

Ninh Binh

Provincial performance in implementing Free Trade Agreements

Average

BAND 5 OF 6

PERFORMANCE TIER

Average

Band 5 of 6 — 33rd of 34 assessed provinces and cities.

OVERALL SCORE

12.49

/ 40

The score is 9.17 points below the national average of 21.66.

WEAKEST PILLAR

34/34

Sustainable development — last nationally, the widest gap (–3.23).

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 33 / 34

2.61

/ 10

–2.19 vs avg

B LEGAL IMPLEMENTATION

RANK 32 / 34

2.91

/ 10

–2.30 vs avg

C SUPPORT POLICIES

RANK 33 / 34

4.49

/ 10

–1.33 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 34 / 34

2.73

/ 10

–3.23 vs avg

★ KEY RELATIVE STRENGTHS

- #17 A8 — Quality of forecasting and market-orientation information from local authorities
- #18 A3/C5 — Channels through which enterprises access information on FTAs & Barriers to FTA utilisation
- #21 C1 — FTA utilisation
- #23 C8 — Need for FTA support programmes and policies

CRITICAL AREAS FOR IMPROVEMENT

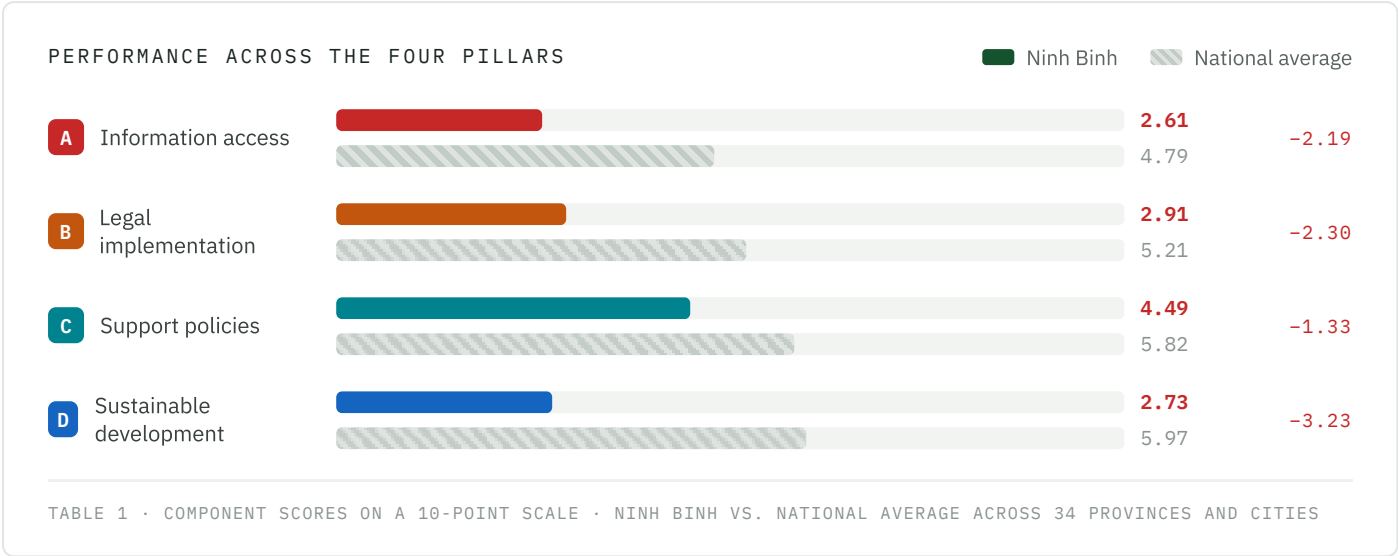
- #34 D2 — Perceived impact of sustainable development commitments
- #33 C9.1 — Participation in trade promotion programmes
- #32 D6 — Forms of support for compliance with sustainable development commitments
- #31 B5/B6/C9.2/D5 — Training participation / Enterprise policy feedback / Trade promotion quality / Importance of sustainable development compliance

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

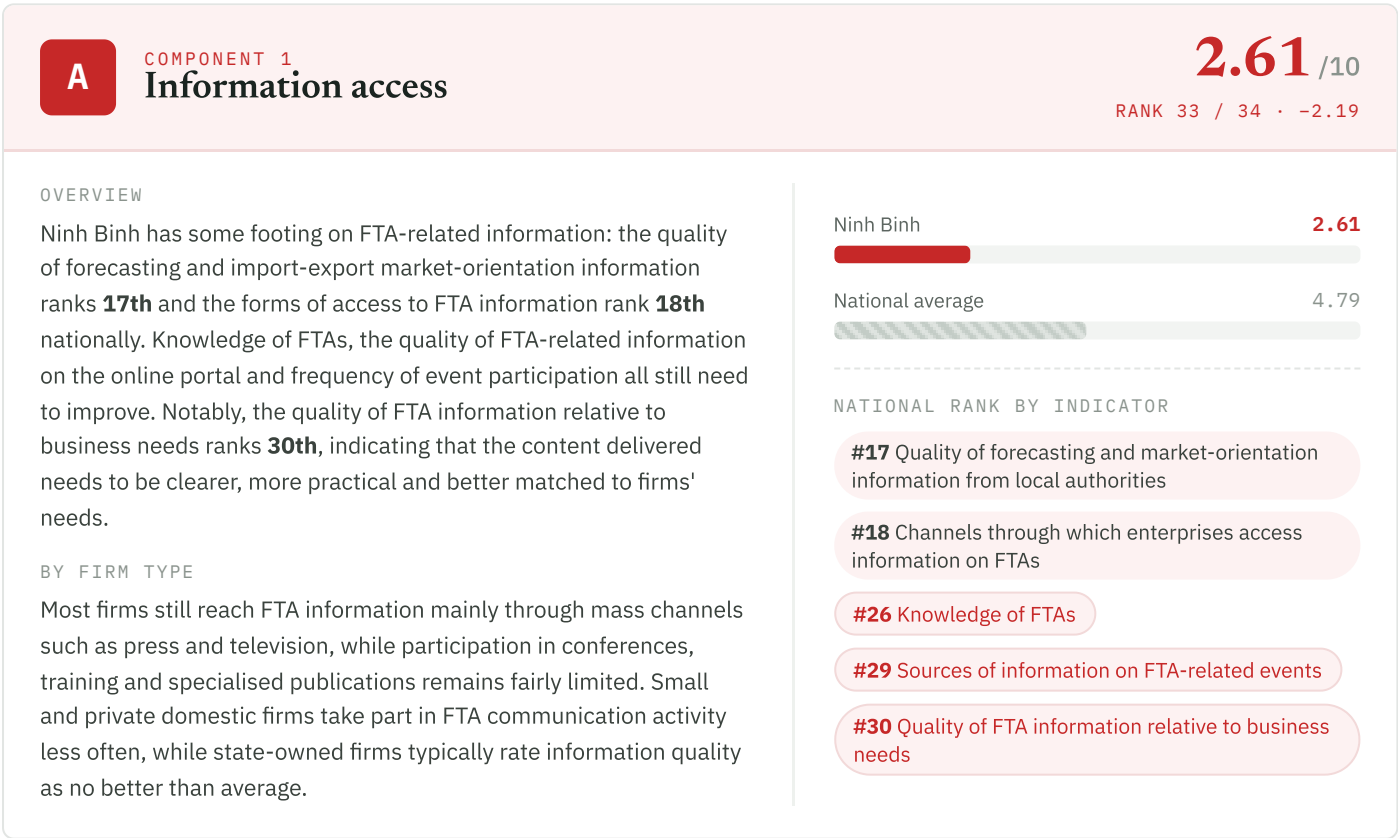
Ninh Binh scored **12.49 out of 40**, ranking **33rd of 34**, and was placed in the **Average** tier. The province sits 9.17 points below the national average of 21.66. FTA implementation across the province has considerable room to improve on all four pillars. **Sustainable development** needs the most attention, ranking **34th** nationally. Trade promotion, legal

guidance, training and access to support policy all need to be delivered more regularly and more visibly. Ninh Binh does, however, have some initial footing in forecasting information, forms of information access, and firms' FTA utilisation.



02

Detailed analysis by component





COMPONENT 2

Implementation of Legal Documents for FTA Commitments

2.91 /10

RANK 32 / 34 · -2.30

OVERVIEW

Ninh Binh needs to strengthen both the regularity and the depth of legal support for firms: understanding of the legal documents implementing FTA commitments ranks **28th**, while the frequency of guidance on those documents and local authorities' uptake of enterprise feedback for updating them both rank **30th** nationally. The guidance material that does exist needs to be presented more clearly and closer to the situations firms actually face.

BY FIRM TYPE

Large, FDI and private domestic firms understand tariff preferences, rules of origin, SPS, TBT and related commitments better. Many firms nonetheless stop at a basic level of understanding, particularly on the more technical content. State-owned firms respond fairly uniformly but remain weak in the more specialised legal areas.

Ninh Binh

2.91



National average

5.21



NATIONAL RANK BY INDICATOR

#25 Quality of guidance on legal documents implementing FTA commitments

#26 Complexity of compliance with legal documents implementing FTA commitments

#30 Uptake of enterprise feedback by local authorities

#31 Frequency of participation in training on legal documents implementing FTA commitments

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



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

4.49 /10

RANK 33 / 34 · -1.33

OVERVIEW

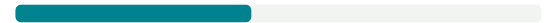
There are some positive signals from firms: utilisation of the FTAs Viet Nam has signed ranks **21st**, showing that a segment of firms in the province can still reach and use FTA benefits given the right conditions. Exploitation of specific commitments, however, does not run deep, and access to support policy and programmes, and to trade promotion activity, needs further improvement.

BY FIRM TYPE

Tariff preferences and rules of origin are the most clearly recognised FTA benefits, especially among large and FDI firms. More technical content — TBT, SPS, trade remedies, intellectual property, labour and environment — is understood and used far less. Small and private domestic firms find these more complex commitments harder to reach, given the greater demands on information, compliance capacity and documentation.

Ninh Binh

4.49



National average

5.82



NATIONAL RANK BY INDICATOR

#18 Barriers to FTA utilisation

#21 FTA utilisation

#31 Quality of trade promotion programmes

#32 Access to competitiveness support policies

#33 Participation in trade promotion programmes



OVERVIEW

Ninh Binh shows initial recognition of sustainable development content, with understanding of the commitments ranking **26th** nationally. Readiness to comply, the perceived importance of complying with import-market sustainable development commitments, and the forms of support available all still need reinforcing. Notably, the perceived impact of the sustainable development commitments ranks **34th** nationally, indicating that many firms do not yet clearly feel how these requirements bear on production, business activity and market access.

BY FIRM TYPE

Large, FDI and private domestic firms hold a basic or somewhat better understanding of the sustainability content. The labour and environmental commitments register more clearly in day-to-day operations, while the biodiversity commitments have yet to produce any pronounced effect.

Ninh Binh

2.73

National average

5.97

NATIONAL RANK BY INDICATOR

#26 Understanding of sustainable development commitments

#30 Readiness to comply with sustainable development commitments

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

#32 Forms of support for compliance with sustainable development commitments

#34 Perceived impact of sustainable development commitments

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **An initial base of FTA information exists:** forecasting information quality and forms of information access are the relatively better indicators, showing that firms do have some channels for keeping up with market information and FTA commitments.
- **A segment of firms has begun using FTAs:** firms in the province are not entirely outside the opportunities from integration, particularly where the conditions for access are right.
- **Firms show initial recognition of sustainable development:** understanding of the commitments has taken hold in some firm groups, giving a basis for widening guidance on labour, environment and market standards.

CRITICAL AREAS TO IMPROVE

- **The FTA information system must become more practical:** the content delivered needs to be clearer, easier to use and closer to what each firm group actually needs.
- **Legal guidance needs to be delivered more regularly:** rules of origin, SPS, TBT, C/O and the technical commitments need explaining in terms close to the situations firms actually face.
- **Support policy and trade promotion need to widen:** firms want to use FTAs, but access to support programmes, trade promotion and competitiveness-building still needs reinforcing.

What to do next

NOW • 0–12 MONTHS

NEXT • 1–3 YEARS

1 Raise the quality of FTA information

Improve the content coming from state agencies, the online portal and existing channels — shorter, clearer and tied to firms' real needs.

Pillar A • 33rd → higher

2 Step up practical legal guidance

Run guidance more often on rules of origin and the technical commitments, presented through real-world situations.

Pillar B • 32nd → higher

3 Widen FTA utilisation support

Improve access to support programmes, trade promotion and market matching so firms can exploit FTAs more deeply.

Pillar C • 33rd → higher

4 Prepare early for sustainability requirements

Provide information and practical training on labour, environment, traceability and biodiversity.

Pillar D • 34th → higher

TARGET



Move from the “Average” tier to “Fair” – build a foundational FTA support system so firms reach information, support policy, legal guidance and new market requirements more easily.