

Da Nang

Provincial performance in implementing Free Trade Agreements

Fair

BAND 4 OF 6

PERFORMANCE TIER

Fair

Band 4 of 6 — 14th of 34 assessed provinces and cities.

OVERALL SCORE

23.20 / 40

The score is 1.54 points above the national average of 21.66.

STRONGEST PILLAR

9th / 34

Legal implementation — the city's strongest pillar, at 1.14 points above average.

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 15 / 34

4.75 / 10

−0.04 vs avg

B LEGAL IMPLEMENTATION

RANK 9 / 34

6.34 / 10

+1.14 vs avg

C SUPPORT POLICIES

RANK 22 / 34

5.54 / 10

−0.28 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 19 / 34

6.19 / 10

+0.22 vs avg

★ KEY STRENGTHS

- #10 A9 — Quality of FTA-related information on the online portal
- #11 B1 — Understanding of legal documents
- #11 B7 — Uptake of enterprise feedback by local authorities
- #13 A1 — Knowledge of FTAs

AREAS FOR IMPROVEMENT

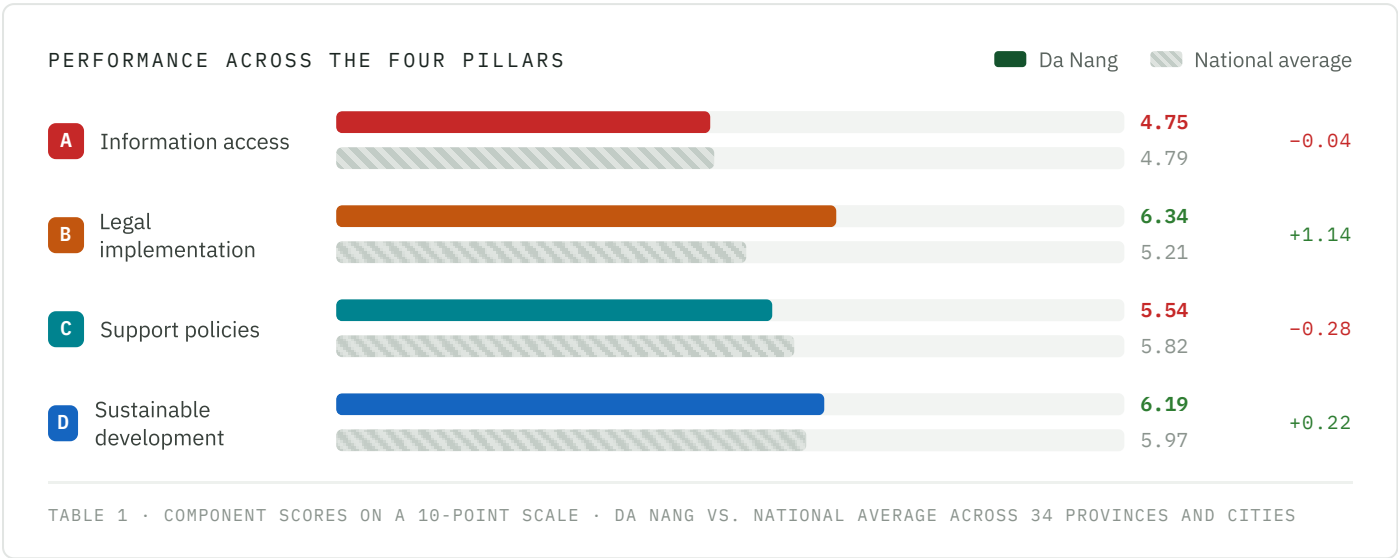
- #34 A3 — Channels through which enterprises access information on FTAs
- #31 C4 — FTA commitments utilised
- #31 C5 — Barriers to FTA utilisation
- #25 A8 — Quality of forecasting and market-orientation information from local authorities

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

Da Nang scored **23.20 out of 40**, placing it in the “Fair” tier and ranking **14th of 34** provinces and cities — 1.54 points above the national average. The city's profile is defined by **balance rather than a single dominant advantage**: all four pillars are relatively close to the national mean, with implementation of legal documents for FTA commitments the strongest, at 1.14 points above average.

For a coastal economic hub, this result remains modest. Two bottlenecks stand out: the range of channels through which enterprises access FTA information (A3) ranks **last nationally**, while the depth of FTA utilisation remains limited — FTA commitments utilised (C4) and barriers to utilisation (C5) both rank **31st**.



Broadly balanced

All four pillars remain relatively close to the national mean — a balanced result, but still modest for a major coastal economic hub.

Depth-of-use problem

Firms engage with FTAs but use a narrow set of provisions — commitments exploited and perceived barriers both rank 31st.

02 Detailed analysis by component

A

COMPONENT 1

Information access

4.75 /10

RANK 15 / 34 · -0.04

Firms' knowledge of FTAs (A1, **13th**) and the quality of FTA-related information on the local online portal (A9, **10th**) are relatively favourable. However, the range of information-access channels (A3) ranks **last nationally**, while sources through which firms learn about FTA-related events (A6), the quality of those events (A7), and forecasting and import-export market-orientation information (A8) all fall in the **20th–25th band**. Firms have a basic awareness of FTAs, but the delivery system still lacks coverage and does not meet the needs of different firm groups evenly.

Conferences and seminars reach **68.1%** of firms, social media 60.4%, and training courses and web portals 50.5% each. Medium-sized and FDI firms draw on a diverse mix of channels, whereas small firms rely heavily on social media and rarely join formal training. About **48.8%** of firms consider information from central and local agencies to meet most or all of their needs — rising to 59–69% among large and FDI firms but falling to roughly **30–32%** among SMEs. Speaker expertise draws 83.3% positive ratings, yet relevance to business operations and level of interaction reach only 46.3% and 40.3%.

Da Nang4.75

National average4.79

NATIONAL RANK BY INDICATOR

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

#13 Knowledge of FTAs

#20 Authorities providing FTA information

#24 Quality of FTA-related events

#34 Channels through which enterprises access information on FTAs



COMPONENT 2

Implementation of Legal Documents

6.34/10

RANK 9 / 34 · +1.14

This is Da Nang's **strongest pillar**. Firms' understanding of legal documents (B1) and local authorities' uptake of enterprise feedback (B7) both rank **11th**; the quality of guidance on those documents (B3) ranks **12th** and the complexity of compliance (B4) **14th**. Participation in training (B5, **18th**) and policy feedback and consultation (B6, **20th**) score lower but remain close to the national norm.

Around **55.6–58.2%** of firms report a clear understanding of tariff preferences and rules of origin, but only **27.5–31.1%** understand SPS, environmental, intellectual property and TBT provisions. Guidance activities reach roughly 21–43% of firms, with the thinnest coverage in SPS, TBT and environment. Despite a reasonable awareness base, **51–68%** of firms still regard the main legal areas as complex. Medium-sized firms report the greatest difficulty with SPS, TBT, intellectual property and rules of origin, while large and FDI firms point mainly to trade remedies, labour and environment.

Da Nang 6.34

National average 5.21

NATIONAL RANK BY INDICATOR

#11 Understanding of legal documents

#11 Uptake of enterprise feedback by local authorities

#12 Quality of guidance on legal documents

#14 Complexity of compliance with legal documents

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



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

5.54/10

RANK 22 / 34 · -0.28

Access to competitiveness support policies (C6) and the effectiveness of support policy implementation by local state management agencies (C7) both rank **17th**, while self-assessed FTA utilisation (C1) ranks **19th** — all close to the national average. However, the number of commitment groups utilised (C4) and barriers to FTA utilisation (C5) both rank **31st**, and the capacity to meet firms' support needs (C8) ranks **26th**. Firms do engage with FTAs, but the breadth of utilisation and the depth of specialised support remain limited.

Utilisation concentrates in traditional areas: tariff preferences (**84.6%**) and rules of origin (**79.1%**). Apart from trade remedies, no newer commitment is widely exploited — fewer than 25% of firms report using them, and utilisation of SPS and TBT provisions reaches only **2.2%**. Training, trade promotion and administrative-procedure support draw 53–68% positive ratings, but support for technology, branding, finance, connection with foreign partners and trade remedies reaches only **24–33%**. Promotion programmes rate well on materials and relevance (47–50%), yet only **32.8%** of firms report an actual commercial outcome — a partner found or a contract signed — afterwards.

Da Nang 5.54

National average 5.82

NATIONAL RANK BY INDICATOR

#16 FTA utilisation

#16 Access to competitiveness support policies

#17 Effectiveness of support policies and programmes implemented by local authorities

#26 Need for FTA support programmes and policies

#31 Barriers to FTA utilisation



The effectiveness of support from local authorities (D4, **18th**) is the indicator closest to the national mean. Knowledge of sustainable development commitments (D1) ranks **20th** and forms of support for compliance (D6) **21st**, while the perceived impact of sustainable development commitments on business operations (D2) and readiness to comply (D3) both rank **22nd**. Perceived importance of complying with import-market sustainability requirements (D5) ranks **24th**. The pillar shows no severe weakness, but it has not yet produced a distinctive advantage either.

Around **49–55%** of firms understand the general labour and environmental commitments, but only **22–28%** understand EUDR, CSDDD, CBAM and the circular economy. Perceived exposure differs sharply by ownership: FDI firms report far greater impact than domestic private firms on environmental rules (**44.1% vs 6.2%**), labour (33.3% vs 10.4%) and CBAM (18.2% vs 2.1%). Readiness reaches 67% for environmental requirements and 58.4% for labour, but only **30–35%** for the more specialised ones. Support from local agencies draws 43–60% positive ratings, while roughly **27–30%** of FDI firms report receiving no support in several specialised areas.

Da Nang **6.19**



National average 5.97



NATIONAL RANK BY INDICATOR

#18 Effectiveness of support from local authorities

#20 Understanding of sustainable development commitments

#21 Forms of support for compliance with sustainable development commitments

#22 Readiness to comply with sustainable development commitments

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

03 Conclusions & implications

KEY STRENGTHS

- Implementation of legal documents for FTA commitments is the strongest area — understanding of legal documents **11th**, uptake of business feedback **11th**, quality of guidance **12th**.
- A relatively solid awareness base — general knowledge of FTAs ranks **13th**, while FTA-related information on the local online portal ranks **10th**.
- Evenness is itself an asset — no failing pillar, a **stable platform** for targeted improvement.

CRITICAL AREAS TO IMPROVE

- **Information-access channels rank last nationally** (A3) — only 50.5% of firms are reached through web portals, against 68.1% via conferences.
- **Depth of FTA utilisation weak** — C4 and C5 both 31st; SPS/TBT commitments used by just 2.2% of firms.
- Readiness for specialised sustainability requirements remains limited — only **22–28%** of firms understand EUDR, CSDDD and CBAM.

What to do next

from balanced performance to distinctive advantage through targeted support

NOW • 0-12 MONTHS

NEXT • 1-3 YEARS

1 Expand FTA information channels

Diversify delivery through email, Zalo, social media and business associations; provide clearer information on events, rules of origin and FTA procedures.

A3 • 34th → higher

2 Deepen FTA utilisation

Provide hands-on support on rules of origin, C/O certification, tariff preferences, SPS, TBT, trade remedies and underused commitments.

C4/C5 • 31st → higher

3 Strengthen sustainability readiness

Issue sector guidance on environmental, labour, traceability and supply-chain due diligence requirements in EVFTA and CPTPP markets.

D5 • 24th → higher

4 Establish a city-level FTA focal point

Coordinate information, legal guidance, support policies and trade promotion, drawing on leading local models.

Targeted support



TARGET

Move from broadly balanced performance in the “Fair” tier to distinctive advantage through targeted, sector-specific support.