



Trade Policy and Export Promotion Project (SwissTrade)

Contributing to strengthen Vietnam's trade performance

Rationale

Vietnam's development record over the past three decades is remarkable. Economic reforms and trade liberalization have spurred rapid economic growth and development. However, while trade has grown strongly in these years, inadequate framework conditions, a lack of strategic orientation in export promotion and a still fragmented and nascent ecosystem to support the private sector, leave many small businesses struggling to access international markets and international value chains.

Objectives and activities

The main objective of the SwissTrade project is to improve trade performance and international competitiveness of SMEs through enhanced favourable framework conditions for trade, a public-private partnership mechanisms, and a strengthened eco-system for dynamic trade promotion.

The project contributes to strengthen Vietnam's trade performance through three outcomes:

1. Exports are facilitated because the framework conditions are favourable, meaning they are embedded in a National Strategy, based on evidence, coordinated among the relevant ministries and consulted with relevant private sector stakeholders.
2. The enhanced favourable framework conditions contribute to more sustainable exports, because the private sector is thematically and financially engaged and collaborates with the Government through Public-Private Partnerships for export development.
3. Dynamic Business Support Organizations (BSOs) are enabled to deliver services to SMEs for exports and participation in global value chains.

Governance Structure

SwissTrade is a project financed by the Swiss State Secretariat for Economic Affairs SECO. It is implemented by the Ministry of Industry and Trade (MOIT) and the International Trade Center (ITC). The project applies the country system by using a MOIT project management unit. ITC provides technical assistance for the preparation of the National Import-Export Development Strategy 2021-2030, and initiates public-private dialogue mechanisms to further strengthen the exchange between the private sector and the national authorities on trade policies and trade facilitation. Vietnam's trade promotion agency Vietrade manages an Innovation and Competitiveness Grant Facility supporting dynamic BSOs to strengthen the still fragmented and nascent trade promotion ecosystem.

SECO country/region
Vietnam

National Facilitator
Ministry of Industry and Trade;
International Trade Center ITC

Duration
2020-2024

Total budget
CHF 5,660,000

SECO contribution
CHF 5,000,000



MINISTRY OF INDUSTRY AND TRADE
OF THE SOCIALIST REPUBLIC OF VIETNAM



International
Trade
Centre



Implementation mechanisms

As for outcomes 1 and 2, ITC will support MOIT with technical assistance for developing the National Import-Export Strategy 2021 – 2030 and a five-year National Import-Export Strategy's Action Plan 2021 – 2025 with a roadmap. The assistance encompasses trainings for policy makers, the strengthening of intra and inter-ministerial coordination mechanisms in trade policy formulation and implementation, the supporting of public and private dialogue for the development of a national export ecosystem, and the enabling of the government to formulate and implement a better-informed trade policy and a strategic vision to support trade competitiveness.

As for outcome 3, the national trade promotion agency Vietrade acts as facilitator of an Innovation and Competitiveness Grant Facility (ICG). The ICG Facility finances tailor-made bottom-up small grant projects to be selected through a competitive process (call for proposals). Vietrade will accompany both the small grant selection and implementation process.

Further information

Vietnamese Ministry of Industry and Trade: <https://moit.gov.vn>
International Trade Center: www.intracen.org/country/viet-nam/itc-projects/
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