

Ha Noi

Provincial performance in implementing Free Trade Agreements (FTAs)

Fair

BAND 4 OF 6

PERFORMANCE TIER

Fair

Band 4 of 6 — **9th/34** assessed provinces and cities.

OVERALL SCORE

25.39

/ 40

The score is **3.73 points** above the national average of 21.66.

STRONGEST PILLAR

7 / 34

Support policies — the strongest pillar, at **1.03 points** above the national average.

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 9 / 34

5.74

/ 10

+0.95 vs national average

B LEGAL IMPLEMENTATION

RANK 12 / 34

5.98

/ 10

+0.77 vs national average

C SUPPORT POLICIES

RANK 7 / 34

6.85

/ 10

+1.03 vs national average

D SUSTAINABLE DEVELOPMENT

RANK 13 / 34

7.00

/ 10

+1.04 vs national average

★ KEY STRENGTHS

- #5 C5 — Barriers to FTA utilisation
- #6 A8 — Quality of forecasting and market-orientation information from local authorities
- #6 C3 — FTA utilisation activities
- #7 B1 — Understanding of legal documents

AREAS FOR IMPROVEMENT

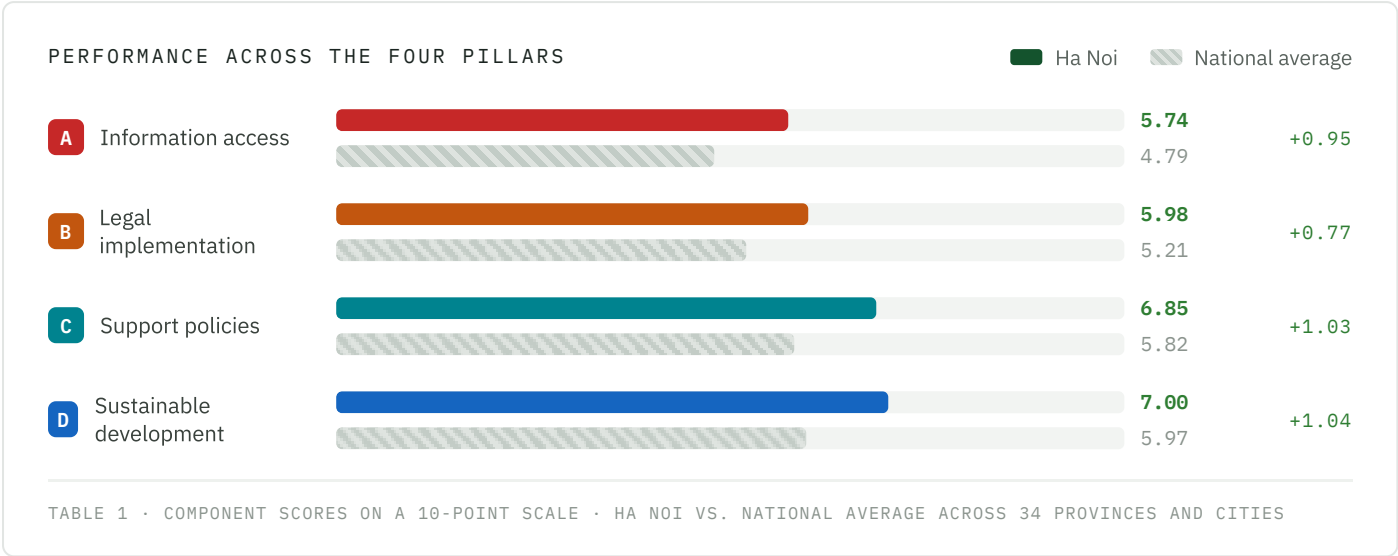
- #24 B7 — Uptake of enterprise feedback by local authorities
- #24 C9.1 — Participation in trade promotion programmes
- #22 B5 — Frequency of participation in training on legal documents
- #22 B6 — Frequency of enterprise feedback on legal documents

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

Ha Noi scored 25.39 out of 40, placing it in the “Fair” tier and ranking **9th of 34** provinces and cities — above the national average by **3.73 points**. All four pillars score above the mean, yet the ranks span only **7th** to **13th**. Ha Noi's strengths concentrate in forecasting and market-orientation information, understanding of legal documents, and firms' capacity to exploit FTAs. Official information channels, participation in training and policy feedback, trade promotion

activity, and readiness to meet sustainable development requirements all remain limited. Ha Noi's challenge is not a shortage of resources but the ability to convert isolated advantages into system-wide implementation capacity.



02 Detailed analysis by component

A

COMPONENT 1

Information access

5.74/10

RANK 9 / 34 · +0.95

OVERVIEW

Quality of export forecasting and market-orientation information (A8) is the standout indicator, ranking **6th** nationally. Firms' knowledge of FTAs (A1, **12th**) and the range of channels through which enterprises access FTA information (A3, **11th**) also come in above average. However, the quality of FTA-related information on the local online portal (A9) and the frequency of participation in FTA-related events (A5) both rank **21st**, while information provided by local authorities (A2) ranks only **25th**. Ha Noi therefore has reasonably good market information, but its official delivery channels do not reach firms widely or regularly enough.

CHANNEL COVERAGE & PARTICIPATION

Press and television are the most widely used channels, reaching 78.6% of enterprises, followed by conferences and seminars (63.4%) and online information portals (57.1%). Access patterns vary markedly across enterprise groups: 84.6% of small enterprises rely primarily on social media, whereas 85.7% of large enterprises and 90.9% of FDI enterprises obtain information through online portals. However, fewer than half of enterprises consider FTA information to meet most or all of their needs. Information provided by central authorities receives more positive assessments than information from provincial authorities (45.3% versus 37.4%). Engagement also remains limited, with only 13.9% of enterprises participating in FTA-related events regularly or very regularly. For trade forecasts, reliability receives the strongest positive rating (63.3%), while timeliness performs considerably worse (45.3%).

Ha Noi

5.74

National average

4.79

NATIONAL RANK BY INDICATOR

#6

Quality of forecasting and market-orientation information from local authorities

#11

Channels through which enterprises access information on FTAs

#12

Knowledge of FTAs

#21

Quality of FTA-related information on the online portal

#25

Authorities providing FTA information



COMPONENT 2

Implementation of Legal Documents

5.98 /10

RANK 12 / 34 · +0.77

OVERVIEW

Understanding of the legal documents (B1) ranks **7th**, and the quality of legal guidance (B3) ranks **11th**. Participation in training on legal documents (B5), business feedback and consultation (B6), and local authorities' uptake of enterprise feedback (B7) rank only **22nd** to **24th**. Ha Noi thus has a reasonably solid base of legal understanding, but firms' involvement in implementing and refining policy does not match it.

DEPTH OF UNDERSTANDING BY AREA

Understanding varies considerably by area. Only about 45.8–48.1% of firms have a clear grasp of tariff preferences and rules of origin; the share falls to 29.3–42.7% for SPS, TBT, intellectual property, trade remedies, and labour and environmental rules. Regular guidance reaches under 30% of firms in every area, and just 15.1% and 21.2% for environment and intellectual property respectively. Meanwhile some 55–73% of firms still regard the legal rules as largely complex. Small firms struggle most with SPS and environment, while large and FDI firms also report a substantial burden around SPS, TBT, intellectual property, tariffs and rules of origin.

Ha Noi 5.98



National average 5.21



NATIONAL RANK BY INDICATOR

#7 Understanding of legal documents

#11 Quality of guidance on legal documents

#19 Complexity of compliance with legal documents

#22 Frequency of participation in training on legal documents

#22 Frequency of enterprise feedback on legal documents

#24 Uptake of enterprise feedback by local authorities



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

6.85 /10

RANK 7 / 34 · +1.03

OVERVIEW

Ha Noi firms show a relatively strong capacity to exploit FTAs, with barriers to utilisation (C5) ranking **5th**, the range of FTA utilisation activities (C3) ranking **6th** and the FTA commitment groups utilised (C4) ranking **7th**. Access to support policies (C6), however, ranks only **22nd**, and participation in trade promotion (C9.1) ranks **24th**. FTA utilisation therefore rests mainly on firms' own initiative, while the local support system plays a limited enabling role.

UTILISATION MIX & PROGRAMME EFFECTIVENESS

Utilisation concentrates on tariff preferences (71.4%) and rules of origin (69.3%), while TBT reaches just 9.7% and SPS 14.7%. Among barriers, 48.3% of firms cite a lack of FTA market information, 40.3% do not clearly understand the commitments, and 37% lack access to partners or reliable advice. Support needs centre on trade promotion (65.1%), dedicated support for firms already exporting to or importing from FTA markets (59.7%), and training on rules of origin and FTA procedures (55.5%). FDI firms are particularly interested in direct import-export support, while small firms prioritise capital and access to credit.

Ha Noi 6.85



National average 5.82



NATIONAL RANK BY INDICATOR

#5 Barriers to FTA utilisation

#6 FTA utilisation activities

#7 FTA commitments utilised

#21 Access to competitiveness support policies

#24 Participation in trade promotion programmes



OVERVIEW

The forms of support helping firms comply with sustainable development commitments (D6) ranks **9th**. Self-assessed knowledge of sustainable development commitments (D1, **15th**) and perceived impact of those commitments on business operations (D2, **14th**) are moderate. Readiness to comply with sustainable development commitments (D3), however, ranks only **21st**, while the effectiveness of support from local authorities (D4) and the perceived importance of complying with import-market sustainable development commitments (D5) both rank **22nd**. The result exposes a gap between awareness and action: firms have begun to recognise the requirements but have not fully turned them into plans and real compliance capacity.

READINESS & SUPPORT

About 52% of firms understand the labour and environmental commitments, but the share falls to 24.5–40.9% for biodiversity, sustainable forest management, CITES, EUDR, SCDDD, CBAM and the circular economy. Some 58–60% have begun preparing for the labour and environmental commitments, yet readiness runs below 45% across every specialised area and reaches just 29.5% for CBAM. Support from local authorities is rated best on labour (61.6%) and environment (60%), but only around 32–40% on newer or more specialised requirements. FDI firms report a substantial support gap, with up to 45.5% receiving no support in some areas.

Ha Noi 7.00



National average 5.97

NATIONAL RANK BY INDICATOR

#9 Forms of support for compliance with sustainable development commitments

#14 Perceived impact of sustainable development commitments

#15 Understanding of sustainable development commitments

#21 Readiness to comply with sustainable development commitments

#22 Effectiveness of support from local authorities

03 Conclusions & implications

KEY STRENGTHS

- **Forecasting and market-orientation information ranks 6th**, reflecting the capital's advantage in business services, market data and policy resources.
- **Understanding of legal documents ranks 7th**, giving firms a reasonably firm base for applying FTA commitments.
- **Firms exploit FTAs across a relatively broad range**, with FTA utilisation activities ranking **6th**, FTA commitments utilised ranking **7th** and low barriers to utilisation ranking **5th**.

AREAS FOR IMPROVEMENT

- **Official information channels are not yet working fully**, with FTA information on the local online portal ranking **#21** and information provided by local authorities ranking **#25**.
- **Participation in training, feedback and policy consultation remains low**, with B5–B7 ranking only **#22** to **#24**.
- **Readiness to meet sustainable development requirements is limited** (D3, **#21**), despite Ha Noi's considerable business resources and institutional capacity.
- **Access to support policies and trade promotion does not match firms' capacity**, ranking **#22** and **#24**.

Action agenda

convert existing strengths into a system-wide competitive advantage

NOW • 0–12 MONTHS

NEXT • 1–3 YEARS

1

Modernise the information channels

Upgrade the online portal and push information proactively through email, Zalo, social media and industry associations; prioritise content tailored to firm size and ownership type.

Pillar A • state-agency information: 25th → higher

2

Drive firm participation

Raise the frequency and practicality of training, consultation and dialogue, and build a clear feedback mechanism so firms can track how their comments are taken up and resolved.

Pillar B • lift the 22nd–24th indicators

3

Raise sustainable development readiness

Help firms build compliance plans, certification systems and supply chain documentation to meet EVFTA, CPTPP, EUDR, CBAM and SCDDD requirements.

D3 • 21st → improve rank

4

Set the benchmark and join the leaders

Convert advantages in scale, legal understanding and market information into a coherent FTA support system that serves each firm group effectively.

Goal: join the leading group



TARGET

Lift Ha Noi from the “Fair” tier to “Good” and achieve a standing that matches the capital’s potential.