



Applying e-commerce to promote bilateral trade between Vietnam and the UK in order to take advantage of opportunities from the UKVFTA

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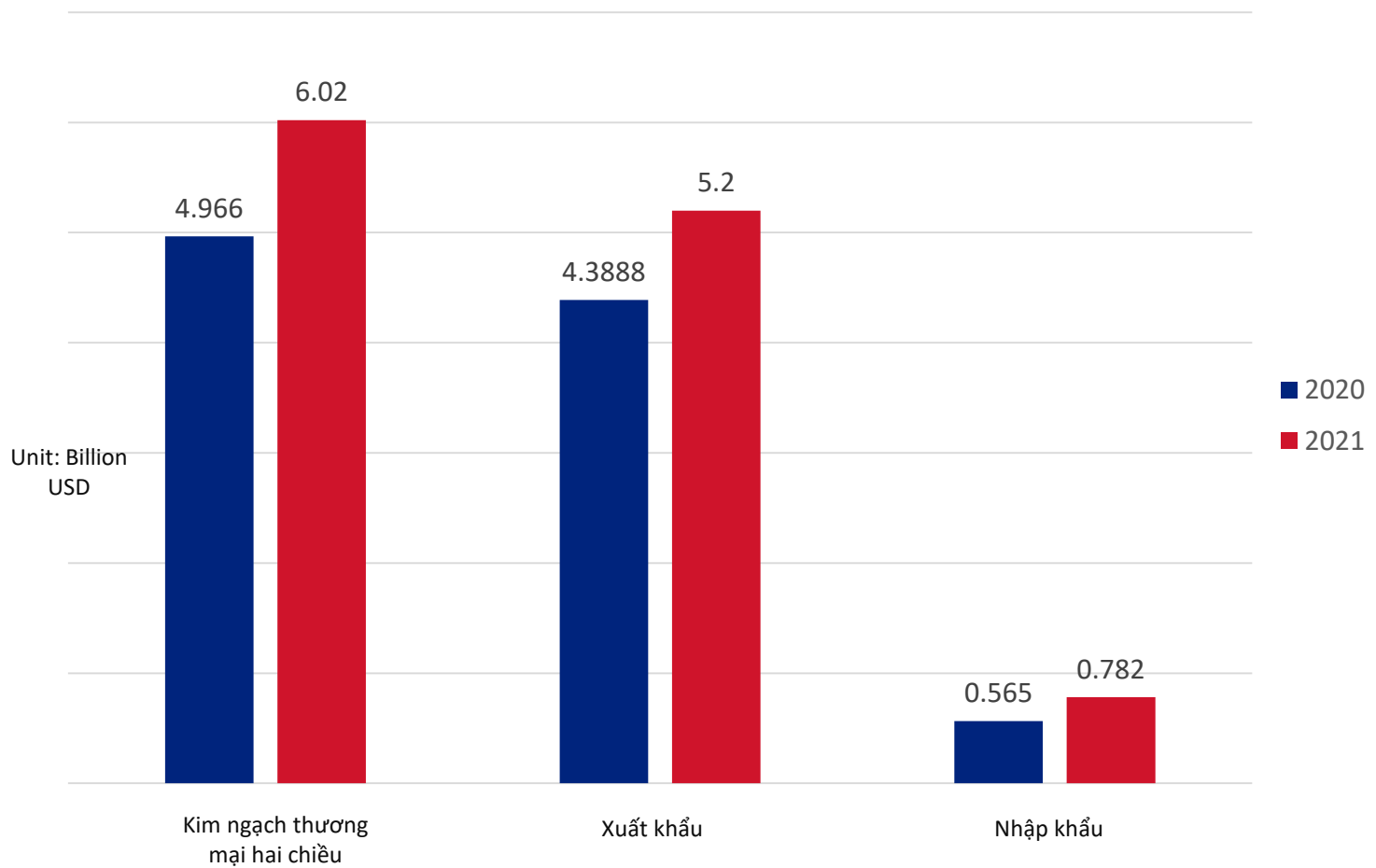


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**1. VIET NAM - UK BILATERAL
TRADE OVERVIEW TAKING
ADVANTAGE OF THE UKVFTA**

VIET NAM - UK BILATERAL TRADE OVERVIEW



Two-way trade turnover between Viet Nam and the UK in the period 2020-2021
 Source: Statistics from the General Department of Viet Nam Customs

General information

In the early months of 2021, the UK is Viet Nam's 10th largest export market (after the US, China, South Korea, Japan, Hong Kong, the Netherlands, Germany, India and Thailand).

General information

For Viet Nam, the UK is the third-largest trading partner in the European market. The main export products of Vietnam to the UK are phones and phone components, textiles and garments, shoes, iron and steel of all kinds, computers and computer components, cashew nuts, coffee, pepper and Viet Nam also imports from the UK machinery, equipment, pharmaceutical products, chemical products, chemicals, raw materials for textiles - footwear, completed cars...



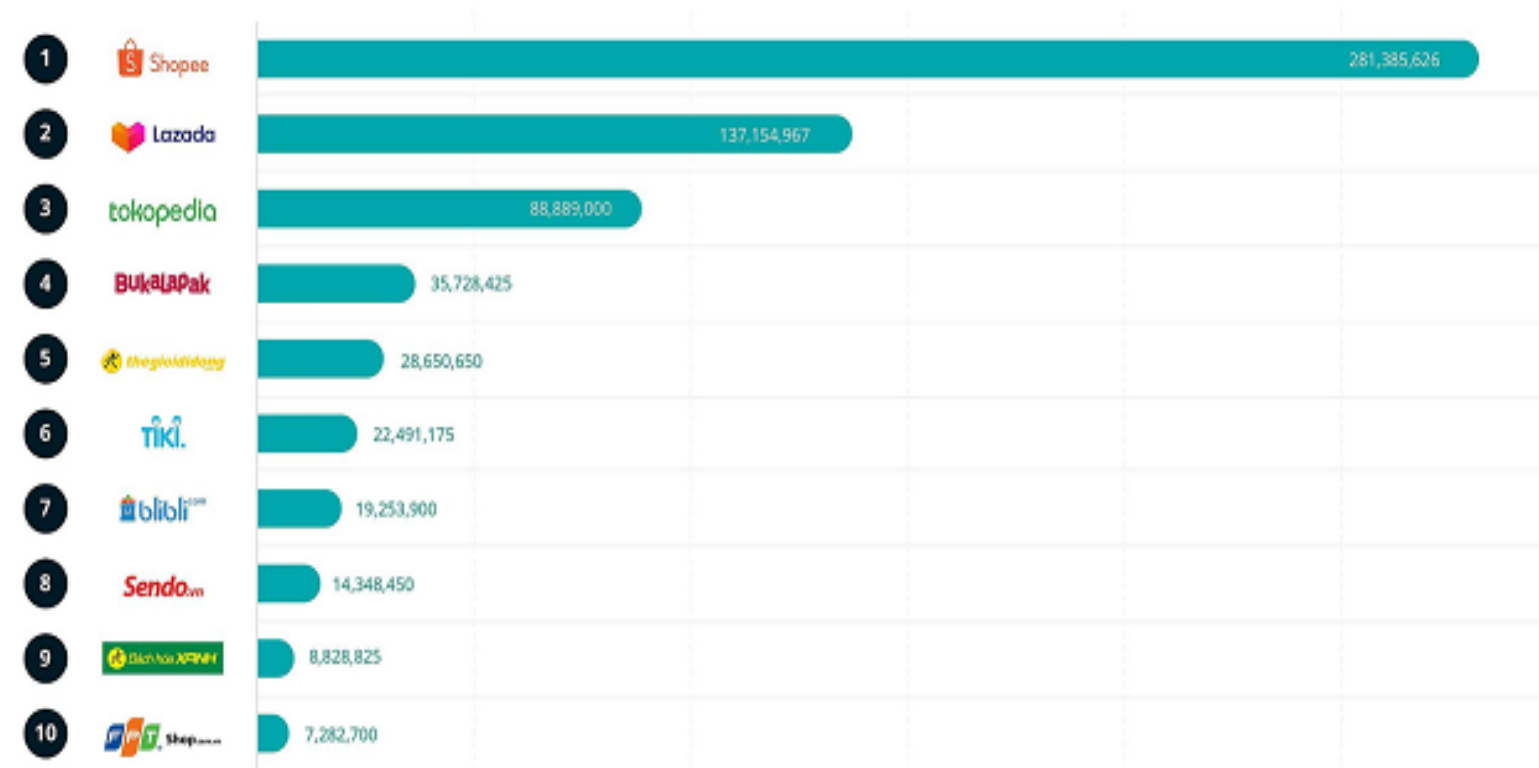
2. The current state of Vietnam's e-commerce



The current state of Vietnam's e-commerce

The Top 10 Most Visited E-commerce Websites in Southeast Asia

Total average visits obtained by each platform in 2020



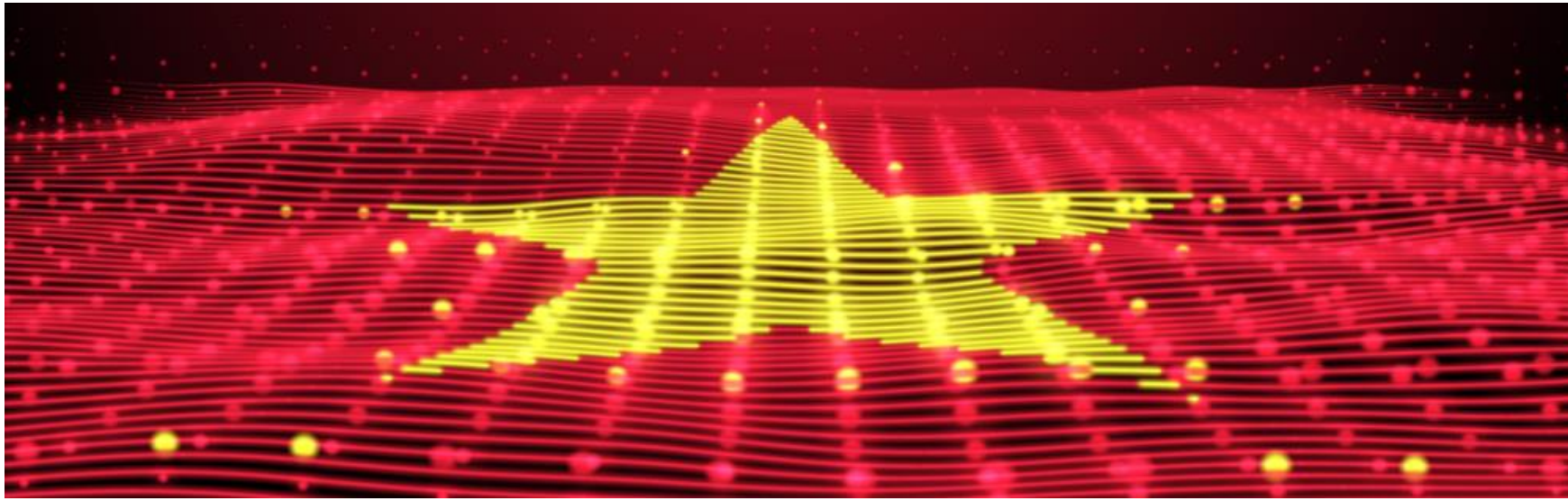
Methodology: Data was collected on SimilarWeb, which accumulated the total average visits (desktop & mobile web only) obtained by each e-commerce company across 6 countries in Southeast Asia. The displayed traffic figures are taken from the average web traffic from January to December 2020.

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According to a report by the Vietnam E-commerce and Digital Economy Agency of the Ministry of Industry and Trade, the e-commerce market in Vietnam reached 11.8 billion USD, accounting for 5.5% of the total retail sales of consumer goods across the country.

Compared to other countries in Southeast Asia region, Vietnam ranks in the top 3 countries with the highest retail growth rate in the region after Indonesia.

The current state of Vietnamese e-commerce



Up to now, more than 70% of the Vietnamese population has access to the internet



In particular, two big cities, Hanoi and Ho Chi Minh account for 70% of the total transaction volume on e-commerce platforms.



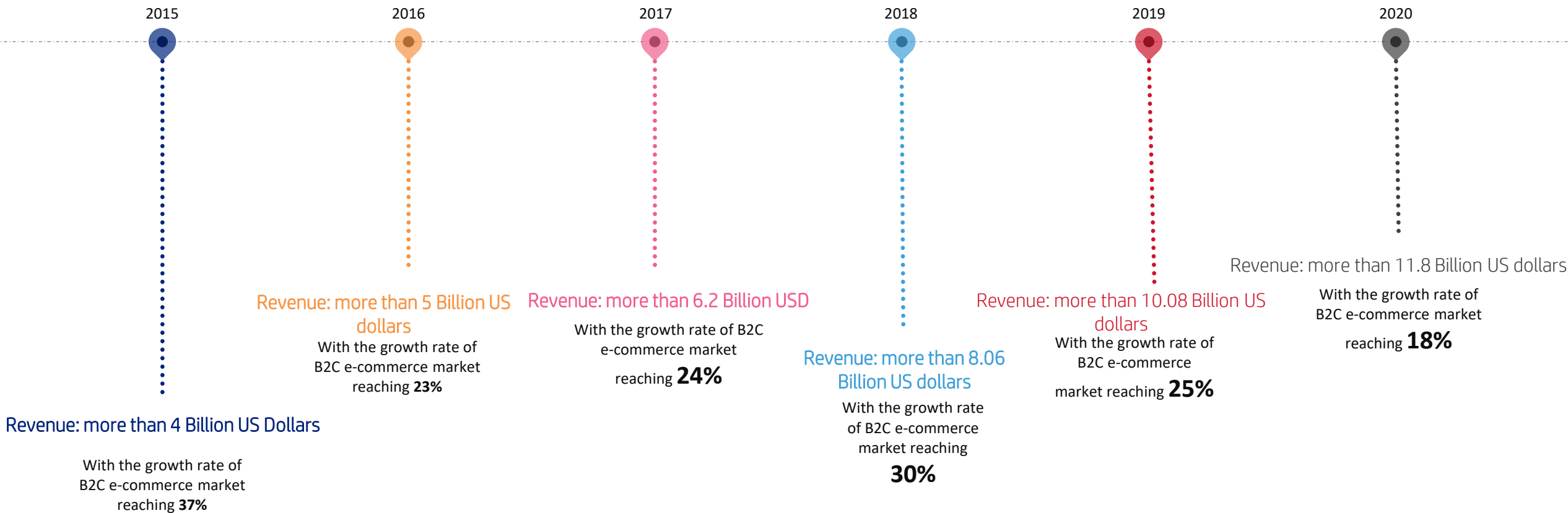
in which 53% of people use e-wallets and pay for online purchases



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Revenue and growth rate of e-commerce market in Vietnam



Vietnam B2C e-commerce revenue in 2016 - 2020 according to The White Book on Vietnamese E-Business in 2020

Vietnam e-commerce market share 2021

Doanh nghiệp	Lượng truy cập web mỗi tháng	xếp hạng iOS	xếp hạng Android	Youtube	Instagram	Facebook
1  Shopee VN	63.703.300	#1	#2	386.000	222.540	21.436.560
2  Thế Giới Di Động	29.323.300	#10	#7	784.000	2.520	3.708.560
3  Tiki	19.023.300	#3	#3	388.000	150.160	3.178.360
4  Lazada VN	17.950.000	#2	#1	260.000	124.670	31.070.060
5  Điện Máy Xanh	16.606.700	#9	#9	531.000	n/a	1.802.680
6  Sendo	8.140.000	#4	#4	153.000	20.240	2.917.260
7  FPT Shop	5.440.000	n/a	#12	236.000	22.470	2.554.740
8  Cellphones S	5.420.000	n/a	n/a	2.800.000	63.110	730.690
9  Điện Máy Chợ Lớn	5.310.000	#11	#11	4.390	3.360	737.940
10  Bách Hóa Xanh	4.213.300	#8	#5	21.900	n/a	404.100

Ranking of Vietnamese e-commerce businesses by iPrice

Consumer behavior in the Vietnamese e-commerce market



In January 2021, reports from "We Are Social and HootSuite" named "Digital in Vietnam 2021" have surveyed Internet users aged 16 to 64 in Vietnam about e-commerce. In there:



85.5% of users have ever searched for a product or service via the Internet



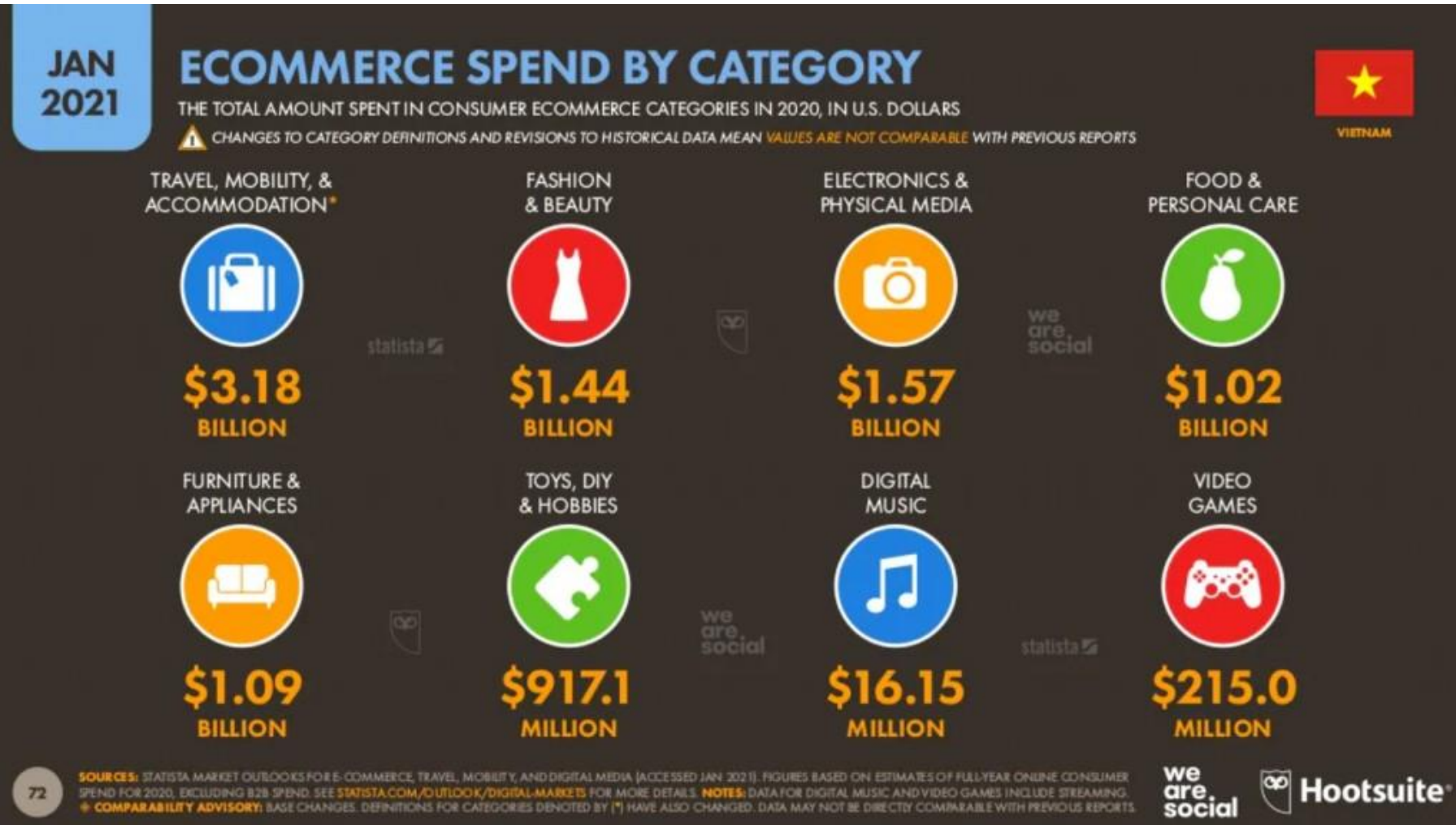
77.3% of users have visited an online store or e-commerce platform.



78.7% of consumers have purchased at least one product or service online



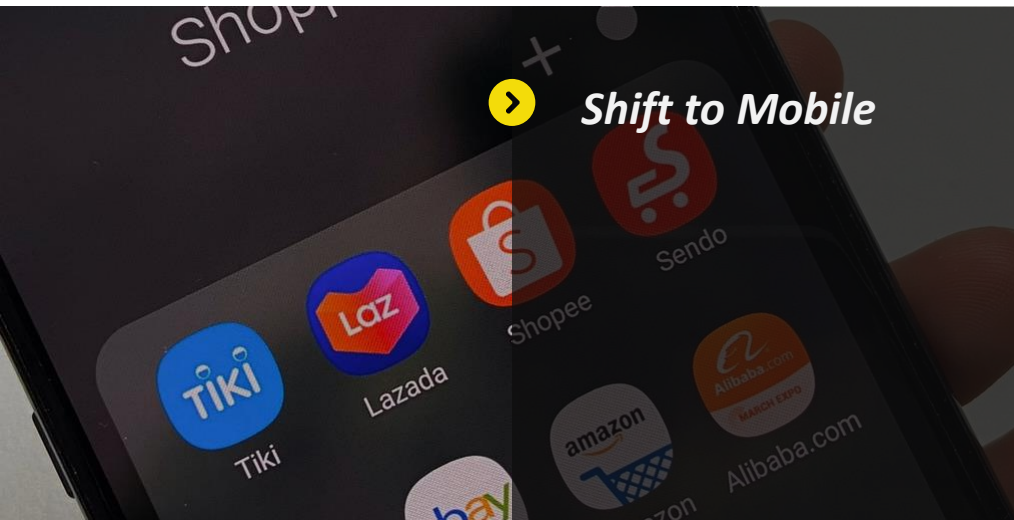
E-commerce spending by product category



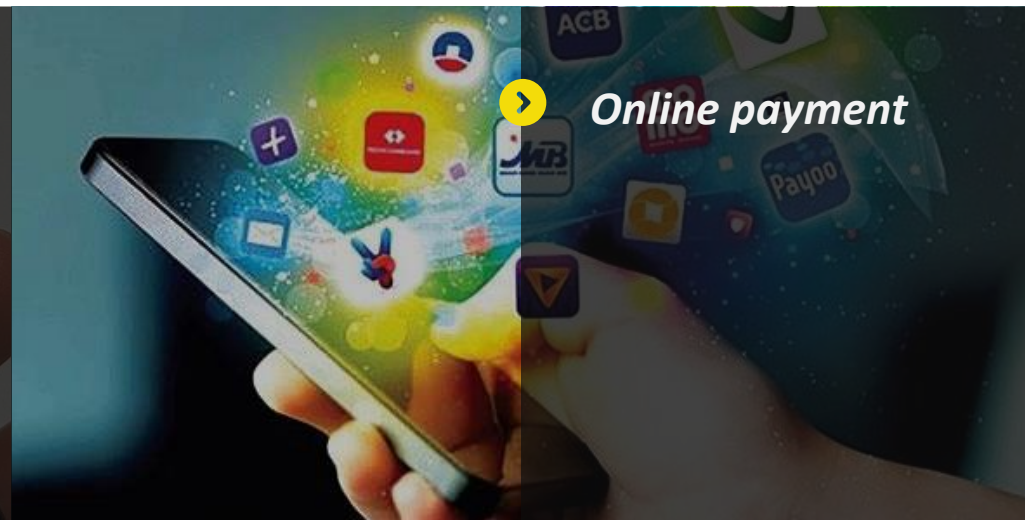
The "Digital in Vietnam 2021" report records e-commerce spending in Vietnam in 2020 for each category. In which, buyers spend the most on the travel, transportation and travel industry with a total spending of up to 3.18 billion USD.

Next is the electronics industry with total revenue of \$1.57 billion, equal to half of the leading industry. Other billion-dollar e-commerce revenue sectors are fashion and beauty, furniture and home goods, and food.

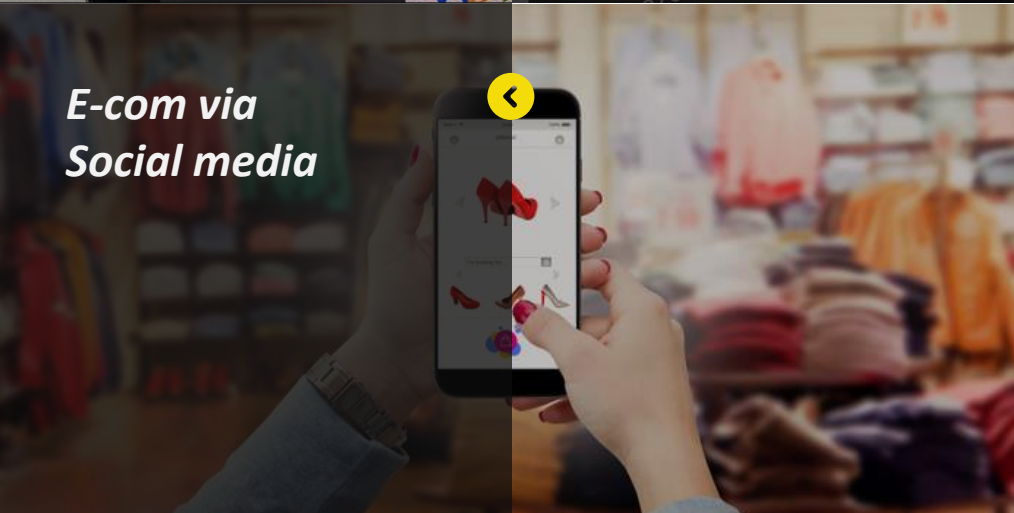
Vietnam e-commerce market trends 2021



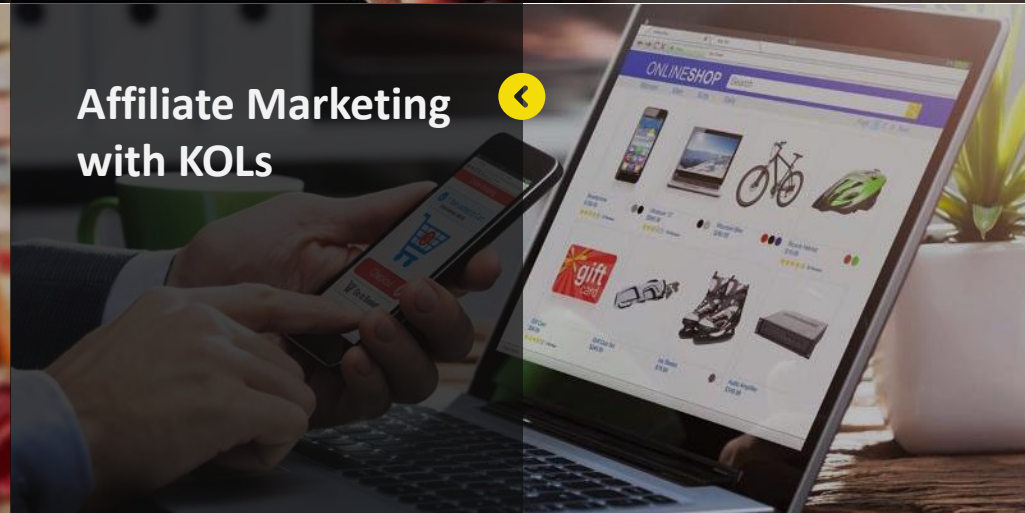
Shift to Mobile



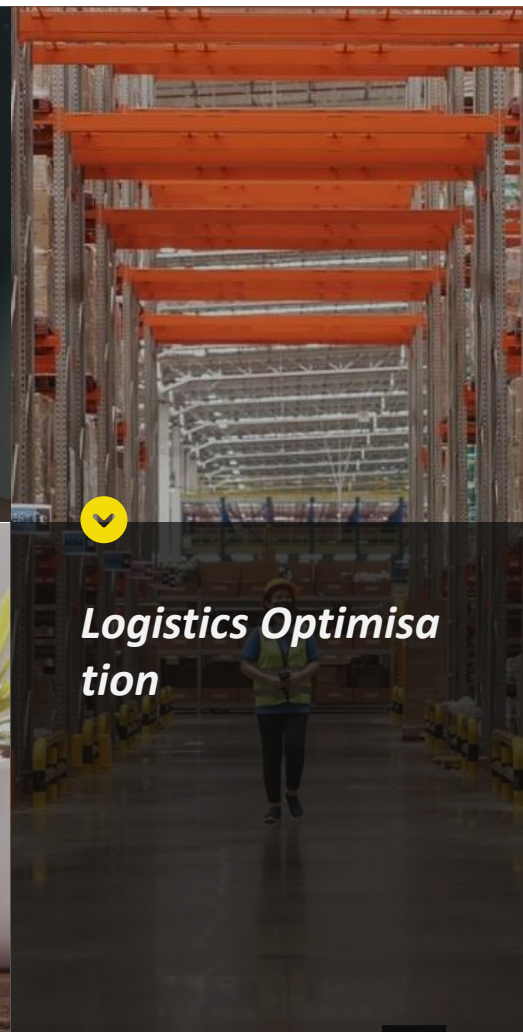
Online payment



E-com via Social media



Affiliate Marketing with KOLs



Logistics Optimisation

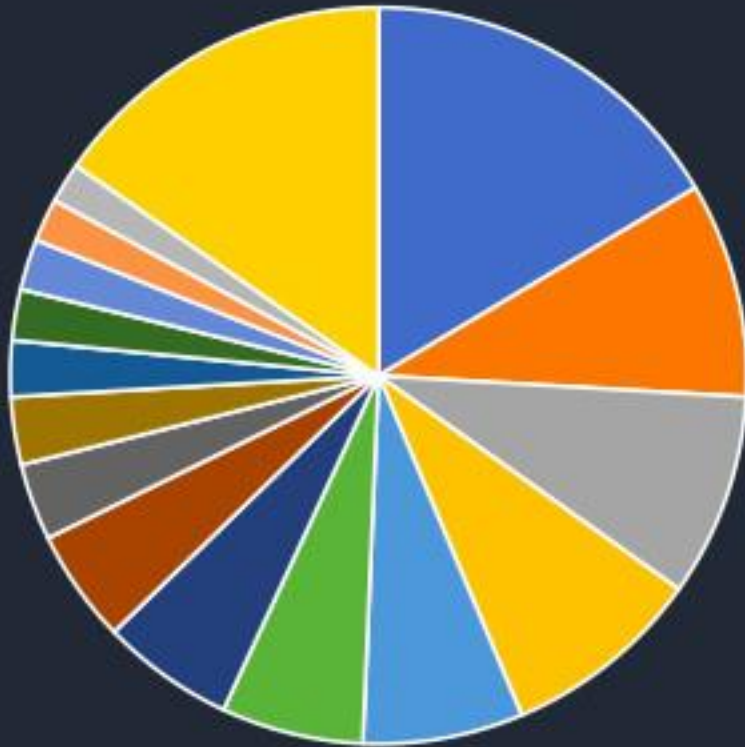
3. THE CURRENT STATE OF
E-COMMERCE APPLICATIONS
OF VIETNAMESE
ENTERPRISES EXPORTING
TO THE UK MARKET TO
TAKE ADVANTAGE OF
OPPORTUNITIES FROM THE
~~UKVFTA~~



Ngày 16.3.2021 tại Hội nghị thương mại điện tử quốc tế B2B Alibaba.com 2021, Cục Xúc tiến thương mại (Cục XTTM), Bộ Công Thương và Alibaba.com chính thức ký Biên bản ghi nhớ để hỗ trợ doanh nghiệp trong nước đẩy mạnh xuất khẩu qua các thị trường quốc tế.

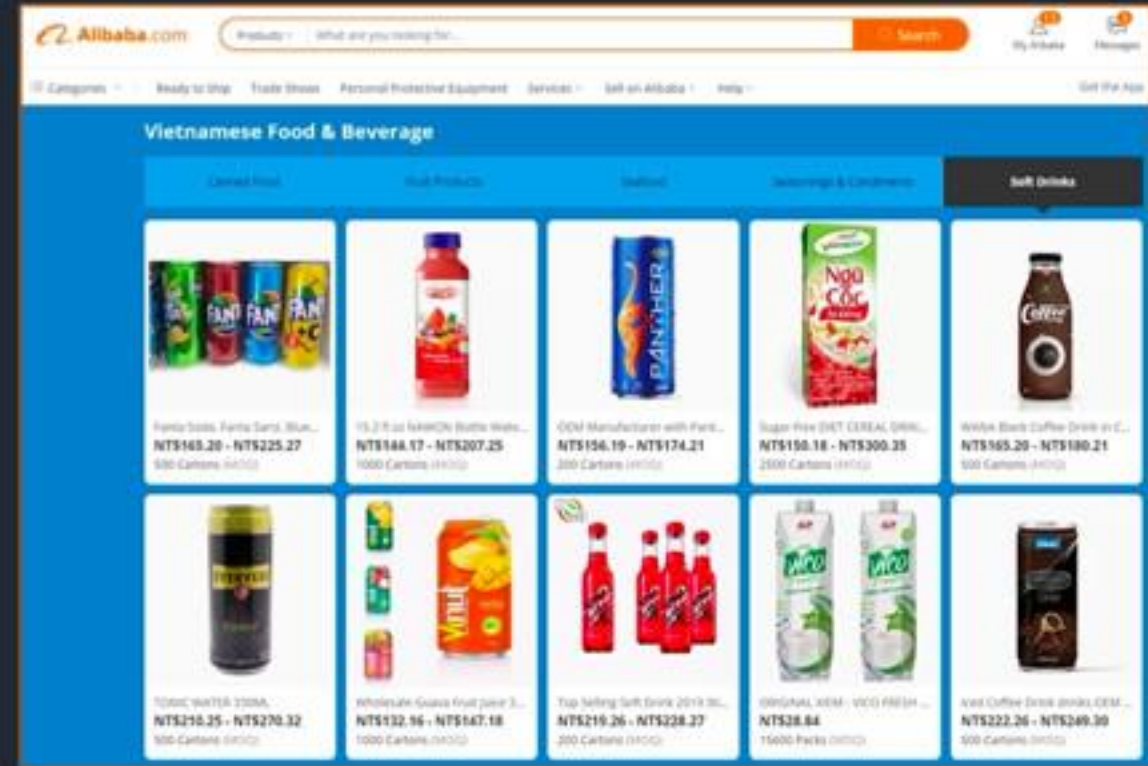
Phân khúc ngành hàng từ Việt Nam Trên Alibaba.com

Top 10 ngành hàng xuất khẩu từ Việt Nam



- Thực phẩm & đồ uống
- Hoá mỹ phẩm
- Nông sản
- Nhà cửa & vườn tược
- Vật liệu xây dựng & bất động sản
- In ấn & đóng gói
- Quần Áo
- Nội thất
- Quà tặng
- Cơ khí máy móc

Danh mục bán hàng của Việt Nam



- Total listings: 600K +
- Total inquires in 30 days: 50K+

CURRENT STATE OF VIETNAMESE PRODUCTS ON ALIBABA.COM IN UK MARKET



Among top 10 potential sectors for VN goods on Alibaba, the UK market consistently ranks 1st on highest demand (except Agricultural goods)

Food & Beverages

The UK always remain in the top 10 countries in terms of demand for F&B products

Popular searched keywords include: chewing gum, candy, Whisky with 498, 405, 373 searches respectively.

Instant noodle products see the highest average growth in the month up to 1520.58%.

CURRENT STATE OF VIETNAMESE PRODUCTS ON ALIBABA.COM IN UK MARKET



Industry related to beauty

The UK market has the second largest number of buyers for these products of Vietnam. The keyword that buyers from the UK search the most is wigs with an average of 2391 searches per month. Weight loss machine product is the keyword with the highest growth 1807.91%.



Home and garden products

According to Alibaba data, items such as kitchenware and BBQ grills with distributors in Vietnam are the most searched by UK shoppers with 1079, 940 searches respectively. Types of containers are in the top keywords with the highest growth rate up to 2676.54%.

Garment industry

The UK market is in the top 6 with the number of buyers of these items. The most popular keywords in the month that are searched for are women's underwear, home wear and men's jackets with search statistics of 4490, 3455, and 3447 times, respectively. Products with long sleeves are the keyword with the highest growth in the month, up to 2694.18%.



Industry of interior and exterior

According to statistics, the number of people buying these items from the UK ranks 4. The garden furniture set is the most searched with 376 searches and is also the top 1 in the keyword with the highest growth in a month.



Current state of e-commerce applications of Vietnamese businesses at Amazon.com



Vietnamese businesses have effectively taken advantage of Amazon's innovations to strongly develop and build the "Made-in-Vietnam" brand on the world map, thereby leaving a strong mark on the economy. Vietnam in the international market in general and the UK market in particular

Performance results of
Vietnamese sales
partners Statistics for
12 months, from
September 1, 2020 to
the end of August 31,
2021



Hàng nghìn đối tác bán hàng Việt Nam hiện đang bán các sản phẩm cho khách hàng trên khắp thế giới tại các cửa hàng của Amazon



Số lượng doanh nghiệp vừa và nhỏ Việt Nam bán hàng trên Amazon **tăng 15%** so với cùng kỳ năm ngoái



Số lượng sản phẩm được bán bởi các doanh nghiệp vừa và nhỏ Việt Nam trên Amazon **tăng 34%** so với cùng kỳ năm ngoái



Số lượng các doanh nghiệp vừa và nhỏ Việt Nam vượt mốc doanh số **100,000 USD** bán hàng qua Amazon tăng gần **18%** so với cùng kỳ năm ngoái



Số lượng doanh nghiệp vừa và nhỏ của Việt Nam vượt mốc doanh số **500,000 USD** bán hàng qua Amazon **tăng hơn 53%** so với cùng kỳ năm ngoái



Hàng nghìn đối tác bán hàng Việt Nam đã sử dụng **dịch vụ Hoàn thiện đơn hàng bởi Amazon (FBA)** và doanh số bán hàng thông qua FBA của họ đã **tăng gần 50%**

Gần **7,2 triệu** sản phẩm của các doanh nghiệp vừa và nhỏ tại Việt Nam được bán cho các khách hàng trên Amazon khắp thế giới (**ước tính 14 sản phẩm mỗi phút**)

Số lượng các doanh nghiệp vừa và nhỏ của Việt Nam vượt mốc doanh thu **1 triệu USD** bán hàng ra thị trường quốc tế trên Amazon **tăng hơn 40%**

TOP BEST SELLING PRODUCTS ON
AMAZON FROM VIETNAM SME



Đồ gia dụng



Dụng cụ nhà bếp



Tiện ích gia đình



Sản phẩm dệt may



Sản phẩm chăm sóc
sức khỏe & cá nhân

Một số doanh nghiệp Việt Nam xuất khẩu sản phẩm ra thế giới với Amazon



4. APPLICATION OF INFORMATION TECHNOLOGY
AND DIGITAL TRANSFORMATION IN TRADE
PROMOTION TO PROMOTE BILATERAL TRADE
BETWEEN VIETNAM AND THE UK TO TAKE
ADVANTAGE OF OPPORTUNITIES FROM THE UKVFTA

Activities regarding the application of Information technology and e-commerce of Vietnam Trade Promotion Agency to promote bilateral trade between Vietnam and the UK in order to take advantage of opportunities from the UKVFTA



Implement the Project on Promoting the application of information technology and digital transformation in trade promotion activities in the period of 2021 - 2030



Actively deploying a series of skill training classes, direct consulting support and connecting with a support service network to put exported products on the international e-commerce system



Organizing activities to connect and sell products for businesses and cooperatives on domestic e-commerce platforms

Building DECOBIZ Digital Trade Promotion Ecosystem



THANKS
