

# VIETNAM E-COMMERCE DEVELOPMENT STATUS AND SUPPORTING POLICIES FOR DIGITAL ECONOMY

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**E-commerce and Digital Economy Agency  
Ministry of Industry and Trade**

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## 01 Snapshot of E-Commerce in Vietnam

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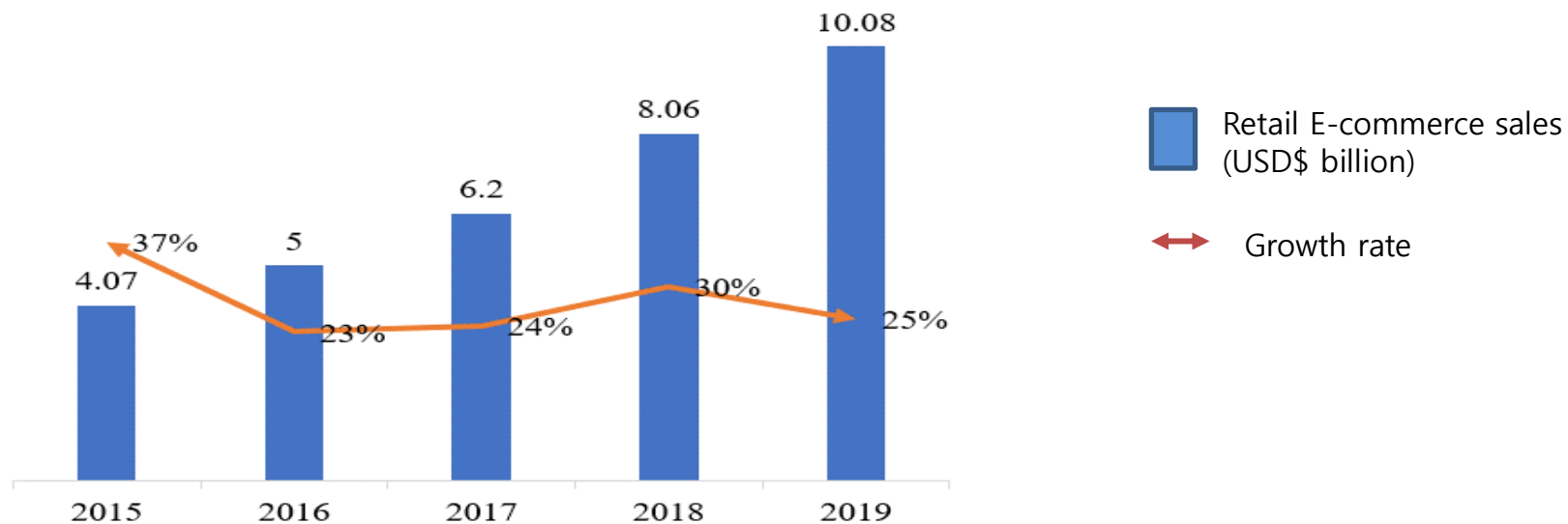
# 01 Snapshot of E-Commerce in Vietnam

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# 01 | Snapshot of E-commerce in Vietnam



Source: We are Social, Jan 2020



	2015	2016	2017	2018	2019
<b>Number of online shoppers (mil. people)</b>	30.3	21.7	33.6	39.9	44.8
<b>Online spending per capita (USD)</b>	160	170	186	202	225
<b>% of total retail sales</b>	2.8%	3%	3.6%	4.2%	4.9%
<b>% of Internet users</b>	54%	54,2%	58,1%	60%	66%

No.	E-commerce during 2018-2019		2018	2019	
1	Firms owning e-commerce website		44%	45%	↗
2	Shoppers making purchases via mobile devices		81%	90%	↗
3	Mobile apps		13%	16%	↗
4	Rating the effectiveness of shopping channels by firms	Social media	41%	45%	↗
		Firm's websites	53%	51%	↘
		Mobile apps	52%	56%	↗
		E-marketplaces	49%	55%	↗

# 02 **E-Commerce Legislation and Supporting policies for Digital Economy**

## E-transaction

- **E-transaction Law 2005**
- Decree No. 26 providing detailed Regulations on the implementation of the Law on E-transactions on digital signature and digital signature certification services
- Decree No. 170 and Decree No. 106 amending some provisions of Decree No. 26
- **Decree No. 52 on E-commerce Management**



## Cyber-crime

- **Law on Cyber security 2018**
- **Law on Network Information Security 2015**
- **Law on Information Technology 2006**
- Decree No 55 on the Management Provision and Use of Internet Services
- Decree No 142 Specifying Administrative Penalties in the Field of Post, Telecommunication and Radio Frequency
- **Civil Code**
- **Penal Code**



## Consumer Protection

### Law on Protection of Consumer Rights 2010

Decree No. 52 on E-commerce Management



## Data Protection & Privacy

- **Law on Cyber security 2018**
- **Law on Network Information Security 2015**
- **Law on Information Technology 2006**
- Decree No 55 on the Management Provision and Use of Internet Services
- Decree No 142 Specifying Administrative Penalties in the Field of Post, Telecommunication and Radio Frequency
- **Civil Code**
- **Penal Code**





## Supporting Policies for Digital Economy

“Focus on the establishment and development of the digital economy and the smart industry, considering them as key tasks in restructuring the economy as well as shifting the growth model towards improved productivity, quality, efficiency, and competitiveness”



### **Decision No. 392/QD-TTg (2015)**

Targeted Program on information technology development by 2020 with a vision toward 2025



### **Directive 16-NQ/TW (2019)**

Strengthening progress towards the 4th Industrial Revolution




### **Decision No. 645/QD-TTg (2020)**

Master Plan on E-commerce Development for the 2021-2025 period




### **Decision No. 749/QD-TTg (2020)**


National Digital Transformation Program by 2025, towards 2030

**Key solutions:**


Consolidate and make policy and regulatory framework on e-commerce more comprehensive under the context of IR4.0




Improve capabilities of e-commerce state management against fraud, competition and IPR breaking activities




Enhance market capacities and increasing consumer trust in e-commerce



Upgrade and increase abilities of infrastructure and service system for e-commerce facilitation




Strengthen e-commerce adoption in key export sectors, expanding domestic consumption and facilitate e-commerce application at provinces



Develop and apply emerging technologies in e-commerce, facilitating digital transformation of businesses.

## National Digital Transformation Program by 2025, towards 2030

### Key solutions for 3 pillars: Digital Government, Digital Economy and Digital Society



Transformation in awareness

Development of tectonic Institution

Development of digital infrastructure


Building up digital platforms

Building trust and cyber security protection


Promoting international cooperation, research, development and innovation in digital environment




Developing 04 models of digital enterprise




Moving from processing and assembling into manufacturing products "Made in Viet Nam"



Developing digital products, digital media-marketing and digital creativity technologies.



Implementing Programs facilitating MSMEs in traditional sector, manufacturing to apply digital technologies



Developing e-commerce

**Thank you!**

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