



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

REPORT

VIETNAM E-BUSINESS INDEX 2021

Sustainable growth

2021

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Support



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PREFACE

By 2021, Vietnam's e-commerce will continue to grow rapidly and sustainably. This judgment of the Vietnam E-Commerce Association (VECOM) is derived from the development trend of this field over the period of 2016 to 2020 as well as the survey result from thousands of enterprises across the country.

During the first outbreak of the Covid-19 pandemic, in May 2020, the Prime Minister issued Decision No. 645 / QĐ-TTg approving the National E-commerce Development Master Plan for the period of 2021 to 2025. This decision states that enterprises are the core force in e-commerce applications and sets the goal to narrow the gap between big cities and other localities. Accordingly, by 2025, localities except for Hanoi and Ho Chi Minh City will account for 50% of the value of B2C e-commerce transactions nationwide.

Consecutively, since the publication of Vietnam E-Business Index Report 2016, VECOM has always emphasized the huge difference in the e-commerce field between these two cities and other localities. Throughout the above period, Hanoi and Ho Chi Minh City continuously accounted for over 70% of the e-commerce scale of the country. In 2019, VECOM proposed and implemented a fast and sustainable e-commerce development strategy with the desire to assist localities in narrowing the development gap, while at the same time creating a larger market for enterprises doing online business.

The development of e-commerce in the new phase along with the rapid advancement of information technologies and communications require a review of the calculation method for e-commerce indices.

The old method used since 2012 has been modified and supplemented several times. This method is based on an enterprise survey to measure four main indicators, including infrastructure and human resources, business-to-consumer (B2C) transactions, business-to-business (B2B) transactions and government-to-business (G2B) transactions.

Since 2021, VECOM has adjusted the calculation method to better reflect the e-commerce development trend and situation as well as the gap among localities. According to the new method, G2B criteria will not be taken into account when calculating the index because online public services have been well implemented in most localities, of which many important online public services to support businesses are not deployed by localities but by ministries. There is

also a big change in the assessment of infrastructure and human resources criteria due to the popularization of personal computers, mobile devices and easy, affordable access to the Internet. In addition, the use of email and social networks has become popular with businesses and consumers. Meanwhile, many other quantitative indicators are more concentrated on when calculating the index, including the national Internet domain name .VN, payment cards and merchants, e-wallets, delivery services for online retail, the participation of businesses with e-commerce platforms, the level of deployment of online business solutions, etc.

Not only being more objective and reliable, but the new method of calculating e-commerce indices is also a helpful information source for all subjects interested in online businesses, including enterprises, research institutes consulting and training agencies, policy and law-making agencies, international organizations. Especially, local state management authorities such as Department of Industry and Trade, Department of Information and Communications, Department of Planning and Investment, Center of Trade and Investment Promotion, etc. can propose specific activities under their management to promote each of the component indicators in the general index, thereby contribute to the development of e-commerce in the locality.

Activities of the Department of Industry and Trade and other local state management authorities should aim at specific quantitative goals, so as to both promote e-commerce and improve the index. For example, the goal should not be the number of new training courses opened in the locality each year, but the number of e-commerce websites increased..

On behalf of the Vietnam E-Commerce Association, I sincerely thank all of the organizations, enterprises and individuals for having helped us draw up this e-Business Index Report. We have received enthusiastic assistance in surveying the e-commerce deployment of local businesses from many Departments of Industry and Trade, including in An Giang, Bac Lieu, Bac Ninh, Ben Tre, Ca Mau, Can Tho, Da Nang, Dong Nai, Gia Lai, Hanoi, Ha Tinh, Hai Phong, Hoa Binh, Lam Dong, Lao Cai, Long An, Nghe An , Phu Tho, Quang Nam, Quang Ngai, Thai Binh, Thanh Hoa, Ho Chi Minh City, Yen Bai.

Member and partner enterprises continue to strongly support the development of this Report. We would like to express our gratitude for the valuable help towards the Vietnam Post, EMS, SAPO, J&T Express, NAVEE, Visa Inc., Haravan, USAID, NETCO.

The calculation of the index according to the new method also requires the objective support of many businesses and other units. VECOM would like to thank Viettel Post, GHTK, GHN, NAPAS, MOMO, IMGrou, SmartOSC, University of Commerce, University of Foreign

Trade, Vietnam Internet Network Information Center(VNNIC) and many other units which have enthusiastically supported and supplied valuable information.

The E-Business Index 2021 cannot be completed without the precious guidance and professional support from the Department of E-commerce and Digital Economy and the Domestic Market Department under the Ministry of Industry and Trade. At the same time, thousands of enterprises across the country have enthusiastically provided the information in the survey form.

I would like to introduce the Vietnam E-Business Index 2021 and welcome any suggestions for better performance of this task in the coming years.

President of Vietnam E-Commerce Association



Thanh Hung Nguyen

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OVERVIEW

CHAPTER

01

OVERVIEW

The Vietnam E-Commerce Association (VECOM) surveyed thousands of businesses, synthesized information sources and assessed that our country's e-commerce growth by 2020 is about 15%, reaching a scale of approximately 13.2 billion USD and will continue to grow steadily in 2021 as well as in the next period until 2025.

Overcome the crisis

According to the Vietnam E-Business Index 2020 report, the average growth rate of e-commerce in the 2016-2019 period was about 30%. Accordingly, the scale of e-commerce retail of consumer goods and services increased from 4 billion USD in 2015 to about 11.5 billion USD in 2019. The report predicted the growth rate in 2020 would continue to maintain at over 30% and reach the scale of 15 billion USD.

The Covid-19 pandemic had a great and inclusive impact on the country's socio-economy, including e-commerce. Overcoming serious difficulties caused by this pandemic, e-commerce is still standing firmly, even creates breakthroughs in some fields. In May 2020, right after the first phase of the pandemic had subsided, VECOM conducted a quick survey on the impact of the pandemic and published the report "*E-commerce accelerated after Covid-19*"¹. The report states that the Covid-19 pandemic quickly changed consumption and shopping habits. Consumers do more online shopping. During the peak quarantine period from February to April 2020, this shopping channel becomes the only channel for accessing certain goods and services. Most noticeably, during the crisis, businesses become more active in applying information technology. Enterprises quickly changed their organizational structure and business activities. Many businesses have accelerated digital transformation, human resources training, utilized online platforms in internal operation and in connection with customers.

The third Covid-19 pandemic phase broke out across the country at the end of January 2021, adjacent to the biggest holiday of the year, the Tan Suu Lunar New Year. Social distance became imperative. In that difficult context, businesses once again

¹<https://vecom.vn/viet-nam-thuong-mai-dien-tu-tang-toc-sau-dai-dich-covid-19-1>

showed dynamism and actively deployed online businesses. For example, many gardeners have keenly provided online peach blossom, kumquat and apricot blossom rental services. This example about the reaction in one particular business may reflect the general transformation of businesses in all sectors.



Dịch vụ cho thuê đào tết hà nội

Source: Top 10 prestigious and cheap Hanoi Tet peach blossom rental services

<https://10hay.com/top-list/10-dich-vu-cho-thue-dao-tet-ha-noi.html>

Traditionally, to buy Tet peach blossoms, apricot blossoms, people would often come to the garden to choose and discuss directly with the lessor. The New Year's Day in early February 2021 witnessed the blossoming of a new type of online business. That is the online flower rental service for Tet. While online services for renting peach blossoms and kumquat during Tet holidays are in full bloom in the North, especially in the urban area of Hanoi, online services for apricot blossoms rental are also developing in the South, especially in Ho Chi Minh City².

Similar to many other services such as insurance, education, health care, Tet flower rental online service is proof that e-commerce can spread to all business activities.

Sustainable growth

VECOM's quick survey result in May 2020 continues to be strengthened for both 2020 and early 2021. On one hand, businesses have been dynamic, adaptable and more interested in online businesses. On the other hand, the online consumer community has grown rapidly. These two factors combined lead to the result that many online business fields can maintain stability and good growth, including online retail, ride-hailing and

² While online services for renting peach blossoms and kumquat for Tet holidays are in full bloom in the North, especially in the urban area of Hanoi, online services for apricot blossoms rental are developing in the South, especially in Ho Chi Minh City. According to a survey by VECOM, many gardeners have strongly applied e-commerce their in businesses, including a regular use of email, social networks and websites.

food delivery, online entertainment, online marketing, online payment, online training. Generally, in 2020, our country's e-commerce will grow about 15% and reach a scale of about 13.2 billion USD.

More importantly, with the rapid change towards the digital transformation in businesses and consumers' online shopping, it can be seen that Vietnam's e-commerce continues to progress steadily and maintain a rapid and sustainable development for the whole period of 2016 to 2025, as predicted by the E-Business Index Report in previous years.

According to the E-Business Report of Southeast Asia 2020 by Google, Temasek and Bain & Company, Vietnam e-commerce in 2020 increased by 16% and reached over 14 billion USD³. In particular, online retail sales increased by 46%, ride-hailing and food delivery increased by 34%, online marketing, entertainment and online games went up by 18% while and online travel declined by 28%. This report also predicts the average growth rate over the period of 2020 to 2025 is 29% and by 2025, our country's e-commerce scale will reach 52 billion USD.

Regarding goods online retail, according to the survey by VECOM, the number of postal parcels sent through express delivery services increased by 47% in 2020. Leading delivery companies have postal parcel growth rates ranging from 30% to 60%. However, the growth rate of revenue from delivery services is lower than the growth rate of parcel quantity.

In 2020, the digital marketing service growth rate has slowed down a bit, but still remained high. Sales of this sector increased from about 26 million USD in 2010 to about 329 million USD⁴ in 2015. According to the Report on Vietnam Digital Marketing Trends 2021, the digital marketing sales in 2019 was 716 million USD, despite the

³ <https://www.bain.com/insights/e-economy-sea-2020/>

⁴ <https://blog.ants.vn/bai-hoc-bo-dua-tu-bao-chi-truyen-thong-the-gioi-cho-premium-publishers-viet-nam-2015-2020-phan-1/>

Covid-19 pandemic, this number in 2020 was still 820 million USD and it is predicted to be closer to 1 billion USD⁵ in the year 2021.

During the Covid-19 pandemic, the online payment sector continues to grow strongly. According to the Vietnam Bank Card Association, in the first 6 months of 2020, banks issued up to 10.3 million new cards of all kinds, bringing the total number of cards in Vietnam to 103.4 million. Of which, the number of international cards is 15 million and domestic cards are 88.4 million. Sales of payments on e-commerce channels in the first six months of 2020 increased by 17%. Of which, sales of domestic card payments on e-commerce channels increased by 81%. In contrast, international card spending on e-commerce channels decreased by 16%. This fact reflects a sharp decline in international tourists as well as the difficulty of online purchases from abroad to Vietnam. In 2020, the volume of online payment transactions from domestic cards through the system of Vietnam National Payment Joint Stock Company (NAPAS) grew quite well compared to 2019 with a 185% increase in the transaction number and a 200% increase in the transaction value.

E-wallet businesses also grew strongly. In 2020, the number of transactions of Vietnam's leading e-wallet, MOMO, exceeded 403 million, with the transaction value of about 14 billion USD. Both the number and value of transactions increased by over 3.5 times compared to 2019. Moreover, during the pandemic, the number of MOMO's new registers reached 23 million, nearly doubled as that in 2019. Noticeably, in all three key criteria which are the number of users, the value and the number of transactions, Hanoi and Ho Chi Minh City accounted for about 70%, while all the rest provinces accounted for 30%. Although online payments have grown rapidly, especially through e-wallets, according to VECOM's estimate, the rate of cash payment (COD) for online retail purchases was still at a high level of about 80%.

⁵ The Vietnam Digital Marketing Trends 2021. This is the first official report compiled and analyzed by Vietnamese experts on online advertising spending data in Vietnam from 2010 to 2020 and predicts major trends of the year 2021. Some experts evaluate the digital marketing sales for 2020 and predict that in 2021 it will be a significant increase compared with the sales stated in this report.

While other online business fields have held firm and experienced significant growth, the online travel industry has declined deeply. According to the General Statistics Office, the number of international visitors to Vietnam in 2020 was estimated at 3.8 million, which decreased by 78.7% compared to the previous year⁶. Air transport also faced huge obstacles. The number of passengers transported by air in the first 10 months of 2020 decreased by 44.6% and the volume of rotation declined by 56.4%.^{7, 8}

From the survey result among thousands of enterprises across the country, 10% of enterprises said their 2020 revenue increased regardless the pandemic, while the revenue in 50% fell off and in the other 40%, revenue was almost unchanged. Businesses selling products on e-commerce platforms and social networks has become an increasing trend, especially after the onset of Covid-19. Social media has also risen as the most effective marketing and sales channel. The two most popular domain names are the national domain .VN and the international .COM domain name.

Policy improvement

During the Covid-19 pandemic, the online business community could still see some new policies being enacted towards creating a more favorable macro environment for e-commerce. Firstly, the Prime Minister's Decision No. 645/QĐ-TTg dated May 15, 2020 approves the master plan for national e-commerce development for the period of 2021 to 2025⁹. This decision points out that business is the core force in e-commerce application implementation, the support and motivation for e-commerce development are deployed in the following model: to select and support some focused areas and localities

⁶ <https://www.gso.gov.vn/du-lieu-va-so-lieu-thong-ke/2020/12/baocao-tinh-hinh-kinh-te-xa-hoi-quy-iv-va-nam-2020/>

⁷ <https://www.gso.gov.vn/du-lieu-va-so-lieu-thong-ke/2020/11/tang-cuong-thi-truong-noi-dia-hang-khong-khoi-sac-trong-thang-muoi/>

⁸ According to statistics from the Civil Aviation Authority of Vietnam, in the first 10 months of 2020, the number of passengers transported through the airport reached 52.8 million, with a decrease of 45.5% compared to the same period in 2019. Of which, international visitors reached 7.1 million, with a decrease of 79.4% compared to the same period in 2019, domestic visitors reached 45.7 million arrivals, decreasing by 26.8% compared to the same period in 2019.

<https://tuoitre.vn/truoc-covid-19-hang-khong-viet-nam-tang-truong-nhanh-nhat-the-gioi-2020121618254456.htm>

⁹ <https://tulieuvankien.dangcongsan.vn/he-thong-van-ban/van-ban-quy-pham-phap-luat/quyet-dinh-so-645qd-ttg-ngay-1552020-cua-thu-tuong-chinh-phu-phe-duyet-phe-duyet-ke-hoach-tong-the-phat-trien-thuong-mai-dien-tu-6435>

in developing e-commerce to play the leading role and spread the influence among the society. With this point of view, the Decision sets a goal to narrow the gap between big cities and other localities in terms of e-commerce development level. Specifically, e-commerce sales are aimed to increase by 25% per year and reach 35 billion USD by 2025, accounting for 10% of the total retail sales of consumer goods and services, at the same time, localities except for Hanoi and Ho Chi Minh City will account for 50% of the value of B2C e-commerce transactions nationwide.

Thereafter, on June 3, 2020, the Prime Minister issued Decision No. 749/QĐ-TTg approving the National Digital Transformation Program to 2025, with a vision to 2030¹⁰. The decision emphasizes the need for institutions to take one step ahead when possible, digital platform development is a breakthrough solution to push a faster digital transformation, reduce costs, increase efficiency, with the goal that by 2025, the digital economy will account for 20% of GDP.

Another policy document closely related to e-commerce is the Prime Minister's Decision No. 2289/QĐ-TTg dated December 31, 2020 promulgating the National Strategy on the Fourth Industrial Revolution to 2030.¹¹ The decision addresses a basis to reform, complete economic institutions and ensure cybersecurity and safety, renew management mindset in an open approach, facilitate and promote innovation.

International trade agreements in recent years and especially in 2020 have resonated with the above policies to support the development of the digital economy and e-commerce. On August 1, 2020, the EU - Vietnam Free Trade Agreement (EVFTA) officially took effect. After that, on November 15, 2020, the Regional Comprehensive Economic Partnership (RCEP) between ASEAN and the five partner countries was signed with the expectation to create the largest free trade area in the world after coming into effect. These two agreements together with the Comprehensive and Progressive

¹⁰ <https://tulieuvankien.dangcongsan.vn/he-thong-van-ban/van-ban-quy-pham-phap-luat/quyet-dinh-so-749qd-ttg-ngay-0362020-cua-thu-tuong-chinh-phu-phe-duyet-chuong-trinh-chuyen-doi-so-quoc-gia-den-nam-2025-dinh-huong-6476>

¹¹ <https://tulieuvankien.dangcongsan.vn/he-thong-van-ban/van-ban-quy-pham-phap-luat/quyet-dinh-so-2289qd-ttg-ngay-31122020-cua-thu-tuong-chinh-phu-ban-hanh-chien-luoc-quoc-gia-ve-cach-mang-cong-nghiep-lan-thu-tu-7128>

Agreement for Trans-Pacific Partnership (CPTPP) are new generation trade agreements and all have commitments to facilitate the development of cross-border e-commerce.

Pursuit in the law

The E-Business Index 2020 Report highlighted the obstacles to the rapid and sustainable growth of e-commerce. In addition to attracting investment, consumer confidence, order fulfillment or online payment, other obstacles include the legal environment and the huge disparity between Hanoi and Ho Chi Minh City in comparison with other locations.

There is still a significant gap between the goals and solutions set out in macro policies related to e-commerce and in the actions of state management agencies to achieve these goals.

The trend for opening and facilitating the development of the digital economy and e-commerce are clearly shown in international trade policies and agreements in recent years, especially in 2020. Nevertheless, legal regulations have not kept up with this trend. VCCI's Report on *Business Law Flow 2020* has comprehensively reviewed the legal framework for the digital economy. The report states that "the reality of the Internet's growth is too fast and Vietnam's legal institutions seem to be lagging behind in chasing that growth".¹²

The institutional changes and law enforcement related to the online alcohol trade are a clear illustration of this gap. The online sale of alcohol under certain conditions is specified in the Law on Prevention and Control of Harms of Alcohol and Beer, effective from 1st January 2020. In its E-Business Index 2020, VECOM stated that "*many traders are concerned that the Government's regulations may invalidate the right to sell alcohol and beer online as stipulated in the Law*". The fact that this Law's airy provisions have been invalidated by a decree issued earlier, which is Decree No. 105/2017/ND-CP dated September 14, 2017 by the Government on alcohol trading. This Decree applies to traditional wine business models and is not suitable for online business.

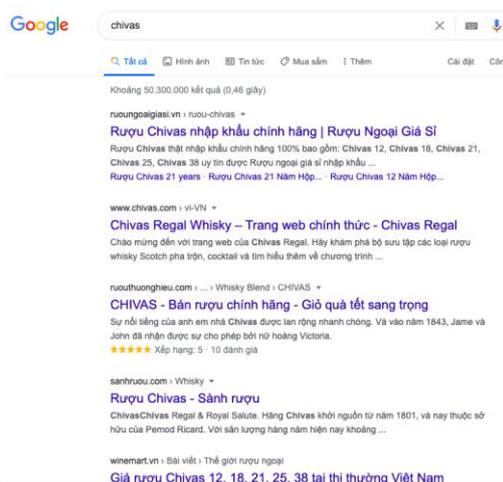
On December 28, 2020, the State management agency in charge of e-commerce issued

¹² <http://vibonline.com.vn/wp-content/uploads/2021/01/BAO-CAO-DONG-CHAY.pdf>

official letter No. 1259/TMDT-QL requiring some companies to IMMEDIATELY remove alcohol products for sale on their websites and applications which had not yet qualified the business conditions under the provisions *"in Decree No. 52/2013/ND-CP [on e-commerce] and trading alcohol under the granted license, in which one content specifies the province, city and the location where traders are allowed to organize a distribution and wholesale system, and the location is allowed to retail and sell alcohol for consumption on the spot"*.

Enterprises expect that as soon as the National Assembly's Law on Prevention and Control of the Harm of Alcohol and Beer takes effect, the Government must amend the documents under the law to specifically and clearly guide the online alcohol business according to the provisions of this Law, especially in the context of the Covid-19 pandemic.

In February 2021, a number of organizations and associations sent a written request to the Ministry of Industry and Trade, asking for consideration to the submission to the Government to amend Decree 105/2017/ND-CP aligned with the lines and policies on the fourth Industrial Revolution, digital transformation and Law on prevention and control of harmful effects of alcohol and beer. In the first time, the Ministry of Industry and Trade may implement a pilot mechanism allowing several units to sell alcohol online according to the provisions of the Law on Prevention and Control of Harms of Alcohol and Beer. The Vietnam Beer - Alcohol - Beverage Association can be the focal point to propose these units.



(*) Page 1 of the Google search results with the keyword "chivas" at 7:40 am on March 2, 2021. While reputable online businesses cannot sell alcohol online, many other traders openly sell spirits online.

Among the many legal documents that need to be amended, modified or newly issued, two decrees that can be issued in 2021 will have a significant impact on the online business environment during the period of 2021 to 2025. Those are the decrees supplementing and amending Decree No. 52/2013/ND-CP on e-commerce and Decree No. 72/2013/ND-CP regulating the management, provision and use of Internet services and online information¹³. The drafting agencies and the Government need to put great efforts in order to not only balance the interests of stakeholders but also align them in accordance with the proposed lines and policies related to the implementation of the Fourth Industrial Revolution, digital transformation and digital economy in Vietnam.

Thorny challenges to conquer

One of the main goals of the E-Business Index is to examine and compare quantitative indicators of the e-commerce development level amongst 63 provinces and municipalities (referred to as provinces or localities) in each year and changes from year to year. Thanks to that, it helps provide state management agencies, especially the Departments of Industry and Trade, as well as enterprises helpful information for their management and business activities.

The e-business index in recent years shows no sign of change in the gap between the two leading cities and other localities. This can be clearly seen from simple, individual to aggregated quantitative indicators.

For example, this difference is most evident through online retail goods delivery services. VECOM's 2020 survey among leading delivery companies for online retail goods shows the rate of postal parcels in Hanoi and Ho Chi Minh City accounted for about 60% of the total postal parcels in 63 localities. Secondly, the proportion of postal parcels of the next top 5 provinces accounted for 12%. Thus, the remaining 56 provinces accounted for only 28% of postal parcels. Thirdly, there is a huge difference, usually from 10 to 20 times between the rate of postal parcels of Hanoi or Ho Chi Minh City and the thirdranked locality.

¹³ <http://vibonline.com.vn/du-thao/du-thao-nghi-dinh-sua-doi-02-nghi-dinh-ve-quan-ly-cung-cap-su-dung-dich-vu-internet-va-thong-tin-tren-mang>

Among 514,632 national domain names .VN maintained in 2020, according to Vietnam Internet Network Information Center (VNNIC), Hanoi and Ho Chi Minh City have 371,454 domain names, accounting for 72% of the country¹⁴. The number of .VN domain names of the next top 5 localities is 37,606, accounting for only 7% of the country's domain names. Similar to the huge difference of online retail goods delivery service, the number of domain names in the first ranked locality is 20 times higher than that of the third-ranked locality¹⁵. For the ride-hailing and food delivery market, so far, almost all transactions have taken place in Hanoi and Ho Chi Minh City.

The e-business index of 2021 clearly reflects quantified gaps among localities. The average scores for Hanoi and Ho Chi Minh City are far higher than the average scores of the group of the next five localities. The average scores of the remaining 56 localities are very low and there is no significant difference among these localities. This reflects the relative significance of this third group's ranking which can quickly change year by year if these localities put more effort into implementing e-commerce promotion activities for businesses. Provinces in the Northern and the Southwest mountainous regions have the lowest levels of e-commerce development.

Thus, it can be seen that in the first half of the rapid development period from 2016 to 2020, the gap in the e-commerce sector between Hanoi and Ho Chi Minh City in comparison with the remaining 61 localities remained almost unchanged. This situation shows that localities have not yet exploited the opportunities brought by e-commerce, at the same time, online businesses are slow to expand their business scales and grow sustainably.

In the second half of the rapid development during the period of 2021 to 2025, to achieve the target that localities Except Hanoi and Ho Chi Minh City will account for 50% of the value of B2C e-commerce transactions nationwide, it is necessary to establish close

¹⁴ <https://vnnic.vn/sites/default/files/whitebook/BaoCaoTainguyenInternet2020.pdf>

¹⁵ In recent years, Vietnam Internet Network Information Center (VNNIC) and VECOM have deployed many forms of promoting the benefits of national domain names .VN and websites for businesses. However, this activity requires the coordination of many other agencies and organizations, such as the Departments of Information and Communications and the Departments of Industry and Trade in the localities. Reference: <https://vietnamnet.vn/vn/kinh-doanh/website-gian-hang-tiem-nang-kinh-doanh-online-716679.html>

coordination and drastic actions from businesses, state management agencies, especially the Departments of Industry and Trade, and social professional organizations.¹⁶

There is no miracle

The key to achieving this goal lies in local human resources. The E-Business Index 2020 report emphasizes *encouraging over six million "warriors" - enterprises and household businesses across the country to invest more in human resources for e-commerce is the key factor determining the rapid and sustainable growth of Vietnam's e-commerce*, and at the same time, narrowing the digital gap between the two largest cities and the rest of the country.

Obviously, businesses need to be proactive in their internal training activities. On the other hand, state management agencies, social professional organizations and businesses specializing in providing online platforms, technology solutions, software, training services, etc. also play the utmost role.

The primary task of central government agencies, such as the Ministry of Industry and Trade, the Ministry of Information and Communications, the Ministry of Education and Training, is to outline policies to support human resource development activities within the state sector. In localities, the Department of Industry and Trade, with the function of advising the Provincial People's Committee, is directly responsible for developing e-commerce human resources in the area under its management. So far, many Departments of Industry and Trade have submitted and the Provincial People's Committees have approved the E-commerce development plan for the period from 2021 to 2025, which pays attention to training activities for state management officials and human resource training for businesses. Training activities for state management officials from department, agency, branch, district to town levels are quite feasible as the training content is still limited to learning about the laws on e-commerce. However, most

¹⁶ On January 8, 2021, the People's Committee of Ho Chi Minh City issued Decision No. 72/QĐ-UBND on the establishment of the Council for the Development of E-commerce. The Chairman of the Council is a Vice President of the City People's Committee. Members of the Council are leaders and key staffs of relevant departments, sectors and organizations, including leaders of the Department of Industry and Trade, the Department of Information and Communications, the Department of Science and Technology, the Department Planning and Investment, the Department of Transport, the Department of City Customs, etc. With the active supporting measures from the People's Committee, Ho Chi Minh City will continue to be the driving force to promote national e-commerce, at the same time maintaining the leading position in the E-Business Index.

localities are very confused in implementing training activities to improve online business skills for enterprises and household businesses. On one hand, it is caused by the insufficient number of e-commerce specialized staffs or even without full-time specialized employees in the Departments of Industry and Trade. Basically, the personnel of the Departments of Industry and Trade is not fully competent to implement this activity, while a majority of capable e-commerce lecturers are gathered in Hanoi and Ho Chi Minh City. Obviously, the most effective direction for the Departments of Industry and Trade is to coordinate with pioneering units in doing online businesses to implement training activities locally. In this cooperation, the Departments of Industry and Trade is responsible for organizing and inviting trainees, the partners will provide lecturers, materials, training content flexibly adjusted to adapt to the characteristics of each locality.

To develop e-commerce and improve the local EBI Index, the Departments of Industry and Trade need to work closely with other departments. For example, the Department of Information and Communications is responsible for developing Internet resources, information technology infrastructure and e-Government in provinces.

Over the past years, the Vietnam E-commerce Association has prioritized cooperation activities and supported a number of localities to develop their human resources. The Association plays as a bridge with business members and other partners in providing a comprehensive ecosystem for online business and deploying online business skills training activities in these localities. With the initial successes and experiences, from 2021 the Association will continue to expand training activities to many new localities.

RETAIL UNIVERSITY

ENHANCING DIGITAL SKILLS FOR THE RETAIL BUSINESS COMMUNITY

According to Vietnam Internet Statistic 2020, Vietnam has more than 68 million social network users and ranks the 6th among 30 countries with the potential and attraction to investment in the global retail sector. That is why more than ever, retail businesses, online businesses or traditional household businesses in Vietnam need to improve their digital skills, business skills, digital marketing skills to deeply develop online business models and methods.

Grasping that need, from November 14 to 29, 2020, in the two biggest cities, Hanoi and Ho Chi Minh City, the Vietnam E-commerce Association (VECOM) in collaboration

with Google, Haravan, Vietnam Post and VISA successfully organized a series of events under the Retail University program - Promoting online business for Retail Businesses. Through three weeks of teaching in each city, the program aims to build a knowledge base for the Vietnamese retail players, contributing to equipping retail businesses with the necessary tools for growing their online businesses, optimizing digital platforms and tools so as to reach customers and grow their businesses most effectively.

After the event in November 2020, there are many suggestions about organizing online events for individuals and units that have not had the opportunity to participate in directly. Therefore, in December 2020, an online training version followed with a series of events of the RETAIL UNIVERSITY program at Gather website: [Vietnam's Retail University](#), was organized by VECOM in collaboration with Google, Haravan, Giao Hang Nhanh (GHN) and VISA. The two series of events have attracted the attention of the community with the registration of nearly 1,400 trainees from businesses across the country and 1,000 views at Gather and YouTube, and received positive feedbacks and many supports from retail business representatives.

The aforementioned series of activities in 2020 are the first step for the upcoming ones in 2021. In March 2021, VECOM and Google in collaboration with their partners will bring the Retail University program back to help businesses maximize the potential of the Vietnamese market. The program promises to provide learners with market information, up-to-date knowledge and the most vivid successful case studies under the guidance and sharing from instructors who are representatives from Google and leading partners in the e-commerce field:

- *Build a Professional Website and Online Brand and Measure important metrics with Google Tag Manager*
- *Analyze business and marketing efficiency with Google Analytics and Maximize advertising effectiveness with Google Smart Shopping*
- *Retail growth with Omni-channel model and multi-channel payment promotion and order processing solutions*

The program hopes to receive a lot of attention from retailers (with one or multiple points of sale), online sellers, and traditional businesses across the country wishing to improve their digital skills, business skills and marketing skills to develop business models.

Source: VECOM and Google

The localities with the lowest E-Business Index rating or not included in the ranking list are those in mountainous, remote, or ethnic minority areas. In 2020, the National Assembly issued Resolution No. 120/2020/QH14 approving the investment policy of the National Target Program for socio-economic development in ethnic minority and mountainous areas over the period of 2021 to 2030. The resolution sets out the goal of gradually narrowing the gap in living standards and income of ethnic minority and mountainous areas compared to the national average. E-commerce will be a useful tool to help the most disadvantaged localities, including mountainous, remote, and ethnic minority areas, reduce poverty and narrow the income gap.

Previously, the Prime Minister issued Decision No. 964/QĐ-TTg dated June 30, 2015 approving the Trade Development Program for mountainous, remote, and island areas for the period of 2015 to 2020. E-commerce implementation is addressed in the Program. A similar program for the period of 2021 to 2025 needs to propose more specific solutions and activities to support localities in those regions to take stronger deployment actions, exploiting the opportunities gained from the pilot implementation mechanism of mobile money.¹⁷

The ranking of the annual E-Business Index is a quantitative criterion to evaluate the situation, detect areas that need priority for investment, relevant human resource training content, etc. to help localities in mountainous, remote, and ethnic minority areas increase their income according to the issued guidelines and policies.

¹⁷ Decision No. 316/QĐ-TTg by the Prime Minister dated March 9, 2021 on the pilot implementation of using telecommunication accounts to pay for goods and services with small value (mobile money). The important objective of this Decision is to contribute to the development of non-cash payments, to increase access to and use of financial services, especially in rural, mountainous and remote areas, borders and islands. The decision specifies that the pilot enterprises must give priority to the pilot implementation of Mobile-Money service in rural, mountainous, remote, border and island areas of Vietnam.

<https://luatvietnam.vn/thuong-mai/quyet-dinh-316-qd-ttg-thi-diem-dung-tai-khoan-vien-thong-thanh-toan-hang-hoa-dich-vu-199555-d1.html>



THE E-COMMERCE OVERVIEW IN 2021

CHAPTER
02

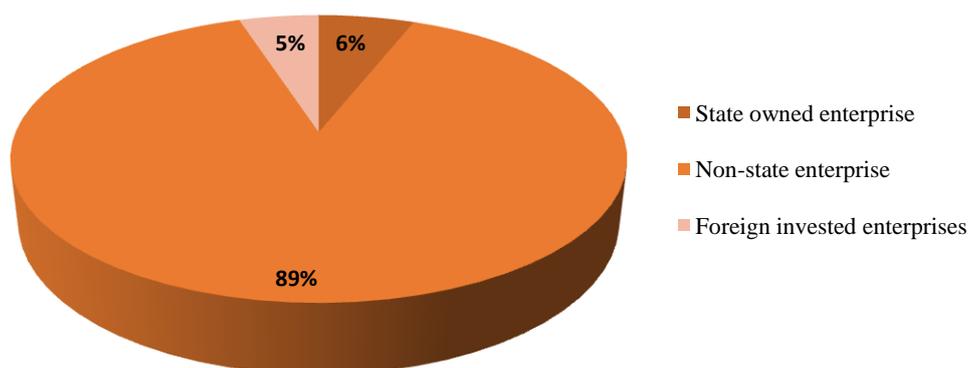
1. SURVEYED ENTERPRISES

The Vietnam E-commerce Association continues to survey over 5,000 enterprises in 2020 to develop the E-Business Index 2021 Report. Of the total surveys collected, 4,693 valid responses are used as data for analysis in the Report.

In 2020, the survey form adjusted the question about the type of surveyed enterprises, which is divided into 3 main groups, including: State-owned enterprises; Non-state enterprises and Foreign-invested enterprises.

Accordingly, the majority of enterprises surveyed are non-state enterprises (accounting for 89%).

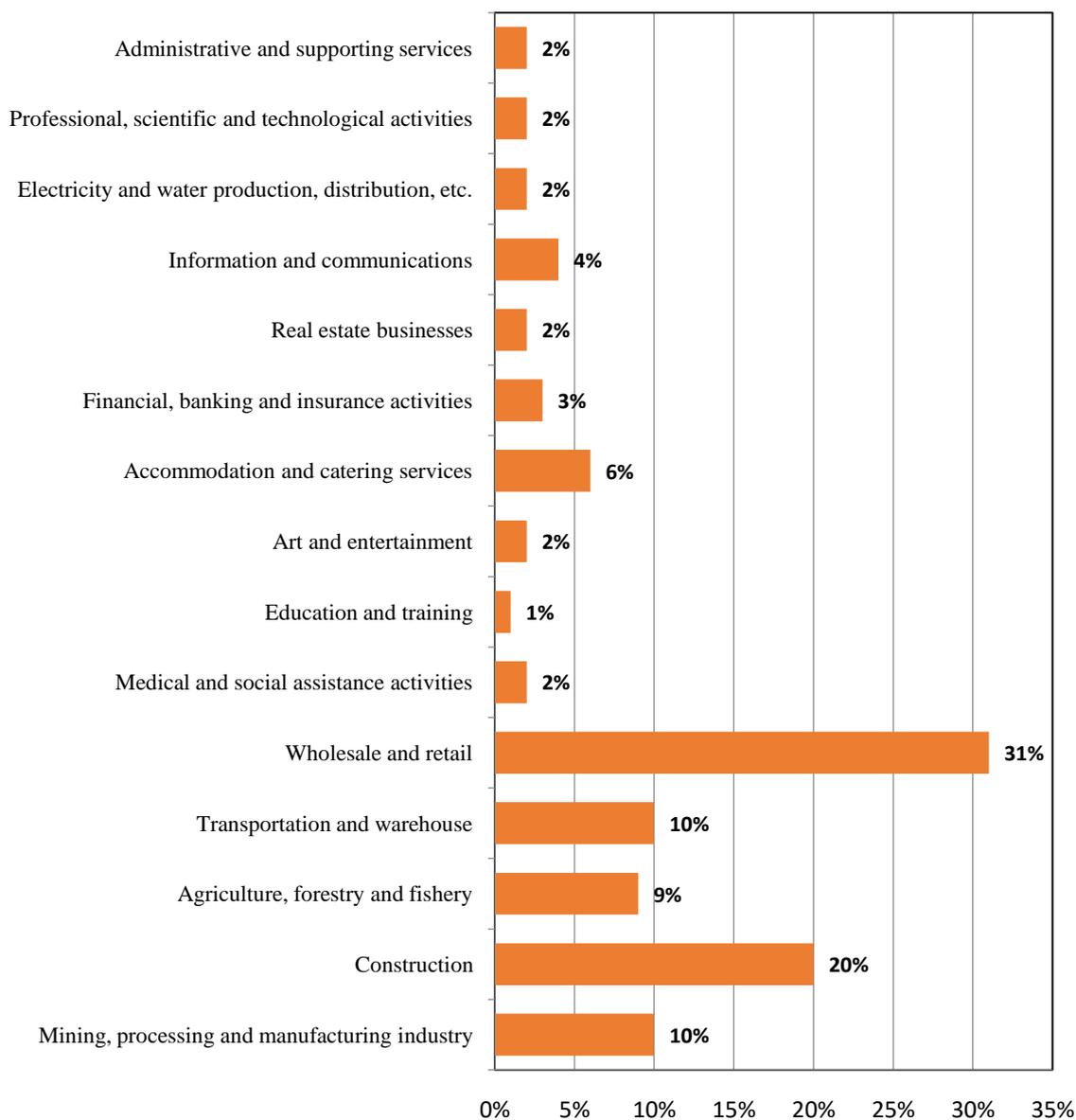
Figure 1: Types of surveyed enterprises



Small and medium enterprises with under 300 employees (SME) account for 90% of the total number of surveyed enterprises, while large enterprises with over 300 employees account for 10%. These proportions are similar to those practical nationwide counterparts.

In this year, the grouping of business sectors among enterprises has also changed slightly. The group of Wholesale and retail group still accounts for the highest proportion in the survey (31%), followed by the group of construction enterprises (20%), Transportation - warehousing (10%), and the Mining - Processing - Manufacturing group (10%).

Figure 2: Main business sectors of the surveyed enterprises

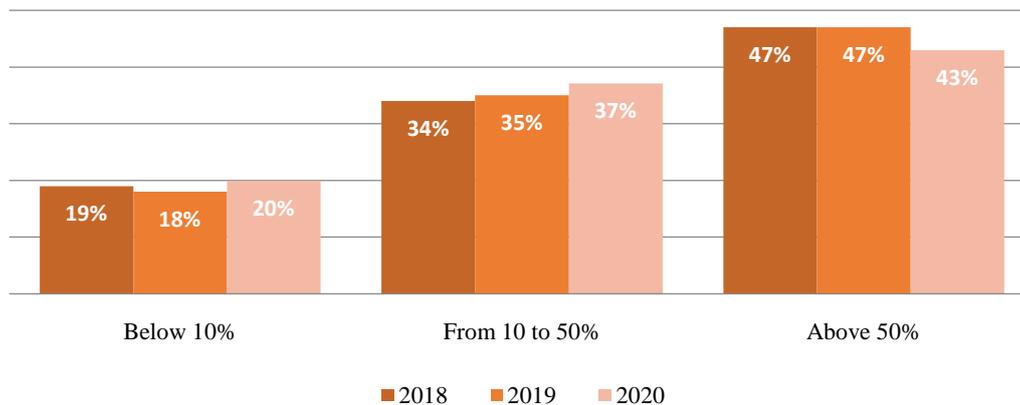


2. INFRASTRUCTURE AND HUMAN RESOURCES

a. Using email and auxiliary tools at work

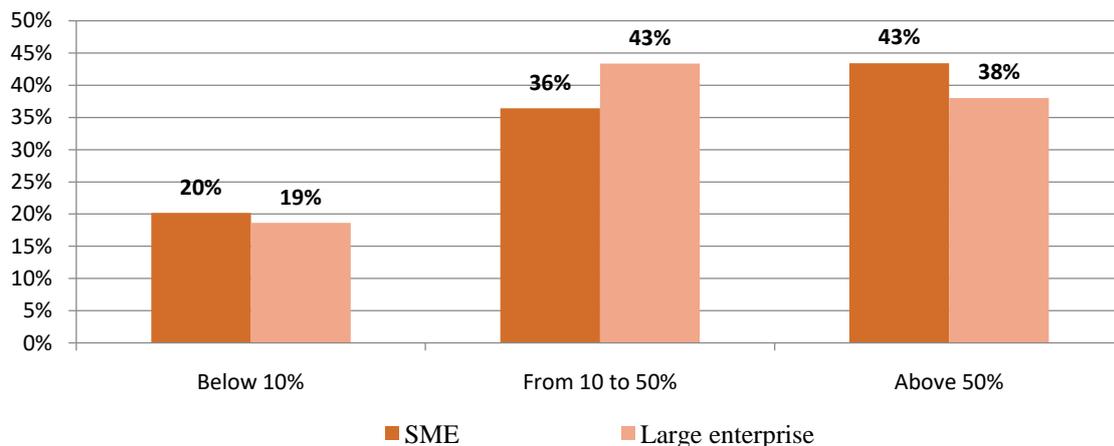
In 2020, the proportion of employees using email at work decreased slightly compared to previous years. This reflects the diversity of platforms that support online exchanges in businesses today. Accordingly, only 43 out of every 100 businesses report having over 50% of their employees regularly using email (decreased by 4% compared to the previous year).

Figure 3: The percentage of frequently-using-email employees in enterprises over the years



By business size, the percentage of small and medium enterprises (SME) with over 50% of employees using email is a slightly higher percentage than that of large enterprises. This disproportion is similar to the survey results from previous years.

Figure 4: Percentage of employees using email by business size

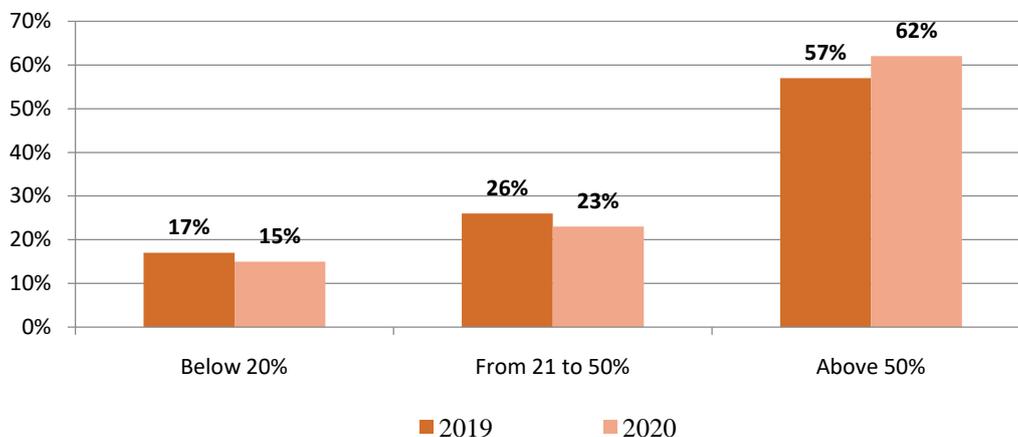


The popularity as well as the convenient and fast interaction of new platforms such as Facebook Messenger, Zalo, Viber, WhatsApp, Skype, etc. are gradually replacing the traditional form of connection via email.

The 2020 survey shows that almost 100% of the surveyed enterprises use platforms such as Facebook Messenger, Zalo, Viber, WhatsApp, Skype, etc. with different frequencies. Specifically, up to 62% of the enterprises said that more than 50% of their employees regularly use the above tools (slightly higher than the survey results in

2019), 23% of the enterprises said 21% to 50% of their employees regularly use them and the rest 15% said that less than 20% of their employees regularly use them.

Figure 5: Usage of social platforms such as Facebook Messenger, Zalo, Viber, WhatsApp, Skype, etc. over the years



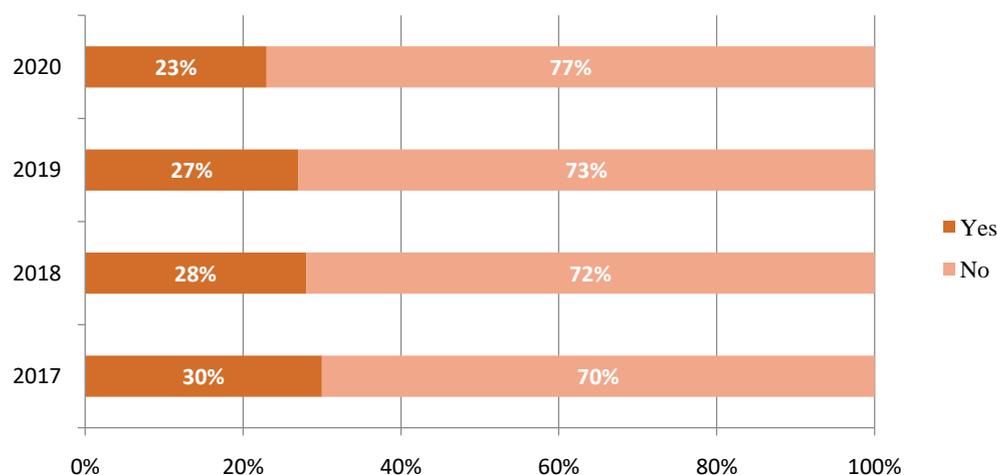
b. E-commerce specialized labour

For many years, human resources for e-commerce and especially high-quality workforce have always been a major problem hindering the development progress of e-commerce in the country.

From the goal of achieving a sustainable e-commerce development towards balanced e-commerce with a narrowed gap between the two central cities, Hanoi and Ho Chi Minh City and the remaining provinces by 2025 the role of human resources is further confirmed, requiring great attention and investment from state agencies and organizations to promote the training activities, so as for a workforce with knowledge and skills in e-commercial application, thereby to serve e-commerce promotion activities in various provinces.

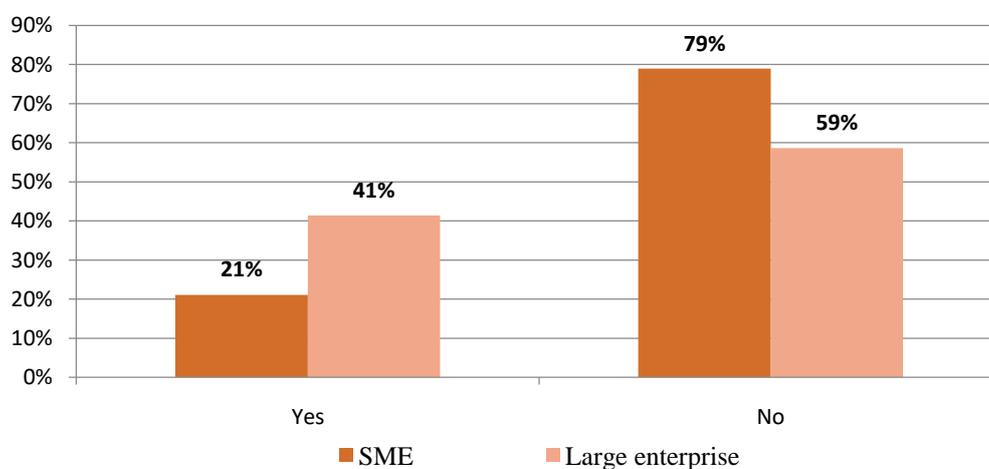
In 2020, the survey result shows that the proportion of enterprises with employees specialized in e-commerce decreases significantly compared to previous years, partly due to the great impact of the pandemic and financial pressure, hence the workforce downsizing and taking on multiple roles were deployed by companies to remain operational through difficult times.

Figure 6: Percentage of enterprises with e-commerce specialized employees over the years



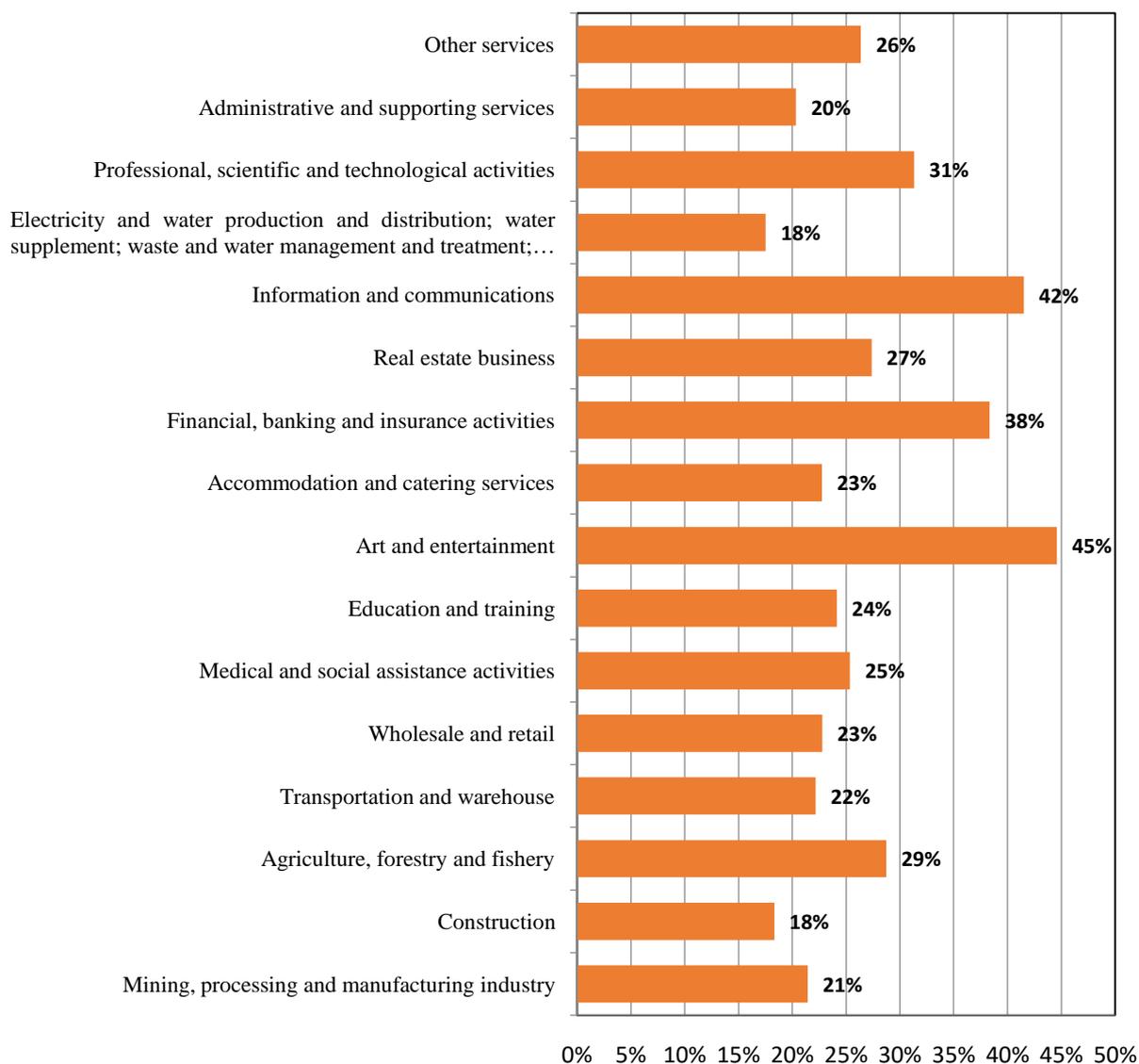
In terms of enterprise size, the percentage of small and medium enterprises (SME) with e-commerce specialized employees is only half of that of large enterprises.

Figure 7: Percentage of enterprises with e-commerce specialized employees by business size



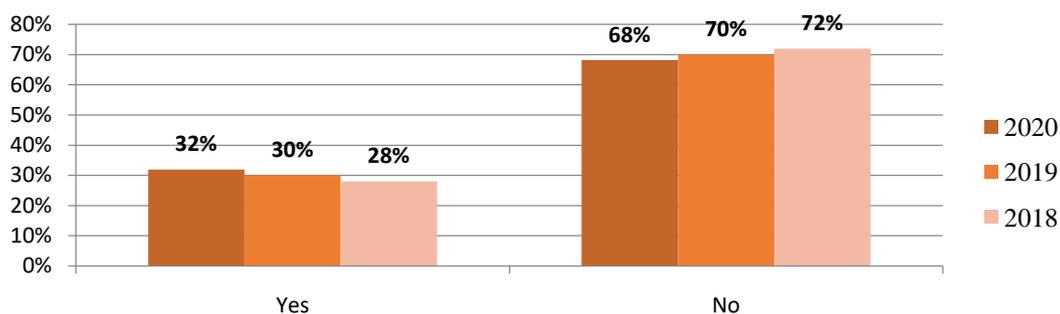
Arts - Entertainment and Information - Communications are two sectors with the highest proportion of employees specialized in e-commerce, accounting for 45% and 42% respectively among the surveyed enterprises, followed by Finance - Banking - Insurance (38%) and Professional - Science - Technology activities (31%).

Figure 8: E-commerce specialized labour by business sector



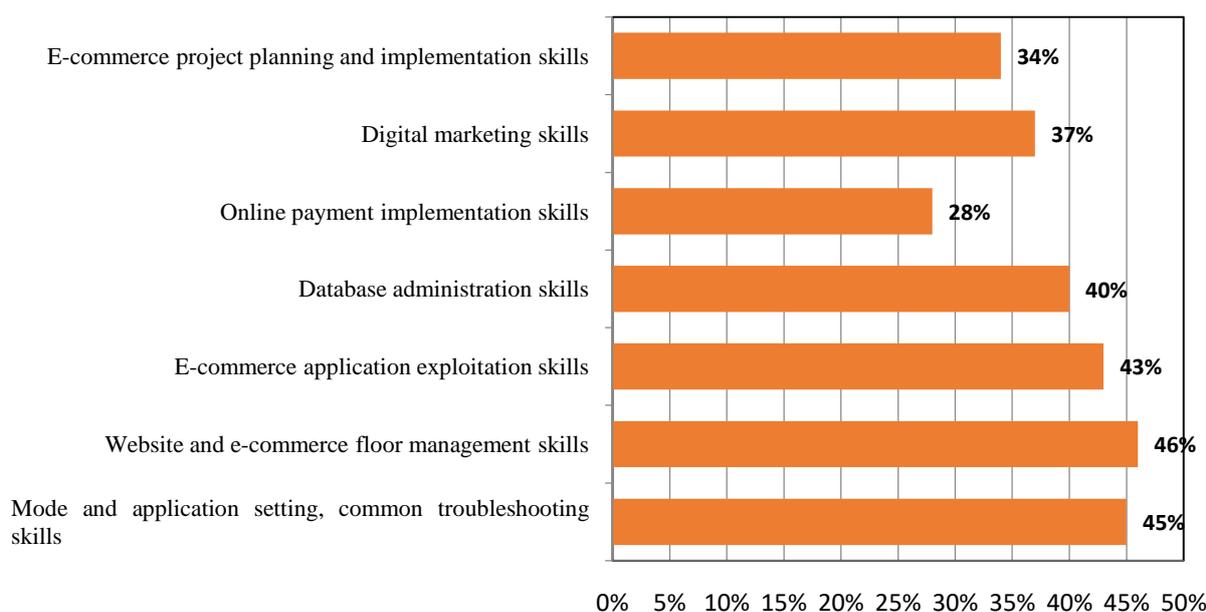
Over the past 3 years, more businesses have been facing difficulties in recruiting skilled workers in e-commerce and IT. Promoting both formal and informal training of specialized human resources is a major issue that needs paying attention in the coming period.

Figure 9: Percentage of enterprises having difficulties in recruiting workers with e-commerce and IT skills



Website and e-commerce floor administration is still the skill most interested by enterprises in recent years. 46% of the enterprises claim they have difficulties in recruiting workers with those competent skills.

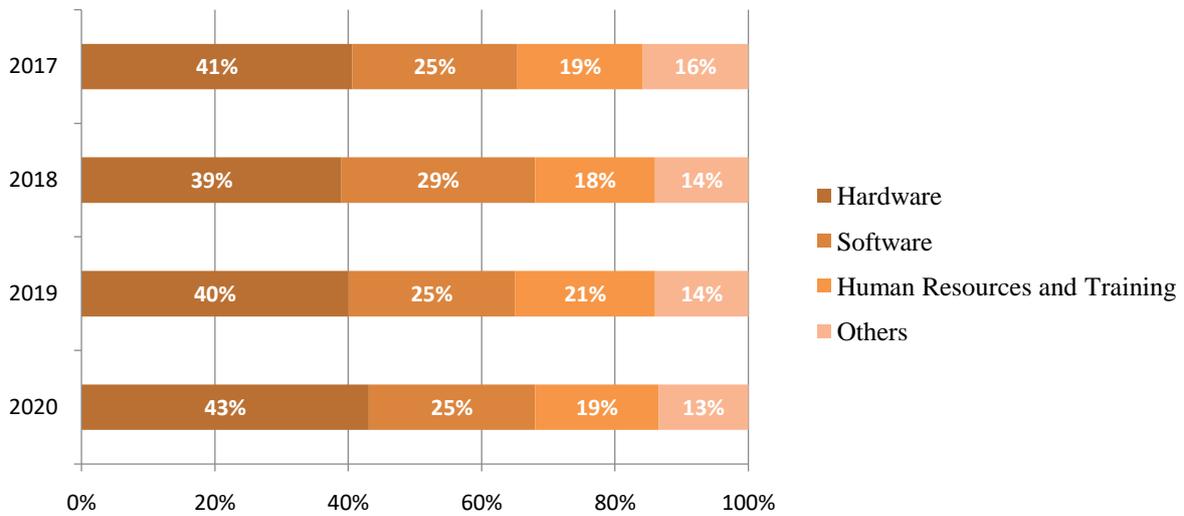
Figure 10: Percentage of enterprise having difficulties in recruiting workers for skill groups



c. Expenses for procurement, equipment and application of IT and e-commerce

For many consecutive years, hardware is a major investment priority to enterprises in terms of the total expenses of IT and e-commerce procurement, equipment and application. Accordingly, in 2020, up to 43% of the budget is prioritized to be invested in hardware, while another big obstacle which is a human resource only receives 19% of the budget for investment.

Figure 11: Expenses for procurement, equipment and application of IT and e-commerce over the years



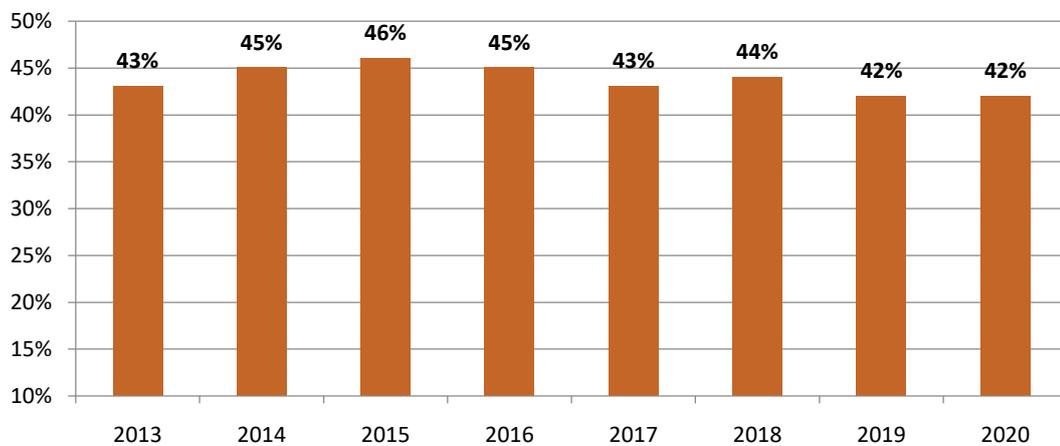
3. BUSINESS-TO-CUSTOMER TRANSACTIONS (B2C)

a. Enterprise websites

The percentage of the surveyed enterprises the claim to have a website has not changed much compared to 2019 and to previous years.

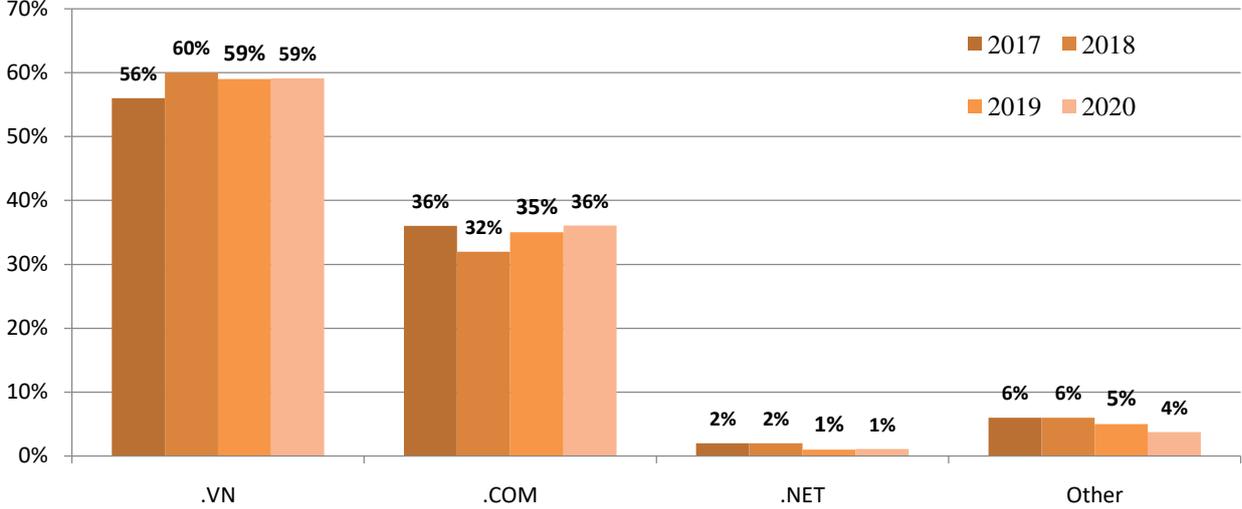
Website is always considered as an important channel in asserting brand value and having the most sustainability for businesses in the online environment. Along with other fast and efficient e-commerce deployment channels, this is recommended by leading experts for businesses for a long-term development orientation.

Figure 12: Percentage of enterprises having websites over the years



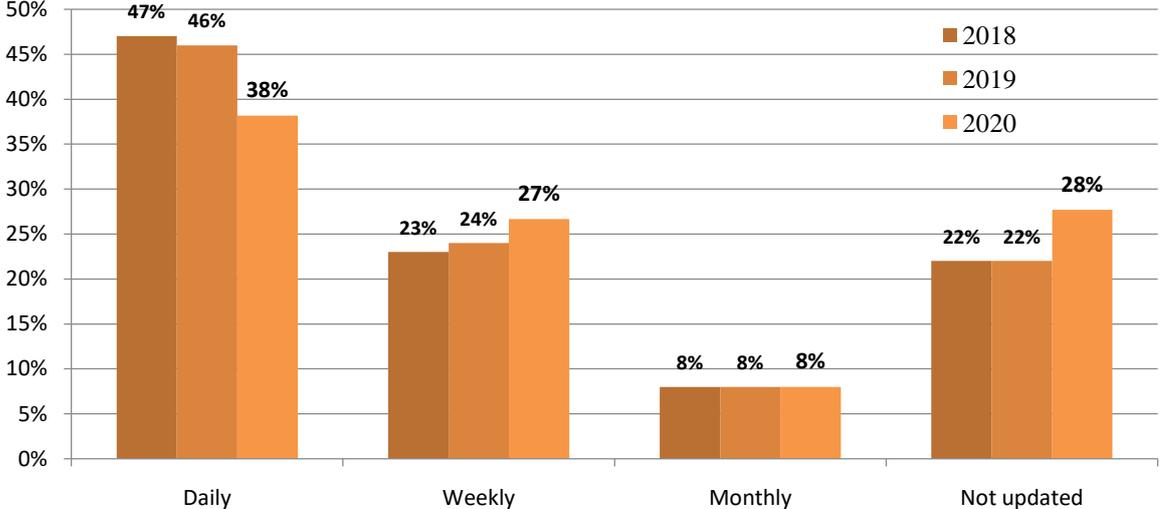
Vietnam domain name .VN has always been the most preferred choice for many years. The survey in 2020 also shows that 59% of the enterprises prioritize choosing the Vietnamese domain name .VN, followed by the international domain name .COM (36%). These are the two domain names mainly used domestically.

Figure 13: Percentage of domain names used over the years



38% of the surveyed enterprises with websites said that they daily update information on their site, this rate is much lower than that in 2019. In addition, the percentage of enterprises that do not update information on their websites increases greatly from 22% in 2019 to 28% in 2020.

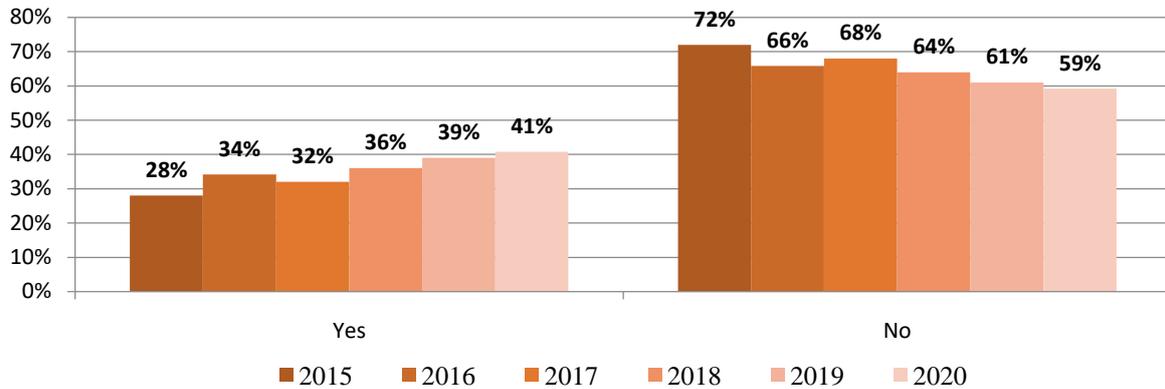
Figure 14: Percentage of updating information on website



b. Doing businesses on social networks

In contrary to the trend of doing business on websites, enterprises are increasingly interested in social networking platforms to support business activities. For many years, the proportion of enterprises selling goods on social networks has tended to increase.

Figure 15: Percentage of enterprises doing business in social networks over the years

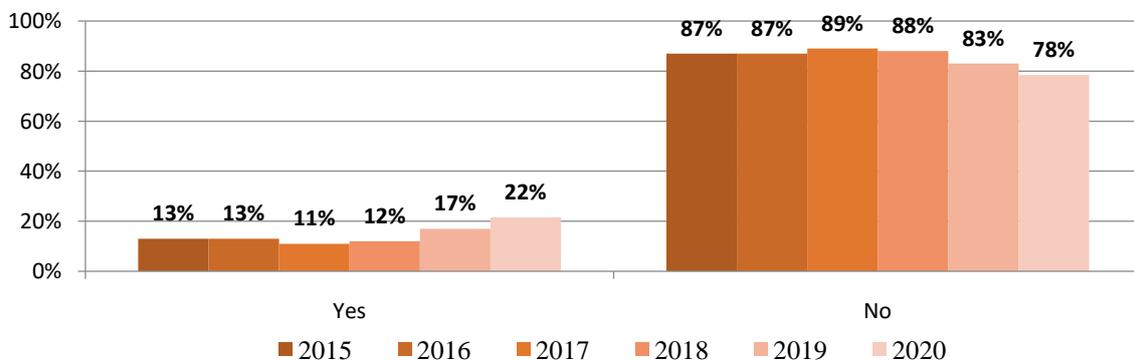


c. Participating in e-commerce floors

Similar to social networking platforms, the trend of e-commerce floors has been brought back and is getting more evident recently. Accordingly, in 2020, up to 22% of the surveyed enterprises join in e-commerce floors (which goes up by 5% compared to 2019).

Over the past years, VECOM has cooperated with many e-commerce floors to organize training courses for businesses across the country about effective business skills e-commerce floors, which receive great attention from the community.

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

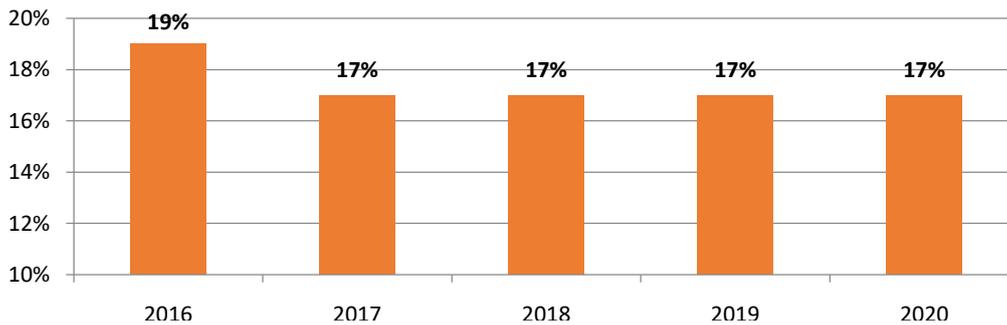


Especially, among the enterprises participating in e-commerce floors, up to 23% said they joined after the COVID-19 pandemic broke out.

d. Doing businesses on mobile platforms

The proportion of enterprises with a mobile version website has not changed much compared to previous years. It can be seen that most enterprises no longer choose to build a separate website for the mobile version, instead, they choose a solution to build a new website with technology that automatically adjusts the interface compatible with different platforms such as computers, tablets, mobile phones, etc.

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

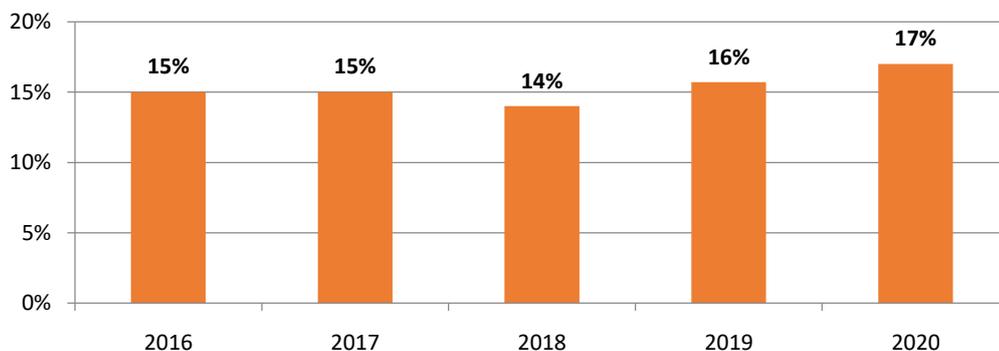


Unlike the mobile version website, building applications on enterprises' mobile platforms requires a higher level than on a normal website. In order for consumers to download, install and use applications regularly, it requires a variety of relevant solutions, products and services that satisfy their different needs.

In 2020, the concept of Super app was brought into the scene, referring to the roles and advantages of applications that provide an ecosystem for mobile consumers, this topic was also raised and discussed in the VECOM 2020 Ecommerce Review Forum.

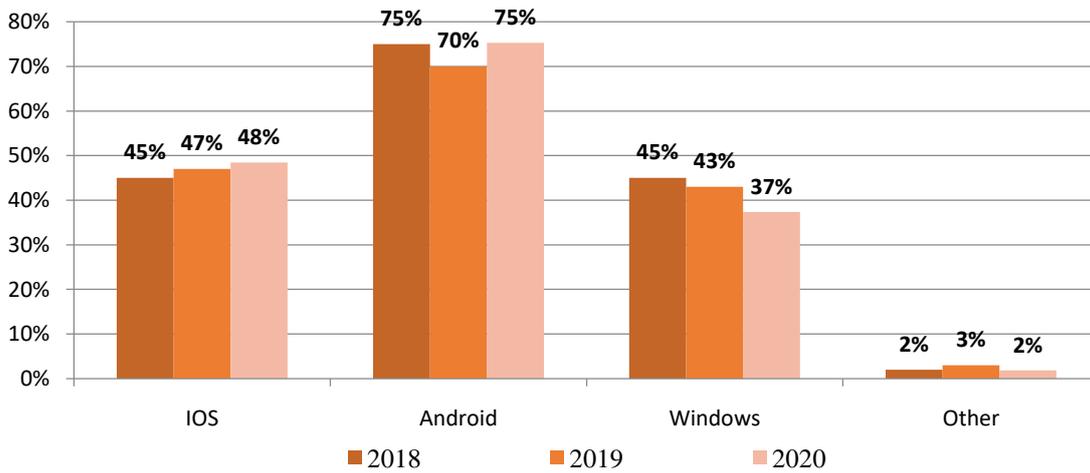
The survey shows that the proportion of enterprises that have sales applications on mobile devices in 2020 increases slightly from the previous year.

Figure 18: Percentage of mobile sales application over the years



For many years, Android has always been the top prioritized platform by enterprises when building sales applications on mobile devices. In 2020, 75% of the enterprises said that they prioritize building applications on Android platforms (an increase of 5% compared to 2019), followed by iOS platforms (48%) and Windows (37%).

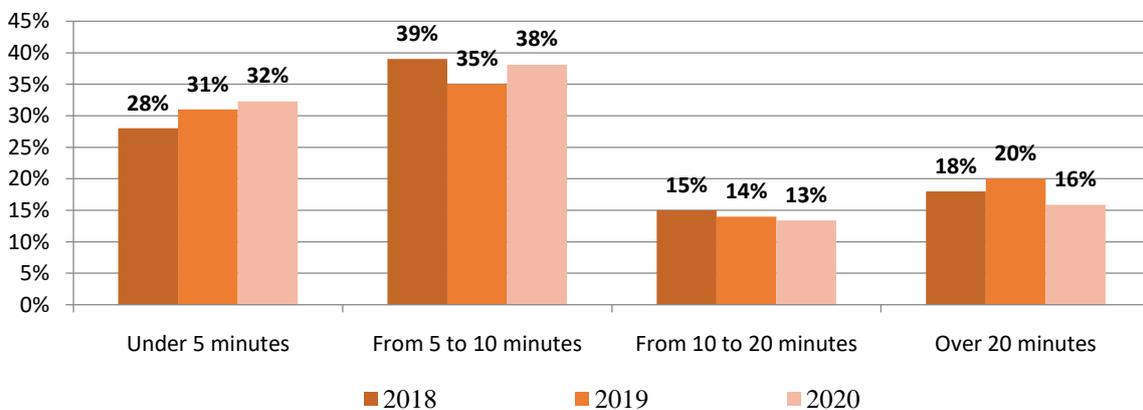
Figure 19: Percentage of businesses that develop sales applications on mobile platforms over the years



A majority of the surveyed enterprises said that the average time customers spent when accessing e-commerce mobile version websites/sales applications is very low. It's time for businesses to make changes to add even more value to their mobile version applications and websites for consumers.

Accordingly, up to 38% of the enterprises said that the average time customers stay on their website and application is 5-10 minutes, 32% said it is less than 5 minutes.

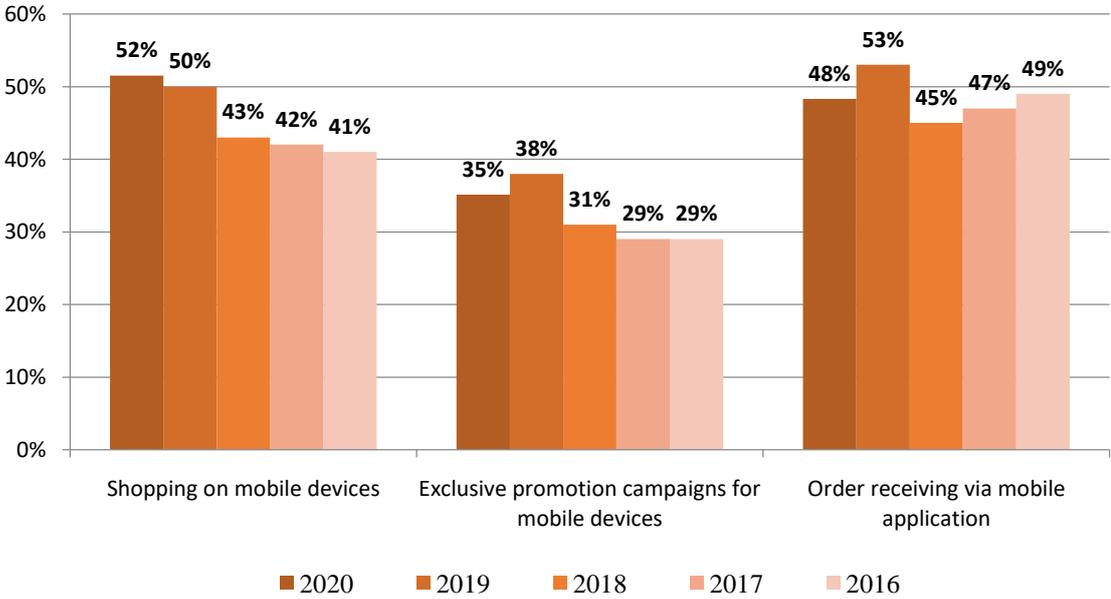
Figure 20: Average retention time of customers when accessing mobile versions of e-commerce websites or sales applications



52% of the enterprises have allowed shoppers to do the entire shopping process on mobile devices, which is slightly higher than the percentage in 2019 and tends to increase year by year.

In addition, 35% of the enterprises said that they had launched exclusive promotion campaigns for customers buying goods/services on mobile devices and 48% of the enterprises receive orders via sales applications on mobile devices.

Figure 21: Percentage of businesses that have a mobile-based business support website over the years

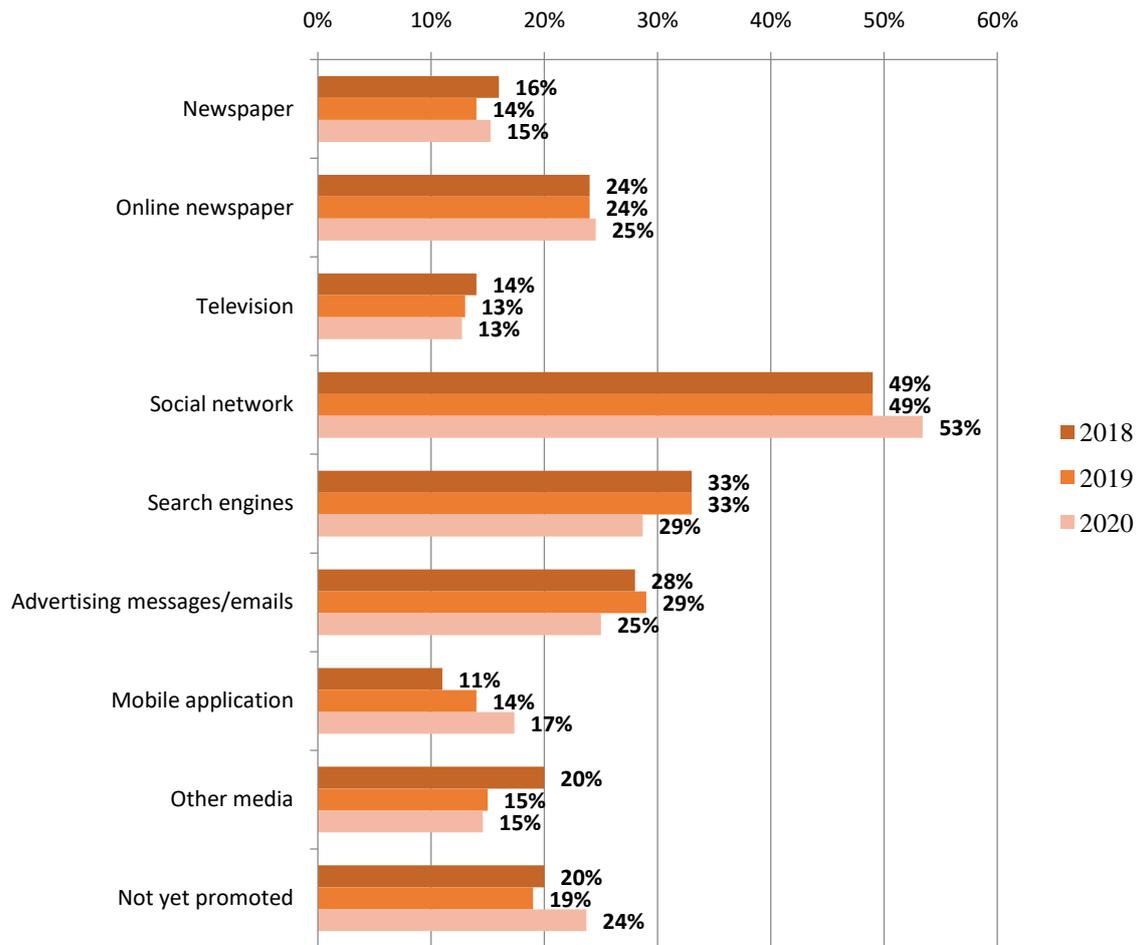


e. Forms of website and mobile application advertisement

53% of the enterprises said to have advertised their websites/ mobile applications through social networks, which is considered the most prioritized platform for advertising for many consecutive years. It is followed by advertising via search engines (29%).

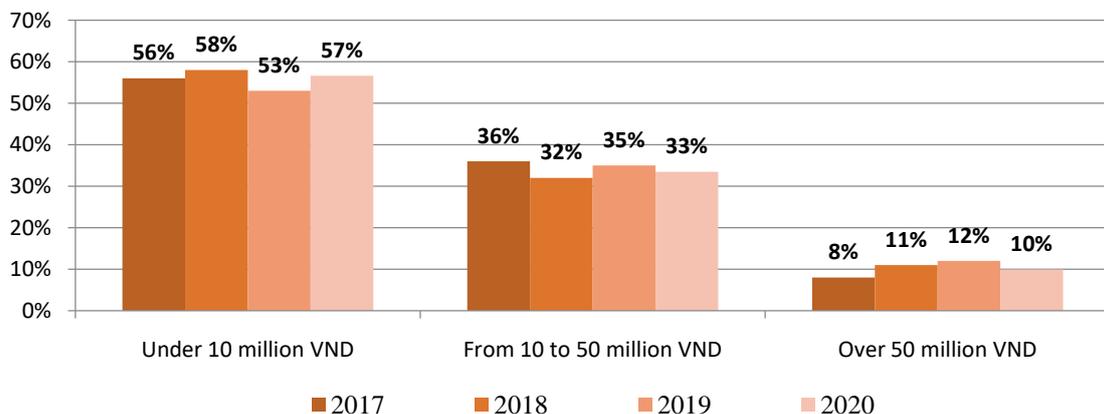
Noticeably, up to 24% of the surveyed enterprises said they have not used any form of online advertising.

Figure 22: Advertising forms for websites / mobile applications of businesses



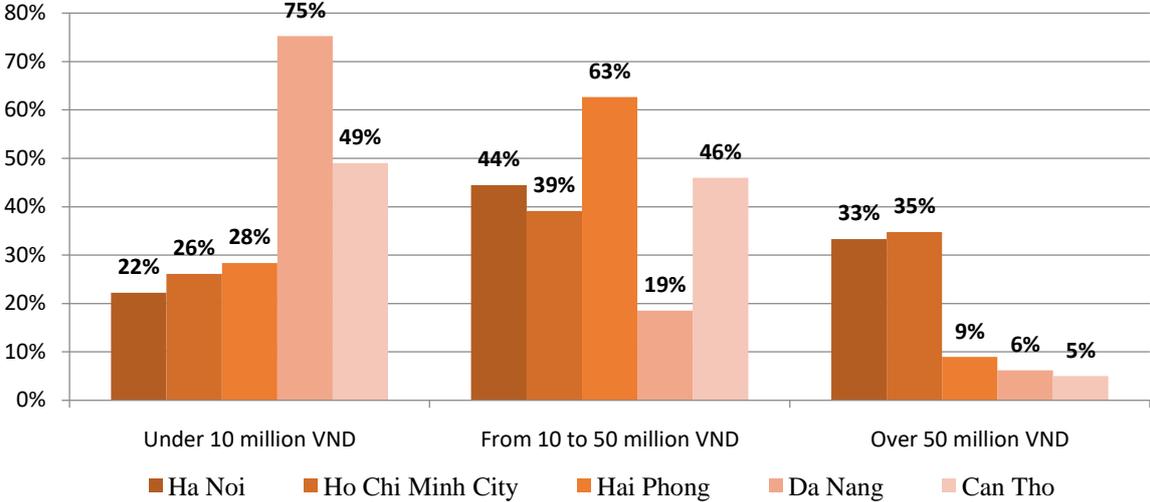
With the impacts of the COVID-19 pandemic, in general, most businesses have reduced the cost for website/mobile application advertising via online platforms and mobile applications. In 2020, 57% of the enterprises said they only spend less than 10 million Vietnam dong on this promotional activity.

Figure 23: Estimated cost for business website/mobile applications promotions on online platforms over the years



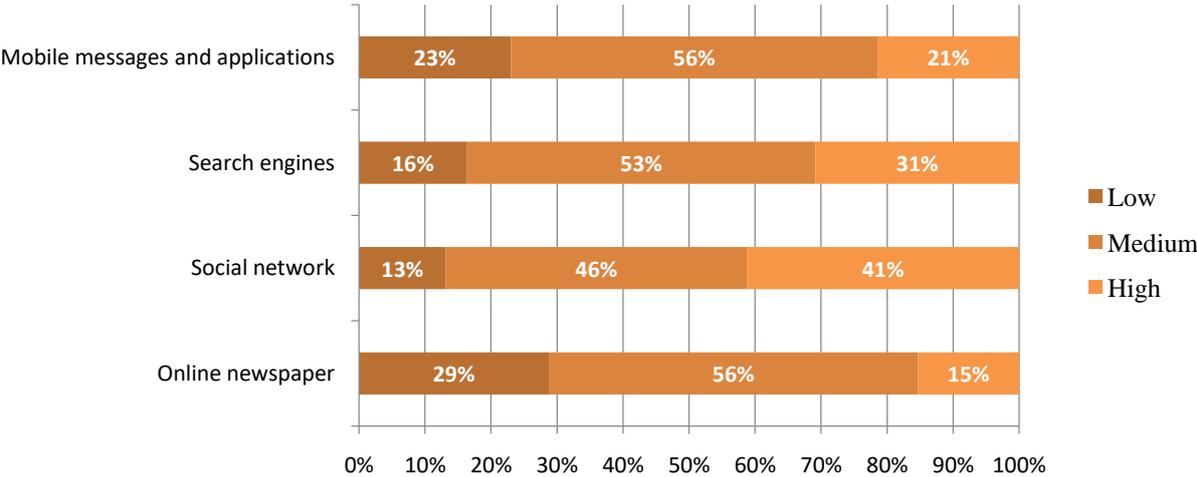
Hanoi and Ho Chi Minh City continue to be the two leading cities in terms of budget spending on online advertising activities in enterprises. Accordingly, 35% of the enterprises in Ho Chi Minh City and 33% of those in Hanoi spend more than 50 million VND on online advertising activities. This rate is very low among the other localities.

Figure 24: Advertising cost allocated by the Central city group



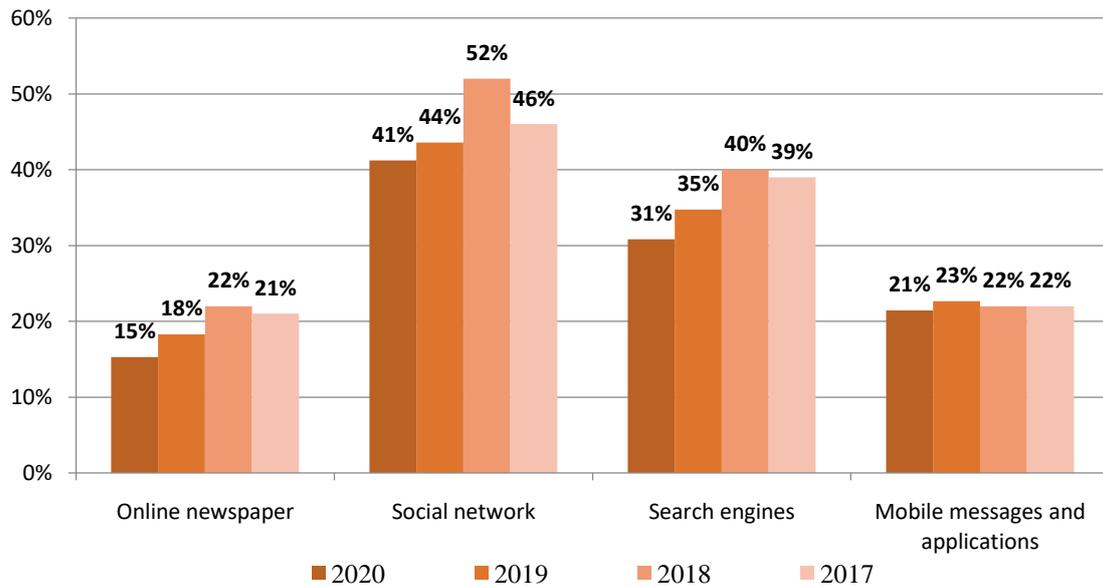
The 2020 survey shows that social media and search engines continue to be the two most effective channels for online advertising.

Figure 25: Assessing the effectiveness of website / mobile application advertising



It can be seen that in recent years, social media and search engines have gradually become two prominent platforms in supporting enterprises' business activities and are also considered as two platforms with the highest efficiency compared to other traditional online methods such as e-newspaper, text message and mobile application.

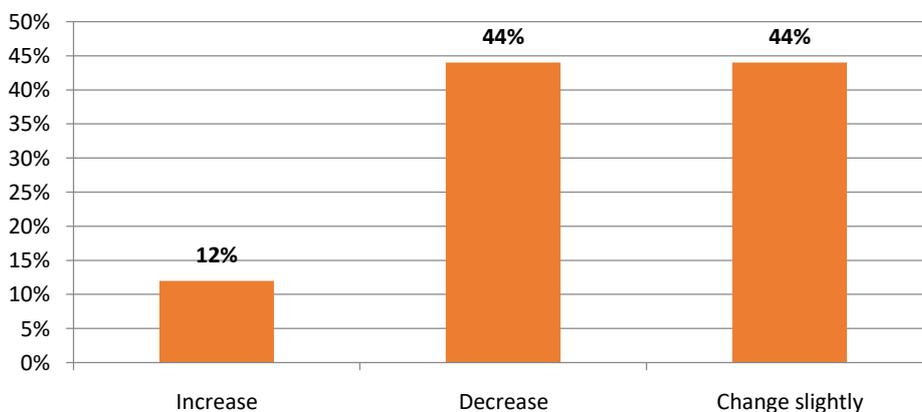
Figure 26: Percentage of enterprises that highly assess the effectiveness of online advertisement tools over the years



In 2019, the breakouts of the COVID-19 pandemic had a great impact on the world in terms of culture - economy - politics. In which, on remarkable impact is the changes in consumers’ buying habits as well as enterprises’ business methods.

In particular, among the surveyed enterprises, 12% said that the number of successful orders increases compared to 2019, which may fall into essential goods categories during the peak of the pandemic, while another proportion of 44% witnessed a decrease in their successful order number.

Figure 27: Percentage of successful orders compared to 2019



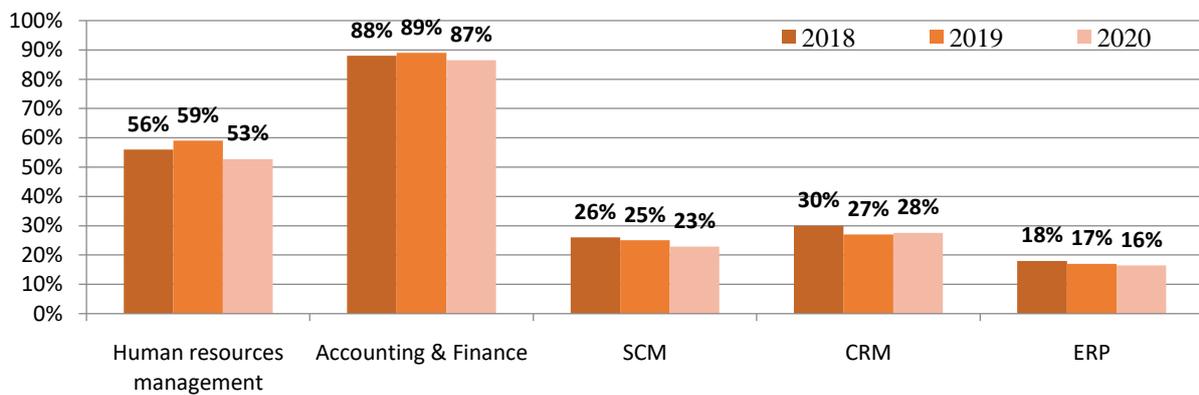
4. BUSINESS-TO-BUSINESS TRANSACTIONS (B2B)

a. Using management software

87 of every 100 surveyed enterprises said to have used financial accounting software. This rate has changed slightly compared to previous years and this is also the software used the most by businesses. Next is human resource management software (used by 53% of the enterprises).

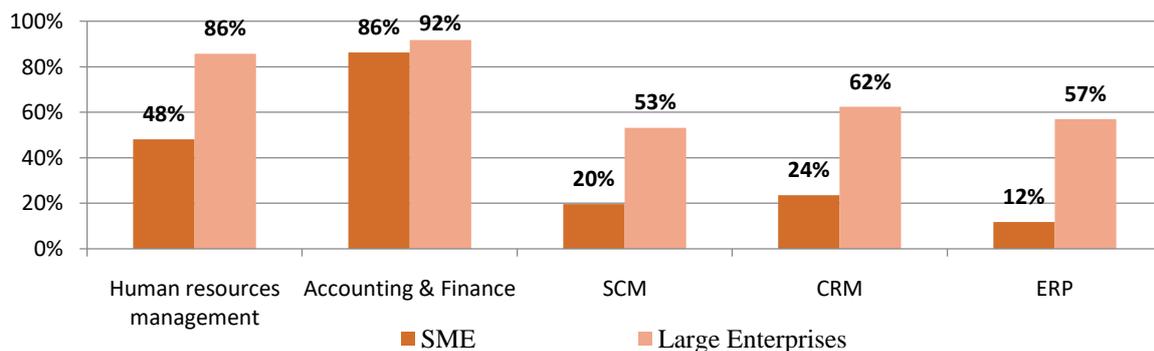
On the other hand, higher-level software such as customer relationship management (CRM), supply chain management (SCM) and enterprise resource management (ERP) all have very low rates of enterprise use and there are hardly changes compared to previous years.

Figure 28: Status of using management software over the years



In terms of business size, large enterprises have a much higher rate of using software than small and medium enterprises. Especially regarding specialized software such as SCM, CRM and ERP, of the percentages of using those kinds of software in large enterprises are 53%, 62% and 57% respectively, while they are much lower in small and medium enterprises.

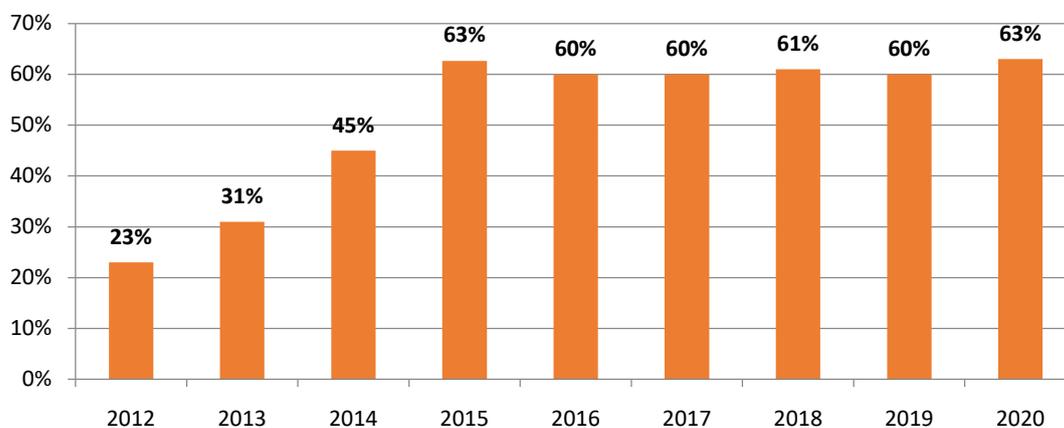
Figure 29: Status of using management software by business size



b. Using electronic signatures and electronic contracts

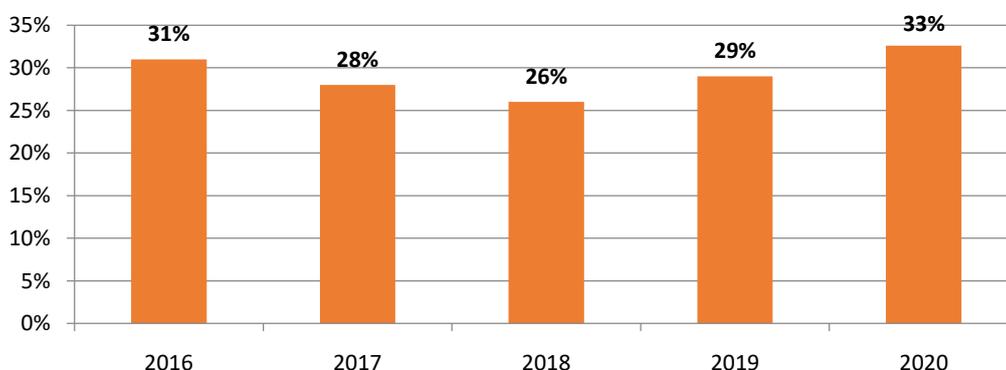
63% of the surveyed enterprises have used electronic signatures, this percentage is slightly higher than that of 2019.

Figure 30: Status of using electronic signatures over the years



Likewise, 33% of the surveyed enterprises have used electronic contracts in transactions, which increases slightly compared to the previous year.

Figure 31: Status of using electronic contracts over the years

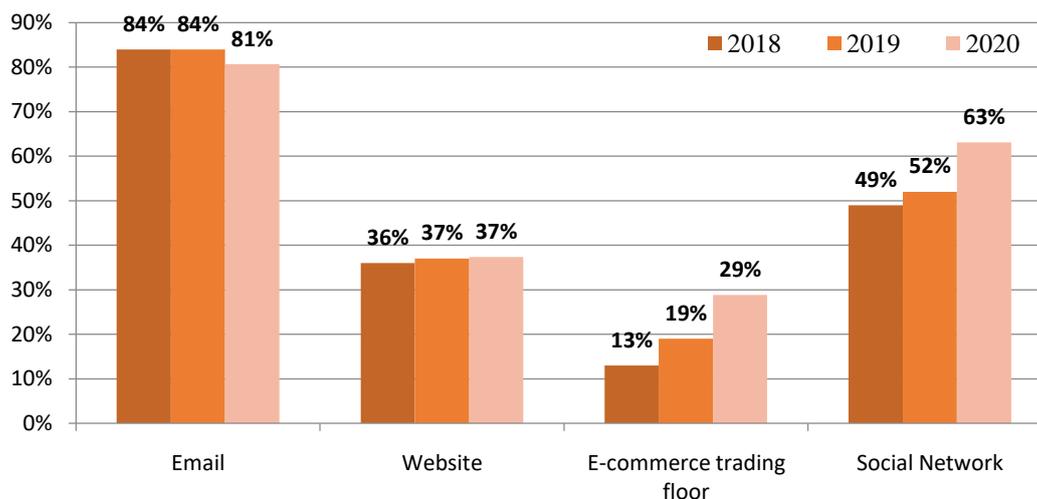


c. Orders receiving and placing through online tools

The proportion of businesses receiving orders via email tends to decrease in the past few years. In contrast, order receiving on websites, e-commerce floors and social networks is increasing.

The survey result in 2020 shows that the proportion of enterprises receiving orders on e-commerce floors and social networks increases significantly compared to previous years.

Figure 32: Percentage of enterprises receiving orders through online tools

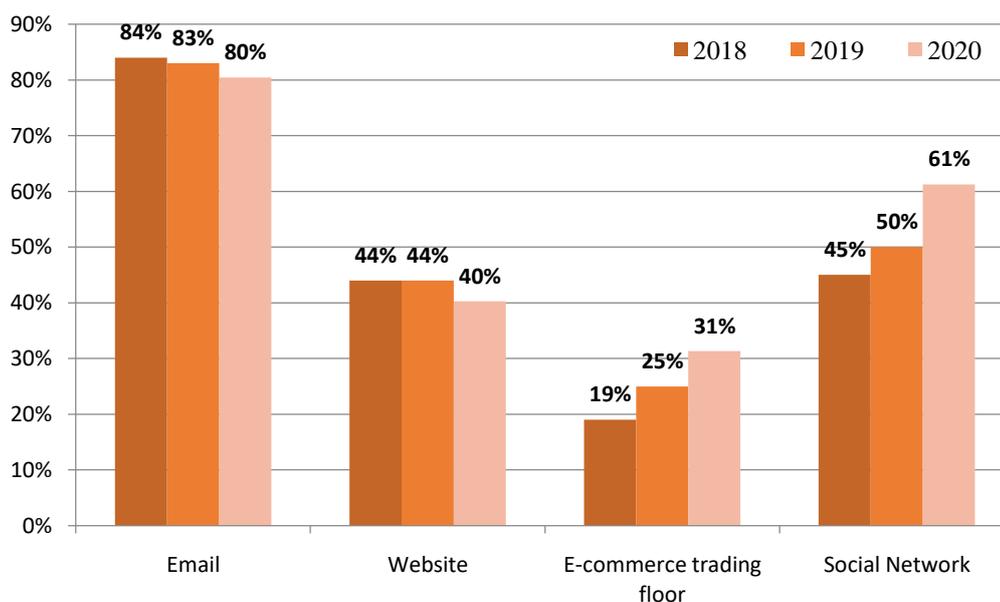


Similarly, the proportion of the enterprises that place orders (B2B wholesale orders) from their suppliers via social networks, e-commerce floors in 2020 increases. On the contrary, order placing through websites and emails is decreasing.

It can be seen that even in B2B activities, enterprises have been shifting to using new platforms.

Obviously, the trend of doing business through e-commerce floors and social networks has been steadily increasing in recent years.

Figure 33: Percentage of enterprises placing goods via online tools

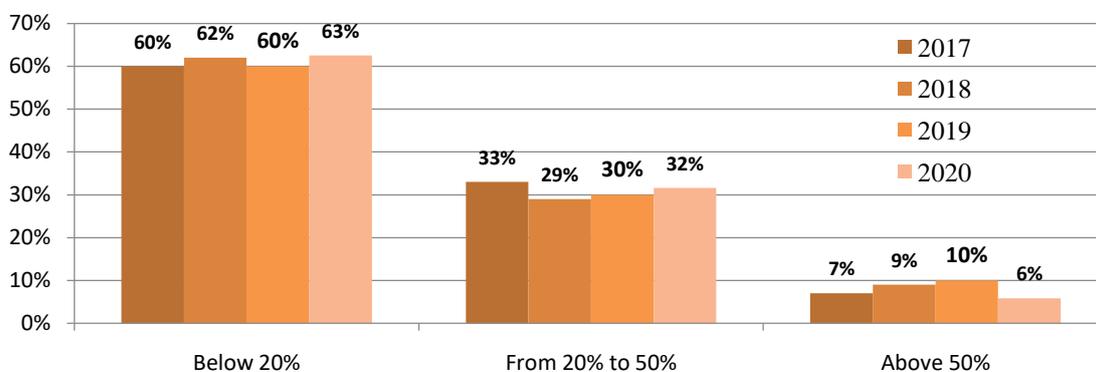


d. Website/mobile application investment, construction and operation proportion

For many consecutive years, most of the surveyed enterprises have shown a very low rate in website/mobile application investment, construction and operation on the total investment in e-commerce. Up to over 60% of the enterprises said that their investment in these activities is less than 20% of the total budget spent on e-commerce.

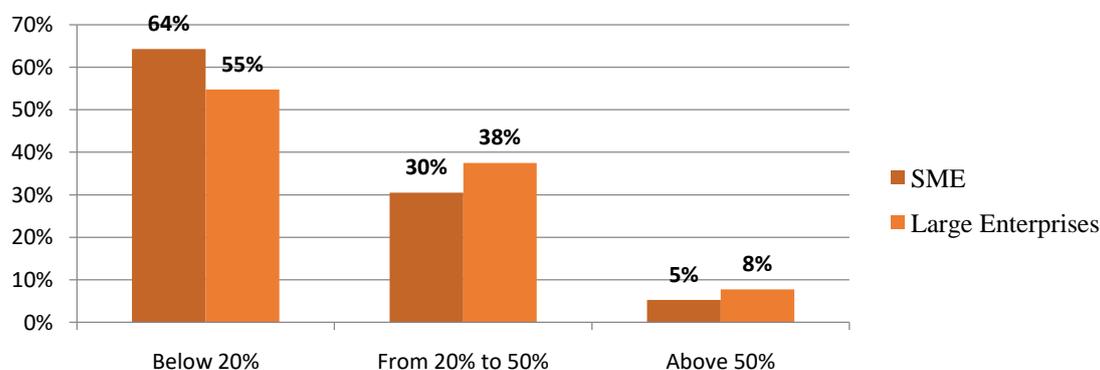
Especially in 2020, only 6% of the enterprises said more than 50% of the total e-commerce budget is spent on website/mobile application investment, building and operation. This rate significantly reduces compared to the year 2019.

Figure 34: Percentage of investment, construction and operation of websites / mobile applications over the years



Large enterprises with over 300 employees always tend to invest more in their website/mobile application building and operation. In particular, the proportion of large enterprises with the investment ratio in these activities of over 50% in 2020 is higher than that of small and medium enterprises (SMEs).

Figure 35: Percentage of investment, construction and operation of websites / mobile applications by business size

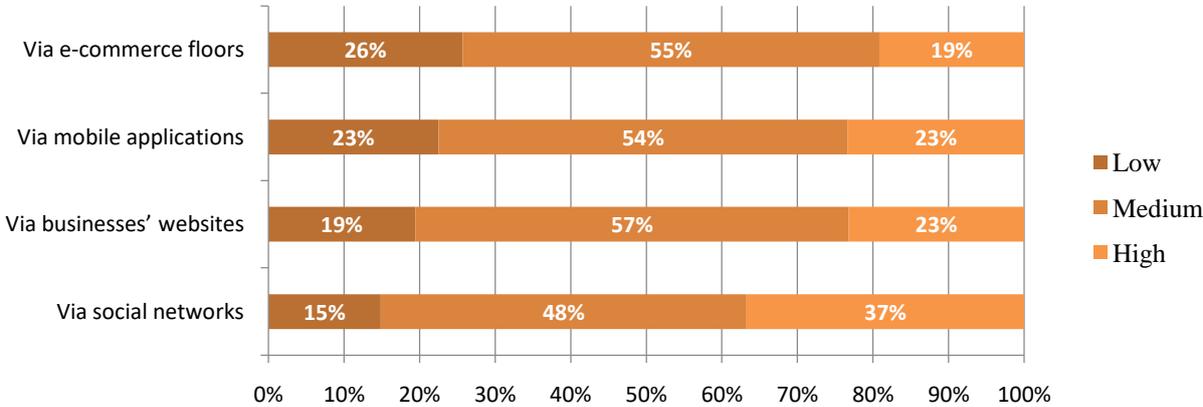


e. Evaluating the effectiveness of selling via online tools

Social media continues being a channel with the highest business efficiency for many years. Accordingly, in 2020, 37% of the enterprises evaluate a high business efficiency through social networks, followed by doing business on websites and mobile applications with the same efficiency level (23%).

The proportion of enterprises using e-commerce floors is increasing, but to have a high business efficiency on this platform requires more investment in effective business solutions. Only 19% of the enterprises have high business performance through this platform.

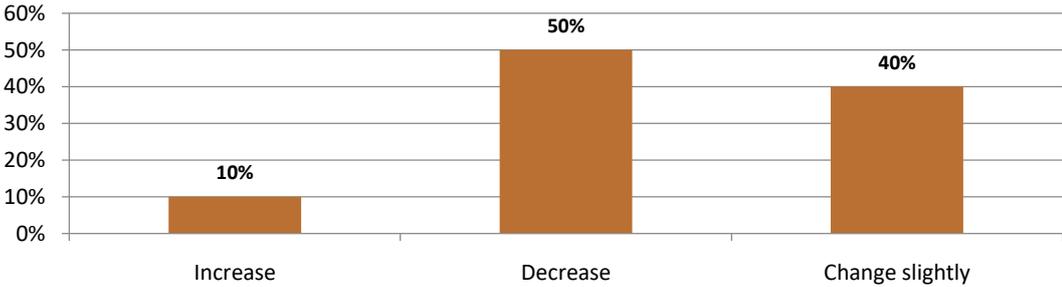
Figure 36: Assessing the effectiveness of selling through online tools



f. Business performance in 2020

50% of the surveyed enterprises said that revenue in 2020 decreases compared to 2019 due to the impact of the COVID-19 pandemic. However, another 10% said to have an increase in their revenue, mostly technology enterprises and essential consumer goods traders.

Figure 37: 2020 revenue compared to 2019

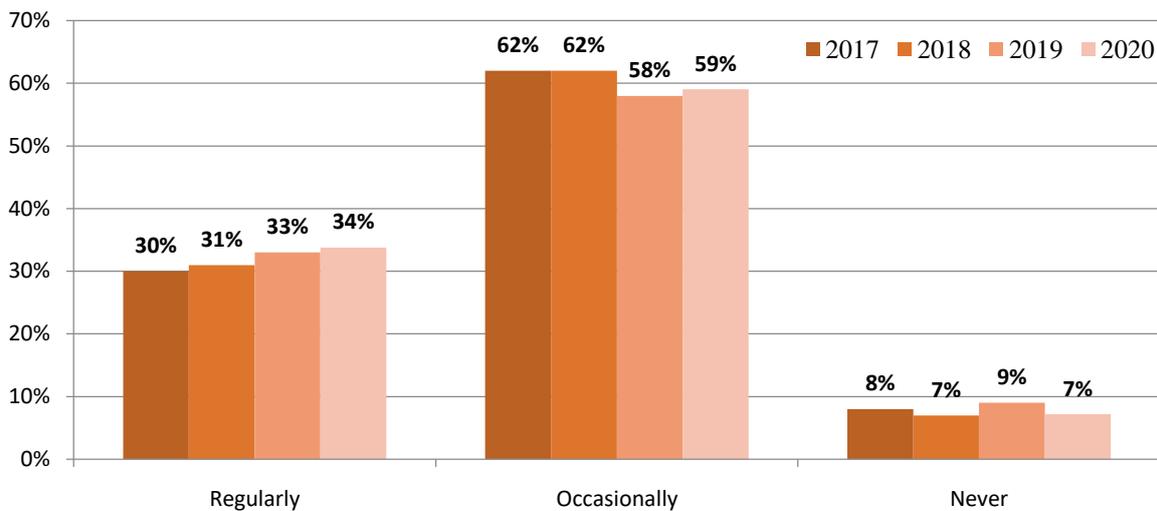


5. GOVERNMENT-TO-BUSINESS TRANSACTIONS (G2B)

a. Information lookup on websites of state agencies

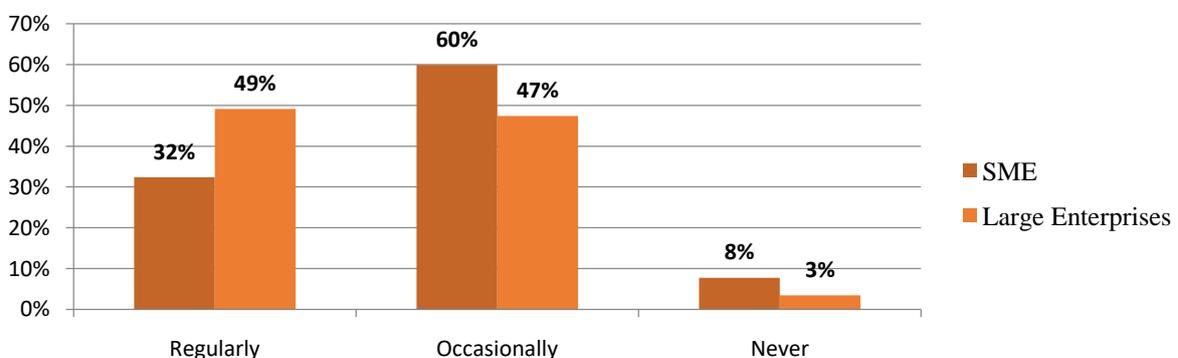
34 out of every 100 enterprises said that they regularly look up information on websites of state agencies, 59% of the enterprises look up information once in a while and still 7% of the enterprises have never looked up any information on state websites. These rates do not have much change compared to previous years.

Figure 38: The tendency of information lookup on websites of state agencies over the years



Large enterprises still have a much higher frequency of looking up information on websites of state agencies than that of small and medium enterprises (49% of large enterprises regularly look up information while this rate in small and medium enterprises is 32%).

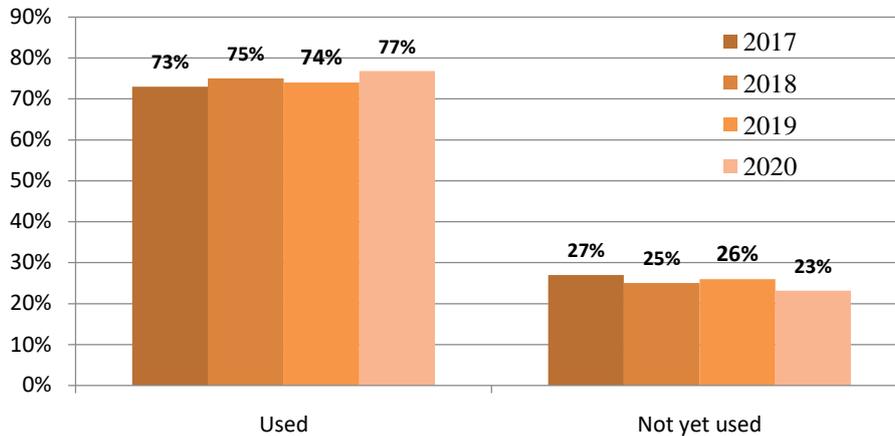
Figure 39: The percentage of information lookup on websites of state agencies by business size



b. Using online public services

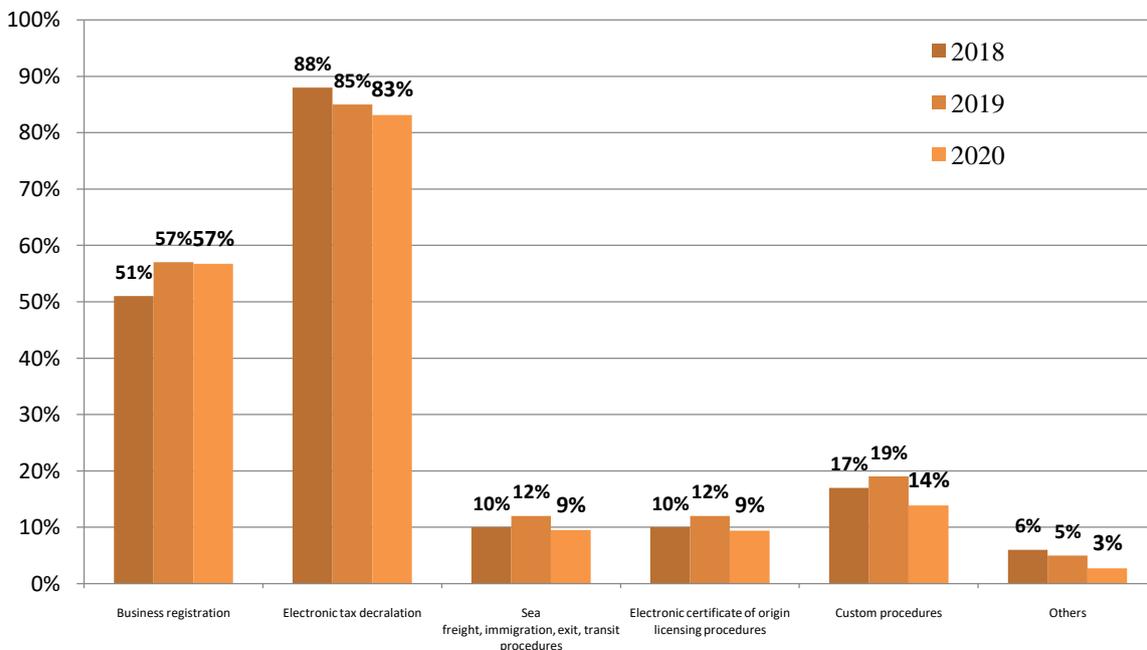
77% of the surveyed enterprises have used online public services related to registration, licensing, declaration procedures, etc. provided on websites of state agencies, this rate is slightly higher compared to 2019.

Figure 40: Usage of online public services over the years



Among the online public services provided, electronic tax declaration is used the most by the enterprises (83%), followed by business registration services (57%). Other than that, other services are still used at a low level, similar to previous years.

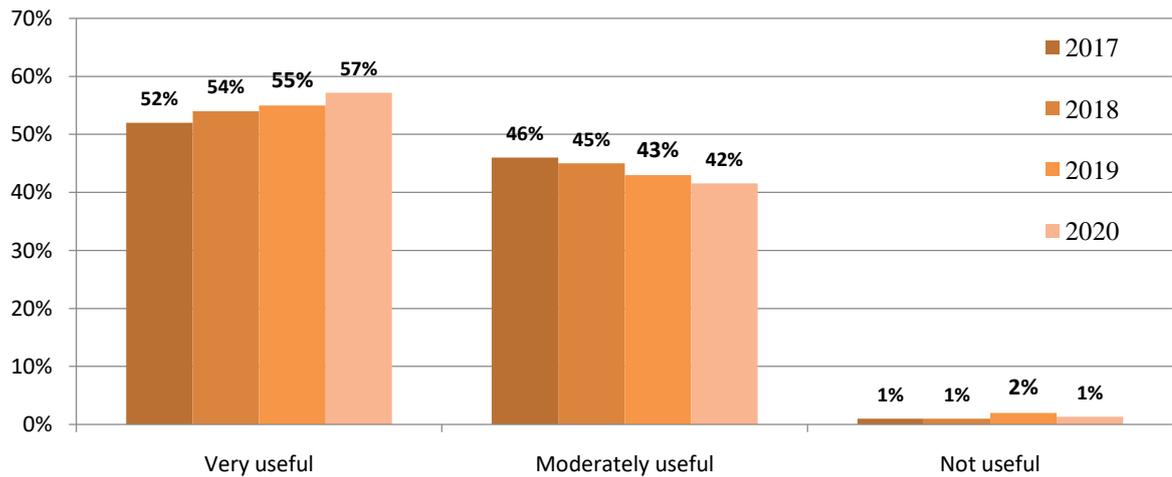
Figure 41: Usage of some online public services

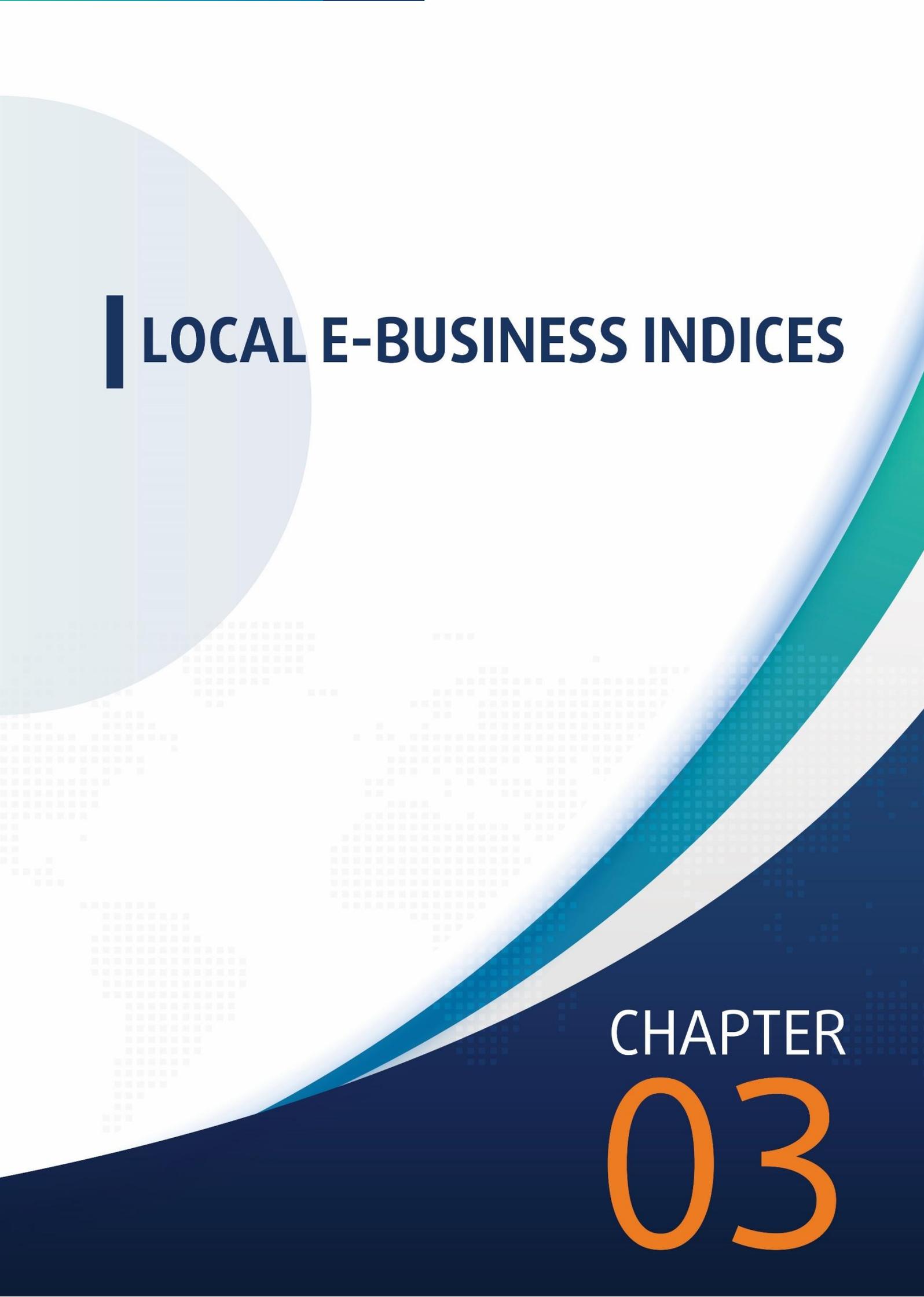


c. Benefits of online public services

Among the enterprises that have used online public services, 57% evaluate that those services are very useful, 42% say they are moderately useful and only 1% say there are no benefits at all. It is a very good sign reflecting the quality of current provided public services.

Figure 42: Benefits of online public services over the years





LOCAL E-BUSINESS INDICES

CHAPTER
03

1. THE INDEX OF HUMAN RESOURCE AND INFORMATION TECHNOLOGY INFRASTRUCTURE¹⁸

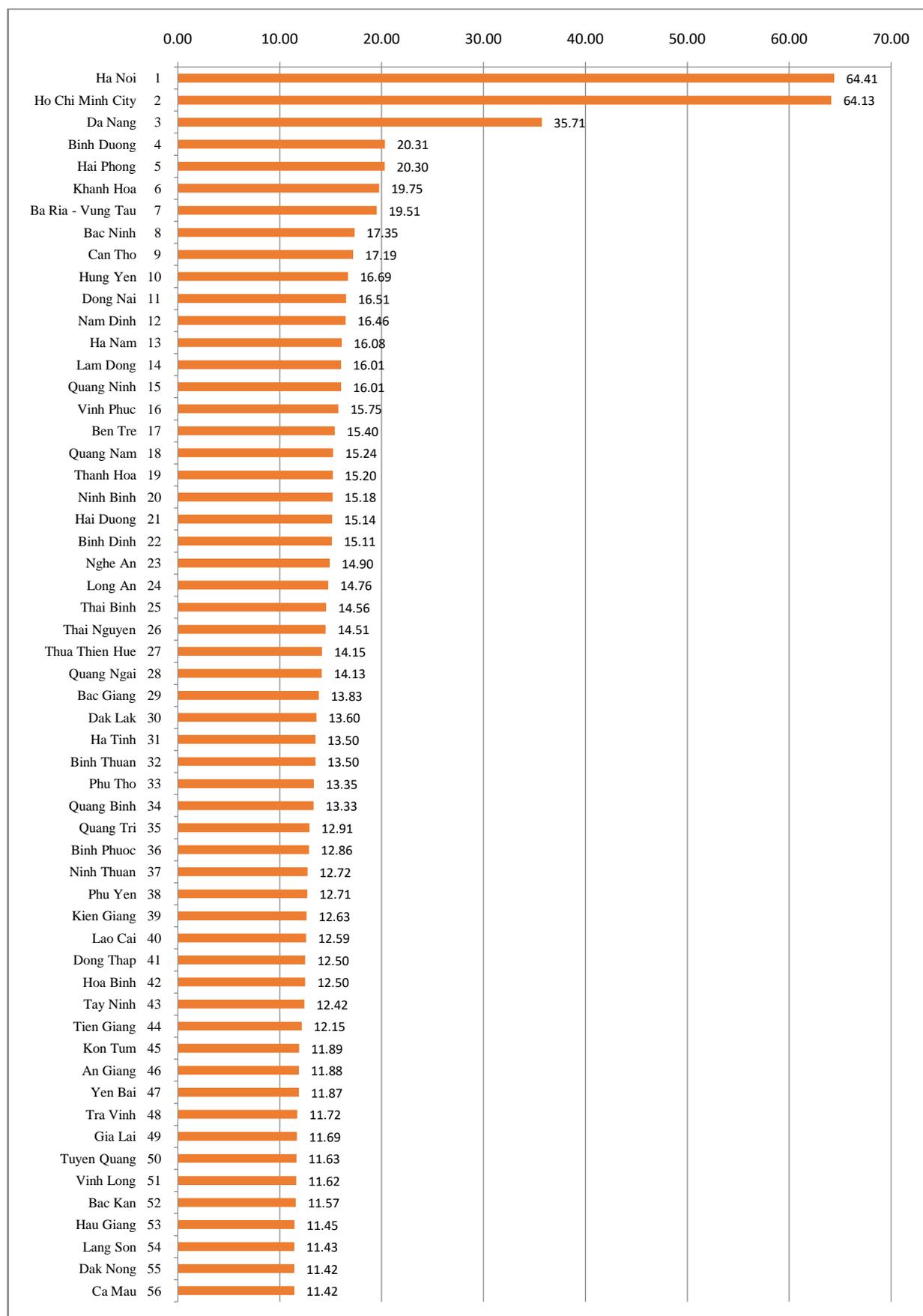
The first pillar in the Vietnam E-Business Index is the human resources and information technology infrastructure index (HR & ITI). The component indicators of this index include the ability to meet competent human resources in the e-commerce sector, convenience in the full-time personnel recruitment process, investment structure for full-time e-commerce personnel, the status of employees who regularly use e-mail or other supporting tools such as Viber, WhatsApp, Skype, Facebook Messenger, Zalo, etc. Since 2021, this index has added a number of new quantitative indicators, contributing to increasing the accuracy of the index.

First of all, this index pays attention to the criteria related to payment. As the general economy, as well as the e-commerce sector, the introduction and application of cashless payment solutions such as payment cards, e-wallets, etc. will help eliminate many disadvantages of traditional cash payments. Based on that, it creates convenience and safety for consumers when shopping online.

Therefore, the indicators related to the number of e-wallet accounts and the number of payment cards are taken into account. With the addition of these indicators, the human resources and IT infrastructure index will reflect more accurately the e-commerce development situation in localities.

¹⁸ Seven provinces that are not ranked include Soc Trang, Bac Lieu, Son La, Dien Bien, Cao Bang, Lai Chau, Ha Giang due to the low ratio of .VN domain names to population.

Figure 43: Human Resources and Information Technology Infrastructure Index



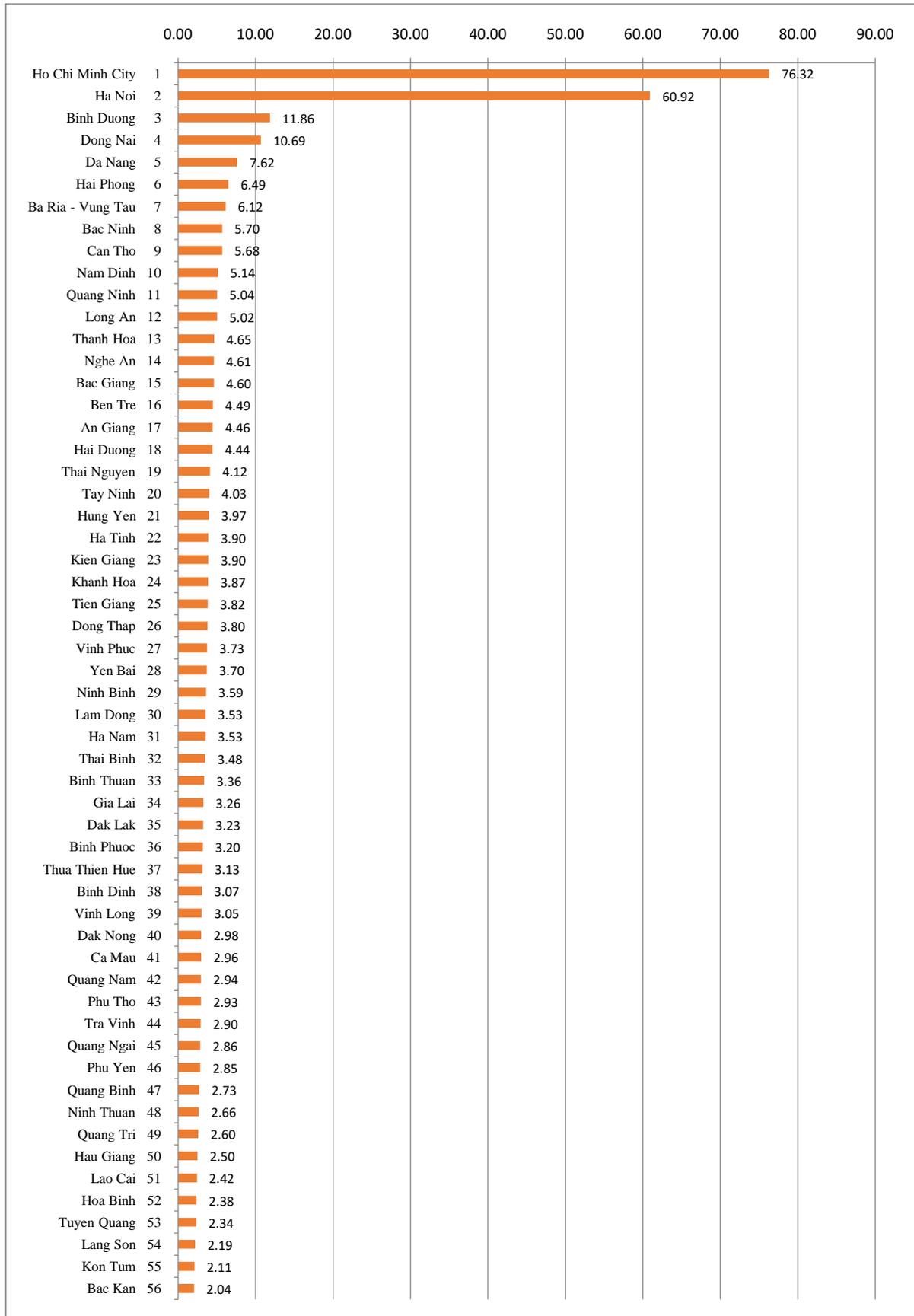
2. THE INDEX OF BUSINESS-TO-CUSTOMER TRANSACTIONS (B2C)

The business-to-consumer (B2C) transaction index is built on a group of component indicators including: 1) building a business website; 2) the frequency of updating information on the website; 3) sales applications via social networks; 4) joining e-commerce floors; 5) mobile version website; 6) mobile sales application; 7) allowing shoppers to do the entire shopping process on a mobile device; 8) order receiving status; 9) website/mobile application advertising; 10) revenue from online channels and 11) per capita income.

From 2021 a number of other important quantitative indicators will be considered when calculating this indicator, including:

- Number of parcels sent by localities. This data is collected from a variety of sources, including national postal management agencies and express delivery companies;
- Number of online stores on e-commerce floors by localities;
- Number of local enterprises that accept online payment, including e-wallets, payment card acceptance devices.

Figure 44: B2C Transaction Index



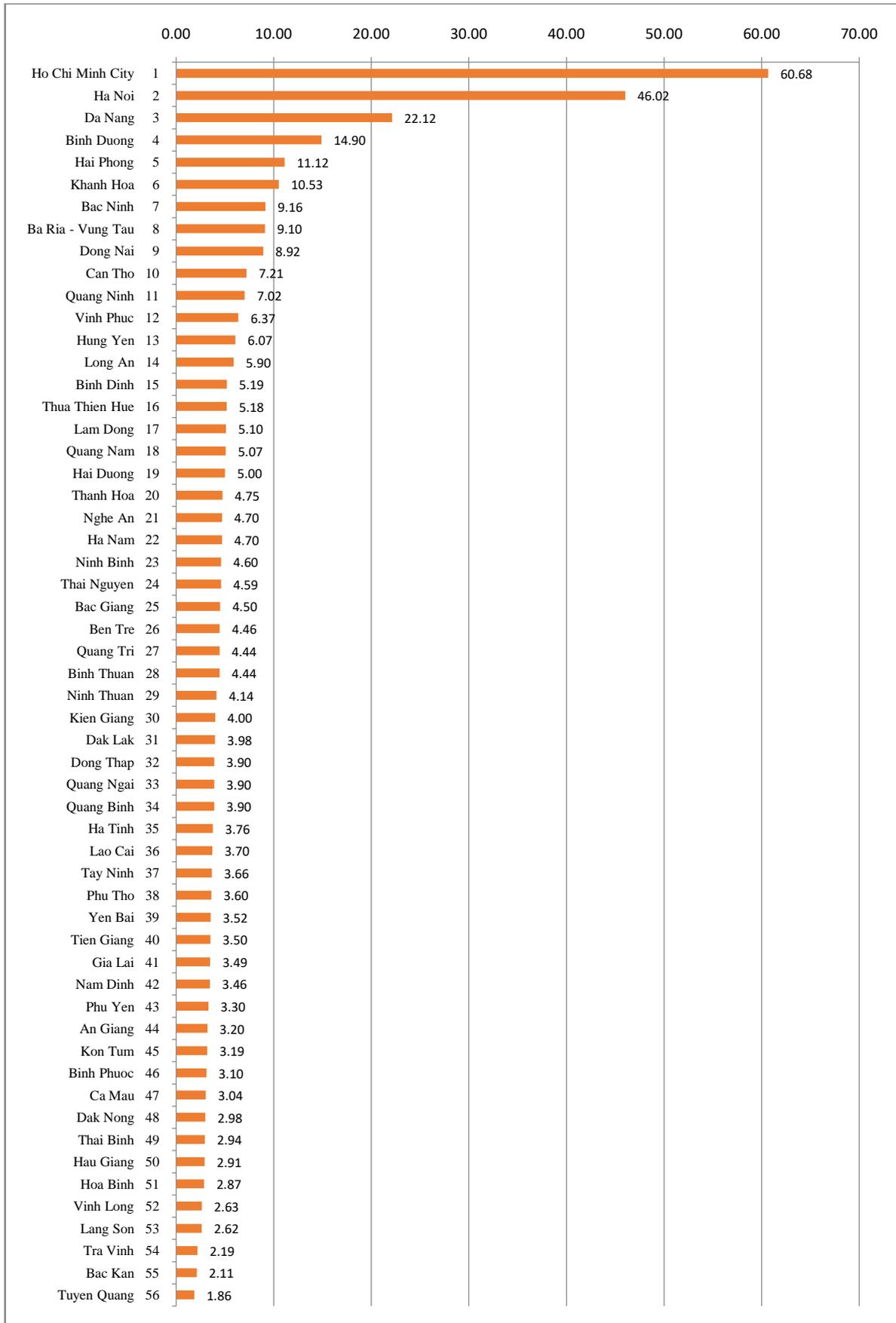
3. THE INDEX OF BUSINESS-TO-BUSINESS TRANSACTIONS (B2B)

The component index of business-to-business (B2B) transactions is built from the following criteria: 1) using software in the business; 2) using electronic signatures; 3) using electronic contracts; 4) order receiving via online tools; 5) order placing via online tools; 6) the ratio of website/mobile application investment, construction and operation and 7) the average ratio of the population per enterprise.

Some other important indicators are also taken into consideration when calculating this index, including:

- The ratio between the number of enterprises and the population in each locality;
- The number of enterprises in each locality using online business solutions on leading platforms;
- The number of local enterprises participating in the world's top B2B e-commerce floors.

Figure 45: B2B Transaction Index



4. THE E-BUSINESS INDEX IN LOCALITIES

By 2021, the E-Business Index ranking will be aggregated from three pillars: 1) Human resources and information technology infrastructure (HR & ITI); 2) E-commerce business-to-consumer transactions (B2C); and 3) E-commerce business-to-business transactions (B2B).

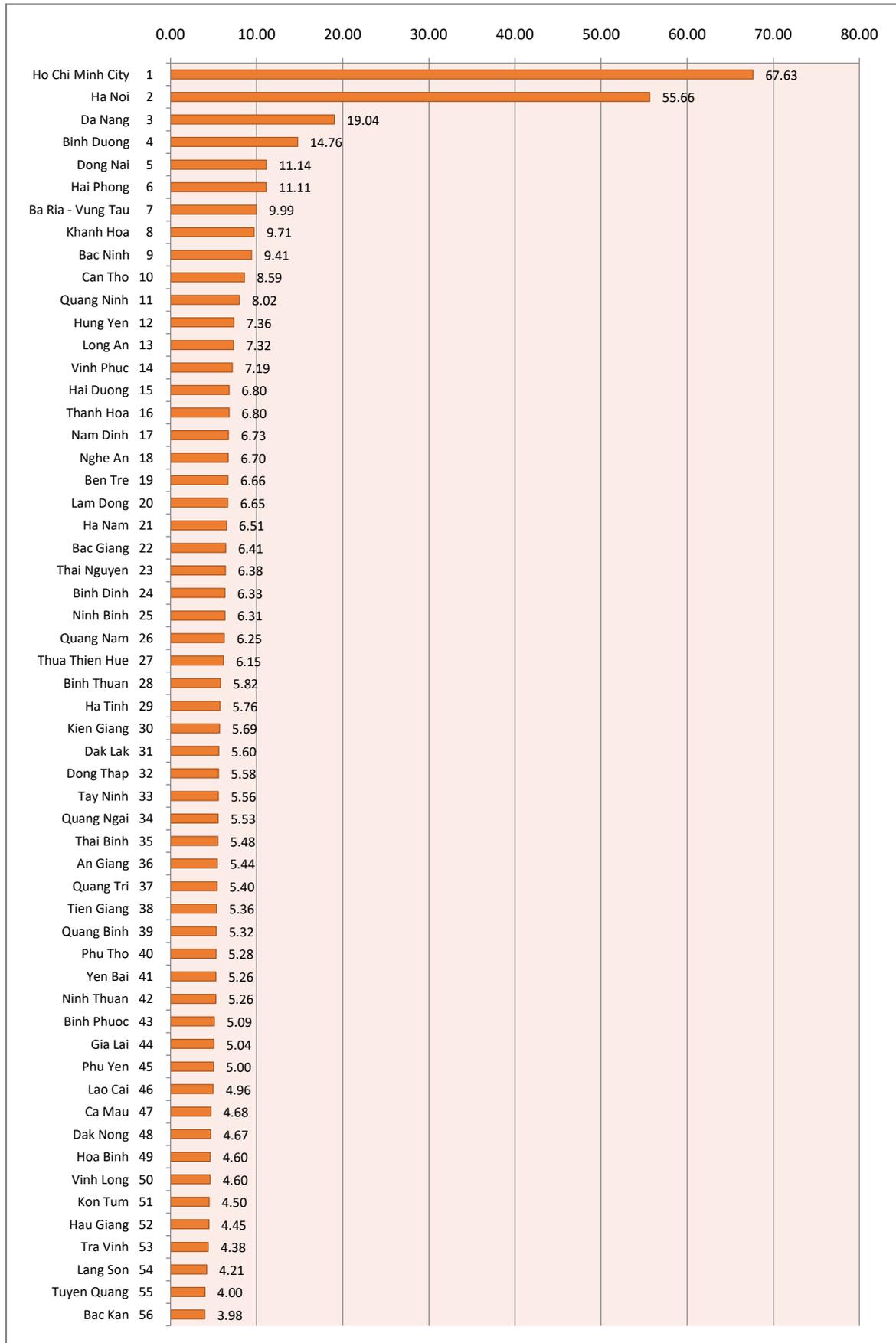
Since 2020, e-Government has been strongly developed in localities. On the other hand, many online public services related to e-commerce are still provided by ministries. The gap in e-government between localities has been narrowed down. Therefore, VECOM will stop using the index of Government-to-Business (G2B) Transactions when calculating the E-Business Index.

Ho Chi Minh City continues to lead the ranking of the Vietnam E-Business Index in 2021 with 67.6 points. The second place is Hanoi with 55.7 points. Ranked third in Da Nang with 19.0 points. This third place is very far away from the two leading localities.

The average score of this year's Index is 8.5 points, reflecting the huge distance between the two leading cities, Hanoi and Ho Chi Minh City, and 61 other provinces.

The completion of the calculation , as well as the result of the E-Business Index 2021, have reflected more accurately the e-commerce situation in localities.

Figure 46: E-Business Index Ranking 2021



I APPENDIX

The image features a clean, modern design. On the left, a large, light blue circle is partially visible. On the right, a curved shape transitions from a teal color at the top to a dark blue at the bottom. The background is white with a faint, dotted world map. The text 'I APPENDIX' is prominently displayed in a bold, dark blue font.

Appendix 1 - The Provincial Competitiveness Index

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

The PCI consists of 10 component indices, reflecting the areas of economic administration that affect the development of the private economic sector including: 1) Market entry costs; 2) Access to land and stability of land use; 3) Transparent business environment and public business information; 4) Informal charges; 5) Time for inspection, examination and implementation of administrative regulations and procedures; 6) The environment of fair competition; 7) The dynamism and creativity of the provincial leaders in solving problems for businesses; 8) Support services for businesses; 9) Good labor training policy; 10) Fair and effective dispute resolution procedures.

Source: The Provincial Competitiveness Index VCCI: https://pcivietnam.vn/uploads/VN-Bao-cao-dai-PCI/Bao-cao-PCI-2019.pdf					
EBI Code	Locality	2019 Ranking	2018 Ranking	2017 Ranking	2016 Ranking
1	An Giang	21	28	32	38
2	Bac Kan	59	60	59	60
3	Bac Giang	40	36	30	33
4	Bac Lieu	51	39	42	41
5	Bac Ninh	4	15	17	17
6	Ben Tre	7	4	5	12
7	Binh Dinh	19	20	18	18
8	Binh Duong	13	6	14	4
9	Binh Phuoc	61	61	62	57
10	Binh Thuan	31	22	24	32
11	Ba Ria - Vung Tau	16	21	16	16
12	Ca Mau	45	49	51	54
13	Can Tho	11	11	10	11
14	Cao Bang	54	57	58	63
15	Da Nang	5	5	2	1

16	Dak Lak	38	40	31	28
17	Dak Nong	62	63	63	61
18	Dien Bien	44	47	48	53
19	Dong Nai	23	26	26	34
20	Dong Thap	2	2	3	3
21	Gia Lai	30	33	43	46
22	Ha Giang	60	52	55	59
23	Ha Nam	34	37	34	35
24	Ha Noi	9	9	13	14
25	Ha Tinh	27	23	33	39
26	Hai Duong	47	55	49	36
27	Hai Phong	10	16	9	21
28	Hau Giang	42	44	50	37
29	Hoa Binh	48	48	52	52
30	Hung Yen	55	58	56	50
31	Khanh Hoa	29	17	23	24
32	Kien Giang	35	31	20	13
33	Kon Tum	56	59	61	56
34	Lai Chau	63	62	60	62
35	Lam Dong	22	27	22	27
36	Lang Son	50	50	53	55
37	Lao Cai	25	12	11	5
38	Long An	8	3	4	15
39	Nam Dinh	33	35	41	30
40	Nghe An	18	19	21	25
41	Ninh Binh	39	29	36	19
42	Ninh Thuan	37	43	38	49
43	Phu Tho	26	24	27	29
44	Phu Yen	43	51	47	51
45	Quang Binh	52	54	45	44
46	Quang Nam	6	7	7	10
47	Quang Ngai	41	41	25	26
48	Quang Ninh	1	1	1	2
49	Quang Tri	49	53	54	43
50	Soc Trang	53	45	44	22
51	Son La	57	56	57	58
52	Tay Ninh	15	14	19	20
53	Thai Binh	28	32	35	40

54	Thai Nguyen	12	18	15	7
55	Thanh Hoa	24	25	28	31
56	Tien Giang	46	38	40	48
57	Ho Chi Minh City	14	10	8	8
58	Tra Vinh	58	46	37	42
59	Thua Thien Hue	20	30	29	23
60	Tuyen Quang	32	34	39	45
61	Vinh Long	3	8	6	6
62	Vinh Phuc	17	13	12	9
63	Yen Bai	36	42	46	47

Appendix 2 - Population, Enterprises and Income

EBI code	Locality	Population (thousand people)	Number of enterprises 2019	Enterprises per 1000 people	Monthly income per capita 2019 (thousand dong)
1	An Giang	1,907.4	4,449	2.33	3,841
2	Bac Kan	314.4	612	1.95	2,071
3	Bac Giang	1,810.4	5,881	3.25	3,773
4	Bac Lieu	908.2	1,882	2.07	2,965
5	Bac Ninh	1,378.6	11,349	8.23	5,714
6	Ben Tre	1,289.1	3,065	2.38	3,685
7	Binh Dinh	1,487.8	6,394	4.30	3,355
8	Binh Duong	2,456.3	31,599	12.86	7,433
9	Binh Phuoc	997.8	5,108	5.12	3,881
10	Binh Thuan	1,232.3	4,843	3.93	3,718
11	Ba Ria - Vung Tau	1,152.2	10,097	8.76	5,310
12	Ca Mau	1,194.3	3,406	2.85	3,214
13	Can Tho	1,236.0	8,471	6.85	4,713
14	Cao Bang	530.9	1,067	2.01	1,975
15	Da Nang	1,141.1	22,566	19.78	6,057
16	Dak Lak	1,872.6	5,947	3.18	2,997
17	Dak Nong	625.8	1,996	3.19	3,234
18	Dien Bien	601.7	1,042	1.73	1,583
19	Dong Nai	3,113.7	22,398	7.19	5,860
20	Dong Thap	1,598.8	3,404	2.13	3,777
21	Gia Lai	1,520.2	3,871	2.55	2,755
22	Ha Giang	858.1	1,167	1.36	1,832
23	Ha Nam	854.5	4,105	4.80	3,928
24	Ha Noi	8,093.9	155,940	19.27	6,403
25	Ha Tinh	1,290.3	4,555	3.53	3,123
26	Hai Duong	1,896.9	8,981	4.73	4,091
27	Hai Phong	2,033.3	19,918	9.80	5,576
28	Hau Giang	732.2	1,998	2.73	3,871
29	Hoa Binh	855.8	2,312	2.70	2,494
30	Hung Yen	1,255.8	7,173	5.71	4,183

31	Khanh Hoa	1,232.8	11,040	8.96	3,797
32	Kien Giang	1,723.7	7,276	4.22	4,079
33	Kon Tum	543.4	1,644	3.03	2,147
34	Lai Chau	462.6	1,067	2.31	1,594
35	Lam Dong	1,299.3	6,319	4.86	3,929
36	Lang Son	782.8	1,905	2.43	2,250
37	Lao Cai	733.3	2,578	3.52	2,540
38	Long An	1,695.1	9,694	5.72	4,544
39	Nam Dinh	1,780.9	5,676	3.19	3,684
40	Nghe An	3,337.2	10,855	3.25	2,794
41	Ninh Binh	984.5	4,277	4.34	3,997
42	Ninh Thuan	591.0	2,342	3.96	2,834
43	Phu Tho	1,466.4	4,912	3.35	3,182
44	Phu Yen	873.2	2,720	3.11	3,080
45	Quang Binh	896.6	4,161	4.64	2,928
46	Quang Nam	1,497.5	7,252	4.84	3,192
47	Quang Ngai	1,231.9	5,087	4.13	3,084
48	Quang Ninh	1,324.8	8,907	6.72	5,198
49	Quang Tri	633.4	2,698	4.26	2,762
50	Soc Trang	1,199.5	2,412	2.01	3,898
51	Son La	1,252.7	1,805	1.44	1,605
52	Tay Ninh	1,171.7	3,996	3.41	4,549
53	Thai Binh	1,862.2	4,991	2.68	3,866
54	Thai Nguyen	1,290.9	4,526	3.51	4,279
55	Thanh Hoa	3,645.8	11,763	3.23	3,277
56	Tien Giang	1,766.3	4,512	2.55	4,296
57	Ho Chi Minh City	9,038.6	239,623	26.51	6,758
58	Tra Vinh	1,009.3	2,037	2.02	3,138
59	Thua Thien Hue	1,129.5	4,449	3.94	3,423
60	Tuyen Quang	786.3	1,329	1.69	2,437
61	Vinh Long	1,022.6	2,483	2.43	3,329
62	Vinh Phuc	1,154.8	7,069	6.12	4,086
63	Yen Bai	823.0	1,609	1.96	2,458

Source: Statistical Yearbook 2019, General Statistics Office

Link: <https://www.gso.gov.vn/wp-content/uploads/2020/09/Nien-giam-thong-ke-day-du-2019.pdf>

Appendix 3 - The national domain name ".VN" allocation by locality

Địa phương	Tên miền ".vn"	Dân số (Nghìn người)	Số dân / 1 tên miền ".vn"
Hà Nội	175897	8093.9	46
Tp. Hồ Chí Minh	195557	9038.6	46
Đà Nẵng	9852	1141.1	116
Hải Phòng	7823	2033.3	260
Bình Dương	8447	2456.3	291
Khánh Hòa	4072	1232.8	303
Bà Rịa - Vũng Tàu	3636	1152.2	317
Bắc Ninh	3332	1378.6	414
Cần Thơ	2986	1236.0	414
Hưng Yên	2855	1255.8	440
Nam Định	3873	1780.9	460
Đồng Nai	6674	3113.7	467
Hà Nam	1753	854.5	487
Quảng Ninh	2677	1324.8	495
Lâm Đồng	2621	1299.3	496
Vĩnh Phúc	2219	1154.8	520
Quảng Nam	2658	1497.5	563
Hải Dương	3296	1896.9	576
Bình Định	2580	1487.8	577
Ninh Bình	1698	984.5	580
Long An	2715	1695.1	624
Thái Bình	2931	1862.2	635
Thái Nguyên	1913	1290.9	675
Thừa Thiên Huế	1575	1129.5	717
Nghệ An	4525	3337.2	738
Quảng Ngãi	1655	1231.9	744
Thanh Hóa	4810	3645.8	758
Bắc Giang	2324	1810.4	779
Đắk Lắk	2247	1872.6	833
Bình Thuận	1458	1232.3	845
Hà Tĩnh	1500	1290.3	860
Phú Thọ	1664	1466.4	881

Quảng Bình	1017	896.6	882
Bến Tre	1289	1289.1	1000
Bình Phước	965	997.8	1034
Ninh Thuận	554	591.0	1067
Phú Yên	800	873.2	1092
Quảng Trị	569	633.4	1113
Hòa Bình	758	855.8	1129
Kiên Giang	1500	1723.7	1149
Lào Cai	634	733.3	1157
Tây Ninh	965	1171.7	1214
Tiền Giang	1326	1766.3	1332
An Giang	1176	1907.4	1622
Kon Tum	334	543.4	1627
Yên Bái	496	823.0	1659
Gia Lai	867	1520.2	1753
Trà Vinh	571	1009.3	1768
Tuyên Quang	435	786.3	1808
Vĩnh Long	565	1022.6	1810
Bắc Kạn	163	314.4	1929
Đồng Tháp	824	1598.8	1940
Cà Mau	592	1194.3	2017
Lạng Sơn	380	782.8	2060
Đắk Nông	301	625.8	2079
Hậu Giang	347	732.2	2110
Bạc Liêu	361	908.2	2516
Sóc Trăng	459	1199.5	2613
Sơn La	352	1252.7	3559
Điện Biên	157	601.7	3832
Cao Bằng	134	530.9	3962
Lai Châu	97	462.6	4769
Hà Giang	177	858.1	4848

Source:

1. Statistical Yearbook 2019, General Statistics Office

Link: <https://www.gso.gov.vn/wp-content/uploads/2020/09/Nien-giam-thong-ke-day-du-2019.pdf>

2. Vietnam Internet Network Information Center (VNNIC)

Link: https://drive.google.com/file/d/1yBa2ZRdgmJ_c8-BEBkOw-d0JrFZDHbia/view?usp=sharing



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Vietnam Post launched the electronic payment platform VietnamPostPay

In order to implement the Digital transformation strategy, develop a digital ecosystem in the postal sector, diversify payment methods, ensure safety and transparency in cash flow management, recently, Vietnam Post has officially launched the electronic payment platform called VietnamPostPay.

Mr. Chu Quang Hao, General Director of VietnamPost said that the platform is deployed based on a commercial bank's digital banking infrastructure, capable of connecting and interconnecting with the banking switching system, bringing the unlimited payment system power and payment method expansion for banking and financial institutions.



Photo: Deputy Minister of Information and Communications Ministry Pham Anh Tuan and representatives of the leaders of Vietnam Post press the button to open the electronic payment platform VietnamPostPay

VietnamPostPay also provides secure and convenient solutions for financial and cash flow management, cashless payments for digital platforms of Vietnam Post's partners. At the same time, it provides an electronic payment platform for cash collection

and payment services for banks, insurance, e-wallets, mobile money, tax, electricity, water, social insurance agencies, administrative public services, etc.

For customers, VietnamPostPay offers many benefits with non-cash payment. In particular, people from all corners of the country, especially in rural, remote and isolated areas that cannot access banks, credit institutions can easily use digital banking services; for depositing, withdrawing money and paying for postal services at post offices and agencies of the Post Office.

To Vietnam Post, VietnamPostPay will contribute to improving the capacity of cash flow and payment means management for the network extended to commune level, enhancing the transparency of transactions, shortening the time for cross-checking and settlement, improving the competitiveness.



Photo: Deputy General Director of Vietnam Post Le Quoc Anh said VietnamPostPay will provide safe and secure financial management solutions.

Launching many new services such as payment, money transfer, and creating cash flow and payment method management to commune level, especially for postmen and e-commerce customers' COD money management.

It can be seen that the VietnamPostPay platform will contribute to fundamentally changing the method of providing digital technology in the field of electronic payment, creating outstanding utility, maximizing the satisfaction for customers' non-cash payment needs, thereby shortening the gap in digital technology application, non-cash payments between urban and rural, remote, mountainous areas and islands.

Sapo - a multi-channel sales and management platform - entrusted by +100.0000 clients



Sapo is the most popular Omni Channel selling platform in Vietnam with more than 100.000 users (Updated data in August 2020). Founded on August 20th 2008, with strong passion, burning desire for success and clear strategic direction, Sapo instantly confirms its leading position in the field of retail and e-commerce with high-quality products, focusing on solving several customers' needs in different management and sales problems from online to offline. Sapo has offices and branches in 24 provinces in Vietnam, as well as serving a number of countries in Southeast Asia.

Sapo supports businesses and stores to change their way of selling, to manage more effectively by providing a breakthrough technology platform that could be effortlessly and immediately mastered at low cost. So far, Sapo is bringing an all-in-one sales and management platform from online to offline for retail stores, precisely:

- **Sapo POS** - Best sales management software for retail stores and online sellers;
- **Sapo GO** - Growth online sales software on e-commerce platform and Facebook;
- **Sapo FnB** - Extensive management software for restaurants and cafes;
- **Sapo Web** - Professional website design solutions;
- **Sapo Omnichannel** - All-inclusive platform for selling and management from offline to online;
- **Sapo Enterprise** - Professional website building platform for e-commerce and businesses;

After more than 12 years of development, Sapo always strives for customer service satisfaction through the best technology products and solutions. At the same time, we are constantly researching and pioneering new technology solutions to maintain our first position.

Sapo is progressively accomplishing our goal by 2023: To become a technology company providing a multi-channel sales management platform with the most customers in Southeast Asia.

Read more information and free trial at: www.Sapo.vn



SAPO TECHNOLOGY JSC

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

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

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

- Branch Nghe An: Tecco C Building, Quang Trung str., Quang Trung ward, Vinh city, Nghe An province.

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

Email: info@sapo.vn

Phone: 1800 67500

VNPOST EXPRESS JOINT STOCK COMPANY



Vietnam Post Express Joint Stock Company is a member of the Vietnam Post, the only entity authorized to manage and exploit the Express Mail Service (EMS) in Vietnam. EMS is an international express delivery service brand, established and managed by the International EMS Association - under the UPU World Postal Union, to exploit high-quality express services of more than 200 postal services in countries and territories around the world.

To promote the strength of the postal network with 62 interprovincial and auxiliary transport routes, 80 interdistrict routes, 3,564 transport routes in towns and 32 domestic flight routes, Vietnam Post has brought the EMS brand to customers at thousands of trading places in 600 districts, 11,500 towns and wards under the management of 63 provincial and city Post offices. The international EMS network has also reached more than 100 nations and territories globally. EMS Vietnam is proud to be the entity that supplies EMS with the deep-wide-service network and the largest transporting capacity in Vietnam. The average annual postal output reaches nearly 200 million items and the revenue is nearly 4,500 billion VND.



With the motto of "place customer in the centric", EMS Vietnam constantly improves the service ecosystem to meet the huge needs of customers, optimize all utilities of the service and bring many interesting experiences for customers, including high-quality delivery services, standard delivery services and economical delivery services corresponding to each service range: Domestic, International, E-commerce and Logistics. In particular, the Corporation focuses on modern infrastructure development and the powerful application of information technology as the basic foundation for management, administration, control, quality improvement and service development.

Thanks to the love and trust of millions of domestic and foreign customers, EMS Vietnam can proudly accompany and contribute to customers in every development path.

THUAN PHONG EXPRESS DELIVERY ONE MEMBER COMPANY LIMITED



Founded in 2015, J&T Express is an express delivery brand with the base on information technology e-commerce development. With a continuous expansion, currently, J&T Express has been present in 7 Southeast Asian countries, including: Indonesia, Vietnam, Malaysia, Thailand, Philippines, Singapore and Cambodia.

With the slogan "Express Your Online Business", one of J&T Express's strengths is the application of information technology, modern equipment in its goods transporting process, constantly promoting cooperating, linking and integrating shipping services with sales management software, e-commerce floors or shipping transaction floors to optimize the convenience and the best support for online merchants.

Currently, J&T Express has become a strategic partner with many major brands in the e-commerce industry domestically and internationally such as: Shopee, Tiki, Lazada, Sendo, Shopify, Akulaku, etc. The company is taking steps towards a vision of becoming a leading express delivery brand in Southeast Asia.



Hotline: 19001088

Website:
www.jtexpress.vn/vn

Present in the Vietnam market in July 2018, J&T Express currently owns a network covering 63 provinces. Despite its late birth, J&T Express has accomplished what few businesses can do. In just a short time, J&T Express has achieved outstanding growth in all aspects, growing more than 3 times compared to 2019.

In particular, by the end of 2020, J&T Express has more than 1,500 post offices in Vietnam, more than doubling compared to the first year of operation. From 14 exploiting centers in the early days of establishment, up to now, this number has increased to 38 centers. Along with that, human resources are always the core factor that J&T Express Vietnam focuses on. Currently, this business has built up a powerful team with more than 18,000 professional and experienced shippers.



WE'RE HERE TO HELP YOU GROW

Navee - Performance Marketing Agency specializes in **consulting, orienting and implementing** Online Marketing strategies to **support businesses in developing a sustainable business.**

With deep expertise and many years of experience in the field of Marketing, Navee will help businesses exploit the market to seek business opportunities, define goals and orient marketing strategies to achieving those goals.

Navee offers in-depth solutions including:

- Digital Marketing.
- Content creation.
- SEO - Search engine optimization.
- Marketing Automation.
- Navee Academy - Digital Marketing Training for the real battle.

Why choose Navee?

Understanding: Navee always attaches great importance to understanding customers and business markets of enterprises. For Navee, understanding is the guideline to help Navee make correct and appropriate marketing strategy directions for businesses.

Dedication: Navee is always dedicated, focusing on the effectiveness of each Marketing activity to bring the best benefits to help achieve the goals of businesses.

Professionalism: With the operating motto of always considering the goals of the business as its goals, “targeting, pursuing to the end”, Navee builds a professional implementation process, tracks, reports results and proposes timely optimal solutions to help businesses achieve their goals.

Contact information

Navee Joint Stock Company

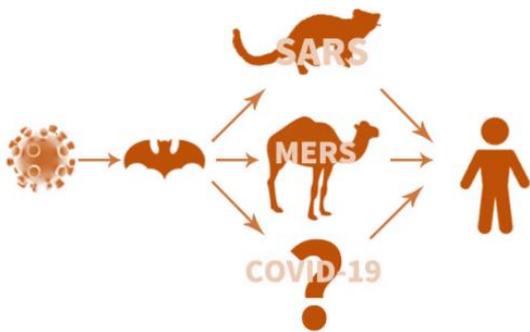
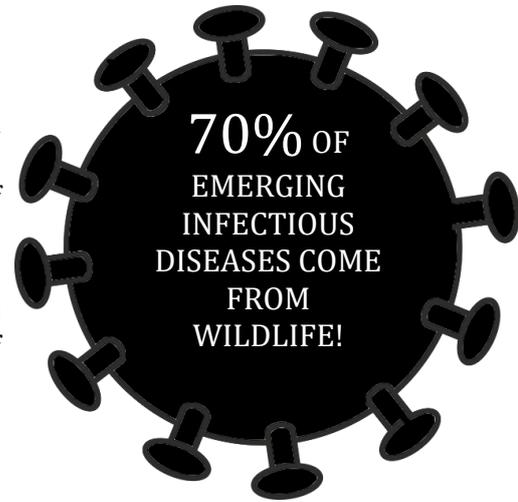
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STOP CREATING BAD KARMA WITH WILDLIFE SPECIES!

RETRIBUTION FROM ILLEGAL WILDLIFE CONSUMPTION

Many people believe that the extinction of wildlife species seems to have no clear impact on the human life, but actually it does not. Biodiversity is inherently considered a vital resource to the earth. The extinction of any species in that ecosystem not only causes a chain reaction to other species, but also threatens the safety of mankind. The habit of eating wild animals usually comes with the risk of spreading natural diseases from bacteria and viruses that scientists have not yet known. The pandemics occurring in the world such as: HIV, Ebola, H5N1, SARS, have been proven to originate from wild animals and transmit to humans. Most recently, a number of reports of Chinese scientists showed that Pangolin is probably an intermediate source of Corona virus causing the Covid-19 pandemic currently.

Photo/Chen Zheng



Is it worthy to trade off the un-proven "uses" of rhino scales or rhino horn with the severe economic, environmental and health consequences that we are witnessing right now?

Do not consider products from wild animals as embellishments, precious gifts showing high class, or magic healing solution! Stop creating bad karma with wild animals to protect sustainable life on earth!

DOES IVORY BRING LUCK?

Sustainable feng shui must come from the harmonized stream of good energy due to the inner spirit and virtue.

Elephant tusks contain resentment of killed animals, should not be used as feng-shui object or lucky charm.

Blind belief can be counterproductive. Elephant tusks have no feng-shui effect. Stop helping the elephant slaughterers!



**BUY 1 IVORY
GET 1 RETRIBUTION**
STOP BUYING IVORY. STOP KARMA

VECOM JOINS HAND TO PROTECT WILDLIFE SPECIES



From 2019 – 2020, Vietnam E-commerce Association (VECOM) has cooperated with USAID Saving Species funded by U.S. Agency for International Development (USAID) to prevent wildlife trafficking on the online business environment.

VECOM strongly denies wildlife trafficking and poaching; and encourages member enterprises to warning and preventing these violations on the online environment.

Recently at the events hosted by VECOM, such as the Vietnam Online Tourism Forum, Vietnam Online Marketing Forum, etc. the messages on wildlife protection were integrated and conveyed to e-commerce community. Hundreds of entrepreneurs signed a commitment not to use illegal wildlife products.

Join hand with VECOM to protect wildlife species:

<http://bit.ly/baoveDVHD>

3 ACTIONS TO SAVE OUR PLANET



USING PUBLIC TRANSPORTATION
OR BYCYCLING



REDUCING SINGLE-USE PLASTIC
ITEMS AND NYLON BAGS



NOT USING ILLEGAL WILDLIFE
PRODUCTS



TRADING, TRANSPORTING & STORING
ILLEGAL WILDLIFE PRODUCTS ARE **CRIMES**

IMPRISONMENT OF UP TO **15** YEARS
FINE OF UP TO VND **15** BILLION



NOI BAI EXPRESS AND TRADING JOINT STOCK COMPANY



Noi Bai Express And Trading Joint Stock Company (NETCO) was established on 10/03/2003 – with over 18 years of experience in the field of postal and delivery.

With direct investment capital from Gdex Group – the number one shipping company for e-commerce in Malaysia, Netco is expanding scale, absorbing the elite of technology and operation, helping to respond the demand's customer – not only for domestic transportation, but also towards international demands, helping to connect goods between Vietnam and abroad in the fastest and most efficient option. Netco aims to be a reputable company in Viet Nam in e-commerce shipping cross the country and is reliable company for all customers.

Curently, Netco is very proud to serve big customer such as Samsung, LG, Panasonic, Avery Dennison,.. In 2021, Netco cotinues to strongly develop the program cooperation and delvelopment through association with brand partners, to confirm Netco's brand position. With the goal of 500 brand partners in 2021, combined with exxpanding the post office network, increasing the number of trucks, developing the ERP management system, app Netco Posst, to improve customer experience, Netco commits that Netco is a prestigious brand name for customers.



Along with the plan to expand the post office network, the number of vehicles, the sorting system and increasing the area of owner warehouse to 25,000m2 from 2021 through 2023, Netco confidently provide 5-stars quality for customers, not only for the domestic market, but also to the potential international market.

Contact: Headquater – Ha Noi

Address: Level 8th, tower B, Song Da Building, My Dinh Ward, Nam Tu Liem District, Ha No

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



GENERAL INTRODUCTION

SmartOSC is a pioneer & leader in providing multi-channel e-commerce solutions on a global scale. Established in 2006, the company currently owns nearly 700 IT experts, with 8 representative offices in 6 countries; accompanying more than 500 corporate customers around the world with thousands of successful projects.

CORE SERVICES

Strategically cooperating with the world's leading platforms such as Adobe | Magento, Sitecore, Amazon, Salesforce, Shopify +, BigCommerce, SmartOSC focuses on consulting and implementing B2B & B2C e-commerce services, Omnichannel and e-commerce solutions on the mobile platforms.

Deploying thousands of successful projects, SmartOSC affirms its distinct competitive advantages:

- (1) *specialized capacity in e-commerce*
- (2) *technological capacity: continuously innovating & exploiting effective platforms*
- (3) *ability to execute large-scale projects with the most optimal time & cost*

TYPICAL CUSTOMERS

ASIA			AUSTRALIA & NEW ZEALAND	AMERICA & EUROPE

CONTACT

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- Website: <https://www.smartosc.com/>

IM GROUP - ONLINE BUSINESS ACADEMY



IM Group was established with the vision to be the first Online businesses academy for beginners, where they could easily access basic, formal knowledge, practical experience and know how to build a truly sustainable Online business system.

Founded in April 2011, after 10 years of operation, by April 2021, IM Group has affirmed the position as the leading Digital Business Academy in Vietnam with more than 180,000 students who are business owners and individuals online sellers, providing sustainable values of knowledge and practice for those who want to develop business on e-commerce channels.

With a variety of online and offline courses, especially with the policy of: lifetime support - forever re-learning, one-on-one practice tutoring at the office, or by phone and online tools, IM Group has affirmed the unique value and individual identity in the hearts of students.

In 2021, the establishment of KinhDoanhSo.com is increasing the value for online merchants. KinhDoanhSo.com is shaped as a system that provides all you need to be able to do business successfully on e-commerce.

KinhDoanhSo.com brings both: Knowledge system from IM Group; All the technology solutions that online merchants need; at the same time, total Digital Marketing service packages, and help the business community - solution providers - freelancers connect with each other more easily.

Why choose IM GROUP and KinhDoanhSo.com?

- Full system that helps you manage all your technology and knowledge resources in one place
- Leading Online Business Development Center in Vietnam in terms of quality of care.
- Lifetime Support: Forever Study, One-to-One Practice mentoring in the office, or over the phone and online tools

CONTACT US:

IM Group - Online Business Development Center

- Head office: 18 Tran Thien Chanh St., ward 12, district 10, Hochiminh city

- Representative office: 3rd Floor, BisHub 2, 360 Xa Dan St., Dong Da District, Hanoi

Hotline: 1900 636 040

- Ben Tre Branch: Mekong Innovation Hub - No 910/1 Vo Nguyen Giap Str., Son Dong Commune, Ben Tre City, Ben Tre Province

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