

Khanh Hoa

Provincial performance in implementing Free Trade Agreements

Fair

BAND 3 OF 6

CLASSIFICATION

Fair

Ranked 17th out of 34 assessed provinces and cities.

OVERALL SCORE

22.65 / 40

Higher than the national average (+0.99 points).

KEY HIGHLIGHT

Evenness

Firms' legal literacy and effective two-way dialogue provide a solid anchor for a balanced performance chart.

OVERVIEW OF FOUR PILLARS

A INFORMATION ACCESS

RANK 19 / 34

4.54 / 10

-0.26 vs. avg

B LEGAL IMPLEMENTATION

RANK 13 / 34

5.85 / 10

+0.64 vs. avg

C SUPPORT POLICIES

RANK 14 / 34

5.86 / 10

+0.04 vs. avg

D SUSTAINABLE DEVELOPMENT

RANK 17 / 34

6.26 / 10

+0.29 vs. avg

★ STRENGTHS

- #6 B1, B6, D2: Firm legal grasp, active policy feedback, impact of sustainability compliance
- #8 A3, B5, D3: FTA access forms, training frequency, readiness for sustainability compliance
- #10 A1, A7, C5: Firm understanding of FTAs, communication event quality, low compliance barriers

KEY AREAS FOR IMPROVEMENT

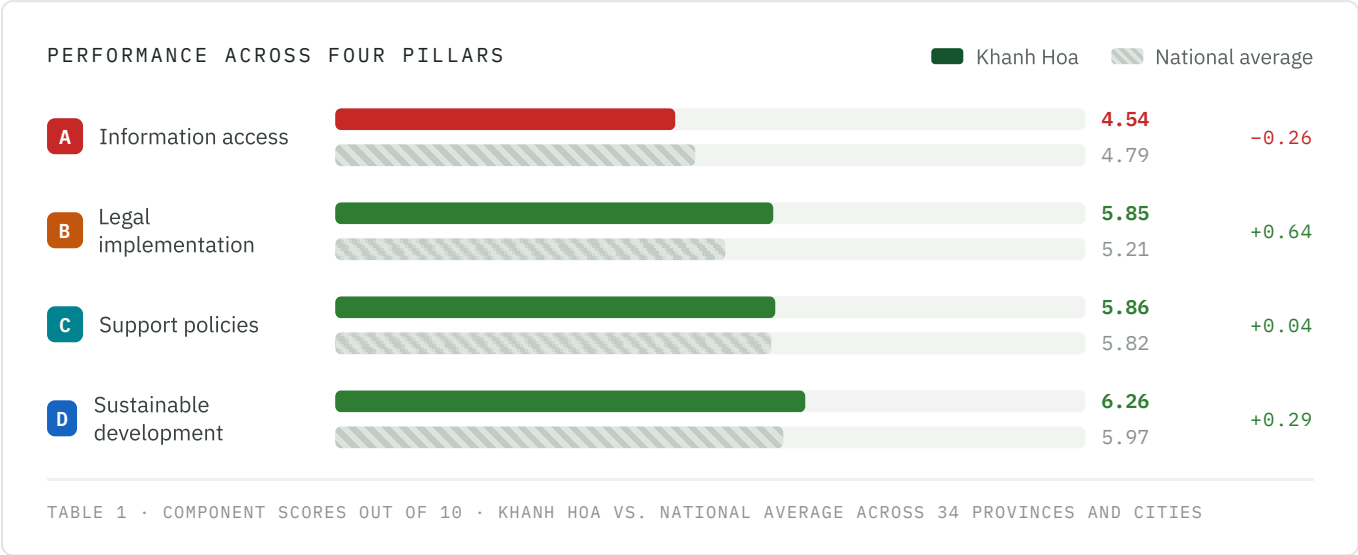
- #29 C1, A8: Actual FTA utilisation & market forecasting quality
- #25 C4: Diversity of commitments utilised by firms
- #22 C7: Effectiveness of policies/programs supporting firm competitiveness

SOURCE: FTA INDEX 2025 (FOREIGN TRADE UNIVERSITY CONDUCTED FOR THE MINISTRY OF INDUSTRY AND TRADE); SURVEY OF 4,066 IMPORT-EXPORT FIRMS. COMPONENT SCORES OUT OF 10; OVERALL SCORE OUT OF 40. RANKS BASED ON 34 PROVINCES AND CITIES.

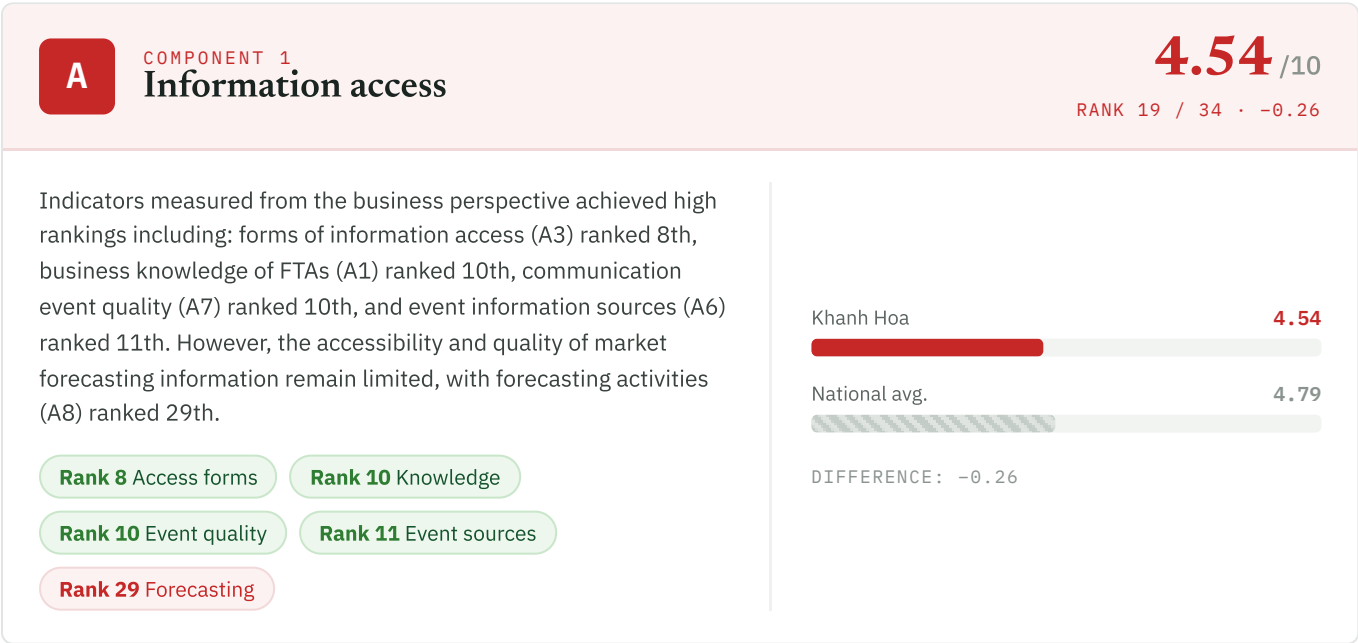
01 Overview of results

Khanh Hoa scored **22.65 out of 40 points**, ranking **17th out of 34 provinces and cities** in the "Fair" group. A defining characteristic of Khanh Hoa is the evenness in its performance chart: all four pillars are at or above the national average. Business understanding of legal aspects plays an important role. Specifically, Khanh Hoa ranked 6th nationwide in firms' grasp of issued legal documents and effective

receipt of policy feedback by management agencies. This outcome indicates an exceptionally active two-way dialogue between businesses and government authorities. Readiness for sustainability compliance (ranked 8th) and business awareness of sustainability commitments (ranked 6th) form the secondary group of strengths. However, substantial room for improvement remains, such as the depth of preference exploitation: the province's actual utilisation ranked only 29th, and the portfolio of commitments exploited by firms ranked 25th.



02 Detailed analysis by component



8th, and ease of regulatory compliance (B4) ranked 11th. In summary, businesses possess a solid foundation and proactively contribute feedback. The quality of government guidance (B3, ranked 19th) was the only lagging aspect. This pillar reflects a robust cognitive foundation formed from highly active, substantive two-way dialogue.

Rank 6 Legal grasp

Rank 6 Policy feedback

Rank 8 Training

Rank 11 Compliance

Rank 19 Quality

Khanh Hoa **5.85**

National avg. **5.21**

DIFFERENCE: +0.64



COMPONENT 3

Policies supporting FTA utilisation

5.86 /10

RANK 14 / 34 · +0.04

Accessibility (C6) ranked 13th, exploitation forms (C3) ranked 9th, and business barriers (C5) ranked 10th. However, utilisation depth remains weak: actual utilisation (C1) ranked 29th, commitments exploited by firms (C4) ranked 25th, and policy effectiveness (C7) ranked 22nd. While this is an easily accessible support ecosystem, businesses have yet to successfully convert these advantages into deep utilisation to optimize preferences.

Rank 9 Exploitation forms

Rank 10 Barriers

Rank 13 Access

Rank 29 Utilisation

Rank 25 Commitments

Khanh Hoa **5.86**

National avg. **5.82**

DIFFERENCE: +0.04



COMPONENT 4

Sustainable development commitments

6.26 /10

RANK 17 / 34 · +0.29

Relatively positive indicators concentrated in key areas: business impact of complying with sustainability commitments (D2) ranked 6th, firm readiness for compliance (D3) ranked 8th, and state agency support activities (D4) ranked 10th. For a locality whose seafood and agricultural export enterprises are progressively adapting to increasingly stringent sustainability requirements from international markets, these results indicate a relatively favorable foundation to continue enhancing adaptive capacity and meeting new requirements.

Rank 6 Impact

Rank 8 Readiness

Rank 10 State support

Khanh Hoa **6.26**

National avg. **5.97**

DIFFERENCE: +0.29

03 Conclusions & policy implications

STRENGTHS

- Firms have a solid grasp of legal documents and regulatory authorities actively absorb policy feedback: a result generated by business community understanding combined with actively functioning dialogue mechanisms.

AREAS FOR IMPROVEMENT

- FTA utilisation depth needs improvement: the province should focus on supporting enterprises to clearly understand and exploit commitments in new-generation agreements.

- Firms clearly perceive the impact of sustainability commitments and are ready to comply: creating a favorable prerequisite to implement green commitments effectively and synchronously.
- Balanced, reliable performance chart: all four pillars score equal to or higher than the national average.
- Quality of market forecasting information and import-export guidance: this information flow is pivotal for planning and responding to market fluctuations and risks.
- Modest effectiveness of support policies: improvements should focus on enhancing competitiveness and resilience for businesses.

Next action plan

transforming knowledge mastery into in-depth exploitation

SHORT TERM · 0-12 MONTHS

MEDIUM TERM · 1-3 YEARS

1

Deeper exploitation

Support enterprises in turning awareness and accessibility into broader and deeper FTA exploitation to maximize preferences.

C1 29 → top 15

2

Market forecasting

Provide tailored information analysis for industry-specific enterprises entering volatile markets.

A8 29 → top 15

3

Elevate guidance quality

Elevate the quality of guidance activities to match firms' legal comprehension capacity and proactive engagement spirit.

B3 19 → top 10

4

Leverage sustainability

Transform business readiness into competitive advantages backed by reputable certifications.

D 17 → top 10

★

OBJECTIVE

Maintain position in the "Fair" group and advance toward the "Good" group: transform firms' legal understanding and sustainability compliance readiness into deeper FTA exploitation capacity