

Can Tho

Provincial performance in implementing Free Trade Agreements

Fair

CLASSIFICATION

CLASSIFICATION

Fair

Ranked 11th out of 34 assessed provinces/cities.

OVERALL SCORE

24.30 / 40

Higher than the national average (+2.64 points).

KEY HIGHLIGHT

Comprehensive

All four pillars rank 10th–17th, making it one of the most evenly performing provinces/cities nationwide.

FOUR PILLARS SUMMARY

A INFORMATION ACCESS

RANK 12 / 34

5.04 / 10

+0.25 vs avg

B IMPLEMENTATION OF LEGAL REGULATIONS

RANK 10 / 34

6.07 / 10

+0.87 vs avg

C SUPPORT POLICIES

RANK 17 / 34

5.81 / 10

-0.01 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 10 / 34

7.20 / 10

+1.23 vs avg

★ STRENGTHS

- #4 Ease of complying with FTA regulations (B4)
- #6 Enterprises' knowledge of FTAs & readiness for sustainable development commitments (A1, D3)
- #8 Information on web portals & enterprises' ability to access support (A9, C6)
- #10 Quality of guidance on implementing legal documents (B3)

LIMITATIONS

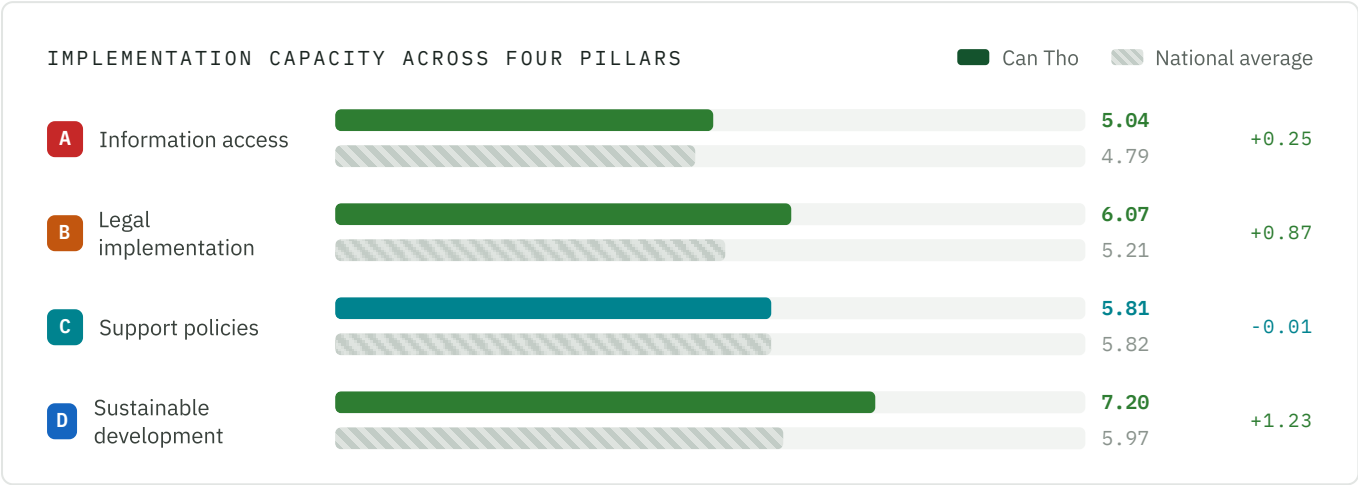
- #30 Barriers to enterprises' FTA utilisation (C5)
- #28 Forms of accessing FTA information (A3)
- #25 Forms of FTA utilisation (C3)
- #21 Information sources on media events (A6)

SOURCE: FTA INDEX 2025 (CONDUCTED BY FOREIGN TRADE UNIVERSITY AT THE REQUEST OF THE MINISTRY OF INDUSTRY AND TRADE); SURVEY OF 4,066 IMPORT-EXPORT ENTERPRISES. SUB-INDEX SCORES ON A 10-POINT SCALE; OVERALL SCORE ON A 40-POINT SCALE. RANKINGS OUT OF A TOTAL OF 34 PROVINCES/CITIES.

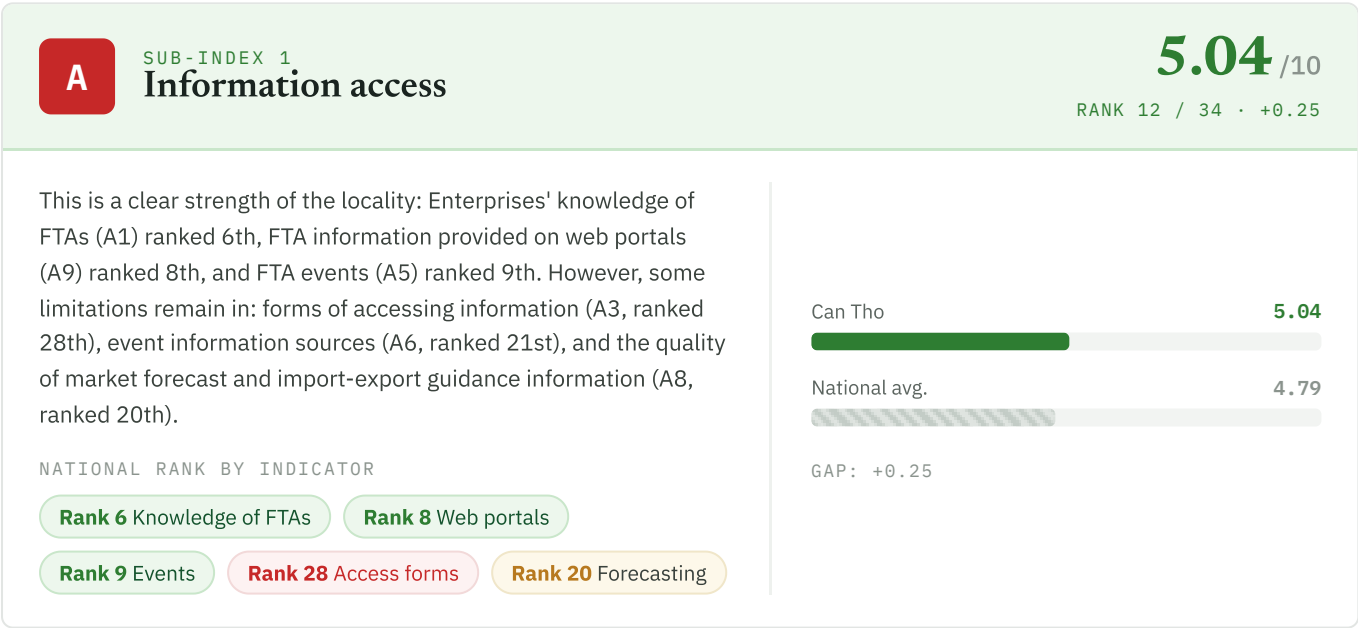
01 Overview of Results

Can Tho City scored **24.30 out of 40 points**, ranking **11th out of 34**, placing in the "Fair" group nationwide. The standout feature of Can Tho is the evenness in its implementation capacity: all four pillars rank from 10th to 17th nationally, with

each pillar equaling or exceeding the national average. Enterprises self-assess their compliance capacity at a good level (ranked 4th), reflecting firms' solid knowledge of FTAs, alongside enterprises' high readiness to comply with sustainable development commitments (ranked 6th).



02 Detailed Analysis by Sub-Index



NATIONAL RANK BY INDICATOR

Rank 4 Compliance

Rank 10 Quality

Rank 10 Training

Rank 10 Feedback

Rank 12 Guidance freq.

C

SUB-INDEX 3

Policies supporting FTA utilisation

5.81 /10

RANK 17 / 34 · -0.01

Can Tho's support policies/programmes recorded many positive assessments: The level of enterprise access to and benefit from support policies (C6) ranks 8th, the degree of FTA utilisation (C1) ranks 10th, and trade promotion programmes rank 11th. However, utilisation barriers for enterprises (C5) rank 30th and forms of utilisation (C3) remain limited (ranked 25th). Enterprises can access support from regulatory bodies and are utilising the agreements, but within a narrow scope and facing significant barriers during FTA exploitation.

NATIONAL RANK BY INDICATOR

Rank 8 Support access

Rank 10 Utilisation

Rank 11 Trade promo

Rank 25 Utilisation forms

Rank 30 Barriers

Can Tho

5.81

National avg.

5.82

GAP: -0.01

D

SUB-INDEX 4

Sustainable development commitments

7.20 /10

RANK 10 / 34 · +1.23

This pillar demonstrates a relatively high level of consistency across multiple aspects. Specifically, enterprises' readiness to comply (D3) ranks 6th, and the extent to which enterprises value the importance of complying with sustainable development commitments (D5) ranks 7th. Meanwhile, state support (D4) and enterprises' knowledge of sustainable development commitments (D1) both rank 12th.

NATIONAL RANK BY INDICATOR

Rank 6 Readiness

Rank 8 Importance

Rank 11 State support

Rank 12 Knowledge

Rank 18 Impact

Can Tho

7.20

National avg.

5.97

GAP: +1.23

03 Conclusions & Policy Implications

STRENGTHS

- Even implementation capacity: all pillars of the city are above the national average and there are no weak areas.
- Enterprises' compliance capacity: businesses understand clearly and are able to apply regulations related to FTA

AREAS TO IMPROVE

- Barriers to enterprises' FTA utilisation: businesses face numerous barriers even though regulatory compliance is assessed by firms as relatively easy.

commitments.

- High readiness for sustainable development commitments: serves as a solid foundation to foster a healthy, sustainable trade environment and build prestige with international partners.

- Information dissemination channels and utilisation forms: lack diversity and remain focused on traditional channels and activities.
- Quality of market forecast information: the locality should focus on boosting sector-specific forecasting and providing continuous updates to enterprises.

Strategic directions for the next phase

SHORT-TERM • 6-12 MONTHS

MEDIUM-TERM • 1-3 YEARS

1

Reduce utilisation barriers

Support enterprises in overcoming FTA utilisation barriers and strengthening partner matchmaking.

C5 30 → top 15

2

Diversify access channels

Improve notification mechanisms, event information sources, and forms of accessing information.

A3 28 → top 15

3

Market forecasting

Provide sector-specific information for enterprises regarding fluctuations in the world market.

A8 20 → top 10

4

Expand utilisation scope

Support enterprises to utilise FTAs in areas such as technical standards, SPS, and trade facilitation.

C3 25 → top 15

GOAL



Improve from "Fair" to "Good": delve deeper into utilisation forms and diversify access channels based on the city's comprehensive and balanced capacity foundation