

Hung Yen

Provincial performance in implementing Free Trade Agreements

Fair

BAND 4 OF 6

PERFORMANCE TIER

Fair

Band 4 of 6 — 19th of 34 assessed provinces and cities.

OVERALL SCORE

21.16 / 40

The score is 0.50 points below the national average of 21.66.

WEAKEST PILLAR

27 / 34

Support policies — the widest gap of the four pillars (−0.69).

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 18 / 34

4.64 / 10

−0.16 vs avg

B LEGAL IMPLEMENTATION

RANK 20 / 34

5.24 / 10

+0.03 vs avg

C SUPPORT POLICIES

RANK 27 / 34

5.13 / 10

−0.69 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 18 / 34

6.23 / 10

+0.26 vs avg

★ KEY RELATIVE STRENGTHS

- #9 C4 — FTA commitments utilised
- #12 A3 — Channels through which enterprises access information on FTAs
- #14 B1 — Understanding of legal documents
- #15 A8 — Quality of forecasting and market-orientation information from local authorities

CRITICAL AREAS FOR IMPROVEMENT

- #33 C8 — Need for FTA support programmes and policies
- #31 B2 — Frequency of local-authority guidance on legal documents
- #31 B7 — Uptake of enterprise feedback by local authorities
- #30 A7 — Quality of FTA-related events

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

Hung Yen scored **21.16 out of 40**, ranking **19th of 34**, and was placed in the **Fair** tier. The province sits 0.50 points below the national average of 21.66. As **one of the largest manufacturing and FDI hubs** in the northern industrial belt, Hung Yen has a large body of capable export-oriented firms. Its **system for guiding and supporting firms**, however, **remains underdeveloped**. Support for FTA utilisation ranks **27th**, held back by weak trade promotion, the need for more appropriate support programmes and policies (**33rd** nationally), and limited guidance and training mechanisms for firms.

PERFORMANCE ACROSS THE FOUR PILLARS

■ Hung Yen ■ National average

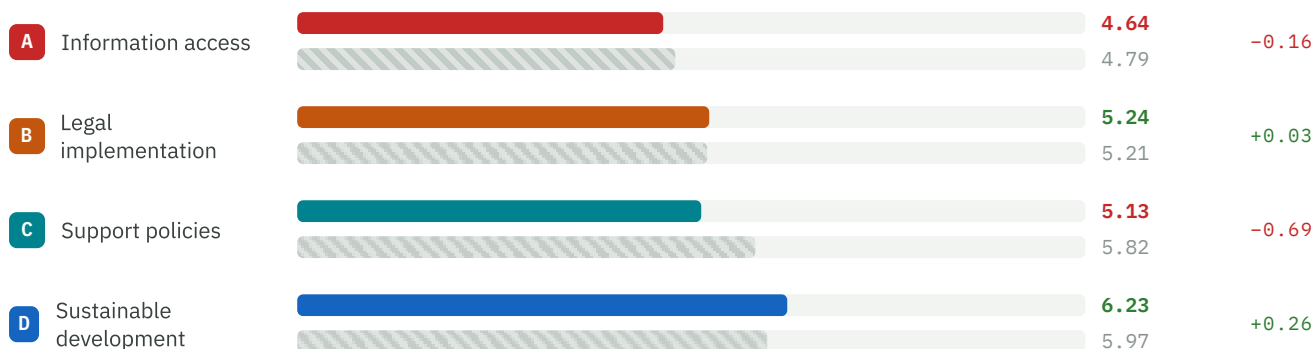


TABLE 1 · COMPONENT SCORES ON A 10-POINT SCALE · HUNG YEN VS. NATIONAL AVERAGE ACROSS 34 PROVINCES AND CITIES

02 Detailed analysis by component



COMPONENT 1 Information access

4.64 /10

RANK 18 / 34 · -0.16

OVERVIEW

Hung Yen has a reasonably stable base for FTA information access, particularly on forms of access (**12th** nationally) and the quality of forecasting and import-export market-orientation information (**15th**). Knowledge of FTAs and the quality of FTA-related information on the online portal both need improvement. As an industrialised province and a major FDI hub, Hung Yen's task is to move from fairly traditional information channels towards more direct, interactive engagement with firms.

BY FIRM TYPE

Small firms participate least: many rarely or never attend FTA-related events and typically rate information quality as no better than average. Traditional channels such as print and television remain common, while conferences, training and digital publications are not used regularly.

Hung Yen

4.64

National average

4.79

NATIONAL RANK BY INDICATOR

#12 Channels through which enterprises access information on FTAs

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

#29 Frequency of participation in FTA-related events

#29 Quality of FTA information relative to business needs

#30 Quality of FTA-related events



COMPONENT 2

Implementation of Legal Documents

5.24 /10

RANK 20 / 34 · +0.03

OVERVIEW

On the positive side, firms in the province have a reasonably solid grasp of the legal documents and do not regard compliance as excessively complex, with the complexity indicator ranking **23rd**. Support from state agencies, however, is not yet regular: the frequency of guidance on legal documents and local authorities' uptake of enterprise feedback for updating them both rank **31st**.

BY FIRM TYPE

Large and FDI firms understand preferential tariff schedules and rules of origin better. Small and private domestic firms struggle noticeably more with technical content such as SPS, TBT and intellectual property. Access to legal guidance is uneven across firm groups, leaving those with weaker internal capacity exposed when applying FTA commitments.

Hung Yen

5.24

National average

5.21

NATIONAL RANK BY INDICATOR

#14 Understanding of legal documents

#28 Quality of guidance on legal documents

#29 Frequency of participation in training on legal documents

#31 Frequency of local-authority guidance on legal documents

#31 Uptake of enterprise feedback by local authorities



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

5.13 /10

RANK 27 / 34 · -0.69

OVERVIEW

On the positive side, a segment of firms already exploits specific FTA commitments (**9th** nationally), showing that FTA capability exists within the province's export sector. The support system, however, has not kept pace with real demand: firms still struggle to access policy, broaden the ways they use FTAs, and join trade promotion programmes.

BY FIRM TYPE

Private domestic and small firms face more barriers, lacking market information and a clear grasp of FTA commitments. For private and medium-sized firms, the difficulties also come from limits on capital, technology, C/O compliance and technical standards. Large firms rate trade promotion slightly more positively, but middling assessments remain the norm across most groups.

Hung Yen

5.13

National average

5.82

NATIONAL RANK BY INDICATOR

#9 FTA commitments utilised

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

#26 Participation in trade promotion programmes

#28 Access to competitiveness support policies

#33 Need for FTA support programmes and policies



OVERVIEW

Hung Yen scores slightly above the national average on this component. The result does not amount to a clear advantage, however, since the underlying indicators sit largely in the middle of the field. The province has a working base in forms of support and compliance-support effectiveness, but understanding of the sustainable development commitments, perceived impact, and firm readiness all need reinforcing.

BY FIRM TYPE

Many firm groups in the province do not have a clear grasp of sustainability content such as biodiversity, forest management, EUDR, CBAM and CSDDD — private domestic and FDI firms especially. Most firms also expect only low to moderate impact from the labour, environmental and biodiversity commitments. State-owned firms, by contrast, respond fairly uniformly across the different topics.

Hung Yen

6.23

National average

5.97

NATIONAL RANK BY INDICATOR

#22 Forms of support for compliance with sustainable development commitments

#23 Effectiveness of support from local authorities

#25 Readiness to comply with sustainable development commitments

#27 Perceived impact of sustainable development commitments

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

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **Firms have a reasonably good base for exploiting FTAs:** a segment of firms already uses specific FTA commitments, showing that export capability and the ability to work with FTAs are clearly present in the province.
- **Firms have a fairly solid base of legal understanding:** firms do not regard FTA compliance as unduly difficult, which gives the province room to upgrade guidance and advisory work along more practical lines.
- **A clear industrial and FDI advantage:** as a manufacturing hub in the northern industrial belt, the province is well placed to build a more specialised FTA support system for export supply chains.

CRITICAL AREAS TO IMPROVE

- **The business support system has not kept pace with the province's industrial scale:** many firms still struggle to reach support policy, trade promotion and capacity-building programmes.
- **FTA guidance and training need to be more frequent:** firms lack channels for updates, advice and practical dialogue while applying FTA commitments.
- **Small and private domestic firms need deeper support:** these groups still face barriers on market information, capital, technology, C/O, technical standards and the newer sustainability requirements.

What to do next

NOW • 0–12 MONTHS

NEXT • 1–3 YEARS

1

Step up FTA implementation guidance

Deliver more regular, more practical guidance on rules of origin and technical commitments for exporters.

Pillar B • 20th → higher

2

Pin down what support firms actually need

Run a rapid review of constraints by firm group, especially small firms, private domestic firms and those in industrial supply chains.

Pillar C • 27th → higher

3

Widen promotion and utilisation support

Improve access to policy, trade promotion and capacity-building so firms move beyond a handful of isolated commitments.

Institutional capacity

4

Prepare for sustainability requirements

Support textile, electronics, processing and exporting firms on labour, environment, CBAM, EUDR and CSDDD.

Pillar D • 18th → higher



TARGET

Consolidate a place in the “Fair” tier – build a more substantive FTA support system, matched to the province's industrial scale, FDI base and export capacity