



Swiss Trade and Export Development Project Vietnam (SwissTrade+)

SwissTrade+ supports Vietnam in its goal of enhancing sustainability, resilience and value-added in its exports. It is a bilateral project between Switzerland and Vietnam, implemented by the International Trade Centre, in close collaboration with the Ministry of Industry and Trade.

Rationale

Vietnam has become one of the world's most open economies through its WTO accession and participation in numerous Free Trade Agreements. Yet it has not fully capitalized on trade integration: utilization of agreements remains low, benefits are largely accrued to Foreign Direct Investment companies and participation in global value chains is mostly confined to low value-added stages. Rising sustainability requirements and international trade disruptions further challenge Vietnamese exporters, underscoring the need to strengthen regulatory framework conditions and the trade support system to better leverage trade opportunities.

Objectives and activities

The overall objective of SwissTrade+ is to contribute to Vietnam's vision of more sustainable, resilient and high value-added international trade. Social and environmental sustainability are becoming increasingly important for international trade, as international companies impose greater demands on local suppliers and such standards are increasingly incorporated into international agreements. Furthermore, the COVID pandemic and the recent rise in tariffs imposed on Vietnamese exports have shown the vulnerability of Vietnam's trade system. Increased diversification of export partners through new FTAs and better implementation of existing ones are crucial to increase the resilience of Vietnamese exports. Finally, engaging in higher value-added activities is essential for Vietnam to fully capitalize on its integration into global value chains.

Country/region

Vietnam

Executing agency

International Trade Center
(ITC)

National counterpart

Ministry of Industry and
Trade Vietnam (MOIT)

Duration

2025-2030

Total budget

CHF 5,000,000

SECO contribution

CHF 5,000,000



SwissTrade Project

To contribute to these overarching objectives, the project works through the following outcomes:

- **Outcome 1:** Development, adjustment and implementation of trade policies is more coordinated and effective, as it is guided by effective and inclusive trade policy dialogue (TPD) and high-quality technical inputs.
- **Outcome 2:** Trade expertise and policymaking capacity of mid-level and senior-level government officials and trade experts is enhanced, as they receive high-quality training.
- **Outcome 3:** Service delivery of Vietnamese public and private institutions to companies in the area of trade is enhanced.



Governance structure

SwissTrade+ is a bilateral project between Switzerland and Vietnam, implemented by the International Trade Centre (ITC), in close collaboration with the Project Management Unit (PMU) at the Ministry of Industry and Trade (MOIT). ITC is responsible for overall technical delivery, financial management, reporting, and coordination across all three outcomes. Operational coordination is ensured through the PMU, chaired by the MOIT Planning and Finance Department's Director General. The PMU oversees technical planning, implementation monitoring, and stakeholder engagement across the three outcomes, ensuring coherence between national priorities and project activities.

A Project Steering Committee (PSC), co-chaired by the MOIT and SECO, will provide overall strategic guidance and oversight for the Programme.


Previous phase results


The previous phase helped strengthen Vietnam's trade policy framework and export promotion efforts in practical and lasting ways. The project supported the development and official adoption of the National Import-Export Strategy 2021–2030, along with a concrete action plan to guide implementation, and trained public officials to put the strategy into practice. It also created a structured platform for dialogue between government and stakeholders, which informed key policy reforms and increased awareness of emerging topics such as low-carbon trade and the use of free trade agreements. In parallel, the project worked with Vietrade to set up a grant facility that enabled business support organisations to pilot innovative projects to better serve exporters. Through competitive selection and hands-on support, several initiatives were launched and implemented, helping translate policy priorities into concrete services for Vietnamese businesses.

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Integration in value chains



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