



Swiss Trade Policy and Export Promotion Project - SwissTrade

Improving trade performance through enhanced favourable framework conditions, public-private partnership and dynamic trade promotion eco-system

Context

Vietnam's development record over the past three decades is remarkable. The growth model has been based on gradual economic reforms, openness to trade and inward investment as well as favourable demographics, factor productivity increase and investment in both infrastructure and education. Furthermore, small and medium-sized enterprises (SMEs) continue to play a major role in Vietnam, accounting for 98 per cent of all enterprises, 40 per cent of the country's GDP and 50 per cent of employment.

Despite trade liberalisation in recent years, many Vietnamese exporters – in particular exporting SMEs – still face substantial challenges to meet and prove conformity with market entry requirements. SMEs also face challenges to share their voice on trade policy-related issues in a systematic manner, especially in the identification, design, implementation and monitoring of cross-border reforms. The challenges are manifold and at different levels.

Project objectives

The Swiss Trade Policy and Export Promotion Project aims to improve trade performance and international competitiveness of Vietnamese SMEs by enhancing favourable framework conditions for trade, introducing effective public-private partnership mechanisms and strengthening Vietnam's trade promotion eco-system. Ultimately, the project shall contribute to sustainable and inclusive economic growth in Vietnam.

Country/region

Vietnam

Executing agency

The International Trade Centre (ITC) and the Ministry of Industry and Trade (MOIT)

Executing period

2020-2024

Total budget

CHF 5,621,900

SECO grant contribution

CHF 5,000,000



BỘ CÔNG THƯƠNG



International Trade Centre

Expected results

The project foresees the accomplishment of three major outcomes:

- **Outcome 1:** Exports are facilitated due to favourable framework conditions as they are documented in an evidence-based National Import - Export Strategy 2021 – 2030, coordinated among the relevant ministries and consulted with relevant private sector stakeholders.
- **Outcome 2:** The effect of the enhanced favourable framework conditions is more sustainable as the private sector is thematically and financially engaged and collaborates with the government through public-private dialogue for export development.
- **Outcome 3:** Dynamic business support organizations (BSOs) are enabled to deliver services to SMEs for exports and participation in global value chains.

Further information

Website:

SECO: <https://www.seco-cooperation.admin.ch/secocoop/en/home.html>

Project Website: *(to be updated once project is launched)*

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