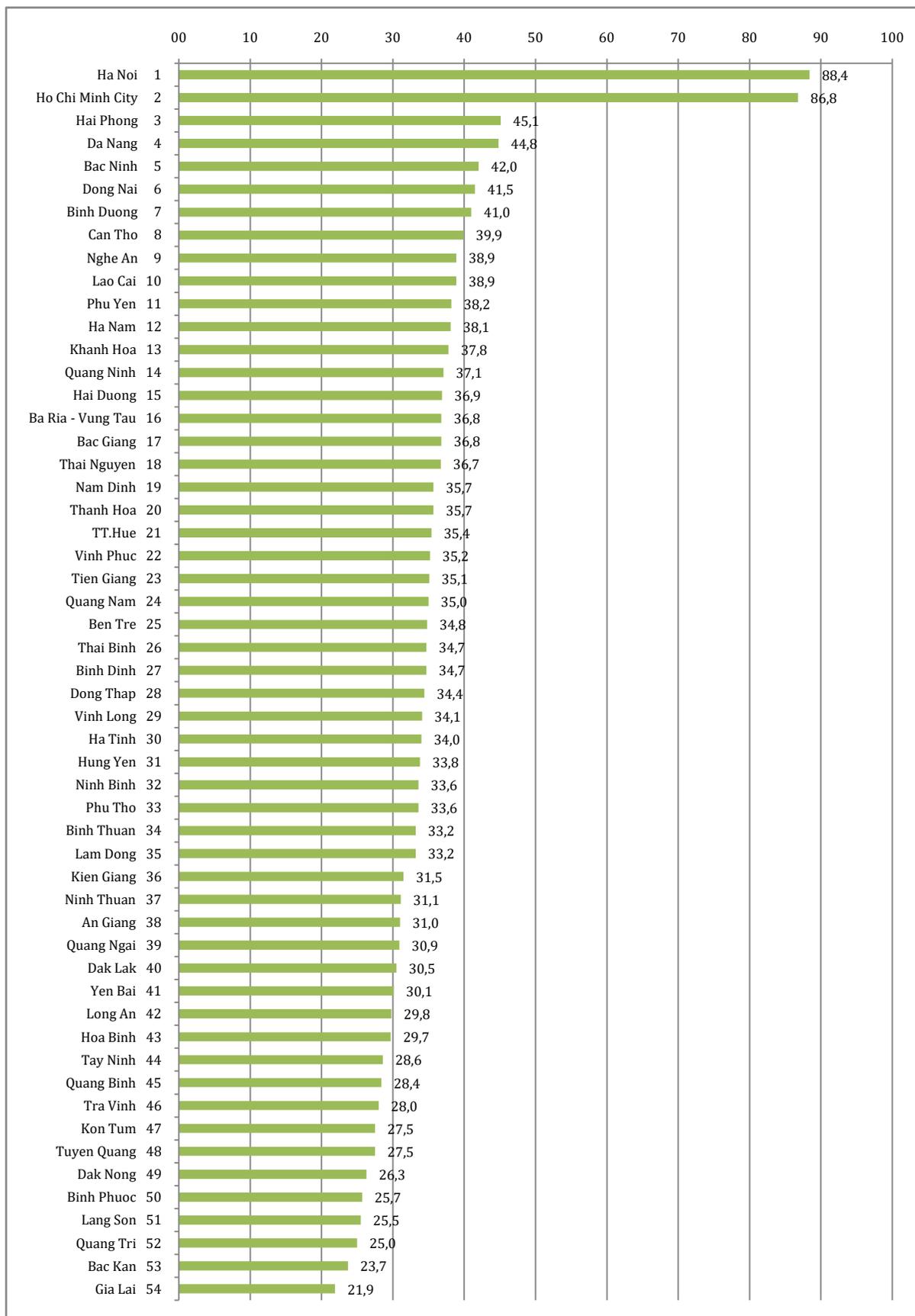
Considering the underdeveloped local group, Lai Chau was still the province with the lowest number of domain names (91 domain names in 2018 and had more than 1 domain name compared to 2017), the ratio of population/1 ".vn" domain name in Lai Chau was also very low (4,902 population only had 1 domain name, it was slightly higher than the figure of 4,844 population/1 ".vn" in 2017).

In 2018, Ha Noi continued being the city with the highest index of infrastructure and human resources with 88.4 points, followed by Ho Chi Minh City with 86.8 points. Standing in the next two positions were Hai Phong with 45.1 points and Da Nang with 44.8 points. However, the scores on infrastructure and human resources of these two cities were only half of the scores of the two leading cities.

The average score of this index for 54 remaining provinces surveyed ranked very low at 35.6 points (slightly higher than the score of 33.8 in 2017). The distance between the average score of the top 5-highest-province-group (61.4 points) and the top-5-lowest-province-group (24.3 points) was also quite high, more than 37 points. These lowest provinces included Binh Phuoc (25.7 points), Lang Son (25.5 points), Quang Tri (25 points), Bac Kan (23.7 points) and Gia Lai (21.9 points).

The difference of infrastructure between Ha Noi and Ho Chi Minh City and other provinces was extremely large. This was also one of the problems that would need more attention in order to shorten the development gap between urban and rural areas.

Figure 32: Index of Human Resource and Information Technology Infrastructure (IHR & ITI)



## 2. TRANSACTION INDEX BETWEEN BUSINESS TO CONSUMERS (B2C)<sup>20</sup>

Transaction between businesses and consumers plays an important role in the development of e-commerce. It closely reflects changes from consumers' behaviors, habits and perceptions in digital era.

In 2018, the group of component norms of the B2C index was preserved to ensure the consistency in the comparison over years, this group included: 1) building a business website; 2) the frequency of updating information on the website; 3) social network sales application; 4) joining e-commerce platforms; 5) mobile version website; 6) mobile sales application; 7) allowing buyers to carry out the entire shopping process on mobile devices; 8) tracking order placement situation; 9) website/mobile application advertising; 10) online channel revenues and 11) per capita income.

One of the general judgments of the community as well as VECOM's evaluation for many years stated that Vietnamese e-commerce had just been at "potential" stage. We had many favorable conditions to develop, attract big investments from domestic and foreign corporations and corporate groups and so on. However, the scale of e-commerce market was still modest. One of the main causes affecting that situation was that Vietnam's average per capita income was still at medium level which led to the low online shopping value.

Therefore, since 2016 up to now, to ensure the objectivity of the E-Business Index, VECOM has been added criteria for per capita income to the B2C criteria group.

According to the 2017 Statistical Yearbook of the General Statistics Office, the 5 provinces and cities with the highest per capita income per month in 2016 were: Ho Chi Minh City (5,109,000 VND), Binh Duong (5,005,000 VND), Ha Noi (4,875,000 VND), Da Nang (4,441,000 VND) and Ba Ria-Vung Tau (4,413,000 VND).

Five provinces which had the lowest annual income per capita in 2016 were Bac Kan, Ha Giang, Lai Chau, Son La and Dien Bien. average of income of the highest province (Ho Chi Minh City) was 4 times higher than the average income of the lowest one (Dien Bien).

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<sup>20</sup> 9 non-rated provinces include Bac Lieu, Ca Mau, Cao Bang, Dien Bien, Ha Giang, Hau Giang, Lai Chau, Soc Trang and Son La.

Table 2: Per capita income per month in 2016

The provincial group had the highest per capita income per month in 2016			The provincial group had the lowest per capita income per month in 2016		
No.	Provinces	Average income (thousand Vietnam dong)	No.	Provinces	Average income (thousand Vietnam dong)
1	Ho Chi Minh City	5109	1	Nghe An	1820
2	Binh Duong	5005	2	Yen Bai	1805
3	Ha Noi	4875	3	Tuyen Quang	1759
4	Da Nang	4441	4	Lang Son	1684
5	Ba Ria – Vung Tau	4413	5	Cao Bang	1643
6	Hai Phong	4375	6	Bac Kan	1401
7	Dong Nai	4328	7	Ha Giang	1324
8	Bac Ninh	4308	8	Lai Chau	1312
9	Quang Ninh	3747	9	Son La	1288
10	Tay Ninh	3391	10	Dien Bien	1221

Source: Statistical Yearbook 2017, General Statistics Office

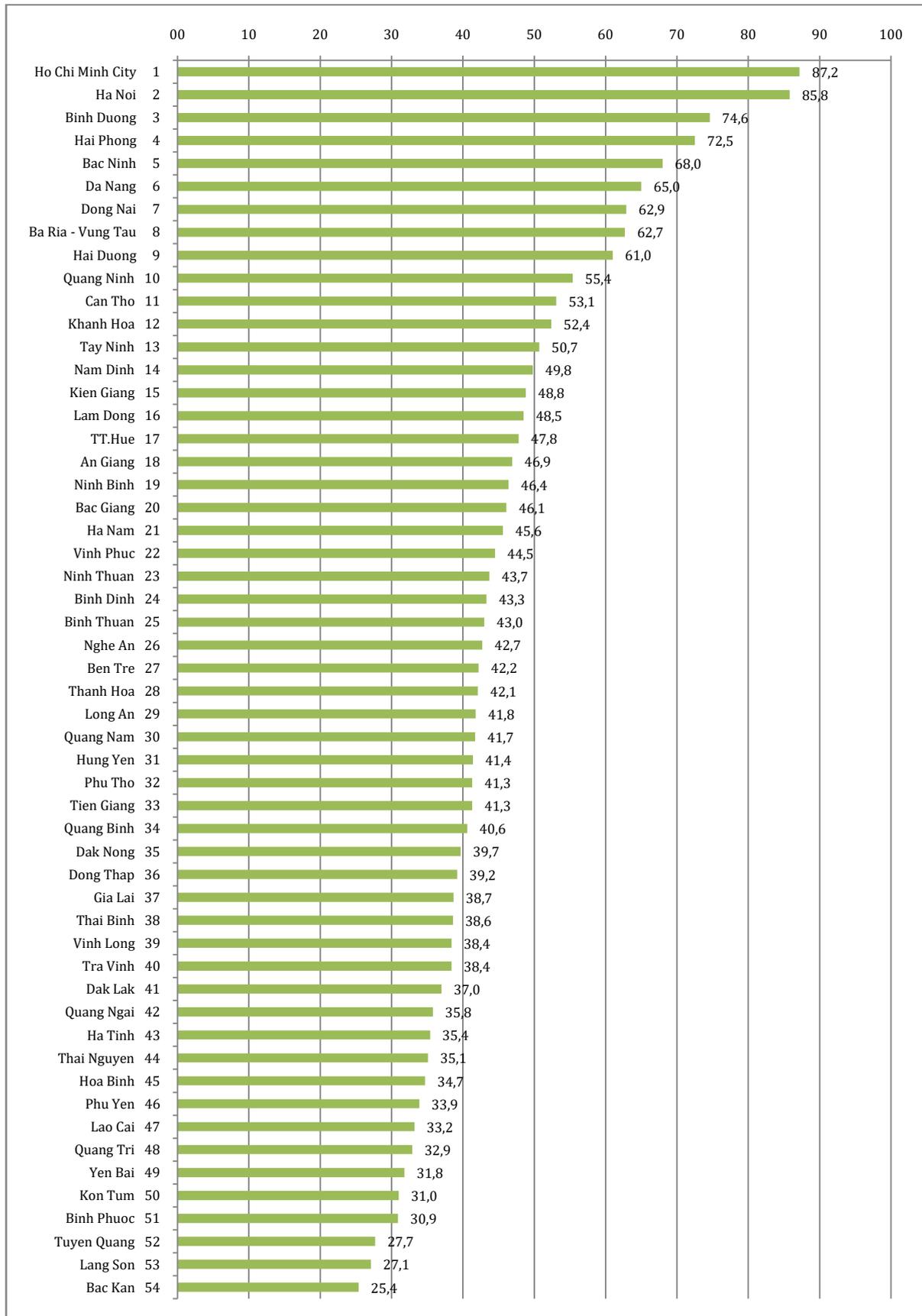
Considering the group of components of transaction index between enterprises and consumers, Ho Chi Minh City led the way (87.2 points), followed by Ha Noi (85.8 points), Binh Duong (74.6 points), Hai Phong (72.5 points), and Bac Ninh (68.0 points).

Especially unsimilarly to the index of infrastructure and human resources, the B2C index did not have many differences between the group of leading provinces compared to the group of adjacent provinces and cities, in typical, the distance between Ho Chi Minh (ranked first) with Bac Ninh (ranked 5th) was only 20 points. Thus, it could be seen that the level of B2C development among neighboring cities was relatively equal.

The group of 5 provinces which had the lowest B2C transaction index was Kon Tum (31.0 points), Binh Phuoc (30.9 points), Tuyen Quang (27.7 points), Lang Son (27.1 points) and Bac Kan (25.4 points). The distance between the leading city (Ho Chi Minh City) and the lowest city (Bac Kan) was 61.8 points.

The average score of the B2C transaction index in the whole country was 45.7 points (slightly higher than the 42.4 points in 2017), while the top 5 provinces had the average score (77.6 points) with nearly 50 points higher than the average score of the 5-lowest-province group (28.4 points)

Figure 33: Index of B2C transactions



### 3. TRANSACTION INDEX BETWEEN BUSINESS AND BUSINESS (B2B)<sup>21</sup>

The index of business-to-business transactions (B2B) reflected the dynamics of enterprises in internal system operations as well as the process of connecting to work with partners and customers. Until now, the B2B turnover has always played a very important role in all economic activities, including e-commerce.

In 2018, the B2B trading index remained the same as in previous years and included the following criteria: 1) using software in enterprises; 2) using digital signatures; 3) using electronic contracts; 4) receiving orders through online tools; 5) ordering via online tools; 6) the rate of investment in construction and operation of website/mobile application and 7) the average number of people per business.

In particular, the criteria related to the number of enterprises and the population of each province were summarized from Statistical Yearbook 2017 in order to have an average of the number of people per enterprise. This indicator would accurately reflect economic and commercial level at localities.

According to the Statistical Yearbook 2017 of the General Statistics Office, Ho Chi Minh City and Ha Noi were still the two regions with the highest number of people per enterprise, 49 people and 67 people respectively. These ratios were slightly higher than in 2016, so it could be seen that the density of enterprises in these two areas was still high and kept increasing.

*Table 3: The percentage of population / 1 enterprise*

<i>The local group has the lowest population / 1 enterprise</i>				<i>The local group has the highest population / 1 enterprise</i>			
<i>No.</i>	<i>Provinces</i>	<i>Number of businesses in 2016</i>	<i>Number of population / 1 enterprise</i>	<i>No.</i>	<i>Provinces</i>	<i>Number of businesses in 2016</i>	<i>Number of population / 1 enterprise</i>
1	Ho Chi Minh City	171250	49	1	Lang Son	1099	708
2	Ha Noi	110169	67	2	An Giang	3023	715
3	Da Nang	13285	80	3	Bac Lieu	1225	730
4	Binh Duong	15229	136	4	Yen Bai	1096	737
5	Ba Ria - Vung Tau	7575	145	5	Tra Vinh	1417	738
6	Hai Phong	12262	163	6	Soc Trang	1693	776
7	Khanh Hoa	5994	204	7	Cao Bang	659	812
8	Quang Ninh	5761	216	8	Tuyen Quang	882	877
9	Can Tho	5832	218	9	Son La	1272	966
10	Bac Ninh	5318	229	10	Ha Giang	812	1026

*Source: Statistical Yearbook 2017, General Statistics Office*

<sup>21</sup> 9 non-rated provinces include Bac Lieu, Ca Mau, Cao Bang, Dien Bien, Ha Giang, Hau Giang, Lai Chau, Soc Trang and Son La.

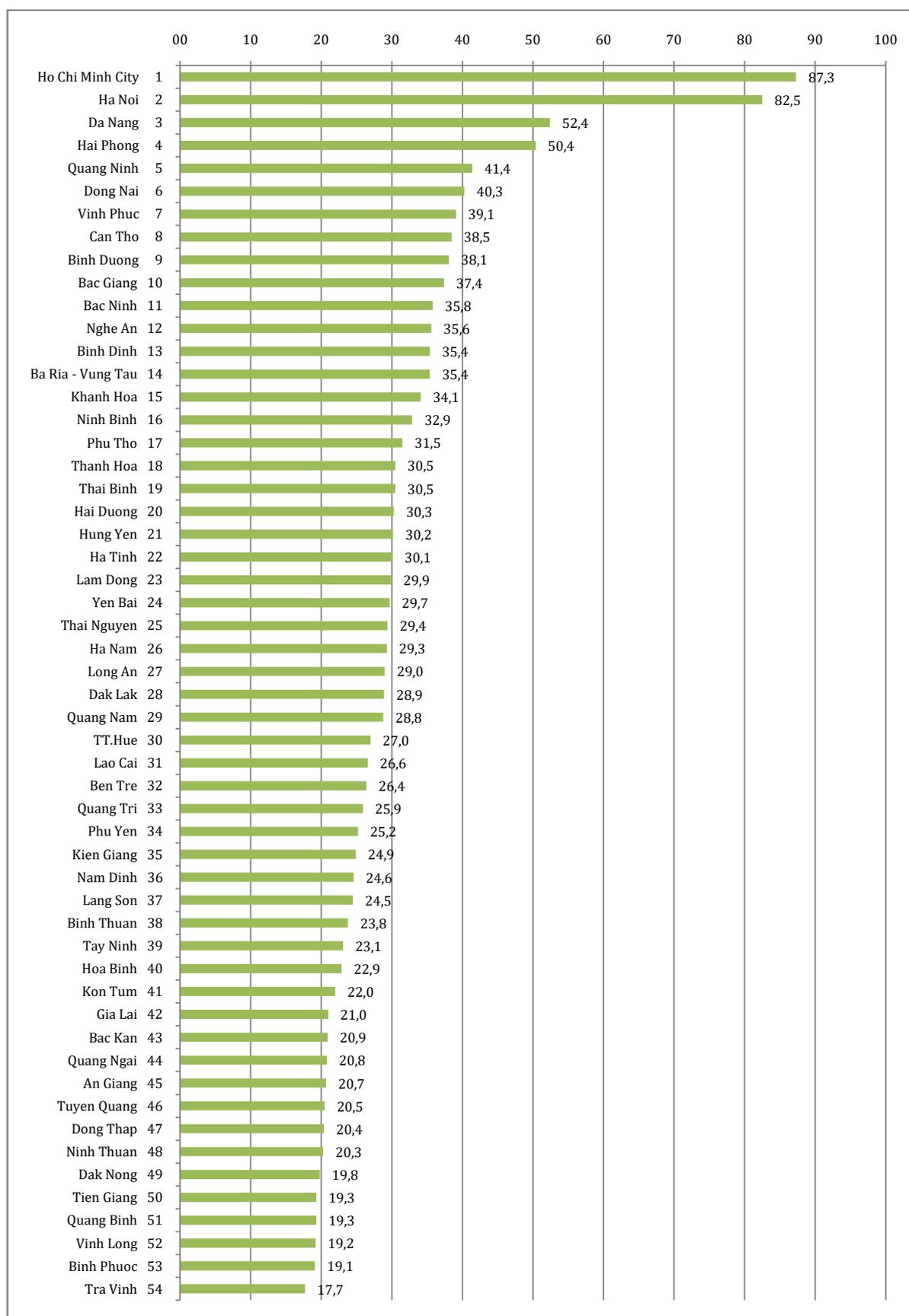
For the B2B index, Ho Chi Minh City continued to be the leader with 87.3 points, followed by Ha Noi with 82.5 points. On the other hand, the third place, Da Nang, (52.4 points) had a much lower figure than Ha Noi.

Moreover, in the B2B index group, there was a great polarization between the two municipal cities (Ha Noi and Ho Chi Minh City) and the remaining provinces including Da Nang, Hai Phong and the like.

The province that had the lowest B2B transaction index in 2018 was Tra Vinh with 17.7 points, with 69.6 points lower than Ho Chi Minh City 69.6 points, some provinces with slightly higher figures were Binh Phuoc (19.1 points) and Vinh Long (19.2 points).

The national average score of this index was 30.7 points and was the lowest component index of the four basic indicators in the E-Business Indexes (Infrastructure and human resources, B2C, B2B, G2B). The top five provinces in B2B scores had a mean score of 62.8 points and were much higher than the average score of the lowest five provinces (18.9 points).

Figure 34: Index of B2B transactions



#### 4. TRANSACTION INDEX BETWEEN GOVERNMENT AND BUSINESS (G2B)<sup>22</sup>

The index of transactions between government and businesses (G2B) is one of the four component indexes of the E-Business Index. This component index reflects the transparency of local information for businesses as well as the level of completion of online public services such as tax declaration procedures, business registration, certification and the like.

Similar to other indexes, the group of smaller indexes to evaluate G2B transaction index this year remained unchanged. The calculation of G2B index continued to base on 4 criteria: 1) the level of enterprises searching information on state agencies' websites; 2) the level of online public services used in procedures for registration, licensing, declaration, so on, which was provided on state agencies' websites; 3) the rate of using public services online and 4) the enterprise's assessment on the benefits of online public services in localities.

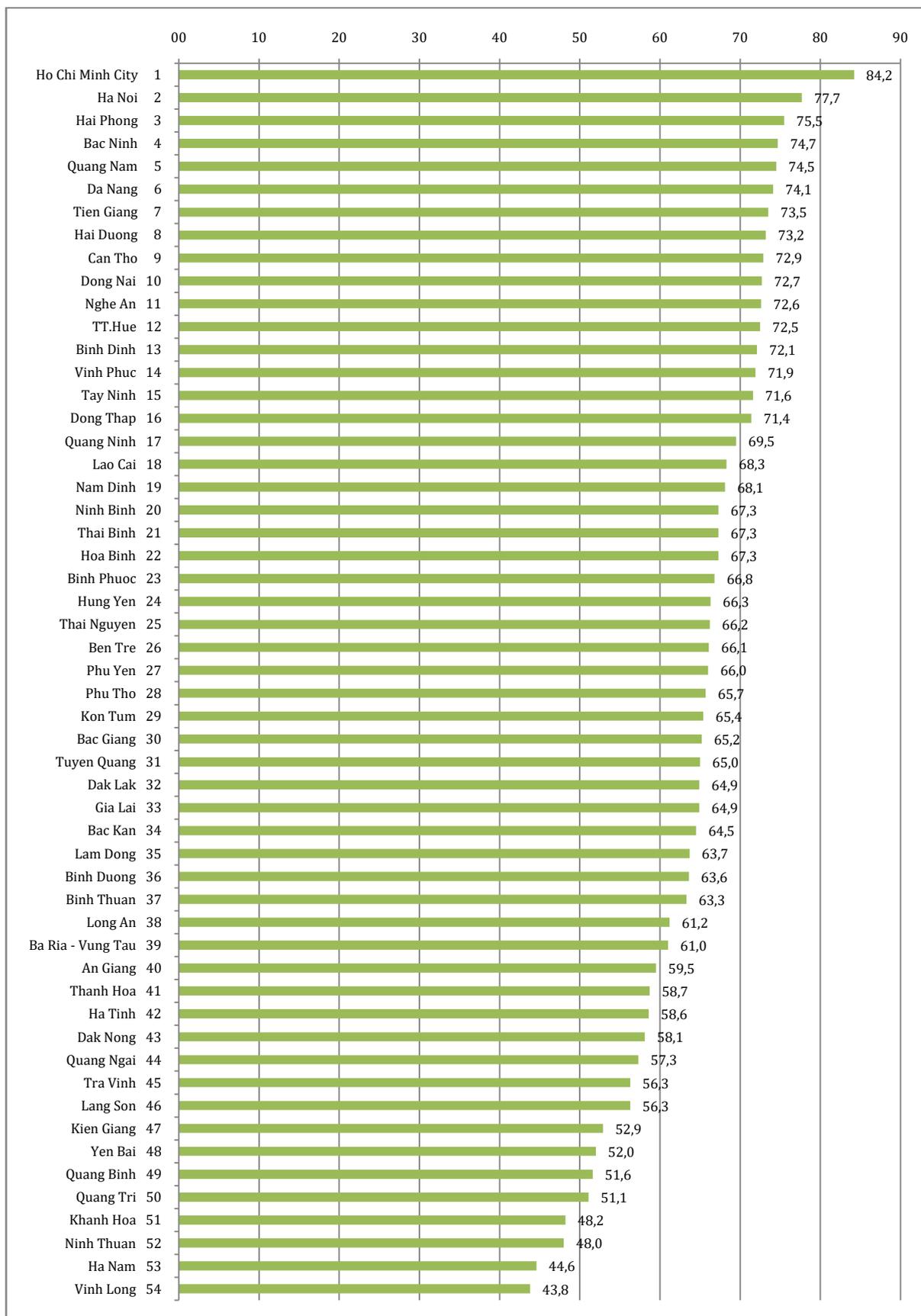
Once again, Ho Chi Minh City continued to be the leader in the G2B component index with 84.2 points, followed by Ha Noi with a relatively far distance (77.7 points) and Hai Phong (75.5 points), Bac Ninh (74.7 points), Quang Nam (74.5 points).

The average score of G2B this year was 64.6 points (slightly increased compared to the previous year's score of 63.2), it was considered the index with the highest average score in 4 component indexes. The average score of the 5-leading-province-group was 77.3 points and was nearly 30 points higher than the average score of the 5-lowest-province-group (47.1 points).

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<sup>22</sup> 9 non-rated provinces include Bac Lieu, Ca Mau, Cao Bang, Dien Bien, Ha Giang, Hau Giang, Lai Chau, Soc Trang and Son La.

Figure 35: G2B transaction index



## 5. E-BUSINESS INDEX OF LOCAL AREAS<sup>23</sup>

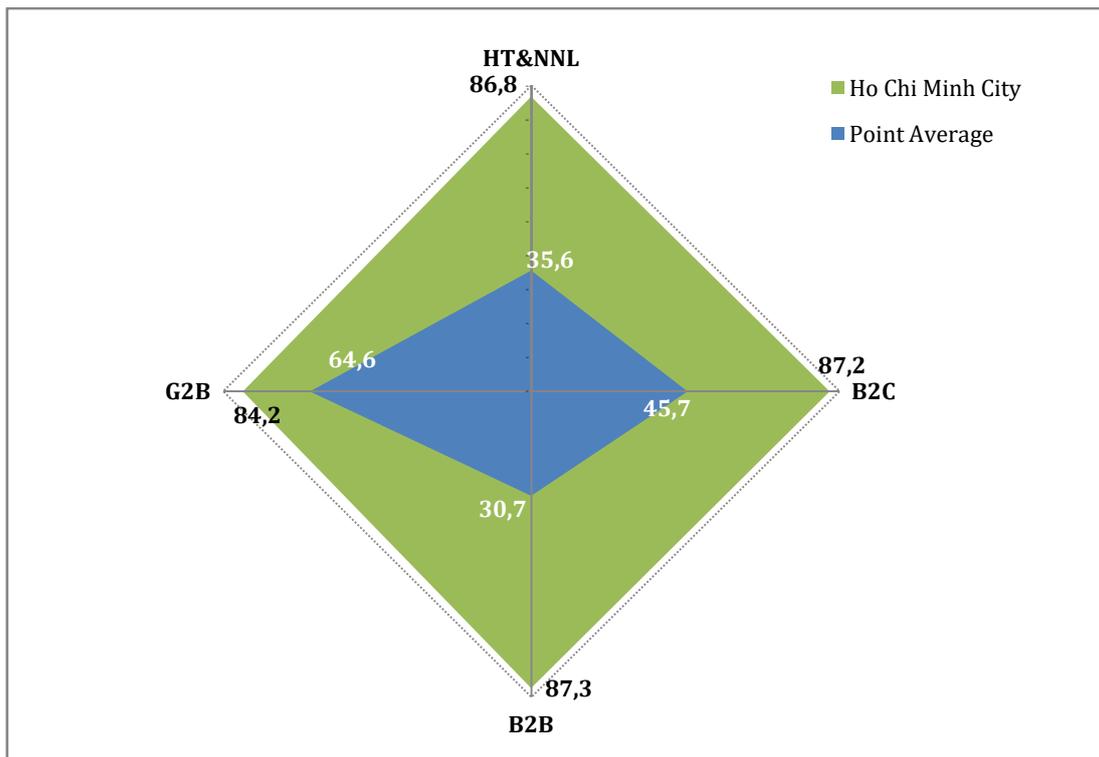
The annual E-Business Index is synthesized from four groups of component indicators with different weights adjusted to suit the focus in each year.

The weights for the four component indexes this year are: human resources and IT infrastructure (20%), online transactions between businesses and consumers B2C (35%), transactions between businesses and businesses (B2B) (35%) and the transactions between government and businesses (10%).

These weights reflect the importance of promoting e-commerce in the current period, which is still favoring the promotion of B2C and B2B transactions. The addition of some related criteria from other prestigious indicators namely domain name, population, and income will contribute to better reflecting the status of e-commerce development in provinces.

In 2019<sup>24</sup>, Ho Chi Minh City's E-Business Index continued to lead with an overall score of 86.8 points and an increase of 4.7 points compared to 2018.

*Figure 36: Diagram of component indicators of Ho Chi Minh City*



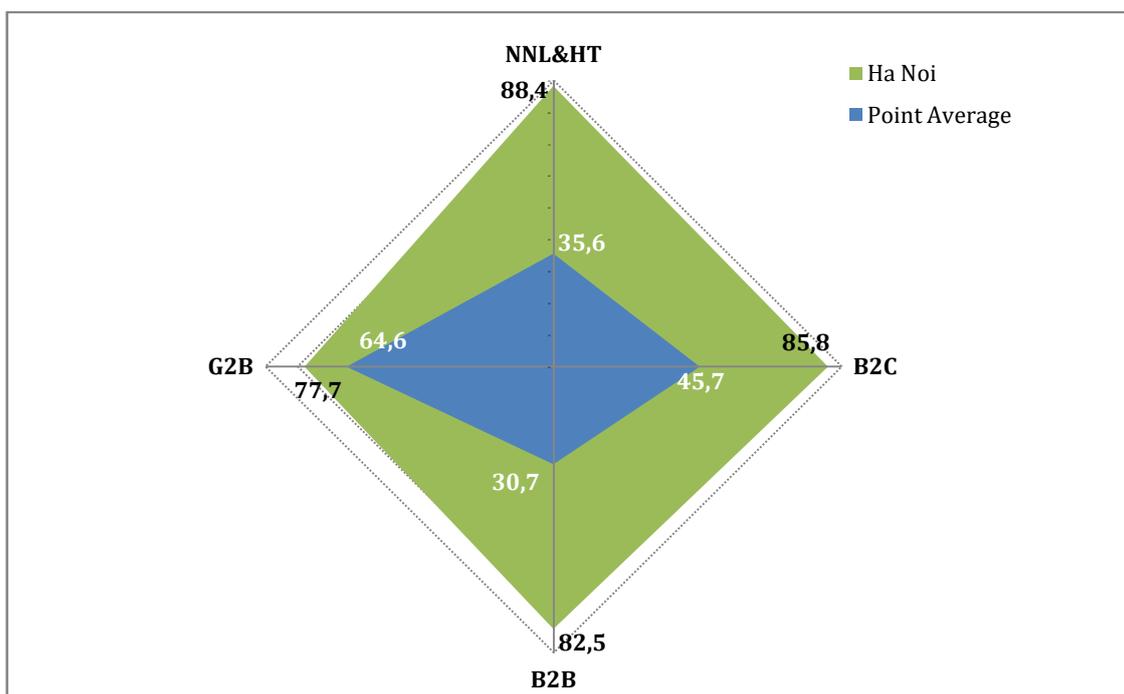
<sup>23</sup> 9 non-rated provinces include Bac Lieu, Ca Mau, Cao Bang, Dien Bien, Ha Giang, Hau Giang, Lai Chau, Soc Trang and Son La.

<sup>24</sup> The component indicators in the report such as HR & ITI, B2C, B2B, G2B have been named after the year 2016; however, the E-Business Index (the sum of 4 component indicators) will be named of the following year.

Especially, this score was much higher than the average score of the E-Business Index in the whole country (40.3 points) and was nearly 60 points higher than the province with the lowest ranking score, which was Bac Kan (27.4 points). The chart also shows a very large gap in the two components index, which are HR&ITI and B2B transaction of Ho Chi Minh City, compared to the average scores of the country.

Ha Noi ranked second with an overall score of 84.3 points and had 4.5 points higher than the previous year

*Figure 37: The graph of Ha Noi's components index*

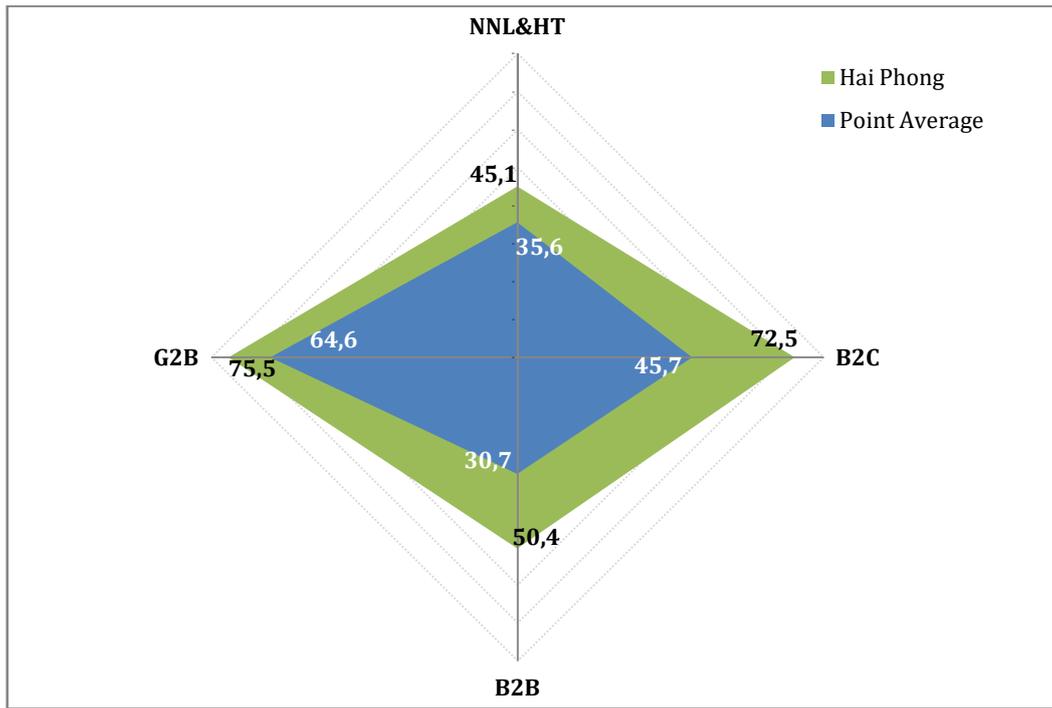


2019 is the second year in a row that Hai Phong has risen to the position of the top 3 countries in the E-Business Index, the next two positions are still Da Nang and Binh Duong. In general, the top 5 provinces and cities in the year 2019 remained without any change.

Although belonging to the top 5 provinces, the distance between Ho Chi Minh City and Ha Noi were still significantly far from 3 other cities, particularly the distance between Ha Noi (ranked 2nd) and Hai Phong (ranked 3rd) was up to 24.7 points.

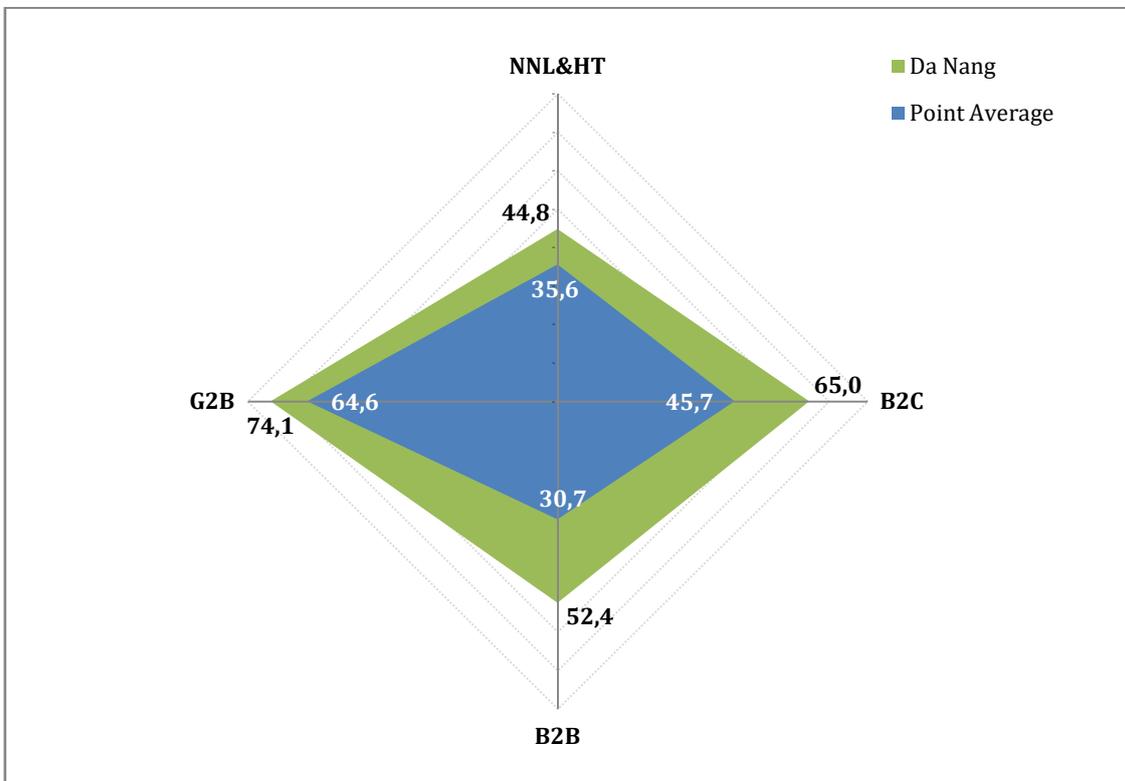
This year, Hai Phong ranked third with a score of 59.6 points and witnessed an increase of 4.7 points compared to the previous year. However, the difference between the component index points of Hai Phong with the average points was not as high as that of Ha Noi and Ho Chi Minh City.

**Figure 38: The chart of Hai Phong's component indicators**



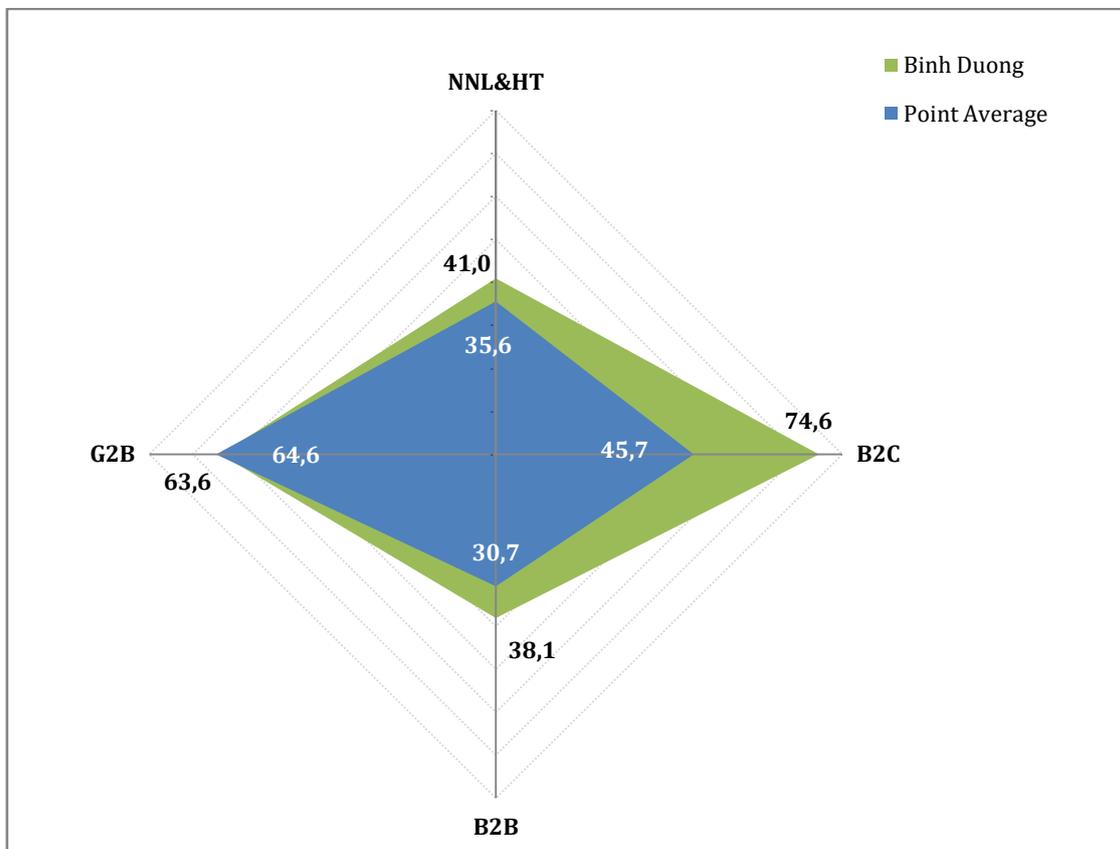
Danang ranks 4th with 57.5 points and has 3.4 points higher than the previous year.

**Figure 39: The chart of Da Nang's component indicators**



Binh Duong continues to rank 5th in the 2019 E-Business Index Report with an average score of 54 points and an increase of 3.6 points from the previous year.

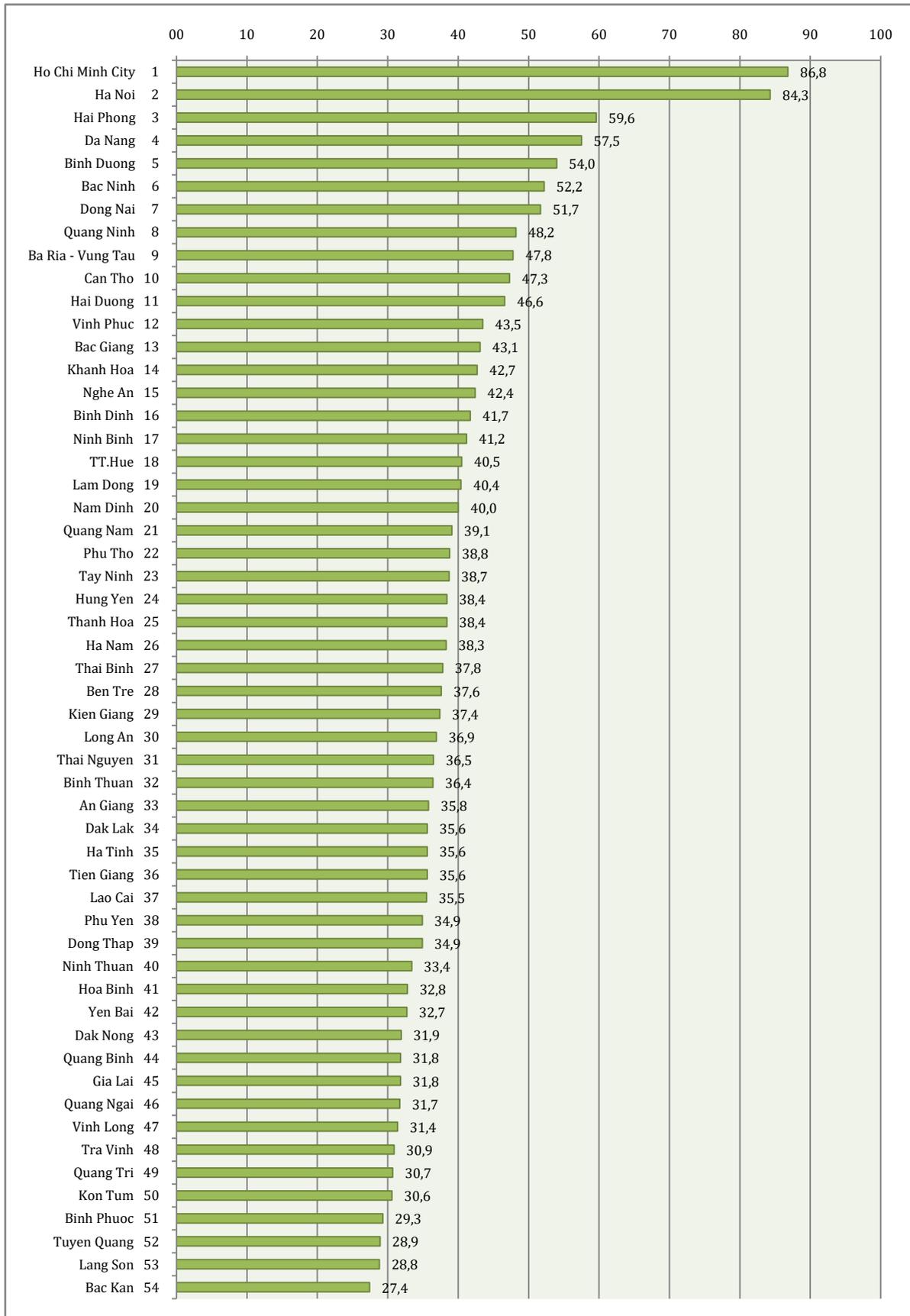
Figure 40: The chart of Binh Duong's component indicators



The average score of E-Business Index in 2019 was 40.3 points and saw an increase of 2.8 points compared to 2018. The difference between the average points of the 5-lowest-province-group (29.0 points) and the average points of the 5-highest-province-group (68.4 points) reached 39.4 points, higher than the distance of 36.7 points in 2018, 36 points of 2017, 30.5 points of 2015, 20.3 points in 2014 and 18.0 points in 2013. The gap was increasing in e-commerce development level between the group of developed provinces compared to the group of provinces with slow development.

In 2018, there were also many marks on the development of e-commerce such as market size, growth rate, investment. However, this development was still mostly in the developed group of the two municipal cities, which were Ha Noi and Ho Chi Minh City. Narrowing the digital gap continued to be a big challenge for Vietnamese e-commerce.

Figure 41: Ranking of E-Business Index in 2019



# APPENDIX



## Appendix 1 - National Competitiveness Index

The Global Competitiveness Report is published annually by the World Economic Forum (WEF - World Economic Forum), first started in 1979. This report aims to evaluate the ability to provide a level of prosperity to people in each country. The report includes The Global Competitiveness Index (GCI), which is to measure the tendency of institutions, policies, elements that constitute the current state and limitations in economic prosperity.

The report is evaluated based on three groups of components, namely basic infrastructure, management effectiveness and technological innovation. These three groups are divided into 12 criteria: legal institutions; infrastructure; healthcare and primary education; macroeconomic environment; higher education and training; goods market efficiency; labor market efficiency; financial market development; market size; technological readiness; innovation and business sophistication.

The National Competitiveness Index is evaluated based on economic data provided by countries and opinions of economic experts.

Through this rating, the World Economic Forum wants to help countries evaluate their economies in the global development of the global economy.

<b>The Global Competitiveness Index 4.0 2018 rankings</b>				
©2018 World Economic Forum: <a href="https://www.weforum.org/reports/the-global-competitiveness-report-2018">https://www.weforum.org/reports/the-global-competitiveness-report-2018</a>				
Country/Economy	GCI 2018		GCI 2017-2018	
	Rank	Score	Rank	Change
United States	1	85.6	2	1
Singapore	2	83.5	3	1
Germany	3	82.8	5	2
Switzerland	4	82.6	1	-3
Japan	5	82.5	9	4
Netherlands	6	82.4	4	-2
Hong Kong SAR	7	82.3	6	-1
United Kingdom	8	82.0	8	0
Sweden	9	81.7	7	-2
Denmark	10	80.6	12	2
Finland	11	80.3	10	-1
Canada	12	79.9	14	2
Taiwan, China	13	79.3	15	2
Australia	14	78.9	21	7

Korea, Rep.	15	78.8	26	11
Norway	16	78.2	11	-5
France	17	78.0	22	5
New Zealand	18	77.5	13	-5
Luxembourg	19	76.6	19	0
Israel	20	76.6	16	-4
Belgium	21	76.6	20	-1
Austria	22	76.3	18	-4
Ireland	23	75.7	24	1
Iceland	24	74.5	28	4
Malaysia	25	74.4	23	-2
Spain	26	74.2	34	8
United Arab Emirates	27	73.4	17	-10
China	28	72.6	27	-1
Czech Republic	29	71.2	31	2
Qatar	30	71.0	25	-5
Italy	31	70.8	43	12
Estonia	32	70.8	29	-3
Chile	33	70.3	33	0
Portugal	34	70.2	42	8
Slovenia	35	69.6	48	13
Malta	36	68.8	37	1
Poland	37	68.2	39	2
Thailand	38	67.5	32	-6
Saudi Arabia	39	67.5	30	-9
Lithuania	40	67.1	41	1
Slovak Republic	41	66.8	59	18
Latvia	42	66.2	54	12
Russian Federation	43	65.6	38	-5
Cyprus	44	65.6	64	20
Indonesia	45	64.9	36	-9
Mexico	46	64.6	51	5
Oman	47	64.4	62	15
Hungary	48	64.3	60	12
Mauritius	49	63.7	45	-4
Bahrain	50	63.6	44	-6
Bulgaria	51	63.6	49	-2
Romania	52	63.5	68	16
Uruguay	53	62.7	76	23
Kuwait	54	62.1	52	-2

Costa Rica	55	62.1	47	-8
Philippines	56	62.1	56	0
Greece	57	62.1	87	30
India	58	62.0	40	-18
Kazakhstan	59	61.8	57	-2
Colombia	60	61.6	66	6
Turkey	61	61.6	53	-8
Brunei Darussalam	62	61.4	46	-16
Peru	63	61.3	72	9
Panama	64	61.0	50	-14
Serbia	65	60.9	78	13
Georgia	66	60.9	67	1
South Africa	67	60.8	61	-6
Croatia	68	60.1	74	6
Azerbaijan	69	60.0	35	-34
Armenia	70	59.9	73	3
Montenegro	71	59.6	77	6
Brazil	72	59.5	80	8
Jordan	73	59.3	65	-8
Seychelles	74	58.5	107	33
Morocco	75	58.5	71	-4
Albania	76	58.1	75	-1
<b>Viet Nam</b>	<b>77</b>	<b>58.1</b>	<b>55</b>	<b>-22</b>
Trinidad and Tobago	78	57.9	83	5
Jamaica	79	57.9	70	-9
Lebanon	80	57.7	105	25
Argentina	81	57.5	92	11
Dominican Republic	82	57.4	104	22
Ukraine	83	57.0	81	-2
Macedonia, FYR	84	56.6	N/A	N/A
Sri Lanka	85	56.0	85	0
...	...	...	...	...
Zambia	118	46.1	118	0
Gambia, The	119	45.5	117	-2
Eswatini	120	45.3	122	2
Cameroon	121	45.1	116	-5
Ethiopia	122	44.5	108	-14
Benin	123	44.4	120	-3
Burkina Faso	124	43.9	N/A	N/A
Mali	125	43.6	123	-2

Guinea	126	43.2	119	-7
Venezuela	127	43.2	127	0
Zimbabwe	128	42.6	124	-4
Malawi	129	42.4	132	3
Lesotho	130	42.3	131	1
Mauritania	131	40.8	133	2
Liberia	132	40.5	134	2
Mozambique	133	39.8	136	3
Sierra Leone	134	38.8	130	-4
Congo, Democratic Rep.	135	38.2	126	-9
Burundi	136	37.5	129	-7
Angola	137	37.1	N/A	N/A
Haiti	138	36.5	128	-10
Yemen	139	36.4	137	-2
Chad	140	35.5	135	-5

## Appendix 2 - Business Environment Index

The Business Rankings (Rankings on the ease of doing business - EDBI) have been carried out annually by the World Bank since 2003. Through the collection and analysis of quantitative data combined with the comparison of countries' business environment in recent years, the index encourages countries to build a more efficient and healthy business environment in order to improve the business environment.

The ranking of favorable business environment is evaluated based on ten criteria, including establishment of businesses, construction permits, access to electricity, asset registration, credit loans, investor protection, tax payment, international trade, contract enforcement and bankruptcy handling.

In the rating table, the favorable environment for businesses often keeps high rankings and vice versa. Businesses, economic organizations, investors, experts and economists will have objective and reliable information in planning long-term business strategies, thereby contributing to the development of national, regional and global economies.

Rankings on the ease of doing business - EDBI 2019			
The World Bank: <a href="http://www.doingbusiness.org/en/reports/global-reports/doing-business-2019">http://www.doingbusiness.org/en/reports/global-reports/doing-business-2019</a>			
Economy	Rank 2019	Rank 2018	Change
New Zealand	1	1	0
Singapore	2	2	0
Denmark	3	3	0
Hong Kong SAR, China	4	5	1
Korea, Rep.	5	4	-1
Georgia	6	9	3
Norway	7	8	1
United States	8	6	-2
United Kingdom	9	7	-2
Macedonia, FYR	10	11	1
United Arab Emirates	11	21	10
Sweden	12	10	-2
Taiwan, China	13	15	2
Lithuania	14	16	2
Malaysia	15	24	9
Estonia	16	12	-4
Finland	17	13	-4

Australia	18	14	-4
Latvia	19	19	0
Mauritius	20	25	5
Iceland	21	23	2
Canada	22	18	-4
Ireland	23	17	-6
Germany	24	20	-4
Azerbaijan	25	57	32
Austria	26	22	-4
Thailand	27	26	-1
Kazakhstan	28	36	8
Rwanda	29	41	12
Spain	30	28	-2
Russian Federation	31	35	4
France	32	31	-1
Poland	33	27	-6
Portugal	34	29	-5
Czech Republic	35	30	-5
Netherlands	36	32	-4
Belarus	37	38	1
Switzerland	38	33	-5
Japan	39	34	-5
Slovenia	40	37	-3
Armenia	41	47	6
Slovak Republic	42	39	-3
Turkey	43	60	17
Kosovo	44	40	-4
Belgium	45	52	7
China	46	78	32
Moldova	47	44	-3
Serbia	48	43	-5
Israel	49	54	5
Montenegro	50	42	-8
Italy	51	46	-5
Romania	52	45	-7
Hungary	53	48	-5
Mexico	54	49	-5
Brunei Darussalam	55	56	1
Chile	56	55	-1
Cyprus	57	53	-4

Croatia	58	51	-7
Bulgaria	59	50	-9
Morocco	60	69	9
Kenya	61	80	19
Bahrain	62	66	4
Albania	63	65	2
Puerto Rico (U.S.)	64	64	0
Colombia	65	59	-6
Luxembourg	66	63	-3
Costa Rica	67	61	-6
Peru	68	58	-10
<b>Vietnam</b>	<b>69</b>	<b>68</b>	<b>-1</b>
Kyrgyz Republic	70	77	7
Ukraine	71	76	5
Greece	72	67	-5
Indonesia	73	72	-1
Mongolia	74	62	-12
Jamaica	75	70	-5
Uzbekistan	76	74	-2
India	77	100	23
Oman	78	71	-7
Panama	79	79	0
...	...	...	...
Equatorial Guinea	177	173	-4
Timor-Leste	178	178	0
Syrian Arab Republic	179	174	-5
Congo, Rep.	180	179	-1
Chad	181	180	-1
Haiti	182	181	-1
Central African Republic	183	184	1
Congo, Dem. Rep.	184	182	-2
South Sudan	185	187	2
Libya	186	185	-1
Yemen, Rep.	187	186	-1
Venezuela, RB	188	188	0
Eritrea	189	189	0
Somalia	190	190	0

## Appendix 3 - Index of Information and Communication Technology Development

The "Measuring the Information Society" report is an annual edition of the International Telecommunication Union (ITU), which presents the Information and Communication Technology Development Index (ICT Development Index - IDI). First built in 2008, IDI is used to assess and compare ICT development of countries around the world, helping policy makers to assess the country's ICT development and foresee the global ICT development as well as digital gap between countries.

The IDI index evaluates the ICT growth rates of countries based on three main index groups, including the popularity of ICT (including sub-indices: fixed telephone, mobile, Internet bandwidth and computer rate); the level of using ICT (including the ratio of Internet users, Internet subscribers and mobile broadband subscribers) and ICT skills (adult literacy rate, high school universalization).

<b>ICT Development Index</b>					
Liên minh viễn thông Quốc tế (ITU), <a href="https://www.itu.int/en/ITU-D/Statistics/Pages/publications/mis2017.aspx">https://www.itu.int/en/ITU-D/Statistics/Pages/publications/mis2017.aspx</a>					
<b>Economy</b>	<b>Rank 2017</b>	<b>IDI 2017</b>	<b>Rank 2016</b>	<b>IDI 2016</b>	<b>Change</b>
Iceland	1	8.98	2	8.78	1
Korea (Rep.)	2	8.85	1	8.8	-1
Switzerland	3	8.74	4	8.66	1
Denmark	4	8.71	3	8.68	-1
United Kingdom	5	8.65	5	8.53	0
Hong Kong, China	6	8.61	6	8.47	0
Netherlands	7	8.49	10	8.4	3
Norway	8	8.47	7	8.45	-1
Luxembourg	9	8.47	9	8.4	0
Japan	10	8.43	11	8.32	1
Sweden	11	8.41	8	8.41	-3
Germany	12	8.39	13	8.2	1
New Zealand	13	8.33	12	8.23	-1
Australia	14	8.24	16	8.08	2
France	15	8.24	17	8.05	2
United States	16	8.18	15	8.13	-1
Estonia	17	8.14	14	8.16	-3
Singapore	18	8.05	20	7.85	2
Monaco	19	8.05	18	8.03	-1
Ireland	20	8.02	19	7.9	-1

Austria	21	8.02	24	7.7	3
Finland	22	7.88	21	7.83	-1
Israel	23	7.88	22	7.71	-1
Malta	24	7.86	25	7.65	1
Belgium	25	7.81	23	7.7	-2
Macao, China	26	7.8	29	7.55	3
Spain	27	7.79	27	7.61	0
Cyprus	28	7.77	31	7.3	3
Canada	29	7.77	26	7.64	-3
Andorra	30	7.71	28	7.58	-2
Bahrain	31	7.6	30	7.46	-1
Belarus	32	7.55	32	7.29	0
Slovenia	33	7.38	33	7.2	0
Barbados	34	7.31	37	7.11	3
Latvia	35	7.26	40	7.05	5
Croatia	36	7.24	42	6.96	6
St. Kitts and Nevis	37	7.24	35	7.18	-2
Greece	38	7.23	38	7.08	0
Qatar	39	7.21	36	7.12	-3
United Arab Emirates	40	7.21	34	7.18	-6
Lithuania	41	7.19	41	6.97	0
Uruguay	42	7.16	48	6.75	6
Czech Republic	43	7.16	39	7.06	-4
Portugal	44	7.13	44	6.88	0
Russian Federation	45	7.07	43	6.91	-2
Slovakia	46	7.06	47	6.84	1
Italy	47	7.04	46	6.84	-1
Hungary	48	6.93	49	6.74	1
Poland	49	6.89	50	6.73	1
Bulgaria	50	6.86	53	6.66	3
Argentina	51	6.79	52	6.68	1
Kazakhstan	52	6.79	51	6.72	-1
Brunei Darussalam	53	6.75	54	6.56	1
Saudi Arabia	54	6.67	45	6.87	-9
Serbia	55	6.61	55	6.51	0
Chile	56	6.57	59	6.28	3
Bahamas	57	6.51	58	6.29	1
Romania	58	6.48	61	6.23	3
Moldova	59	6.45	63	6.21	4
Costa Rica	60	6.44	57	6.29	-3
Montenegro	61	6.44	56	6.3	-5

Oman	62	6.43	64	6.14	2
Malaysia	63	6.38	62	6.22	-1
Lebanon	64	6.3	65	6.09	1
Azerbaijan	65	6.2	60	6.25	-5
Brazil	66	6.12	67	5.89	1
Turkey	67	6.08	72	5.66	5
Trinidad & Tobago	68	6.04	71	5.71	3
TFYR Macedonia	69	6.01	68	5.88	-1
Jordan	70	6	66	5.97	-4
Kuwait	71	5.98	70	5.75	-1
Mauritius	72	5.88	75	5.51	3
Grenada	73	5.8	77	5.39	4
Georgia	74	5.79	73	5.59	-1
Armenia	75	5.76	74	5.56	-1
Antigua & Barbuda	76	5.71	76	5.48	0
Dominica	77	5.69	69	5.76	-8
Thailand	78	5.67	79	5.31	1
Ukraine	79	5.62	78	5.31	-1
China	80	5.6	83	5.17	3
Iran (I.R.)	81	5.58	85	5.04	4
St. Vincent & the Grenadines	82	5.54	80	5.27	-2
Bosnia and Herzegovina	83	5.39	81	5.23	-2
Colombia	84	5.36	84	5.12	0
Maldives	85	5.25	86	4.97	1
Venezuela	86	5.17	82	5.22	-4
Mexico	87	5.16	90	4.87	3
Suriname	88	5.15	94	4.77	6
Albania	89	5.14	89	4.9	0
Seychelles	90	5.03	92	4.8	2
Mongolia	91	4.96	87	4.91	-4
South Africa	92	4.96	88	4.91	-4
Cape Verde	93	4.92	91	4.83	-2
Panama	94	4.91	93	4.8	-1
Uzbekistan	95	4.9	103	4.48	8
Peru	96	4.85	97	4.61	1
Ecuador	97	4.84	101	4.52	4
Jamaica	98	4.84	96	4.63	-2
Tunisia	99	4.82	95	4.7	-4
Morocco	100	4.77	98	4.57	-2
Philippines	101	4.67	100	4.52	-1
Algeria	102	4.67	106	4.32	4

Egypt	103	4.63	104	4.44	1
St. Lucia	104	4.63	99	4.53	-5
Botswana	105	4.59	102	4.51	-3
Dominican Rep.	106	4.51	107	4.26	1
Fiji	107	4.49	105	4.34	-2
<b>Viet Nam</b>	<b>108</b>	<b>4.43</b>	<b>108</b>	<b>4.18</b>	<b>0</b>
Kyrgyzstan	109	4.37	110	4.06	1
Tonga	110	4.34	109	4.13	-1
Indonesia	111	4.33	114	3.85	3
Bolivia	112	4.31	115	3.84	3
Paraguay	113	4.18	111	4.02	-2
Gabon	114	4.11	118	3.62	4
Libya	115	4.11	112	3.93	-3
Ghana	116	4.05	113	3.88	-3
...					
Rwanda	153	2.18	151	2.1	-2
Kiribati	154	2.17	155	2.04	1
Mali	155	2.16	153	2.05	-2
Togo	156	2.15	159	1.86	3
Solomon Islands	157	2.11	154	2.04	-3
Djibouti	158	1.98	161	1.8	3
Afghanistan	159	1.95	165	1.71	6
Angola	160	1.94	156	2	-4
Benin	161	1.94	157	1.92	-4
Burkina Faso	162	1.9	163	1.74	1
Equatorial Guinea	163	1.86	160	1.82	-3
Comoros	164	1.82	162	1.78	-2
Tanzania	165	1.81	164	1.73	-1
Guinea	166	1.78	166	1.71	0
Malawi	167	1.74	169	1.58	2
Haiti	168	1.72	168	1.63	0
Madagascar	169	1.68	167	1.7	-2
Ethiopia	170	1.65	171	1.42	1
Congo (Dem. Rep.)	171	1.55	170	1.48	-1
Burundi	172	1.48	172	1.39	0
Guinea-Bissau	173	1.48	173	1.38	0
Chad	174	1.27	174	1.06	0
Central African Rep.	175	1.04	176	0.89	1
Eritrea	176	0.96	175	0.96	-1

## Appendix 4 - Provincial Competitiveness Index

The Provincial Competitiveness Index (PCI) is built to measure and evaluate the business environment, the quality of administrative reform of Vietnamese authorities in provinces and cities.

PCI includes 10 component indexes, reflecting the areas of economic management that have an impact on the development of the private sectors, including: 1) *Market entry costs*; 2) *Land access and land use stability*; 3) *Transparent business environment and public business information*; 4) *Informal costs*; 5) *Time for inspection, examination and implementation of administrative regulations and procedures*; 6) *Equal competitive environment*; 7) *The dynamism and creativity of provincial leaders in solving problems for businesses*; 8) *Support services for businesses*; 9) *Qualified labor training policy*; 10) *Fair and effective dispute resolution procedures*.

Source: The Provincial Competitiveness Index VCCI: <http://pcivietnam.org/an-pham/bao-cao-pci-2017/>

No.	City/Province	Rank 2017	Rank 2016	Rank 2015	Rank 2014
1	An Giang	32	38	40	37
2	Ba Ria-Vung Tau	16	16	18	24
3	Bac Giang	30	34	39	41
4	Bac Kan	59	60	60	59
5	Bac Lieu	42	41	33	22
6	Bac Ninh	17	17	13	10
7	Ben Tre	5	12	12	18
8	Binh Dinh	18	18	20	17
9	Binh Duong	14	4	25	27
10	Binh Phuoc	62	57	54	38
11	Binh Thuan	24	32	26	23
12	Ca Mau	51	54	59	58
13	Can Tho	10	11	14	15
14	Cao Bang	58	63	58	61
15	Da Nang	2	1	1	1
16	Dak Lak	31	28	24	30
17	Dak Nong	63	61	63	57
18	Dien Bien	48	53	53	63
19	Dong Nai	26	33	37	42
20	Dong Thap	3	3	2	2
21	Gia Lai	43	46	47	48
22	Ha Giang	55	59	62	60
23	Ha Nam	34	35	31	44

24	Ha Noi	13	14	23	26
25	Ha Tinh	33	39	45	35
26	Hai Duong	49	36	35	31
27	Hai Phong	9	21	28	34
28	Hau Giang	50	37	36	25
29	Hoa Binh	52	52	46	45
30	Hung Yen	56	50	56	51
31	Khanh Hoa	23	24	27	16
32	Kien Giang	20	13	11	9
33	Kon Tum	61	56	52	56
34	Lai Chau	60	62	61	62
35	Lam Dong	22	27	22	29
36	Lang Son	53	55	57	54
37	Lao Cai	11	5	5	3
38	Long An	4	15	9	7
39	Nam Dinh	41	31	17	33
40	Nghe An	21	25	32	28
41	Ninh Binh	36	20	30	11
42	Ninh Thuan	38	49	42	43
43	Phu Tho	27	29	34	39
44	Phu Yen	47	51	55	47
45	Quang Binh	45	44	50	46
46	Quang Nam	7	10	8	14
47	Quang Ngai	25	26	15	20
48	Quang Ninh	1	2	3	5
49	Quang Tri	54	43	43	53
50	Soc Trang	44	22	21	36
51	Son La	57	58	44	49
52	Tay Ninh	19	19	16	19
53	Thai Binh	35	40	38	40
54	Thai Nguyen	15	7	7	8
55	Thanh Hoa	28	30	10	12
56	Tien Giang	40	48	49	52
57	TP.HCM	8	8	6	4
58	Tra Vinh	37	42	41	32
59	TT- Hue	29	23	29	13
60	Tuyen Quang	39	45	48	50
61	Vinh Long	6	6	19	21
62	Vinh Phuc	12	9	4	6
63	Yen Bai	46	47	51	55

## Appendix 5 - Population, Business and Income

Tỉnh thành	Dân số 2017 (nghìn người)	Số doanh nghiệp 2016	Doanh nghiệp/100 0 dân	Thu nhập bình quân đầu người một tháng năm 2016 (nghìn đồng)
An Giang	2161.7	3023	1.40	2892
Ba Ria – Vung Tau	1101.6	7575	6.88	4413
Bac Giang	1674.4	2576	1.54	2778
Bac Kan	323.2	466	1.44	1401
Bac Lieu	894.3	1225	1.37	2319
Bac Ninh	1215.2	5318	4.38	4308
Ben Tre	1266.7	2094	1.65	2450
Binh Dinh	1529.0	4383	2.87	2605
Binh Duong	2071.0	15229	7.35	5005
Binh Phuoc	968.9	2764	2.85	3148
Binh Thuan	1230.4	3155	2.56	2714
Ca Mau	1226.3	2813	2.29	2372
Can Tho	1272.8	5832	4.58	3365
Cao Bang	535.4	659	1.23	1643
Da Nang	1064.1	13285	12.48	4441
Dak Lak	1896.6	4047	2.13	2329
Dak Nong	625.6	1215	1.94	2335
Dien Bien	567.0	880	1.55	1221
Dong Nai	3027.3	13130	4.34	4328
Dong Thap	1690.3	2420	1.43	2691
Gia Lai	1437.4	2616	1.82	1950
Ha Giang	833.5	812	0.97	1324
Ha Nam	805.7	2337	2.90	2826
Ha Noi	7420.1	110169	14.85	4875
Ha Tinh	1272.2	3382	2.66	2078
Hai Duong	1797.3	5501	3.06	3169
Hai Phong	1997.7	12262	6.14	4375
Hau Giang	774.6	1551	2.00	2611
Hoa Binh	838.8	1615	1.93	1925
Hung Yen	1176.3	3635	3.09	2895
Khanh Hoa	1222.2	5994	4.90	2891
Kien Giang	1792.6	4791	2.67	3016
Kon Tum	520	1281	2.46	1951
Lai Chau	446.1	713	1.60	1312
Lam Dong	1298.9	3810	2.93	2979

Lang Son	778.4	1099	1.41	1684
Lao Cai	694.4	1574	2.27	1856
Long An	1496.8	5110	3.41	3242
Nam Dinh	1853.3	4115	2.22	3014
Nghe An	3131.3	7577	2.42	1820
Ninh Binh	961.9	2562	2.66	2914
Ninh Thuan	607.0	1379	2.27	2340
Phu Tho	1392.9	3191	2.29	2375
Phu Yen	904.4	1746	1.93	2358
Quang Binh	882.5	2847	3.23	2256
Quang Nam	1493.8	4536	3.04	2187
Quang Ngai	1261.6	3222	2.55	2153
Quang Ninh	1243.6	5761	4.63	3747
Quang Tri	627.3	2085	3.32	2044
Soc Trang	1314.3	1693	1.29	2548
Son La	1228.9	1272	1.04	1288
Tay Ninh	1126.2	2614	2.32	3391
Thai Binh	1791.5	3114	1.74	2812
Thai Nguyen	1255.1	2779	2.21	3005
Thanh Hoa	3544.4	6955	1.96	2212
TT.Hue	1154.3	3315	2.87	2604
Tien Giang	1751.8	3541	2.02	3139
Ho Chi Minh City	8444.6	171250	20.28	5109
Tra Vinh	1045.6	1417	1.36	2220
Tuyen Quang	773.5	882	1.14	1759
Vinh Long	1050.2	1876	1.79	2378
Vinh Phuc	1079.5	3731	3.46	2860
Yen Bai	807.3	1096	1.36	1805

Source: Statistical Yearbook 2017, General Statistics Office.

## Appendix 6 - Allocating the national domain name ".VN" by locality

City/Province	Domain name ".vn"	Population 2017 (thousand people)	Population/1 ".vn" domain
Ha Noi	169,142	7420.1	44
Ho Chi Minh City	172,629	8444.6	49
Da Nang	8,129	1064.1	131
Khanh Hoa	3,791	1222.2	322
Binh Duong	6,272	2071.0	330
Hai Phong	5,608	1997.7	356
Ba Ria - Vung Tau	2,968	1101.6	371
Bac Ninh	2,550	1215.2	477
Hung Yen	2,376	1176.3	495
Can Tho	2,464	1272.8	517
Dong Nai	5,753	3027.3	526
Lam Dong	2,448	1298.9	531
Quang Ninh	2,220	1243.6	560
Ha Nam	1,407	805.7	573
Nam Dinh	3,036	1853.3	610
Thai Binh	2,369	1496.8	632
Vinh Phuc	1,686	1079.5	640
Hai Duong	2,722	1797.3	660
Ninh Binh	1,377	961.9	699
Binh Dinh	2,140	1529.0	714
Long An	2,093	1496.8	715
Quang Nam	1,942	1493.8	769
Nghe An	3,962	3131.3	790
Thai Nguyen	1,426	1255.1	880
TT. Hue	1,289	1154.3	896
Thanh Hoa	3,867	3544.4	917
Bac Giang	1,787	1674.4	937
Ninh Thuan	622	607.0	976
Quang Ngai	1,246	1261.6	1013
Ha Tinh	1,247	1272.2	1020
Binh Thuan	1,170	1230.4	1052
Dak Lak	1,792	1896.6	1058
Hoa Binh	792	838.8	1059

Quang Binh	799	882.5	1105
Binh Phuoc	855	968.9	1133
Ben Tre	1,117	1266.7	1134
Phu Tho	1,199	1392.9	1162
Lao Cai	579	694.4	1199
Quang Tri	483	627.3	1299
Kien Giang	1,278	1792.6	1403
Tien Giang	1,223	1751.8	1432
Tay Ninh	772	1126.2	1459
Phu Yen	610	904.4	1483
Tra Vinh	687	1045.6	1522
Gia Lai	807	1437.4	1781
An Giang	1,194	2161.7	1810
Vinh Long	533	1050.2	1970
Yen Bai	397	807.3	2034
Kon Tum	246	520	2114
Dong Thap	786	1690.3	2151
Tuyen Quang	337	773.5	2295
Lang Son	332	778.4	2345
Bac Kan	130	323.2	2486
Dak Nong	244	625.6	2564
Hau Giang	295	774.6	2626
Ca Mau	411	1226.3	2984
Soc Trang	437	1314.3	3008
Dien Bien	176	567.0	3222
Bac Lieu	237	894.3	3773
Son La	271	1228.9	4535
Cao Bang	114	535.4	4696
Lai Chau	91	446.1	4902
Ha Giang	165	833.5	5052

Source: Report on Vietnam Internet Resources in 2018, Vietnam Internet Center (VIC).

# SPONSORS

## VIETNAM POST CORPORATION (Vietnam Post)

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### VIETNAM POST - ONE OF THE LEADING DELIVERY SERVICES

*Concentrating on improving working efficiency, customer orientation and utilizing information technology, using e-commerce to support all business activities, are three main factors that make Vietnam Post up as today. With more than 50.000 officers, employees and workers, Vietnam Post is able to provide services for all over the country with 13.000 services spots. Vietnam Post is now leading in delivery and logistics, with their work motto: constantly innovative, to serve customers, proactive and effective in business.*

#### **Set customers as the goal**

Although facing the increasingly competitive pressure in nowadays market, Vietnam Post always thrives and develops to stay within top enterprises with largest income, or top 10 reputable company in Pharmaceutical - Tourism - Logistic 2018, Top 100 Vietnam Golden Star Award 2018, and now has become the leading enterprise in delivery services.

In order to meet customers' needs and improve services quality, Vietnam Post has continuously been upgrading their infrastructure network capacity. The company now has area express centers in Ha Noi, Ho Chi Minh City and Da Nang up to thousands of square meters in size, Vietnam Post is the first and only to invest 6 railroads from the north to the south. Vietnam Post also owns nearly 2.000 trucks with GPS tracker, 3.500 trademarked motorbikes ... Besides, Vietnam Post also organizes 62 interprovincial mail lines, 380 inner-provincial mail lines, 3,600 district-level mail lines, and tens of thousands of commune-level mail lines ...

Setting customers as the goal, Vietnam Post not only takes the lead in services quality with highly qualified crew but also affirms its leading position in

this market, with a nationwide network and an advanced operating process, which is able to serve customers anywhere, anytime.

**Being professional, providing a wide range of delivery services, which contributes to the development of e-commerce.**

Vietnam Post has been in a close-knit relationship with the development of e-commerce in Vietnam, since its early days through such activities as Online shopping days, doing surveys, collecting e-commerce data from thousands of enterprises throughout the country, etc...

On January 4, 2019, Vietnam Post launched an e-commerce trading floor specializing in Vietnamese products and specialties, called POSTMART.vn. It was originally converted from former e-commerce trading floor Badasa. One of the biggest advantages of POSTMART is the wide range of paying methods accepted, which is not only limited to COD (Cash on delivery), customer now can pay through a digital wallet, pay at a post office, or by Paypost, Top-up card.

Besides, Vietnam Post is heading towards introducing Post offices specialized in e-commerce. With the advantage of a nationwide network throughout 63 provinces, implementing E-commerce will promise a faster service experience for Vietnam Post' customers. Post offices can guarantee the safety of the cash-back flow, and the quick process of getting payment from customers. At almost every post office, there are now newly-installed computers, smartphones that are connected to an online management network. The employees are well trained to operate those new online management systems: online reports, softwares, sales applications.

With well-trained crew at all branches, standardized postal employees, who are equipped with information technological skills, telesales skills, customers will feel safer when doing business via e-commerce. By strongly applying technology into delivery process, delivering goods to customers over the country is now just a blink of an eye.

With advantages of tradition postal services, and a nationwide network covering all provinces, together with keeping up with social trends, Vietnam Post will continue to hold leadership in last mile logistics e-commerce market.

## MAT BAO CORPORATION

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Mat Bao is a top brand in many fields of information technology: data center, international and domestic domain name provider, full-stack website hosting service and smart solution provider for website design... Besides, Mat Bao also participates in the outsourcing market (BPO) - human resources and customer services fields.

Being in the industry for 16 years, Mat Bao has always been trying to improve, upgrade its services quality and customer support. With more than 3.000 employees working in Ha Noi, Ho Chi Minh City and other major cities all over the country, our service system is operated by experienced technicians, with an enthusiastic technical support department providing 24/7 support....

We are committed to bringing optimized support services to the customer - this is the main point that differentiates Mat Bao from other companies, making us the optimum choice for customer.

### **Mat Bao has proudly achieved the following achievements:**

- New Leader in the market for domain name of Southeast Asia
- Top 60 new domain name provider in the world
- Top 1 national hosting services provider
- Top 2 smart website solution provider
- Top fastest-growing BPO company

Not only providing Internet infrastructure - the basic platform for online business, but Mat Bao also expects to accompany enterprises in their business development. Therefore, Mat Bao has been associating with partners who can provide more added value for enterprises such as: digital marketing, skill training courses, human resource training courses...Those are all useful choices for enterprises.

Visit [www.matbao.net](http://www.matbao.net) , [www.matbao.com](http://www.matbao.com) now to follow Mat Bao.

## SAPO TECHNOLOGY JOINT STOCK COMPANY

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***Sapo - a multi-channel sales and management platform - entrusted by 52.0000 clients***



After 10 years of establishment and development, Sapo Technology Joint Stock Company (formerly known as DKT) has merged Bizweb (e-commerce website) & Sapo (sales management software) in order to remake Sapo as a whole, which provides multi-channel sales and management platform for retail stores, franchises and enterprises in Vietnam.

Till the end of December, 2018, Sapo has provided solutions for more than 52,000 clients. Being a pioneer in the e-commerce industry, Sapo always goes ahead in providing comprehensive solutions for stores, franchises, regarding of selling on social networks or on e-commerce trading platform, they all need to manage order process through a united system, which saves up to 40% of time and human resources in comparison with spending independent resources on each sales channel.

With more than 500 current employees at headquarter in Ha Noi, and branches in Ho Chi Minh City, Da Nang, Nghe An and 20 other provinces all over the country, Sapo has set its 2019 goal as to cover all 63 provinces, to bring everyone closer, and to provide a more effective solution to all business over the country.

### **Main products of Sapo:**

#### ***- Sapo POS***

This is the easiest sales management software for retail stores and franchises, it will help you: generate invoices and make payment within 10 seconds, connect easily to other POS devices such as: receipt printer, barcode scanner...to accurately manage inventory, incomes, profit and loss. Besides, Sapo POS is already integrated in SM hand-held retail machine and S2 retail machine (from Sapo), they are all indispensable machines for retail operations in retail stores and franchises. Not to mention smaller scale retailers can start doing business by downloading Sapo POS software for free to have an unlimited experience with Sapo.

#### ***- Sapo WEB***

If you want to sell on a website, Sapo Web will help you design an eye-catching website with advanced functionalities. With more than 400 user-friendly interfaces available in all devices, suitable for all industries, these

websites are already SEO optimized. At the same time, payment gateways and shipping services can be automatically set up, which helps the owner to save time and effort for website operating.

#### - Sapo SOCIAL

Sapo Social helps owners gather all comments and messages from customers, from posts and different pages into one place, making social media management easier, and being thorough with answering customers' inquiries, this software can also filter unanswered messages. With the auto-reply, scheduled message and hiding comment functions, Sapo Social minimize times used and human resources for operating. Any shop owners will get Sapo Social for free when buying Sapo POS software, guaranteeing customer' information and orders will be synced constantly between Sapo and Facebook, making processing everything much easier.

#### - Sapo Omnichannel

This is a comprehensive solution for selling on website, Facebook, e-commerce trading floor, together with an all-in-one management system for retail stores and franchises. With Sapo Omnichannel, you can:

- Sell on website with eye-catching designed websites, suitable for all industries.
- Sell more quickly and conveniently at retail stores with advanced sales management softwares.
- Sell more effectively on Facebook with a centralized comment/message solution Sell more easily on marketplaces with inventory management solution, centralized order.
- processing solution. 52,000 trusted clients has decided to use Sapo during the past 10 years, visit [www.sapo.vn](http://www.sapo.vn) now to experience and feedback.



## FADO VIETNAM JOINT STOCK COMPANY

*Fado.vn - the platform providing import/export supporting solutions.*



*Fado Company is one of the first pioneers in cross-border e-commerce industry in Vietnam. Fado has been successful in getting rid of cross-border e-commerce barriers, helping Vietnamese consumers approach to direct import easily and conveniently from billions of products from all over the world. Besides supporting export platform, Fado is also an authorized partner to Alibaba.com to support Vietnam small and medium enterprises in online export business all over the world via Alibaba.com. Fado's mission is Vietnam prosperity, by online worldwide trading.*

### **- Supporting export:**

With long term experience, extensive e-commerce knowledge, online Marketing, along with professional and enthusiastic consultants, Fado is making worldwide trading much easier and more convenient than ever. In the context of export playing an increasingly important role in Vietnam's economy, the co-operation between Fado and Alibaba.com brings great value to small and medium enterprise communities and Vietnam society.

Fado also corporates with Vietnam enterprises to bring “Made in Vietnam” products to consumers in big markets namely America, EU, Japan throughout B2C E-commerce trading floor. During the operation, Fado has successfully promoted many point products from Vietnam in footwear, handicrafts, techniques ... via sales on Amazon.com, ebay.com...

### **- Helping Vietnamese in online shopping worldwide:**

The cross-border B2C E-commerce trading floor (Fado floor) provides worldwide shopping platform from Vietnam. It helps Vietnamese directly approach, select, compare and import more than 4 billion high quality products from all over the world. Ensure both foreign sellers and Vietnamese customers can proceed as soon as possible, safely and conveniently. Fado is the first company to have specialized portal for cross-border e-commerce goods in Vietnam. Goods exported through Fado are all official export with proper documentations.

### **- Distinguished technology brings value to customers:**

The price of more than 4 billion products at Fado is synchronized with world market price constantly, Fado provides the same shopping experiences for Vietnamese customers as international ones with big sales off events like: Black Friday, Cyber Monday...Fado has a system that is able to compare the price a product among that of different markets. Checking whether a promotion is true or not is based on big data technology shown on the historical price chart of more than 4 billion of products.

## VIETGUYS J.S.C (XICH VIET JOINT STOCK COMPANY)



VietGuys was established in June, 2017 by experienced and enthusiastic founders, who are passionate about advertising and mobile marketing solution.

We provide Mobile Marketing solutions including: SMS Brandname, OTT-SMS, Location-based SMS, SMS Gateway, Email Marketing, voice services such as Call Center, Voice broadcasting, Interactive Voice Response; and especially Mobile Solution - tailored solution on mobile platform for each enterprise.

Over more than 11 years of establishment and development with professional customer services, we are able to read into each request, expectation from customer to quickly solve it, VietGuys is proud to be one of the first pioneers in Viet Nam providing Mobile Marketing solution for more than 1.200 both domestic and oversea brands like: Samsung, LG, SSI, HSBC, Thegioididong, CGV, Garena, Uber, Shopee...

### Certificates of VietGuys:

- ISO 27001-Certified Information Security Management 2013 audited by Switzerland and issued by UKAS of United Kingdom.
- VNCERT certificated by the Vietnam Ministry of Information and Technology - qualified for providing SMS Marketing services.
- VNCERT certificated by the Vietnam Ministry of Information and Technology - qualified for providing Email Marketing services.
- Vietnam Internet Association Membership Certificate.
- Vietnam E-Commerce Association Membership Certificate.
- European Chamber of Commerce in Vietnam - Eurocham.

VietGuys is continuing to affirm its innovative spirit and nonstop creativity in science and technology in order to provide high quality products, services and new solutions that meet each customer and enterprise's needs.

To get more information about services provided by VietGuys as well as our case studies, you can contact us on the following information or scan below QR code:

<b>Address</b>	8th Floor, HBT Building, 456 Hai Ba Trung, Tan Dinh Ward, District 1, HCM City
<b>Phone</b>	(028) 7300 8027
<b>Email</b>	info@vietguys.biz
<b>Web</b>	www.vietguys.biz



## P.A VIET NAM COMPANY LIMITED

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P.A Viet Nam Company Limited was established in 2001 when information technology was still new to Vietnamese and most companies and users were unfamiliar with the notion of e-commerce, domain name, hosting.... At the time, P.A pioneered in providing internet services for users and contributing to the development of e-commerce in Vietnam.

Until now, we have always been leading in domain registration and web space rental in Vietnam, P.A Vietnam is always dedicated to bringing “true value” services, satisfying demand and trust from customers with the most reasonable expense, the most professional tools, enthusiastic and dedicated 24/7 customer services, never stop trying to improve, upgrade its services quality to meet even highest demands from customers.

### **P.A Vietnam specializes in providing services, such as:**

- Domain registration
- Web space rental (hosting) and email server rental
- VPS, Delicated and server location rental (co-location)
- Full-stack website design and e-commerce website system contribution consulting, Web30s
- Virtual PBX, Chat30s - Live Chat
- CDN services, data backup services
- Data backup services
- Google Adword/Bang.vn advertising services
- SMS BrandName advertisement
- Software development

### **Why is P.A Vietnam:**

- The biggest domain registration provider in Vietnam belonging to National Domain Name Center, working under the control of Vietnam Internet Network Information Center (VNNIC). See more at: <http://www.vnnic.vn/nhadangky/thongke>
- A provider recognized by Internet Corporation for Assigned Names and Numbers (ICANN) ([www.icann.org](http://www.icann.org)). Therefore, we can provide domain with most affordable price.
- Leading web hosting rental company in Vietnam. Visit our website: <http://www.webhosting.info/webhosts/tophosts/Country/VN>
- 24/7 technical support with the most professional support model following international professional hosting provider via website: <http://support.pavietnam.vn>
- Data backup system by date, week, month
- Always update latest software and hardware when providing services to customer

## NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY (NETCO)

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NETCO is one of the first express delivery services in Vietnam to be licensed to operating in postal services with: 13 years of experience in providing postal services, domestic and oversea express delivery services, to more than 4.000 customers covering over 63 provinces at all over the country with reputable awards such as:

### **Outstanding points of NETCO:**

1. Excellent group of enthusiastic, dedicating, proactive and innovative managers and staffs.
2. “Billing System” and “Netco Mobile” app bring out outstanding points like:
  - setting up electronic bill of lading
  - tracking journey on maps
  - receiving arrival notifications
  - complaint and public debt management,
  - cash collection management, v.v...
3. Slogan “Making customer satisfied is making ourselves happy”. Each NETCO employee is committed to providing reputable, high-quality express delivery services, meeting and exceeding the diverse needs and expectations of customers.

### **Company information:**

No. 27 – H2, Yen Hoa residential  
area, Trung Hoa, Cau Hoa, Ha Noi  
Phone: 043 8356 356

Fax: 04 6282 5988

Website: [www.netco.com.vn](http://www.netco.com.vn)

Email: [info@netco.com.vn](mailto:info@netco.com.vn)

## TRAFFIC ORGANIZATION

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### **Initiative for changing behaviors to reduce demands for illegal wild animals and plants usage - Power is at Spirit**

Illegal animals and plants trafficking activities are threatening the biodiversity in Vietnam and many other areas all over the world. This illegal business is taking place under variable forms everywhere, from using wild animals and plants in traditional medicine to remake-products trade via social websites.

Any enterprises will be criminally prosecuted if related to illegal animals, plants transportation and trade. In 2017, Vietnam government enforced news rules about reinforcing administrative and criminal penalties level to individuals, organizations who have illegal violations related to wild animals and plants.

E-commerce enterprise community can lead and promote responsible actions towards social and environmental issues by integrating the content of wildlife protection into social policies of enterprises. TRAFFIC organization published a guidebook called Integrating the content of wildlife protection in corporate social responsibility policies guidelines, this is a useful tool in supporting e-commerce enterprises against illegal trading through the Internet, including wild animals and plants trade.

Initiative for changing the behaviors and to reduce demands for illegal wild animals and plants usage - Power is at Spirit was launched in 2014 with its aim to encourage private sectors to fight against illegal trading and consuming wild animals and plants. Leaders, officers and employees from different enterprises pioneered in this campaign and expressed disapproving attitude towards illegal trading and consuming wild animals and plants. Initiative Ambassador of Power is at Spirit was committed not illegally selling and consuming trading and consuming wild animals and plants, they would also encourage colleagues, families, friends to take actions to protect wild nature.

Any e-commerce enterprises can join programs and events of Initiative Power is at Spirit to approach to and know more about applying and conducting responsible actions to society and environment. Enterprises can help transmit and inspire the messages of changing wild animals and plants consuming behavior from Initiative Power at Spirit at enterprises, branches, business locations, on websites or at any suitable events.