

Bac Ninh

Provincial performance in implementing free trade agreements

Average

BAND 5 OF 6

PERFORMANCE TIER

Average

Band 5 of 6 — **30th of 34** assessed provinces and cities.

OVERALL SCORE

14.29

 / 40

Below the national average of 21.66 by **7.37 points**.

WEAKEST PILLAR

31 / 34

Sustainable development — the widest gap of the four pillars (**-2.57**).

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 31 / 34

2.83

 / 10

-1.96 vs avg

B LEGAL IMPLEMENTATION

RANK 26 / 34

3.44

 / 10

-1.76 vs avg

C SUPPORT POLICIES

RANK 30 / 34

4.95

 / 10

-0.87 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 31 / 34

3.39

 / 10

-2.57 vs avg

★ RELATIVE STRENGTHS

- #7 A3 — Channels through which enterprises access information on FTAs
- #13 A8 — Quality of forecasting and market-orientation information from local authorities
- #16 C1 — FTA utilisation
- #19 B4 — Complexity of compliance with legal documents

CRITICAL GAPS

- #33 D2 — Perceived impact of sustainable development commitments
- #32 A7 — Quality of FTA-related events
- #31 A5 — Frequency of participation in FTA-related events
- #29 D3/D5/D6 — Readiness and support for sustainable development compliance

SOURCE: FTA INDEX 2025, PREPARED BY FOREIGN TRADE UNIVERSITY FOR THE MINISTRY OF INDUSTRY AND TRADE; SURVEY OF 4,066 IMPORT-EXPORT ENTERPRISES. COMPONENT SCORES ARE REPORTED ON A 10-POINT SCALE AND THE OVERALL SCORE ON A 40-POINT SCALE. RANKINGS COVER 34 PROVINCES AND CITIES.

01 Overview of results

Bac Ninh scored **14.29 out of 40**, ranking **30th of 34** and placing it in the “Average” tier. The province is **7.37 points** below the national average of 21.66. This result reveals a paradox: although Bac Ninh is **a major FDI and export hub**, its FTA implementation support ecosystem remains among the least developed in the country. All four pillars are below the national average, with the **largest gap in sustainable development (-2.57)**.

PERFORMANCE ACROSS THE FOUR PILLARS

Bac NinhNational average

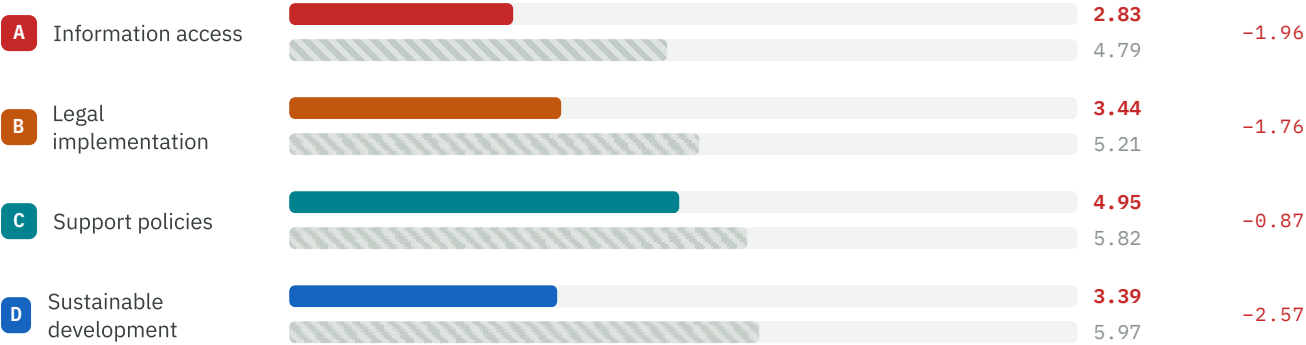


TABLE 1 · COMPONENT SCORES ON A 10-POINT SCALE · BAC NINH VS. NATIONAL AVERAGE ACROSS 34 PROVINCES AND CITIES

02 Detailed analysis by component

A

COMPONENT 1
Information access

2.83 /10

RANK 31 / 34 · -1.96

OVERVIEW

The province's communication system is not reaching the business community effectively: participation in FTA-related events ranks **31st**, the quality of those events **32nd**, and the online-portal indicator **28th**. Two indicators stand out positively: the quality of forecasting and market-orientation information (A8) ranks **13th**, above the national average, while the channels through which enterprises access FTA information (A3) rank **7th**. Official channels and social media are the two most common means of delivery; other platforms remain little used.

BY FIRM TYPE

Most firms report that official information meets only part of their needs. Large exporters and FDI firms assess it somewhat more positively than small and state-owned firms. This suggests that the information provided is not yet tailored to the diverse needs of the business community, particularly private domestic and small firms.

Bac Ninh2.83

National average4.79

NATIONAL RANK BY INDICATOR

#7 Channels through which enterprises access information on FTAs

#13 Quality of forecasting and market-orientation information from local authorities

#31 Frequency of participation in FTA-related events

#32 Quality of FTA-related events

#28 Quality of FTA-related information on the online portal



COMPONENT 2

Implementation of Legal Documents

3.44 /10

RANK 26 / 34 · -1.76

OVERVIEW

All of Bac Ninh's indicators in this component fall below the national benchmark. Understanding of legal documents (B1) and the quality of local-authority guidance (B3) both rank **26th**. Indicators covering guidance, training, policy dialogue and enterprise feedback on legal documents rank **27th–29th**. The strongest result is firms' assessment of the complexity of compliance (B4, **19th**), suggesting that firms do not consider the regulations unworkable; the main constraint is limited implementation support. The gap with the national average is particularly pronounced for training on FTA-related legal documents.

BY FIRM TYPE

Small and private domestic firms receive very limited guidance on FTA obligations, especially newer commitments, whereas FDI firms receive support more regularly. FTA training resources are therefore distributed unevenly, reaching large and FDI firms more consistently than small firms.

Bac Ninh

3.44

National average

5.21

NATIONAL RANK BY INDICATOR

#19 Complexity of compliance with legal documents

#26 Understanding of legal documents

#27 Frequency of local authority guidance on legal documents

#28 Frequency of participation in training on FTA commitment implementation

#29 Frequency of enterprise feedback on legal documents related to FTA commitments



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

4.95 /10

RANK 30 / 34 · -0.87

OVERVIEW

This is Bac Ninh's best-performing pillar, scoring only **0.87 points** below the national average, with the FTA utilisation indicator (C1) ranking **16th**. Given the province's concentration in machinery and electronics exports, firms mainly utilise FTA commitments directly relevant to these product groups, including SPS and TBT provisions. Trade promotion, access to support policies and policy effectiveness remain relatively weak (**23rd–30th**).

BY FIRM TYPE

Policy assessments also vary by firm size: around 60% of small firms rate the effectiveness of support programmes as average, while 40% of medium-sized firms assess FTA implementation and FDI linkage policies positively. Private domestic firms show greater interest in specialised support, including brand development and access to finance.

Bac Ninh

4.95

National average

5.82

NATIONAL RANK BY INDICATOR

#16 FTA utilisation

#21 FTA utilisation activities

#23 Access to competitiveness support policies

#29 FTA commitments utilised

#29 Participation in trade promotion programmes



OVERVIEW

Sustainable development is Bac Ninh's greatest weakness across all four pillars. Firms' assessment of the impact of sustainable development commitments ranks **33rd**. Readiness to comply, the perceived importance of compliance and the forms of support available all rank **29th**.

BY FIRM TYPE

Nearly half of small and private domestic firms report having made no preparations, whereas 10–20% of FDI firms report that they already meet the requirements in full.

Bac Ninh

3.39

National average

5.97

NATIONAL RANK BY INDICATOR

#33 Perceived impact of sustainable development commitments

#29 Readiness to comply with sustainable development commitments

#29 Perceived importance of compliance with import-market sustainable development commitments

#29 Forms of support for compliance with sustainable development commitments

#26 Understanding of sustainable development commitments

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **Strong potential for broader FTA utilisation:** Bac Ninh has a strong export base, while firms' FTA utilisation is broadly in line with the national average.
- **Forecasting and market information are a bright spot:** firms assess this information positively when they receive it, supporting the case for stronger multi-channel delivery.
- **The bottleneck is implementation support:** firms do not find the compliance requirements too hard (B4 at **19th**); the constraint is a shortage of guidance and support to build compliance capacity.

CRITICAL AREAS TO IMPROVE

- **Information coverage is severely limited:** information access ranks **31st of 34**, showing that the communication system is not reaching firms at scale.
- **Sustainability readiness remains far below the national average:** **31st of 34**, a serious gap for a province that is a key electronics exporter to the EU and CPTPP member markets.
- **Implementation support sits in the bottom group:** training, guidance and advice rank only **27th–29th**, risking domestic firms falling further behind.

What to do next

rebuild the support system to match the province's trade volume

NOW • 0-12 MONTHS

NEXT • 1-3 YEARS

1 Expand information delivery

Offer Zalo and email subscriptions, plus sector-specific FTA bulletins for electronics exporters.

A 31st → higher

2 Practical training for SMEs

Provide practical guidance on FTA-related legal implementation for private domestic firms and SMEs.

B 26th → higher

3 A sector-specific sustainability programme

CBAM, due diligence & green compliance for electronics supply chains.

D 31st → higher

4 Establish a provincial FTA focal point

A single point for advice, business matching & information services.

Institutional capacity



TARGET

Move from the “Average” tier to “Fair” – build an FTA support ecosystem that matches the province's trade volume.