

Hai Phong

Provincial performance in implementing Free Trade Agreements

Very good

BAND 1 OF 6

PERFORMANCE TIER

Very good

Band 1 of 6 — **1st of 34** assessed provinces and cities.

OVERALL SCORE

35.62 / 40

The score is **13.96 points** above the national average of 21.66.

STRONGEST PILLAR

1 / 34

Information access — **1st** nationally, at 9.85 out of 10.

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 1 / 34

9.85 / 10 +5.06 vs national average

B LEGAL IMPLEMENTATION

RANK 1 / 34

9.41 / 10 +4.20 vs national average

C SUPPORT POLICIES

RANK 6 / 34

6.92 / 10 +1.11 vs national average

D SUSTAINABLE DEVELOPMENT

RANK 2 / 34

8.99 / 10 +3.03 vs national average

★ KEY STRENGTHS

- #1 A5 — Frequency of participation in FTA-related events
- #1 B2 — Frequency of local-authority guidance on legal documents
- #1 C7 — Effectiveness of support policies and programmes implemented by local authorities
- #1 D5 — Perceived importance of compliance with import-market sustainable development commitments

AREAS FOR FURTHER IMPROVEMENT

- #26 C5 — Barriers to FTA utilisation
- #24 A3 — Channels through which enterprises access information on FTAs
- #11 C4 — FTA commitments utilised
- #9 D2 — Perceived impact of sustainable development commitments

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

Hai Phong scored 35.62 out of 40, topping the FTA Index 2025 as the only locality in the “Very good” tier. The city ranks **1st of 34**, above the national average by **13.96 points**. Hai Phong leads on both information access and legal implementation, and ranks first nationally on 16 individual indicators. The result is comprehensive, reflecting the city's standing as the north's leading port, industrial and logistics hub, and demonstrating that its local FTA implementation system works. The next challenge is no longer building the support base but widening the reach and deepening the substance of firms' FTA utilisation.

PERFORMANCE ACROSS THE FOUR PILLARS

■ Hai Phong ■ National average

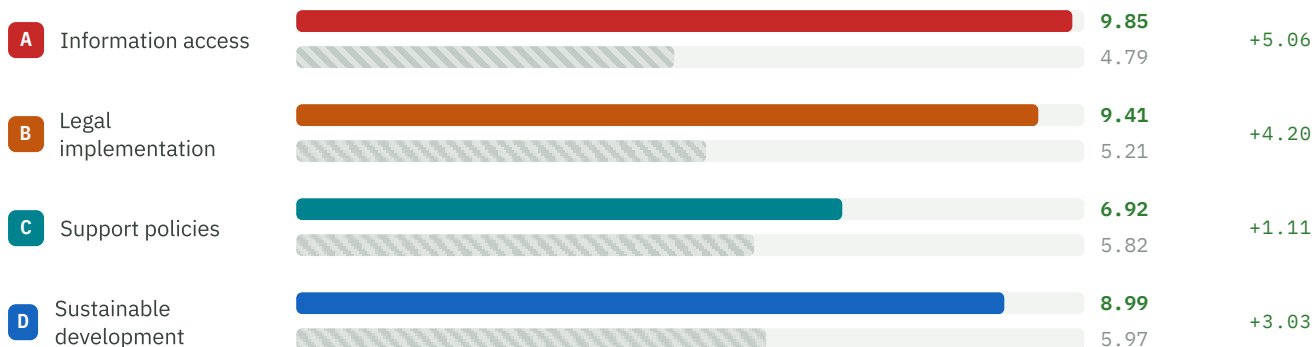


TABLE 1 · COMPONENT SCORES ON A 10-POINT SCALE · HAI PHONG VS. NATIONAL AVERAGE ACROSS 34 PROVINCES AND CITIES

02 Detailed analysis by component

A COMPONENT 1 Information access

9.85 /10

RANK 1 / 34 · +5.06

OVERVIEW

Hai Phong ranks first nationwide across four dimensions of FTA communication: enterprise awareness (A1), participation in FTA-related events (A5), event quality (A7), and the quality of information provided through the provincial online portal (A9). Quality of information relative to business needs (A4) and export forecasting and market-orientation information (A8) both rank **2nd**. The one relatively weak indicator is the range of channels through which enterprises access FTA information (A3), at **24th**.

COVERAGE OF COMMUNICATION CHANNELS

Hai Phong's FTA communication system achieves exceptionally broad reach. Conferences reach 96.4% of enterprises, training programs 91.4%, and both online information portals and social media approximately 80%. The province's Zalo Official Account is also used by 69.1% of enterprises. The information provided is not only widely accessible but also highly responsive to enterprise needs: 87.7% report that information from central authorities meets most or all of their needs, rising to 95.7% for information from provincial authorities. Provincial government notifications reach 94.2% of enterprises, government information portals 83.5%, and business associations 74.8%. Event quality is similarly strong, with at least 97% of enterprises rating every assessed dimension as "good" or "very good."

Hai Phong **9.85**

National average 4.79

NATIONAL RANK BY INDICATOR

#1 Knowledge of FTAs

#1 Frequency of participation in FTA-related events

#1 Quality of FTA-related events

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

#2 Quality of FTA information relative to business needs

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

#24 Channels through which enterprises access information on FTAs



COMPONENT 2

Implementation of Legal Documents

9.41 /10

RANK 1 / 34 · +4.20

OVERVIEW

Hai Phong sets the national benchmark across five dimensions of legal implementation: the frequency and quality of guidance on FTA-related legal documents (B2–B3), the ease of regulatory compliance (B4), enterprise participation in implementation training (B5), and provincial authorities' responsiveness to enterprise feedback (B7). Understanding of legal documents (B1) and business participation in feedback and consultation (B6) both rank **2nd**. The result reflects a legal-support system of unusually high coverage, quality and responsiveness.

DEPTH OF UNDERSTANDING BY AREA

Nearly all enterprises understand preferential tariffs and rules of origin, with awareness reaching 97.8–99.3%. Understanding of TBT, intellectual property, trade remedies, and labor regulations is also strong, at 88–91%. Although SPS measures and environmental regulations remain relative knowledge gaps, awareness still reaches 71.9% and 74.8%, respectively—well above the national average. Guidance quality is similarly strong, with 90.6–97.1% of enterprises providing positive assessments across the five principal regulatory fields. Compliance challenges are concentrated in more technical and specialized areas: only 4–5% consider tariff or rules-of-origin requirements complex, compared with 26–34% for intellectual property, labor, SPS, and environmental regulations.

Hai Phong 9.41

National average 5.21

NATIONAL RANK BY INDICATOR

#1 Frequency of local-authority guidance on legal documents

#1 Quality of guidance on legal documents

#1 Complexity of compliance with legal documents

#1 Frequency of participation in training on legal documents

#1 Uptake of enterprise feedback by local authorities

#2 Understanding of legal documents

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



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

6.92 /10

RANK 6 / 34 · +1.11

OVERVIEW

Hai Phong records the strongest national performance in FTA utilization (C1), support-policy effectiveness (C7), participation in trade-promotion programs (C9.1), and the quality of those programs (C9.2), and ranks **2nd** on access to support policies (C6). The policy system therefore combines wide coverage with real effect on firms.

UTILISATION MIX & BARRIERS

The remaining gaps lie in the range of FTA utilisation activities (C3, **7th**), the FTA commitment groups utilised (C4, **11th**) and barriers to utilisation (C5, **26th**). Utilisation concentrates on rules of origin (93.5%), tariff preferences (92.1%) and trade facilitation (60.4%); every other commitment falls below 15%, and not a single firm named TBT among its most-used commitments. The main barriers are lack of capital (65.5%), inability to meet rules of origin (56.8%), technical standards set by FTA partners (51.1%) and limited technological capacity (41.7%). Even so, trade promotion, administrative-procedure support and training programmes all draw 97.7–98.5% positive ratings.

Hai Phong 6.92

National average 5.82

NATIONAL RANK BY INDICATOR

#1 FTA utilisation

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

#1 Participation in trade promotion programmes

#1 Quality of trade promotion programmes

#2 Access to competitiveness support policies

#7 FTA utilisation activities

#11 FTA commitments utilised

#26 Barriers to FTA utilisation



OVERVIEW

Hai Phong achieves the country's strongest results in three areas: the effectiveness of support from provincial authorities (D4), enterprise recognition of the importance of meeting import-market sustainability requirements (D5), and the effectiveness of available support mechanisms (D6). Knowledge of sustainable development commitments (D1) and readiness to comply (D3) both rank **2nd**. Perceived impact on business operations (D2, **9th**) is the only indicator outside the very top group, and still ranks high.

READINESS & COMMERCIAL SIGNIFICANCE

Understanding of the labour and environmental commitments exceeds 92%, and even newer requirements such as EUDR, CBAM and forest management reach around 66–68%. Readiness on labour, environment, green standards, public participation, SCDDD and the circular economy runs at 87–93%, but falls to 54–70% for biodiversity, EUDR, CBAM, forest management and sustainable fisheries. Almost every firm sees commercial significance in sustainability compliance: some 97–98% link it to brand-building, finding partners and additional cost, and 78.7% see it as material to signing contracts.

Hai Phong 8.99



National average 5.97



NATIONAL RANK BY INDICATOR

#1 Effectiveness of support from local authorities

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

#1 Forms of support for compliance with sustainable development commitments

#2 Understanding of sustainable development commitments

#2 Readiness to comply with sustainable development commitments

#9 Perceived impact of sustainable development commitments

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **Leads the country on information access and legal implementation**, and ranks **2nd** on sustainable development.
- **A support system of exceptional coverage and quality**, with 16 individual indicators ranked first nationally.
- **Policy delivers substantive results**, shown by first place on FTA utilisation, support effectiveness and trade promotion.

AREAS FOR IMPROVEMENT

- **The range of information-access channels ranks only #24**, showing that some firm groups still depend on general-purpose media channels.
- **FTA utilisation still concentrates on tariffs and rules of origin**, while SPS, TBT, intellectual property, labour and environment remain under-exploited.
- **Firms still face barriers on capital, technology, technical standards and rules of origin**, particularly among small firms.

Action agenda

hold the lead, deepen utilisation at firm level

NOW • 0-12 MONTHS

NEXT • 1-3 YEARS

1 Widen the information channels

Diversify delivery formats and tailor content to the firm groups still relying mainly on press, television and general-purpose channels.

A3 • 24th → improve rank

2 Deepen FTA utilisation

Help firms move beyond tariff preferences and rules of origin into SPS, TBT, intellectual property, trade remedies, labour and environment.

C5 • 26th → improve rank

3 Build advanced compliance capacity

Help exporters meet traceability, EUDR, SCDDD, CBAM in EVFTA and CPTPP markets.

Pillar D • hold the lead

4 Serve as the national model

Codify and share what works in information provision, legal guidance, trade promotion and sustainability support so other provinces can adopt and scale it.

Goal: the national benchmark



TARGET

Hold first place in the “Very good” tier, deepen firms’ FTA utilisation, and become the national benchmark for FTA implementation