

[EN TRA] Vietnam Retail Market - Trends and Trends in Distribution Networks ( No.8 5 9)

From: To: KOTRA Ho Chi Minh Trade Center&lt;sgn\_ktc@kotra.or.kr&gt;

Date babanam@empal.com

Sent : June 19, 2023, 17:12:24 PM

No. 859,  
June 19, 2023.

## Vietnam Retail Market - Trends and Trends in Retail Chain

Despite the Vietnamese government's target of 6.5% GDP growth in 2023, the country's GDP growth rate in the first quarter was only 3.32% due to the impact of the global economic slowdown. Vietnam's exports decreased by 8.33% year-on-year in the first quarter, and the manufacturing purchasing managers' index (PMI) for March reached 47.7 points, with the manufacturing and construction sectors showing a reverse growth, while the services sector was higher than a year earlier. grew by 6.79%, driving positive growth in overall GDP.

A closer look at the growth of the hospitality industry reveals that food and accommodation grew by 25.98% year-on-year, driven by an aggressive open-door policy to attract international tourists since March 2022, and continued growth in household disposable income. followed by wholesale and retail at 8.09%, financial and insurance at 7.65%, and transportation and warehousing at 6.85%.

[Read the full article](#)

### A look at Vietnam

**Port of Ulsan and Port of Hai Phong in Vietnam launch new connecting route** #Vietnam #Ulsan-Hai Phong #Routes

[Read the full article](#)

**Northern Vietnam sees partial easing of power shortages, normalization of production activities** #Vietnam #power #manufacturing

[Read the full article](#)

**Ho Chi Minh City sees FDI of \$1.14 billion in January-May, down 13.5% year-on-year** #Vietnam #FDI #investment

[Read the full article](#)

### Vietnam Investment News



### Vietnam sees 18.9% m-o-m drop in steel imports in May

In May 2023, Vietnam imported approximately 830,000 tons of steel, down 18.9% month-on-month, and approximately 300,000 tons of scrap, down 49.4% month-on-month. From January to May this year, Vietnam's steel imports decreased by 12.4% year-on-year, while scrap imports increased by 8.3% year-on-year.



### Vietnam targets \$9 billion in seafood exports this year

According to the Vietnam Association of Seafood Exporters and Producers (VASEP), Vietnam will strive to reach \$9 billion in seafood exports this year. The target follows the industry's first-ever achievement of \$11 billion in exports in 2022. Speaking at VASEP's general meeting in Ho Chi Minh City on June 12, Chairwoman Nguyen Thi Thu Sac said the industry is facing challenges as consumer demand has dropped significantly due to worsening global inflation.



### Ho Chi Minh City aims to become a fintech hub...fintech sector to contribute 40% of the region's gross regional product (GRDP) by 2030

#### Goals

Ho Chi Minh City hosts seminar on 'Digital transformation of finance, banking, fintech and databases', outlining development direction to 2030 and vision to 2045. The director of Ho Chi Minh City's Department of Information and Communications said that Ho Chi Minh City aims to become a hub for financial technology (fintech), with the sector accounting for 40% of the city's gross regional domestic product (GRDP) by 2030. In response, Ho Chi Minh City has defined fintech and digital transformation as key development drivers for the region, and has announced a number of policies focused on developing science and technology and innovation.

## KOTRA Ho Chi Minh Trade Center Schedule



### [KOTRA] Announcement of Publication of Presentation Materials for the 2023 Global New Trade Forum

KOTRA is pleased to announce the publication of the 2023 Global Trade Forum briefing on global carbon neutrality, ESG policy trends, and more.

\* Please refer to the information **(click)** for detailed business details.



### [KOTRA] Business Support Program for Restructuring Consulting for Companies Entering Vietnam (Ongoing)

KOTRA will provide **up to USD 20,000 for** restructuring consulting (downsizing, liquidation, sale, and equity transfer agency) model proposals to Vietnamese enterprises, and interested companies should contact us at the email below.

○ Contact person at KOTRA Ho Chi Minh Trade Center : jjy92@kotra.or.kr

\* For more information, see the **instructions (click)**.



## [KOTRA] IP-DESK Overseas Intellectual Property Protection Program

As cases of intellectual property damage to Korean companies in Vietnam continue to occur, the IP-DESK at the Ho Chi Minh City Trade Center provides the following services to Korean companies entering or planning to enter Vietnam.

- **Free consultation on intellectual property rights** (always available) ○ **Korean famous trademark briefing session** (once a year)
  - Training for senior officials involved in cracking down on counterfeit goods in Vietnam on how to identify counterfeit goods from our companies
- **Support for infringement investigations and enforcement actions**
  - Expenses for (non)infringement investigations and administrative enforcement to crack down on counterfeit products that infringe on intellectual property rights
- **Support for legal opinion writing expenses**
  - Cost of legal opinions to prevent the risk of local intellectual property disputes arising from international exports, etc.

\* For more information, please contact us using the contact information below.  
- Sungkyu Joo Representative : tjdrb1230@kotra.or.kr

## Bidding Information

[See more](#)

- + **Na Duong II Thermal Power Plant Project**
- + **Secondary Structural Materials for Topside, Skid, Flare Boom, E&I Support - CPP KNT, WHP KTN & BK15 - Block 09-2/09**
- + **Expanding Inclusive and Climate Finance**
- + **Procurement of Materials, Equipments and Spare Parts in Year 2023 of Vietsovpetro**

## Vietnam Economic Data (USD Million / Change %)

[Read more](#)

### FDI (1988.1.1. to 2023.05.20. cumulative)

South Korea81, 557  
(9,666) Singapore 73,384  
(3,240) Japan69, 628  
(5,091)

### Import and Export Status (2023. 05.)

輸出 135,220  
Revenue 125,568

### Korea-Vietnam Trade Trends (May 2023)

輸出 20,546  
Revenue 10,592  
Trade Balance9,953

## Ho Chi Minh Trade Center Services



**Korea-Vietnam FTA**



**Support Center**

Korea-Vietnam FTA



inquiries, support for difficulties  
(customs officer deployment)

June 19, 5:49 p.m.,  
June 23

**Overseas Intellectual  
Property Center (IP-DESK)**  
in Vietnam Support for  
intellectual property issues  
of my company

[KOTRA] Vietnam's Retail Market and Distribution  
Network Trends (No. 859)  
**K-Move**  
**Center** Support for  
Korean job hunting  
and recruitment in  
Vietnam, quarterly  
job fairs



**Korea Investment  
Support Center** Advice  
on establishing a  
corporation and local  
management issues  
(lawyer assignment)



**Researching  
international  
markets**  
- Buyer discovery and  
information  
- Customized market research



**About Vietnamese  
interpreters**  
(Click to learn more)

708B Diamond Plaza, 34 Le Duan Street, District 1, HCMC,  
Vietnam (84-28) 3822 -

3944sgn\_ktc@kotra.

or.kr

---

This email was sent to babanam@empal.com  
*why did I get this?* unsubscribe from this list update subscription preferences  
KOTRA Ho Chi Minh City Trade Center - 708B, 7th Floor, 34 Le Duan - District 1 - Ho Chi Minh City,  
HCMC 700000 - Vietnam