

Tay Ninh

Implementation results of Free Trade Agreements in localities

Fair

CLASSIFICATION

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Fair

Ranked 18th out of 34 assessed provinces and cities.

OVERALL SCORE

21.86 / 40

Close to the national average (+0.2 points).

HIGHLIGHTED PILLAR

Rank 13 / 34

Support policies: firms access support policies/programs well and have few unmet support needs.

OVERVIEW OF FOUR PILLARS

A INFORMATION ACCESS

RANK 21 / 34

4.31 / 10

-0.48 vs. average

B LEGAL IMPLEMENTATION

RANK 19 / 34

5.32 / 10

+0.12 vs. average

C SUPPORT POLICIES

RANK 13 / 34

5.99 / 10

+0.17 vs. average

D SUSTAINABLE DEVELOPMENT

RANK 21 / 34

5.97 / 10

+0.00 vs. average

★ STRENGTHS

- #5 Firms' access and evaluation of FTA information provided on web portals/websites (A9)
- #9 Simplicity and ease of compliance with legal document regulations (B4)
- #11 Firms' FTA knowledge, good support accessibility, few unmet business needs (A1, C6, C8)
- #13 FTA event information sources, activities where firms utilize FTAs, readiness to comply with sustainable development commitments (A6, C3, D3)

LIMITATIONS

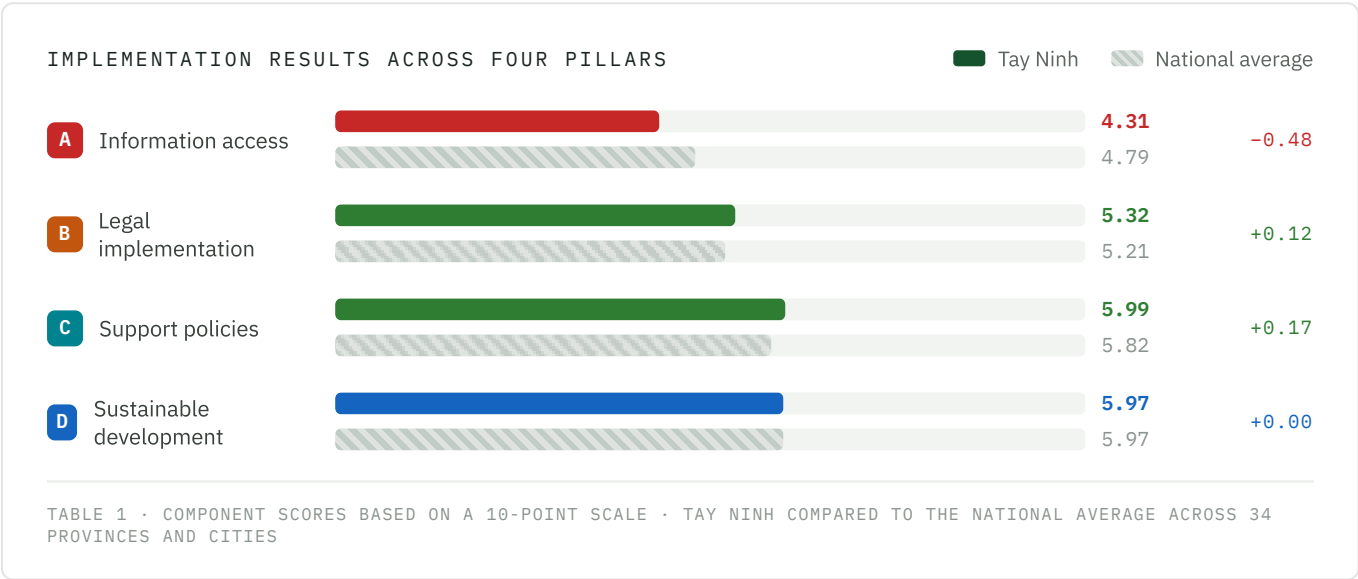
- #33 FTA information provided by state management agencies (A2)
- #30 Forms through which firms access FTA information & market forecasting information quality (A3, A8)
- #22 Actual FTA utilisation level & quality of trade promotion programs (C1, C9)

SOURCE: FTA INDEX 2025 (FOREIGN TRADE UNIVERSITY CONDUCTED AT THE REQUEST OF THE MINISTRY OF INDUSTRY AND TRADE); SURVEY OF 4,066 IMPORT-EXPORT ENTERPRISES. COMPONENT SCORES BASED ON A 10-POINT SCALE; TOTAL SCORE BASED ON A 40-POINT SCALE. RANKINGS BASED ON A TOTAL OF 34 PROVINCES AND CITIES.

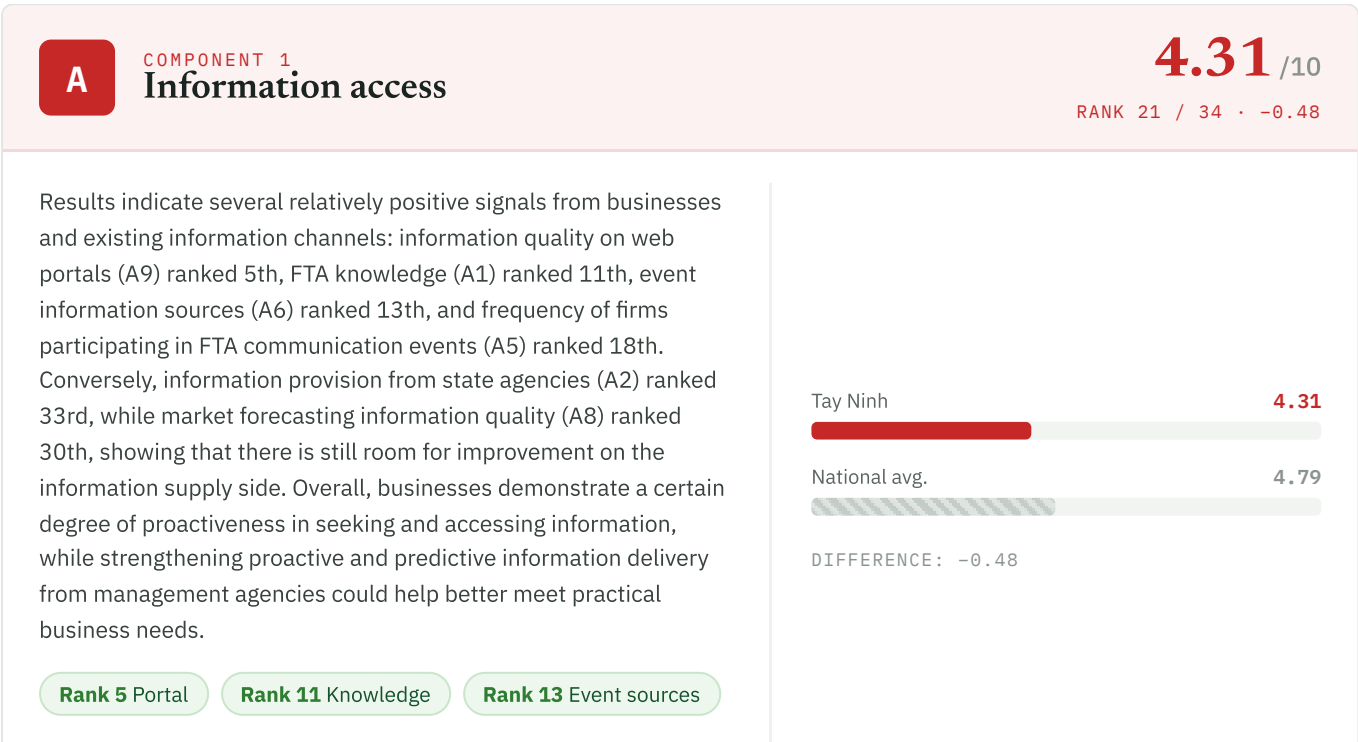
01 Overview of results

Tay Ninh scored **21.86 out of 40 points**, ranking **18th out of 34 provinces and cities**, belonging to the "Fair" group and equivalent to the national average. Results

show several notable points in the correlation between business capacity and information provision activities from management agencies. Businesses possess a relatively good foundation of knowledge and proactively seek information on official web portals and websites (FTA knowledge ranked 11th, information quality on web portals ranked 5th). Meanwhile, the capacity to provide and disseminate information from state agencies still has room for improvement (information provided by state agencies ranked 33rd, access forms ranked 30th, forecasting information ranked 30th). Support policies represent one of the province's relatively positive pillars (ranked 13th), with good accessibility for firms and unmet support needs at a low level. Tay Ninh's improvement focus may therefore target increasing proactiveness and efficiency in information provision from management agencies, thereby better assisting businesses in exploiting and utilizing opportunities from FTAs.



02 Detailed analysis by component indicator



B

COMPONENT 2

Implementation of FTA-related regulations

5.32 /10

RANK 19 / 34 · +0.12

Results show that the locality's capacity is relatively even across criteria. Simplicity in regulatory compliance was evaluated quite positively by businesses (B4, ranked 9th), while guidance quality regarding documents (B3) and frequency of firms participating in providing feedback on mechanisms and policies (B6) both ranked 16th. Level of participation in training activities for businesses (B5) and frequency of guidance from management agencies (B2) both ranked 17th; level of firms grasping legal documents (B1) ranked 18th. Overall, businesses assess regulatory compliance as relatively convenient and possess fairly adequate access to guidance. This evenness shows that policy implementation in the locality is maintained relatively stably.

Rank 9 Compliance

Rank 16 Quality

Rank 16 Policy feedback

Rank 17 Training

Rank 17 Guidance

Tay Ninh

5.32

National avg.

5.21

DIFFERENCE: +0.12

C

COMPONENT 3

Policies supporting FTA utilisation

5.99 /10

RANK 13 / 34 · +0.17

A pillar of strength for the province: firms' capacity to access support (C6) and unmet needs at a low level (C8) both ranked 11th, activities through which firms utilize FTAs (C3) ranked 13th, trade promotion frequency (C9.1) ranked 14th, and support policy effectiveness (C7) ranked 15th. However, output results still have room for improvement, as actual utilisation level (C1) and trade promotion quality (C9.2) both ranked 22nd.

Rank 11 Access

Rank 11 Unmet needs

Rank 13 Exploitation forms

Rank 22 Actual exploitation

Rank 22 Promo quality

Tay Ninh

5.99

National avg.

5.82

DIFFERENCE: +0.17

D

COMPONENT 4

Sustainable development commitments

5.97 /10

RANK 21 / 34 · +0.00

Results are generally equivalent to the national average: level of firms ready to comply with sustainable development commitments (D3) ranked 13th and support work from state management agencies (D4) ranked 15th, both showing relatively positive outcomes. Meanwhile, firms' knowledge of sustainable development commitments (D1, ranked 18th), impact on business

Tay Ninh

5.97

operations (D2, ranked 19th), and awareness of the significance of compliance (D5, ranked 20th) are all around the median. Overall, businesses have established a certain foundation regarding sustainable development and should continue enhancing compliance capacity to increase competitive advantages.

Rank 13 Readiness

Rank 15 State support

Rank 18 Knowledge

National avg.

5.97

DIFFERENCE: +0.00

03 Conclusions & policy implications

STRENGTHS

- Web portals and FTA knowledge: the business community demonstrates proactiveness in seeking information while possessing a relatively good foundation of FTA knowledge.
- Support policies: relatively favorable accessibility and low unmet needs, indicating that the support ecosystem operates quite stably.
- Compliance: businesses assess the implementation and compliance processes for FTA commitments as generally within manageable capacity.

AREAS FOR IMPROVEMENT

- Proactive information provision from state agencies: capacity to proactively deliver information to businesses is limited and belongs to the priority group for improvement.
- Forecasting information and access forms: proactive information delivery channels need improvement, particularly in enhancing timeliness and convenience for businesses.
- Actual exploitation: businesses have good access capacity but have not fully exploited the complete value of FTA preferences.

Next strategic orientation

proactively deliver information closely aligned with business needs

SHORT TERM · 0-12 MONTHS

MEDIUM TERM · 1-3 YEARS

1

Proactive info delivery

Periodically publish summary bulletins, push notifications via Zalo and web portals to export enterprises.

A2 33 → top 15

2

Market forecasting

Develop market forecasting information specifically tailored for processed agricultural products and border trade activities.

A8 30 → top 15

3

Deeper exploitation

Transform existing support access advantages into practical, in-depth FTA exploitation and commitment diversification.

C1 22 → top 15

4

Sustainability depth

Enhance businesses' knowledge of sustainable development.

D 21 → top 15



OBJECTIVE

Maintain position in the "Fair" group and consolidate a solid foundation: improve information provision from management agencies