



Vietnam, shaped like the letter "S", bordered by China to the north, Laos and Cambodia to the west, and the East Sea and Pacific Ocean to the east and south. With mountains and hills covering three-quarters of its land and a coastline over 3,000 kilometers long, Vietnam's diverse geography profoundly influences its natural beauty, culture, and economy

#### Highlights

**Income group:** Lower middle income

Region: Southeast Asia

Capital: Hanoi

**Currency:** Vietnam Dong (VND)

Administrative divisions: 63 provinces and

municipalities

Mainland area: 331,690 km<sup>2</sup>

**Internet penetration rate:** 79.10%

**Mobile phone penetration rate:** 169.8%

#### Demographic profile

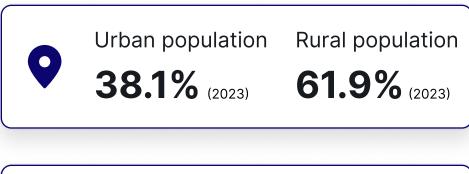




Most crowded city

**Ho Chi Minh** 

Baby boon	ner	Gen X
13%		20%
Gen Y <b>27%</b>	(2021)	Gen Z <b>24%</b>



M <sup>*</sup>	Male	Female
Ψ	49.9% (2023)	50.1% (2023)

## Employment profile



Labour force

**52.4M** (2023)

(participation rate: 68.9%)

Labour force at SMEs

36.1% (2021)

High-skilled labour ratio

10.7% (2017)



**Employment rate** 

97.9% (2023)

Monthly average income

US\$ 293 (2023)

Attrition rate

13.8% (2023)



**Employment in Agriculture** 

40.4% (2022)

**Employment in Industry** 

30.6% (2022)

**Employment in Services** 

35.8% (2022)

### Economic profile



GDP

US\$ 433.7B (2023)

Rank #5 in SEA

GDP per capita

US\$ 4,320 (2023)



Digital economy GMV

US\$ 30B (2023)

**ICT Market Size** 

US\$ 15.7B (2023)



Percentage of SMEs

97% (2023)

Total capital invested in startups

US\$ 529M (2023)



FDI inflows

US\$ 36.6B (2023)

Export turnovers

US\$ 354.7B (2023)

	Leading FDI sectors			Top exports	
M	Manufacturing and processing	64.2%		Electronic goods, computers and their parts	16.2%
Û	Real estate	12.7%		Phones all of kinds and their parts	15%
*	Electricity, gas, steam and air conditioning supply	6.5%		Machinery, instrument, accessory	12.2%
			<b>?</b>	Textiles and garments	9.4%
命	Financial, banking & insurance	4.3%		Footwear	5.7%
<b>8</b>	Science and technology	3.5%	D <sub>2</sub>	Means of transport and components	3.9%

Number of newly-established businesses

**159,294** (2023)

	Top economic activities		By region	
	Wholesale and retail trade, repair of vehicles	39%	Southeast	42.7%
<u>™</u>	Manufacturing and processing	11.8%	Red River Delta	31%
S. S.	Construction	10.8%	North Central Coast and Central Coast	11.7%
	Professional Activities (Technology;	00/	Mekong Delta	7.1%
<b>.</b>	Consulting, Design; Advertising,)	8%	Northern Midlands and Mountains	4.9%
<b>(1)</b>	Support Services (Employment Services; Tourism; Rental,)	5.9%	Central Highlands	2.5%

# Doing business in Vietnam

Opportunities		
	Low cost to set up a	Stable political system
	business: around \$20,000	
		Fast growing economy
	Robust tourism,	
	agriculture and	Large labour pool and low
	manufacturing sectors	labour costs
		'

Challenges		
Legal hurdles and grey	Inadequate infrastructure	
areas of Vietnamese law		
	Cumbersome tax system	
Ineffective intellectual		
property enforcement	Shortage in high-skilled	
system	technical labours	