

Ha Tinh

Provincial performance in implementing Free Trade Agreements

Average

BAND 5 OF 6

PERFORMANCE TIER

Average

Band 5 of 6 — 23rd of 34 assessed provinces and cities.

OVERALL SCORE

18.18

 / 40

The score is 3.48 points below the national average of 21.66.

WEAKEST PILLAR

28 / 34

Legal implementation — the widest gap of the four pillars (–1.83).

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 22 / 34

4.20

 / 10

–0.59 vs avg

B LEGAL IMPLEMENTATION

RANK 28 / 34

3.37

 / 10

–1.83 vs avg

C SUPPORT POLICIES

RANK 24 / 34

5.36

 / 10

–0.46 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 22 / 34

5.70

 / 10

–0.26 vs avg

★ KEY RELATIVE STRENGTHS

- #3 A8 — Quality of forecasting and market-orientation information from local authorities
- #6 C7 — Effectiveness of support policies and programmes implemented by local authorities
- #8 A7 — Quality of FTA-related events
- #8 C9.2 — Quality of trade promotion programmes

CRITICAL AREAS FOR IMPROVEMENT

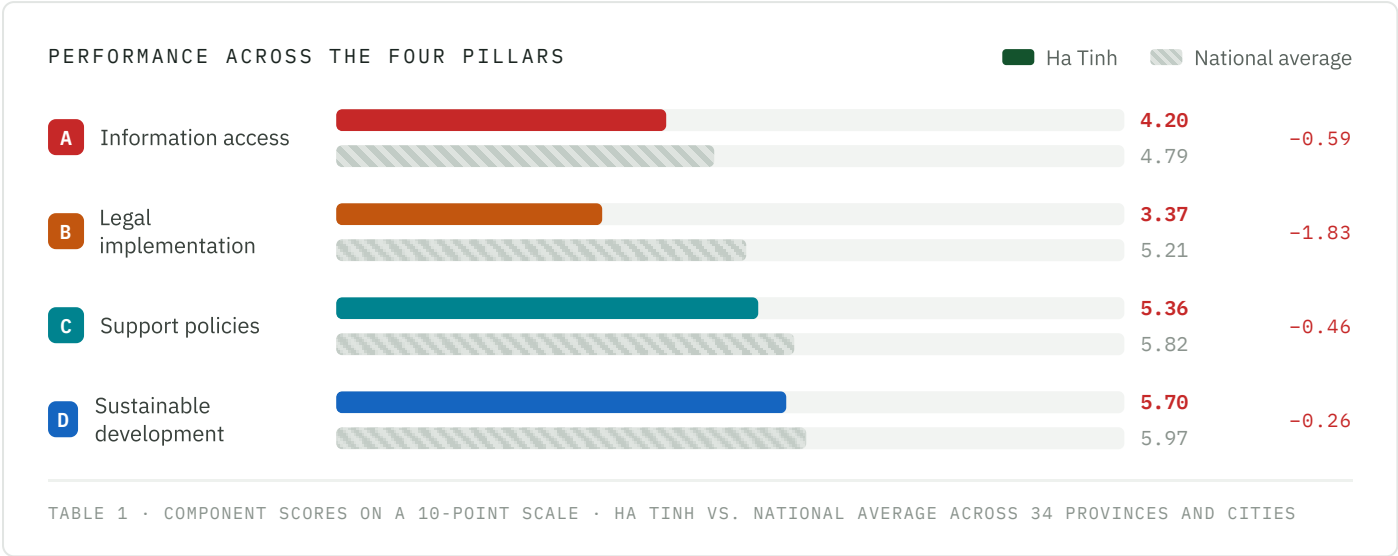
- #34 B7 — Uptake of enterprise feedback by local authorities
- #33 B5 — Frequency of participation in training on legal documents
- #33 B6 — Frequency of enterprise feedback on legal documents related to FTA commitments
- #31 A4/C3/C9.1 — Quality of FTA information relative to business needs / FTA utilisation activities / Participation in trade promotion programmes

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 Tinh scored **18.18 out of 40**, ranking **23rd of 34**, and was placed in the **Average** tier. The province sits 3.48 points below the national average of 21.66. Its FTA implementation profile is shaped by a sharp contrast: where services are

actually delivered, **quality is generally strong**, but **coverage remains limited**. The pillar most in need of improvement is **legal implementation (28th)**, held back by low participation in training, advisory services and feedback.



02 Detailed analysis by component

A

COMPONENT 1

Information access

4.20 /10

RANK 22 / 34 · -0.59

OVERVIEW

Ha Tinh has clear strengths in the quality of forecasting information and communication events. Specifically, the quality of its forecasting and import-export market-orientation information ranks **3rd** nationally, while the quality of FTA-related events ranks **8th**. The province needs a better distribution system so this content reaches more firm groups more regularly across the province. Information provided by local authorities ranks **28th**, and the quality of information relative to business needs ranks **31st** out of 34 provinces nationally.

BY FIRM TYPE

FDI and large firms tend to take a more active part in FTA communication activity, especially the more specialised channels such as training, conferences and events. Many private domestic and medium-sized firms do not reach these activities regularly, leaving information uptake uneven across firm groups. Firms rate information quality itself fairly positively.

Ha Tinh

4.20

National average

4.79

NATIONAL RANK BY INDICATOR

#3

Quality of forecasting and market-orientation information from local authorities

#8

Quality of FTA-related events

#26

Channels through which enterprises access information on FTAs

#28

Authorities providing FTA information

#31

Quality of FTA information relative to business needs



COMPONENT 2

Implementation of Legal Documents

3.37 /10

RANK 28 / 34 · -1.83

OVERVIEW

The component's main weakness lies in how often, and how far, firms take part in legal implementation activity. The quality of guidance on legal documents ranks **18th**, indicating a support base that still has some value. Participation in training on legal documents and in policy feedback, however, both rank **33rd**; and local authorities' uptake of enterprise feedback for updating legal documents ranks **34th** nationally.

BY FIRM TYPE

FDI firms understand rules of origin and preferential tariff schedules better. Small and private domestic firms still show substantial knowledge gaps. Newer legal requirements — environmental and labour commitments, and the domestic rules that give effect to FTAs — remain difficult for many firms. The gap is widest among small and state-owned firms, pointing to a need for practical, accessible guidance programmes segmented by firm capacity.

Ha Tinh

3.37

National average

5.21

NATIONAL RANK BY INDICATOR

#18 Quality of guidance on legal documents

#25 Frequency of local-authority guidance on legal documents

#33 Frequency of participation in training on legal documents

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

#34 Uptake of enterprise feedback by local authorities



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

5.36 /10

RANK 24 / 34 · -0.46

OVERVIEW

Ha Tinh has a working base for helping firms exploit FTAs. The standout result is the effectiveness of competitiveness support policy implementation (**6th** nationally), alongside the quality of trade promotion programmes (**8th**). Indicators of reach and depth of FTA use remain weak, however. Need for FTA support policies ranks **30th**, while FTA utilisation activities and participation in trade promotion programmes both rank **31st**.

BY FIRM TYPE

Tariff preferences are the most widely used FTA benefit. More technical commitments — rules of origin, SPS, TBT, intellectual property and trade remedies — are used far less. Small and private domestic firms show wider gaps in both awareness and implementation capacity, particularly for commitments that demand technical knowledge and more complex compliance documentation.

Ha Tinh

5.36

National average

5.82

NATIONAL RANK BY INDICATOR

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

#8 Quality of trade promotion programmes

#30 Need for FTA support programmes and policies

#31 FTA utilisation activities

#31 Participation in trade promotion programmes



OVERVIEW

Firms in the province have a working base of awareness on sustainability requirements in international trade. The standout indicators are the perceived impact of sustainable development commitments (**12th**) and understanding of sustainable development commitments (**14th**). Ha Tinh nonetheless needs stronger practical support to build concrete compliance capacity. Forms of support rank **23rd**, and the effectiveness of support from local authorities ranks **28th**.

BY FIRM TYPE

Large and state-owned firms generally show higher awareness of sustainable development commitments, while small and private domestic firms remain markedly less certain. Labour and environmental commitments are judged likely to have the greatest effect on production and business activity. Readiness to comply nonetheless varies across firm groups, indicating a need to widen guidance further by sector and by firm size.

Ha Tinh

5.70

National average

5.97

NATIONAL RANK BY INDICATOR

#12 Perceived impact of sustainable development commitments

#14 Understanding of sustainable development commitments

#20 Readiness to comply with sustainable development commitments

#23 Forms of support for compliance with sustainable development commitments

#28 Effectiveness of support from local authorities

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **Good-quality market information:** a strong base in forecasting and market-orientation information can help firms track shifts in demand, prices and requirements across FTA markets.
- **Support services are good where they are delivered:** FTA communication events, trade promotion and support policy all draw relatively positive ratings.
- **Firms already have some awareness of sustainability requirements:** an important base for export sectors under heavy pressure on environment, traceability and other import-market standards.

CRITICAL AREAS TO IMPROVE

- **Information and support coverage is limited:** forecasting content, communication events and trade promotion do not reach many firms regularly, above all small and private domestic firms.
- **Firms take little part in the FTA implementation process:** training, advice, policy feedback and legal-document updates have not become a regular channel between agencies and firms.
- **Capacity to use FTAs and meet new standards needs to widen:** technical commitments, sustainable development and import-market requirements all need more practical support.

What to do next

NOW • 0–12 MONTHS

NEXT • 1–3 YEARS

1 Drive firm participation

Bring firms into legal training and policy advice through industry associations and export networks

Pillar B • 28th → higher

2 Widen information access for firms

Distribute forecasting and market-orientation information more effectively; raise awareness and use of the online portal

Pillar A • 22nd → higher

3 Raise trade promotion frequency

Scale up delivery of trade promotion and competitiveness support policy to more firms

Pillar C • 24th → higher

4 Sustainable development support

Strengthen the effectiveness of local-government support for heavy-industry and agricultural exporters.

Pillar D • 22nd → higher

TARGET



Move from the “Average” tier to “Fair” – extend access to high-quality programmes to more firms and bring firms into the training and policy-consultation process