



Challenges of Vietnamese enterprises in access to the EU Market



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01

Challenges of Vietnamese enterprises in access to the EU- Belgian Market

Challenges

1 Competition in the EU-Belgian market

- Many strong competitors
- Non-traditional market, high risk (Cashew case in Italia)

Table – Suppliers to the EU market

(Source: Trademap)

Supplier	Market share (2021)	Average growth rate in 2017-2021
10 biggest suppliers	70.1%	7.9%
20 biggest suppliers	82.4%	5.1%
Việt Nam (ranked 24 th)	0.6%	5%

Challenges

2 EU-Belgian Policies

- Measures at the border: Tariff, Non-tariff, Trade Remedies
- Domestic measures: Local taxes and fees, Trade rules/management policies

Table – Number of non-tariff measures imposed on imports from Vietnam in the EU Market
(Source: TRAIN Portal, UNCTAD)

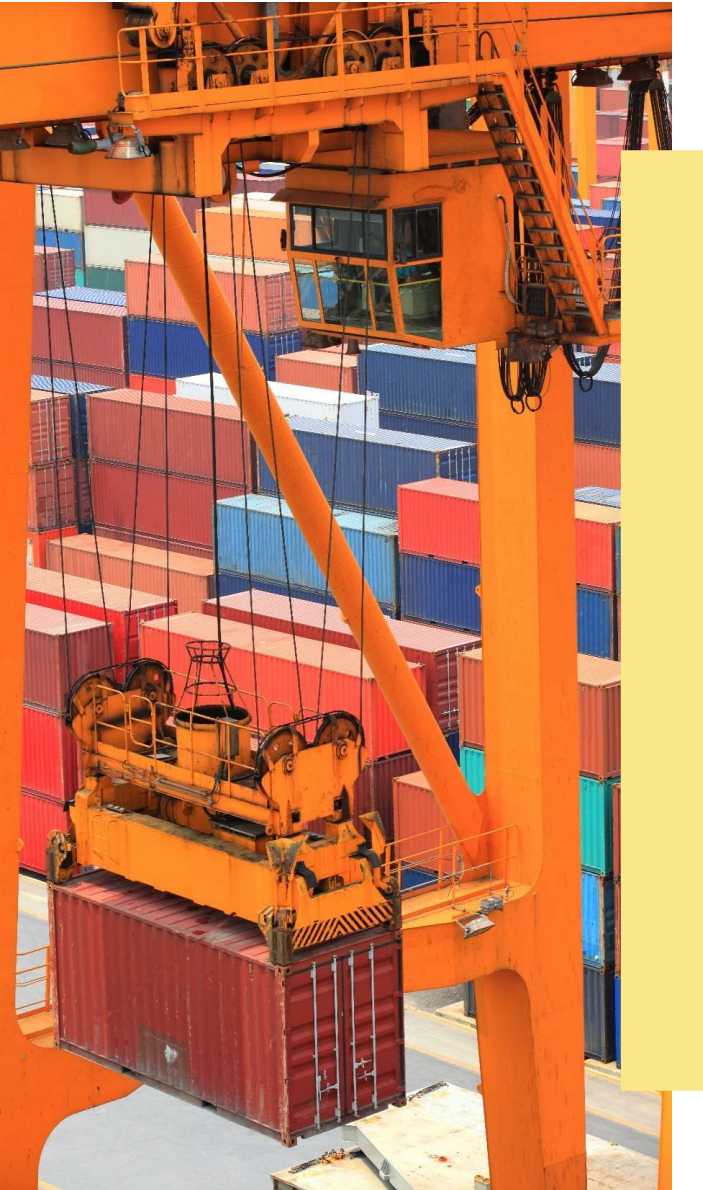
Products	Total number of non-tariff measures of EU	Number of SPS	Number of TBT
Fresh vegetables and fruits (Chapter 07,08)	31	19	6
Products from meat, fish (Chapter 16)	28	16	4
Wood and wooden products (Chapter 44)	18	6	7
Textile (Chapter 50-63)	36	12	13

Challenges



3 Other challenges

- Geopolitical impact (Russia- Ukraina war)
- New consumption trend (sustainable, by a certain of time ...)



Weakness

In competitiveness

- Products (quality, quantity)?
- Management capacity, professional skill, labour productivity?
- Size of capital, possibility to approach funds?
- Signing and implementation of contract (legal, financial aspects)

Integration capacity

- Trade promotion ?
- Connecting with potential partners, distribution chain?

Resistance capacity

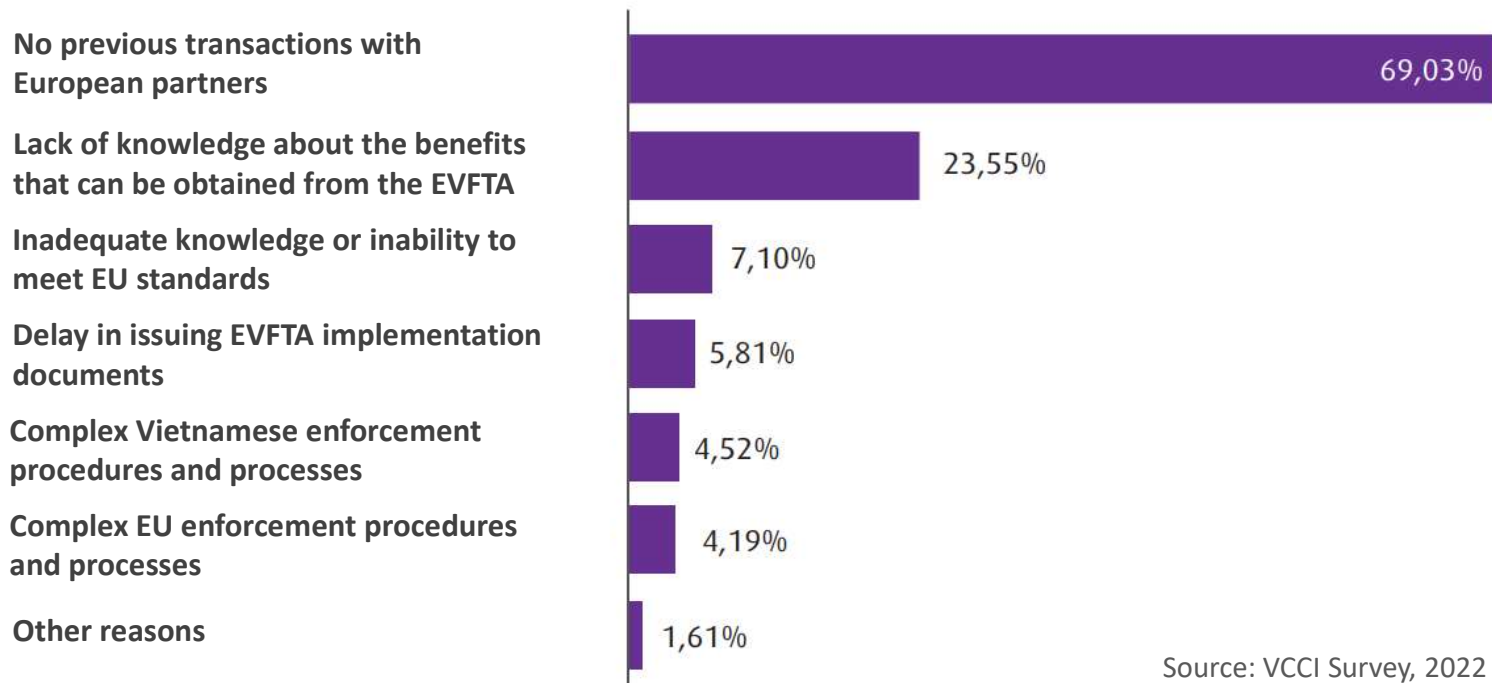
- Toward market fluctuation?
- Towards import policies of the market?



Findings from the Business Survey after 2 years implementation of EVFTA – VCCI, 2022



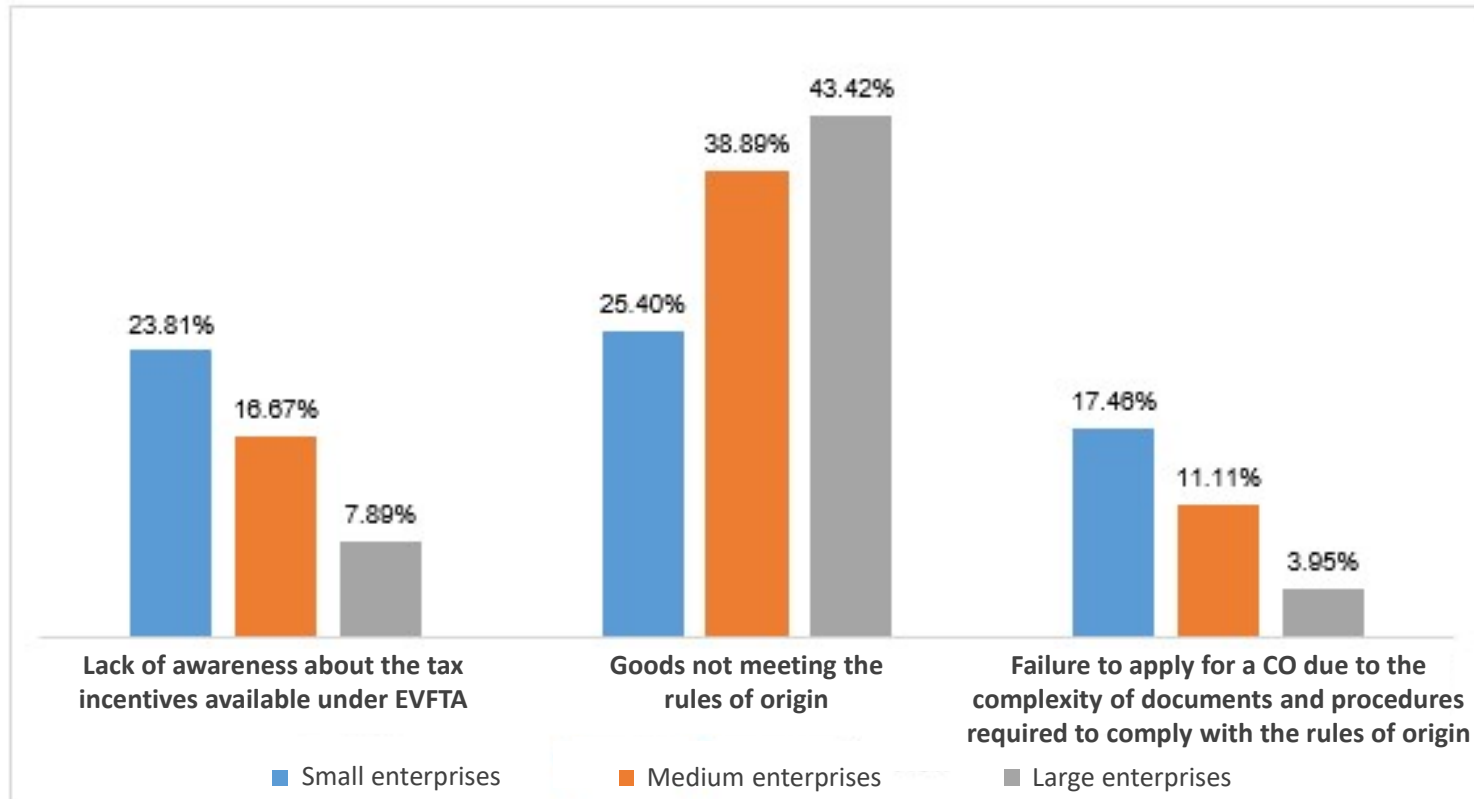
Reasons why Vietnamese enterprises may not have benefited from the EVFTA during the first two years of its implementation:





Findings from the Business Survey after 2 years implementation of EVFTA – VCCI, 2022

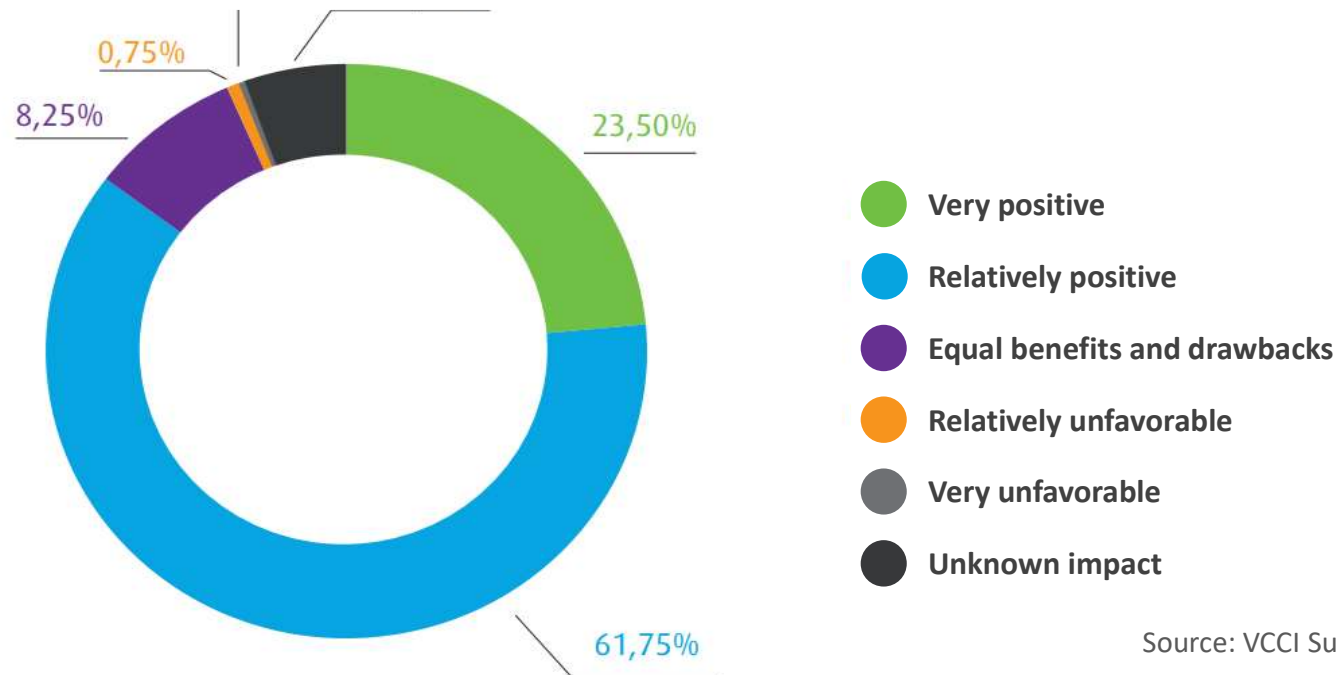
Reasons why Vietnamese enterprises have not yet benefited from EVFTA tariff incentives





Findings from the Business Survey after 2 years implementation of EVFTA – VCCI, 2022

Impact of FTAs on the business prospects of Vietnamese enterprises

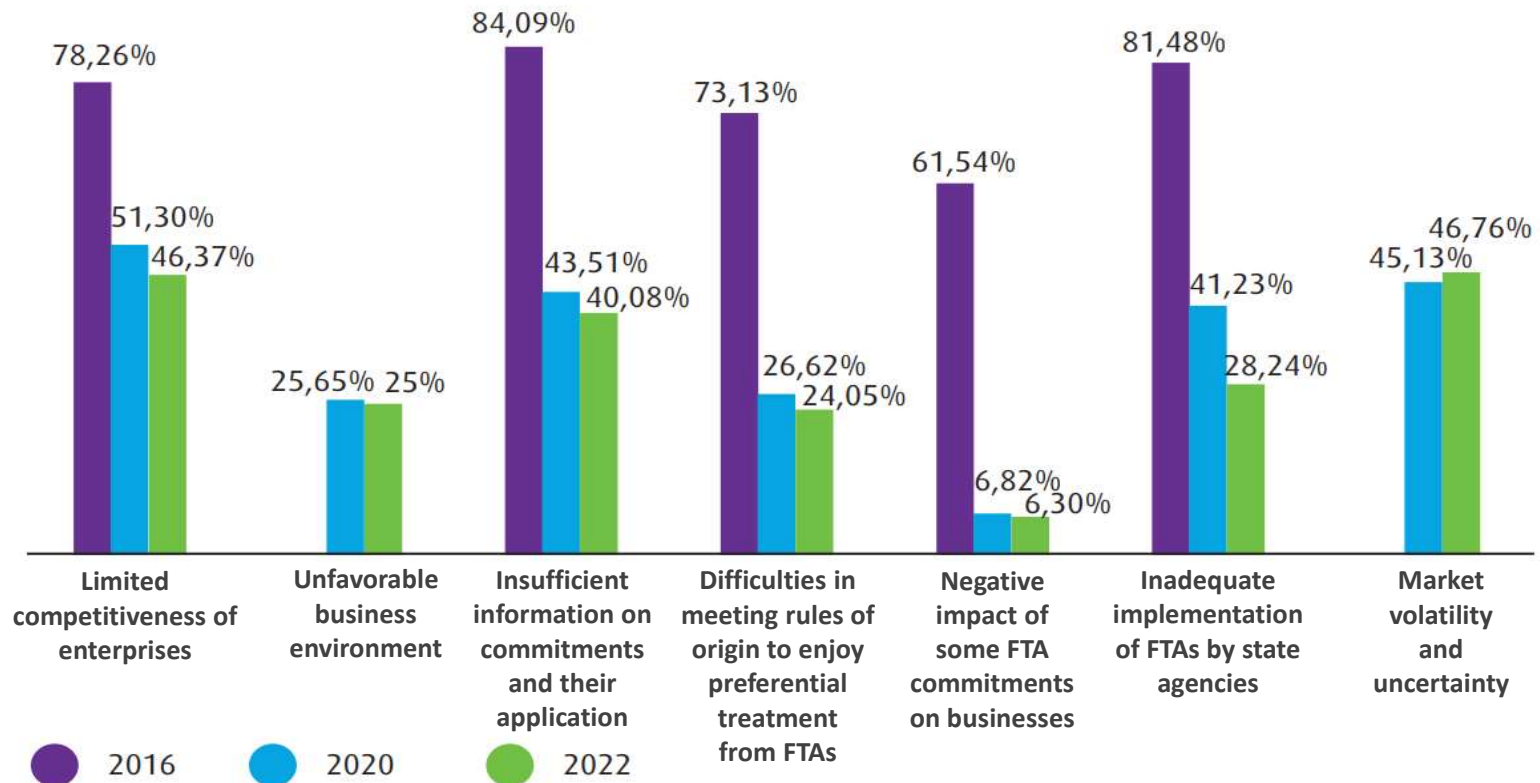


Source: VCCI Survey, 2022



Findings from VCCI Business Survey in 2016, 2020, 2022

Factors hindering enterprises from benefiting from FTAs



Source: VCCI Survey, 2016, 2020 and 2022



For Vietnamese companies investing abroad



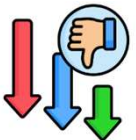
Opportunities

- Hosting countries have efforts to absorb FDI >> various incentives
- Developing markets: large market potential
- Developed markets: transparent and well managed



Threats

- Establishment process is not familiar
- Operational condition (business, labour, social responsibility...) are different
- Limitation in figuring out market potential and competitiveness level



02

The demand of Vietnamese enterprises





Information support



For exporters

- Regulations on goods imported and consumed in EU and Belgian markets
- Customs procedures over imported goods
- Updated information about EU-Belgian market
- Authentic information on partners in EU-Belgium

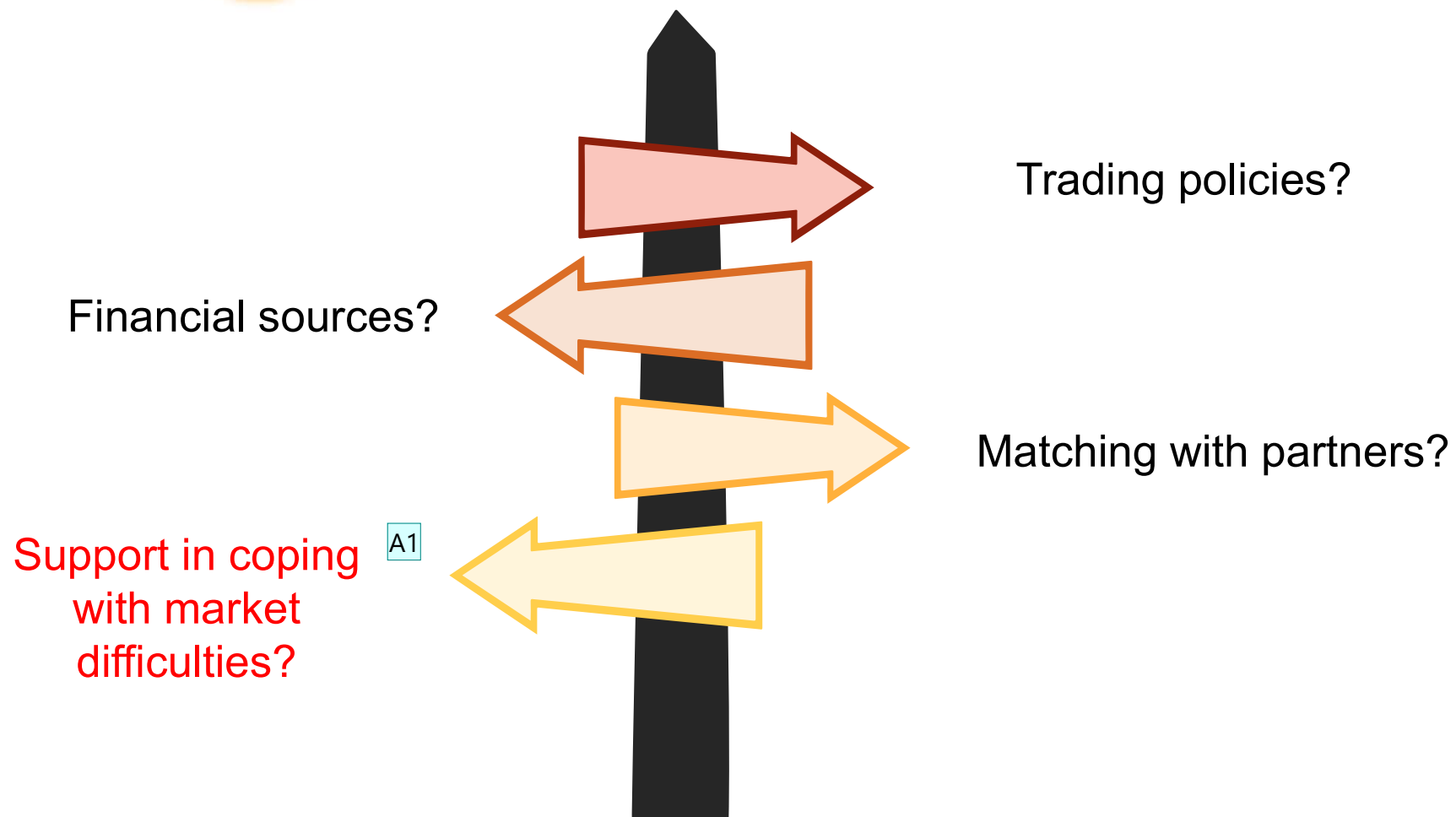
For investors



- Information on the business environment
- Information on investment procedures
- Information on the business operation regulation



2 Other supports



A1 chỗ này liệu có viết thiết gì không ạ
Admin, 13/04/2023



Thank you!

**CENTER FOR WTO AND INTERNATIONAL TRADE
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