

Quang Ngai

Provincial performance in implementing Free Trade Agreements

Average

BAND 5 OF 6

PERFORMANCE TIER

Average

Band 5 of 6 — 27th of 34 assessed provinces and cities.

OVERALL SCORE

16.11

 / 40

The score is 5.54 points below the national average of 21.66.

WEAKEST PILLAR

32 / 34

Information access — the widest gap of the four pillars (–2.03).

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 32 / 34

2.76

 / 10

–2.03 vs avg

B LEGAL IMPLEMENTATION

RANK 25 / 34

3.77

 / 10

–1.44 vs avg

C SUPPORT POLICIES

RANK 29 / 34

5.00

 / 10

–0.82 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 26 / 34

4.32

 / 10

–1.65 vs avg

★ KEY RELATIVE STRENGTHS

- #4 C4 — FTA commitments utilised
- #5 A3 — Channels through which enterprises access information on FTAs
- #6 C5 — Barriers to FTA utilisation
- #7 C6 — Access to competitiveness support policies

CRITICAL AREAS FOR IMPROVEMENT

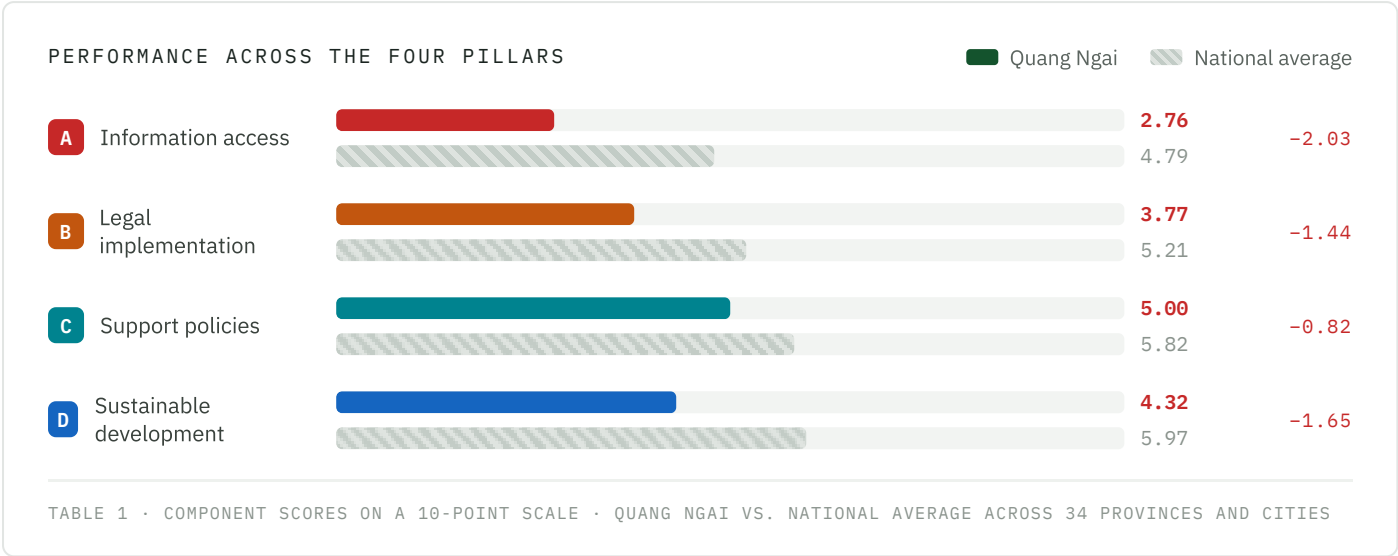
- #34 A4/A7 — Quality of FTA information relative to business needs & Quality of FTA-related events
- #34 C3 — FTA utilisation activities
- #33 A8/C1 — Quality of forecasting and market-orientation information from local authorities & FTA utilisation
- #33 B3 — Quality of guidance on legal documents

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

Quang Ngai scored **16.11 out of 40**, ranking **27th of 34**, and was placed in the **Average** tier. The province sits 5.54 points below the national average of 21.66. Its FTA implementation profile is sharply uneven: firms in the province do have some capacity to reach and exploit FTAs, but the quality of support and the depth of utilisation remain limited. The relative strengths lie in the reach of information channels, access to support policy, and the utilisation of certain FTA

commitments. The quality of information support, of communication events and of forecasting information, together with the breadth of FTA utilisation, all still need to improve.



02 Detailed analysis by component

A

COMPONENT 1

Information access

2.76 /10

RANK 32 / 34 · -2.03

OVERVIEW

Quang Ngai is strong on the reach of FTA information to firms: the channels through which enterprises access FTA information rank **5th**, and FTA information provided by local authorities ranks **10th** nationally. The quality and usefulness of that content, however, need clear improvement: the quality of FTA information relative to business needs and the quality of FTA-related events both rank **34th**, while forecasting information quality ranks **33rd** nationally.

BY FIRM TYPE

Large and FDI firms take part in FTA-related activities more often and rate information quality more positively. Small and private domestic firms participate less and are less satisfied. Traditional channels and conferences remain the main route in, while training and specialised publications are little used.

Quang Ngai

2.76

National average

4.79

NATIONAL RANK BY INDICATOR

#5 Channels through which enterprises access information on FTAs

#16 Frequency of participation in FTA-related events

#22 Knowledge of FTAs

#34 Quality of FTA-related events

#34 Quality of FTA information relative to business needs



COMPONENT 2

Implementation of Legal Documents

3.77 /10

RANK 25 / 34 · -1.44

OVERVIEW

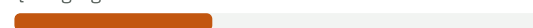
Firm participation in FTA legal implementation is moderate: training, enterprise feedback on legal documents related to FTA commitments and guidance frequency are not far below the national norm. The main bottleneck is the quality of guidance on legal documents, which ranks only **33rd**, with the complexity of compliance ranking **32nd** nationally. Firms do come into contact with FTA-related legal activity, but the guidance is not clear, practical or easy enough to apply.

BY FIRM TYPE

Large and FDI firms understand preferential tariffs, rules of origin, SPS, TBT and other FTA content better. Small and private domestic firms typically stop at a basic level of understanding, or do not grasp the relevant rules at all. State-owned firms mostly report basic understanding, with little sign of deep integration into day-to-day operations.

Quang Ngai

3.77



National average

5.21



NATIONAL RANK BY INDICATOR

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

#19 Frequency of participation in training on legal documents

#22 Understanding of legal documents

#32 Complexity of compliance with legal documents

#33 Quality of guidance on legal documents



COMPONENT 3

Policies Supporting Enterprises' FTA Utilisation

5.00 /10

RANK 29 / 34 · -0.82

OVERVIEW

The indicators paint a clear picture: firms in the province do well at exploiting certain specific FTA commitments, yet overall FTA utilisation remains limited. The FTA commitments utilised ranks **4th**, while utilisation of the FTAs Viet Nam has signed ranks only **33rd** and FTA utilisation activities rank **34th** nationally. The quality of trade promotion programmes and of the support programmes firms need also has to improve; as it stands, this pillar does not reflect the province's export sector potential.

BY FIRM TYPE

Tariff preferences are the most widely used FTA benefit, especially among large and FDI firms. More technical content — TBT, SPS, trade remedies, intellectual property, labour and environment — is exploited far less, particularly by small and private domestic firms. FTA utilisation in Quang Ngai therefore still leans on the basic benefits, while the more specialised, compliance-heavy commitments are not widely used across firm groups.

Quang Ngai

5.00



National average

5.82



NATIONAL RANK BY INDICATOR

#4 FTA commitments utilised

#7 Access to competitiveness support policies

#32 Need for FTA support programmes and policies

#33 FTA utilisation

#34 FTA utilisation activities



OVERVIEW

Quang Ngai records a relatively encouraging level of readiness to comply with the sustainable development commitments, with the indicator ranking **17th** nationally. Understanding and implementation support, however, remain limited. Understanding of the commitments, support effectiveness and perceived impact all sit in the lower-middle group, while the perceived importance of complying with import-market sustainable development commitments ranks **32nd**. Firms have taken some initial preparatory steps but do not yet fully recognise what the sustainability requirements mean for production, exports and market access.

BY FIRM TYPE

Large and FDI firms understand newer requirements such as EUDR, CSDDD and CBAM better. Small and private domestic firms remain uncertain about, or unfamiliar with, this content. Large firms and those with greater international exposure also expect a bigger effect from the labour, environmental and biodiversity commitments.

Quang Ngai

4.32

National average

5.97

NATIONAL RANK BY INDICATOR

#17 Readiness to comply with sustainable development commitments

#24 Understanding of sustainable development commitments

#25 Effectiveness of support from local authorities

#26 Perceived impact of sustainable development commitments

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

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **Firms already have initial access to FTAs:** Quang Ngai has relatively good information coverage and access to support policy, giving a base on which to widen support in the next phase.
- **Some specific FTA commitments are actively exploited:** firms in the province score well on using individual commitments, above all basic benefits such as tariff preferences.
- **Some sustainability preparation is under way:** a segment of firms, particularly large and FDI firms, has begun to recognise the newer import-market requirements.

CRITICAL AREAS TO IMPROVE

- **Information and event quality remain weak:** firms do reach the information, but the content is not useful, current or close enough to their import-export needs.
- **Legal guidance needs to be clearer and easier to apply:** firms do take part in some legal activity, but guidance quality and ease of compliance remain the bottleneck.
- **Sustainability awareness is uneven:** firms have made initial preparations but do not yet fully see what the sustainability requirements mean for production, exports and market access.

What to do next

NOW • 0–12 MONTHS

NEXT • 1–3 YEARS

1

Raise the quality of FTA information

Improve the content from state agencies, communication events and forecasting so it tracks firms' import-export needs more closely.

Pillar A • 32nd → higher

2

Clarify legal guidance

Make guidance on rules of origin, SPS, TBT, C/O and the FTA rules more practical so firms can apply it.

Pillar B • 25th → higher

3

Deepen FTA utilisation

Help firms move from a handful of basic benefits to exploiting more of the technical, higher-value commitments.

Pillar C • 29th → higher

4

Link sustainability to market requirements

Spell out what the labour, environmental, EUDR, CBAM and CSDDD requirements mean for production and exports.

Pillar D • 26th → higher



TARGET

Move from the “Average” tier to “Fair” – raise support quality and help Quang Ngai firms use FTAs more deeply and more substantively.