

# Tuyen Quang

Provincial performance in implementing Free Trade Agreements

Good

BAND 2 OF 6

## PERFORMANCE TIER

Good

Band 2 of 6 — **2nd of 34** assessed provinces and cities.

## OVERALL SCORE

33.61 / 40

Above the national average of 21.66 by **11.95 points**.

## DEFINING FEATURE

Front runner

All four pillars rank **2nd–6th** nationally — behind only Hai Phong.

## FOUR PILLARS AT A GLANCE

### A INFORMATION ACCESS

RANK 2 / 34

8.97 / 10 +4.17 vs national average

### B LEGAL IMPLEMENTATION

RANK 2 / 34

8.82 / 10 +3.61 vs national average

### C SUPPORT POLICIES

RANK 3 / 34

7.36 / 10 +1.54 vs national average

### D SUSTAINABLE DEVELOPMENT

RANK 6 / 34

7.43 / 10 +1.46 vs national average

## ★ STRENGTHS

#1 A4 / B6 / D1 — FTA information quality / Enterprise feedback / Understanding of sustainable development commitments

#2 A1 / A3 / A5 / A6 / A7 / B3 / B4 / B5 / B7 / C7 / C9.1 / C9.2 — Twelve indicators ranked second

#3 B2 / C8 — Guidance frequency / Need for FTA support programmes and policies

#4–6 C1 / A8 / A9 / C6 / C4 / A2 — Utilisation, forecasting, online portal, policy access, commitments and authorities

## WEAKNESSES

#32 C3 — FTA utilisation activities

#20 C5 — Barriers to FTA utilisation

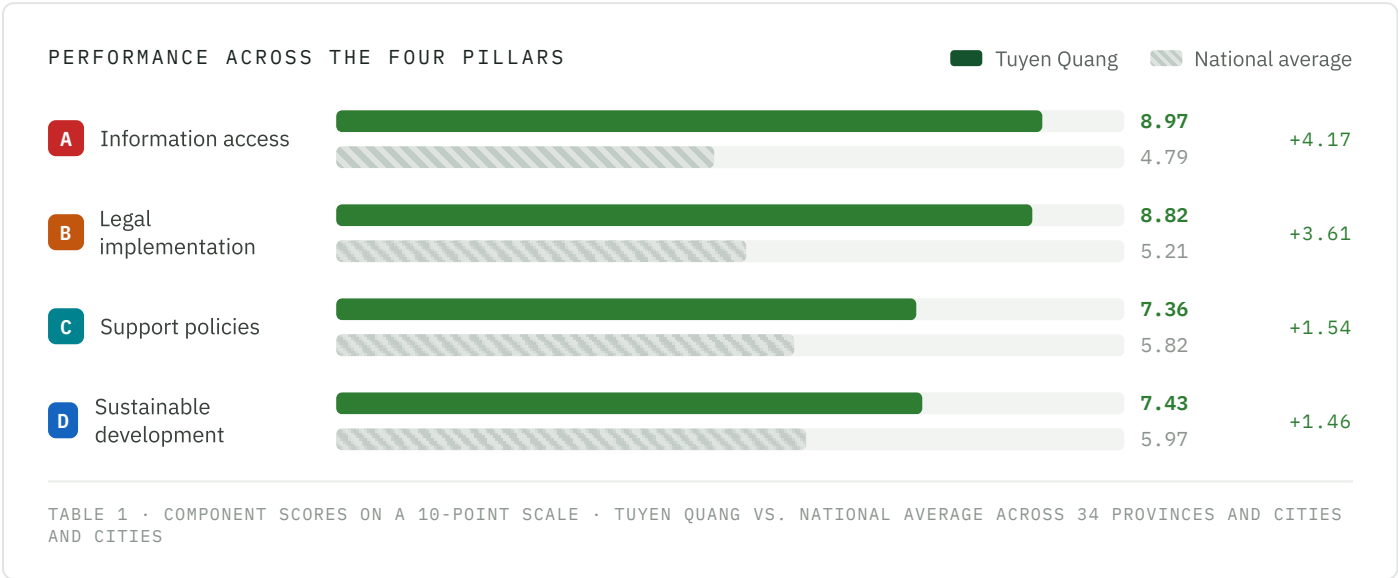
Note State-owned firms lag private/FDI firms in grasping the rules

SOURCE: FTA INDEX 2025, PREPARED BY FOREIGN TRADE UNIVERSITY FOR THE MINISTRY OF INDUSTRY AND TRADE; SURVEY OF 4,066 EXPORTING AND IMPORTING ENTERPRISES. COMPONENT SCORES ARE ON A 10-POINT SCALE AND THE OVERALL SCORE IS ON A 40-POINT SCALE. RANKINGS COVER 34 PROVINCES AND CITIES.

## 01 Overview of results

Tuyen Quang ranks **2nd of 34** provinces and cities, in the “Good” tier and behind only Hai Phong. The province scores **11.95 points** above the national average, with all four pillars in the leading group, ranked between **2nd** and **6th**. That is a striking result for a northern mountainous province with a small economy whose exports rest largely on forestry. It shows that disadvantages of location and scale can be overcome where local government runs policy that is proactive,

focused and close to business. Tuyen Quang leads the country on the quality of information supplied, on enterprise feedback on legal documents related to FTA commitments, and on understanding of sustainable development commitments; 12 indicators also rank **2nd**. The province could reach the “Very good” tier if it clears two bottlenecks: the narrow range of FTA utilisation activities (**32nd**) and the barriers firms still meet when exploiting FTAs (**20th**). It also needs to keep narrowing the gap in legal understanding between firm groups.



02 Detailed analysis by component

A

COMPONENT 1

Information access

8.97 /10

RANK 2 / 34 · +4.17

OVERVIEW

This is one of the strongest pillars in the country, with almost every indicator in the leading group. The quality of FTA information relative to business needs (A4) ranks **1st**; knowledge of FTAs (A1), the channels through which enterprises access information on FTAs (A3), frequency of participation in FTA events (A5), sources of information on FTA-related events (A6) and the quality of FTA-related events (A7) all rank **2nd**. Forecasting and market-orientation information from local authorities (A8) and The quality of FTA-related information on the online portal (A9) both rank **5th**, and FTA-related information provided directly by the authorities (A2) ranks **6th**.

COVERAGE OF THE COMMUNICATION CHANNELS

The traditional channels have very wide reach: press and television reach 94.7% of firms, while conferences, training and web portals each reach over 80%. Digital coverage is uneven, however, with social media at 44.7% and the local Zalo Official Account at just 7.9%. As many as 91.9% of firms say information from both central and local authorities meets most or all of their needs. Over 91% rate every aspect of the communication events positively, while 94.4% rate the forecasting information good or very good on all four quality dimensions.

Tuyen Quang

8.97

National average

4.79

NATIONAL RANK BY INDICATOR

#1 Quality of FTA information relative to business needs

#2 Knowledge of FTAs

#2 Channels through which enterprises access information on FTAs

#2 Frequency of participation in FTA-related events

#2 Quality of FTA-related events

#5 Quality of forecasting and market-orientation information from local authorities

#6 Authorities providing FTA information



## COMPONENT 2

# Implementation of Legal Documents

8.82 /10

RANK 2 / 34 · +3.61

### OVERVIEW

This is Tuyen Quang's best pillar, with every indicator in the national top 10. Enterprise feedback on legal documents related to FTA commitments (B6) ranks first nationally. The quality of guidance on legal documents (B3), complexity of compliance (B4), participation in training on legal documents (B5) and the uptake of enterprise feedback by local authorities (B7) all rank **2nd**. The frequency of guidance (B2) ranks **3rd**, and enterprises' understanding of legal documents (B1) ranks **8th**.

### DEPTH OF UNDERSTANDING BY FIRM GROUP

About 76–82% of firms have a clear grasp of the main legal areas and 84–87% receive local government guidance regularly. Some 89% rate that guidance good or very good, rising to 100% among large and FDI firms. Understanding is not entirely even, however: only 55.6% of medium-sized firms have a clear grasp of the intellectual property, labour and environmental rules. Around 26–32% of firms still find the rules complex, SPS, TBT and intellectual property above all. State-owned firms lag private domestic and FDI firms in their understanding of the rules, while small firms still report relatively positive support for implementing specific commitments.

Tuyen Quang 8.82

National average 5.21

### NATIONAL RANK BY INDICATOR

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

#2 Quality of guidance on legal documents

#2 Complexity of compliance with legal documents

#2 Frequency of participation in training on legal documents

#2 Uptake of enterprise feedback by local authorities

#3 Frequency of local-authority guidance on legal documents

#8 Understanding of legal documents



## COMPONENT 3

# Policies Supporting Enterprises' FTA Utilisation

7.36 /10

RANK 3 / 34 · +1.54

### OVERVIEW

Effectiveness of support policies and programmes implemented by local authorities (C7) and the frequency and quality of trade promotion (C9.1 and C9.2) all rank **2nd**. The need for FTA support programmes and policies (C8) ranks **3rd**, FTA utilisation (C1) ranks **4th**, access to competitiveness support policies (C6) ranks **5th**, and FTA commitments utilised (C4) ranks **6th**. Tuyen Quang has therefore built a support ecosystem of high quality, wide coverage and real effect.

### UTILISATION MIX & BARRIERS

The striking anomaly is that the FTA utilisation activities (C3) ranks only **32nd** — firms exploit FTAs actively but stay within a few familiar routes such as import-export and processing, rather than working through export support activity. As in many provinces, utilisation centres on tariff preferences (76.3%), trade remedies (60.5%) and rules of origin (47.4%). Limited technological capacity (57.9%) and a shortage of capital (44.7%) are the two most common barriers, especially among private domestic firms. FDI firms struggle more with FTA partners' technical standards and with rules of origin.

Tuyen Quang 7.36

National average 5.82

### NATIONAL RANK BY INDICATOR

#2 Effectiveness of support policies and programmes implemented by local authorities

#2 Participation in trade promotion programmes

#2 Quality of trade promotion programmes

#3 Need for FTA support programmes and policies

#4 FTA utilisation

#5 Access to competitiveness support policies

#6 FTA commitments utilised

#20 Barriers to FTA utilisation

#32 FTA utilisation activities



## OVERVIEW

Enterprises' understanding of sustainable development commitments (D1) ranks first nationally. That is a particularly important base for forestry-dependent exporters as traceability, CITES forest protection and EUDR requirements tighten. Understanding runs from 78.9% to 86.8% across every sustainability area; FDI firms reach 100% and large firms 91.7%. The widest gap among private domestic firms is on CBAM and the circular economy, both at 66.7%.

## READINESS &amp; RECOGNISING THE BENEFIT

Readiness is also strong, with about 82–84% of firms having started planning, implementing or otherwise able to meet the main requirements. The specific forms of support from local authorities draw 89.5–92.1% positive ratings, and almost every firm reports having reached support. Only about 13–16%, however, see the sustainability requirements as having a large effect on their business. Firms are therefore well informed and well prepared, but have not fully recognised what compliance is worth commercially — for markets, brand and supply chains.

Tuyen Quang 7.43

National average 5.97

## NATIONAL RANK BY INDICATOR

#1 Understanding of sustainable development commitments

#1 Readiness to comply with sustainable development commitments

#2 Effectiveness of support from local authorities

#30 Perceived impact of sustainable development commitments

## 03 Conclusions & implications

## STRENGTHS TO BUILD ON

- **First nationally on information quality, enterprise feedback on legal documents related to FTA commitments, and understanding of sustainable development commitments.**
- **12 indicators rank 2nd**, putting the province close to the leaders on almost every dimension of FTA implementation.
- **The support system is delivered proactively, evenly and with the right focus**, showing that economic scale and geography need not limit how well policy is implemented.

## WEAKNESSES TO FIX

- **FTA utilisation activities rank only 32nd**, out of step with the quality of the information and support system already in place.
- **Barriers to FTA utilisation rank 20th**, with the bottlenecks concentrated in technology, capital, FTA partners' technical standards and rules of origin.
- **Firms have not fully recognised the impact and commercial benefit of sustainability**, even though understanding and readiness are already fairly high.
- **Legal understanding remains uneven across firm groups**, particularly on intellectual property, labour, environment and the more specialised commitments.

## What to do next

*clear two bottlenecks to reach the top tier*

### 1 Widen the scope of FTA utilisation

Help forestry exporters move beyond tariff preferences into rules of origin, SPS, TBT and the more specialised commitments.

C3 · 32 → aim for the top 10

### 2 Spell out the commercial case for sustainability

Show firms how meeting sustainability requirements, EUDR above all, converts into advantage in markets, brand and partnerships.

D2 · aim for the top 10

### 3 Hold the position and share what works

Develop Tuyen Quang into the reference model for hands-on FTA support in smaller provinces, and raise state-owned firms' grasp of the rules.

Hold 2nd place overall



TARGET

**Lift Tuyen Quang from the “Good” tier to “Very good” and make it the national reference model for FTA implementation and utilisation support**