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USEFUL LINKS

Ministry of Trade and Industry of Vietnam: <https://moit.gov.vn/web/web-portal-ministry-of-industry-and-trade/home>

Export Opportunities in Vietnam: <http://vietnamexport.com/>

Investment Procedure: <http://fia.mpi.gov.vn/category/115/legal-facts>

Business registration in Vietnam: <https://dangkykinhdoanh.gov.vn/en/Pages/default.aspx>

Database portal of supporting industries in Vietnam: <http://vsi.gov.vn/en/Pages/HomePage.aspx>

Trade Fairs in Vietnam: en.vietrade.gov.vn

VIETNAM DOMINATES LIST OF TOP SOUTHEAST ASIAN E-COMMERCE SITES

Five of the 10 most visited e-commerce sites in Southeast Asia last year were based in Vietnam, showcasing local firms' international competitive potential.

Thegioididong, the e-commerce website run by retail giant Mobile World, ranked fifth with average web visits in 2020 reaching 28.6 million a month, according to a report released by Malaysia-based market research firm iPrice, covering six countries in Southeast Asia.

Tiki, the second largest e-commerce site in Vietnam, was in sixth place with 22.4 million visits a month.

Homegrown e-commerce platform Sendo secured eighth place with 14.3 million web visits a month, followed by Bach Hoa Xanh (8.8 million) and FPT Shop (7.2 million).

Singapore-based Shopee and Lazada topped the list, followed by Indonesian sites Tokopedia and Bukalapak.

The report said that the overall website traffic of online

shopping platforms increased positively across all countries year-over-year. The growth was highest in Singapore, which experienced a surge of 35 percent, compared to 2019, followed by the Philippines (21 percent), Vietnam (19 percent), Malaysia (17 percent), Thailand (15 percent), and Indonesia (6 percent).

Consumers in Vietnam spent an overall average of \$17 per order in 2020 and electronics was the most sought item by Vietnamese consumers, the report said. In terms of traffic numbers, Vietnam was the second highest in the region, only after Indonesia, the report noted. "This strongly affirms the development potential of Vietnam's e-commerce market in competing with international players."

2020 has signified strong customer confidence in e-commerce retail despite mobility restrictions and mounting concerns over the global pandemic.

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