

Quang Tri

Provincial performance in implementing Free Trade Agreements

Average

BAND 5 OF 6

CLASSIFICATION

Average

Band 5 of 6 — 32nd of 34 assessed provinces.

OVERALL SCORE

12.52

 / 40

Trails the national average of 21.66 by 9.14 points.

WEAKEST PILLAR

34/34

Legal implementation — the widest gap of the four pillars (–2.66).

FOUR PILLARS AT A GLANCE

A INFORMATION ACCESS

RANK 34 / 34

2.37

 / 10

–2.42 vs avg

B LEGAL IMPLEMENTATION

RANK 34 / 34

2.54

 / 10

–2.66 vs avg

C SUPPORT POLICIES

RANK 26 / 34

5.25

 / 10

–0.57 vs avg

D SUSTAINABLE DEVELOPMENT

RANK 32 / 34

3.37

 / 10

–2.59 vs avg

★ RELATIVE STRENGTHS

#2 C3 — Forms of FTA Utilisation

#5 C1 — FTA Utilisation

#8 C5 — Barriers to FTA Utilisation

A2/A8/D2/D5 — Access to FTA Information from State Agencies, Quality of Export Forecasting and Market-Orientation Information from Local State Management Agencies, Perceived Impact of Sustainable Development Commitments, Perceived Importance of Compliance with Import-Market Sustainable Development Regulations

#9

CRITICAL GAPS

34th D1/D3/D4 — Knowledge, readiness to comply, effectiveness of compliance support

34th A6/A9/B2 — Sources of event information, awareness of the online portal, frequency of legal guidance

33rd C4 — Number of Commitment Groups Utilised

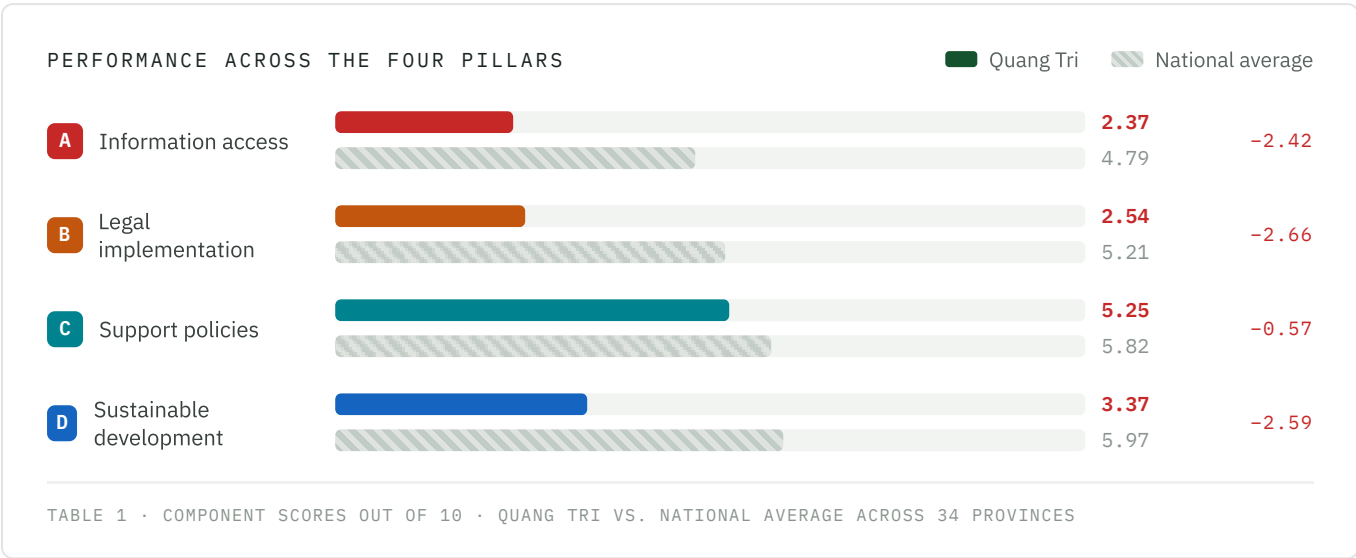
32nd B1 — Understanding of Legal Documents Implementing FTA Commitments

SOURCE: FTA INDEX 2025 (FOREIGN TRADE UNIVERSITY FOR THE MINISTRY OF INDUSTRY AND TRADE); SURVEY OF 4,066 EXPORTING/IMPORTING FIRMS. COMPONENT SCORES OUT OF 10; OVERALL OUT OF 40. RANKS OUT OF 34 PROVINCES.

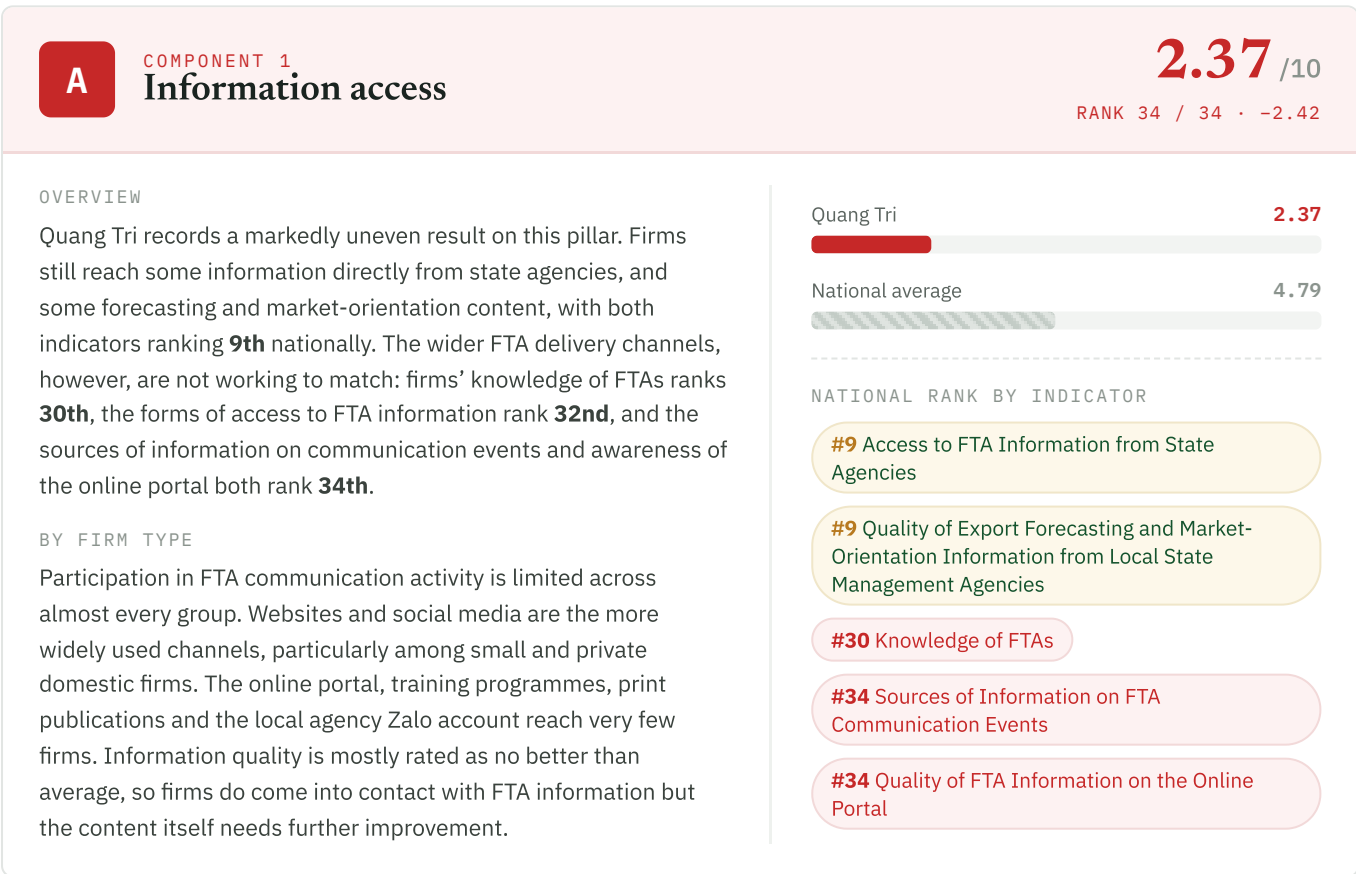
01 Overview of the result

Quang Tri scored **12.52 out of 40**, ranking **32nd of 34**, and was placed in the **Average** tier. The province sits 9.14 points below the national average of 21.66. One striking feature accompanies that overall result: firms in the province still show real initiative in using FTAs, with forms of FTA utilisation ranking **2nd** and FTA utilisation itself

ranking 5th nationally. The institutional support system, however, appears not to have kept pace with that demand and capability: the widest gaps lie in **legal implementation** and **information access** — both pillars rank **34th**, while sustainable development remains weak on knowledge, readiness and practical support.



02 Detailed analysis by component





COMPONENT 2

Implementation of FTA legal regulations

2.54 /10

RANK 34 / 34 • -2.66

OVERVIEW

Quang Tri needs to strengthen its guidance and legal support for firms. Understanding of the legal documents implementing FTA commitments ranks **32nd**, while the frequency of guidance on those documents ranks **34th** nationally. Guidance quality and participation in training both rank **30th**, showing that disseminating and explaining the FTA rules is not reaching the business community often enough. Policy feedback and agency uptake of business comments for updating the legal documents fare rather better, indicating that some initial channels of dialogue between firms and agencies do exist.

BY FIRM TYPE

Understanding of the FTA commitments is uneven across firm groups. Many firms responded basic awareness of content such as rules of origin, SPS, TBT, intellectual property, trade remedies, labour and environment. Guidance does not reach many groups regularly either, leaving firms poorly updated and limited in their ability to apply the rules. Large firms understand slightly more, but clearer and more practical forms of guidance are needed across the board to support FTA implementation.

Quang Tri 2.54

National average 5.21

NATIONAL RANK BY INDICATOR

#24 Policy Feedback and Consultation

#26 Uptake of Business Feedback by Local State Management Agencies

#30 Quality of Guidance on FTA

#32 Understanding of Legal Documents Implementing FTA Commitments

#34 Frequency of Guidance on FTA



COMPONENT 3

Policies supporting FTA utilisation

5.25 /10

RANK 26 / 34 • -0.57

OVERVIEW

Firms in the province use FTAs relatively actively, with utilisation of the FTAs already signed ranking **5th** and the forms of utilisation ranking **2nd** nationally. The exploitation of specific commitments remains low, however, with that indicator ranking **33rd** nationally. Access to, and the effectiveness of, competitiveness support policy is also unremarkable. Most notably, barriers to FTA utilisation register clearly, showing that firms in the province still meet difficulties in reaching the benefits FTAs offer.

BY FIRM TYPE

The FTA benefits firms use most are tariff preferences and trade facilitation measures. More complex content — TBT, SPS, trade remedies, intellectual property, labour, environment and rules of origin — is exploited far less, especially among micro, small and private domestic firms. Large and FDI firms have better access, but understanding of the more specialised FTA commitments remains limited across the board.

Quang Tri 5.25

National average 5.82

NATIONAL RANK BY INDICATOR

#2 Forms of FTA Utilisation

#5 FTA Utilisation

#8 Barriers to FTA Utilisation

#30 Access to Competitiveness Support Policies

#33 Number of Commitment Groups Utilised



OVERVIEW

Firms in Quang Tri do recognise the impact and importance of the sustainable development commitments for production and business. They still need more support on the information base and on practical training to understand how to meet these standards, however: knowledge of the commitments, readiness to comply, and the effectiveness of compliance support all rank **34th** nationally.

BY FIRM TYPE

Large and FDI firms understand newer requirements such as EUDR, CSDDD and CBAM better. Small and private domestic firms are typically unclear about, or unfamiliar with, this content. Large and FDI firms also expect a stronger effect on their business from the labour, environmental and biodiversity commitments.

Quang Tri

3.37

National average

5.97

NATIONAL RANK BY INDICATOR

#9 Perceived Impact of Sustainable Development Commitments

#9 Perceived Importance of Compliance with Import-Market Sustainable Development Regulations

#34 Knowledge of Sustainable Development Commitments

#34 Readiness to Comply with Sustainable Development Commitments

#34 Effectiveness of Support from Local State Management Agencies

03 Conclusions & implications

STRENGTHS TO BUILD ON

- **Firms clearly want to use FTAs:** FTA utilisation and the forms of utilisation both show real initiative in pursuing the opportunities integration offers.
- **Some direct information channels still work:** firms do receive information from state agencies and market forecasting content, an initial base on which to widen FTA communication.
- **Firms already see why sustainability matters:** awareness of the impact and importance of the sustainable development commitments gives the province an important basis for building compliance support programmes next.

CRITICAL AREAS TO IMPROVE

- **The support system has not kept pace with firms' initiative:** access to policy, legal support and practical guidance all remain limited.
- **FTA information and guidance need to run more regularly:** the communication channels, events, portal and training all need to become easier to reach for small firms, private domestic firms and the groups least engaged in formal activity.
- **Sustainability compliance capacity must be built from the ground up:** firms need more information, training and practical support to prepare for labour, environmental and import-market standards.

What to do next

NOW • 0-12 MONTHS

NEXT • 1-3 YEARS

1

Widen the FTA information channels

Improve access to the portal, communication events, training and easy-to-use update channels for small and private domestic firms.

A 34 → higher

2

Step up practical legal guidance

Run guidance more often on rules of origin, SPS, TBT, C/O and the FTA rules, kept short and easy to apply.

B 34 → higher

3

Deepen FTA utilisation

Help firms move beyond the basic benefits into more specific, higher-value FTA commitments.

C 26 → higher

4

Support sustainability compliance

Provide information and practical training on labour, environment, EUDR, CBAM and CSDDD for exporting firms.

D 32 → higher



TARGET

Strengthen Quang Tri's FTA implementation base – build a support system that is clearer, easier to reach, and matched to the initiative firms in the province already show.