

A woman in traditional Vietnamese attire, including a conical hat and a patterned jacket, carries a small wooden boat on her shoulder. She is walking along a path in a rural landscape. The background shows a clear sky and distant power lines.

How to do business in Vietnam

Photo by [Hưng Nguyễn Việt](#) on [Unsplash](#)

Context

Photo by [Lukasz Saczek](#) on [Unsplash](#)



People

98.6 million people

69% between 15-64

Median age of 30.5

Economy

Since 2000:

Annual GDP growth of
between 5-8%

GDP per capita has
grown nearly 700%



A photograph of a busy street in Vietnam, likely Hanoi, during the day. The street is filled with people on motorcycles and a street vendor in the foreground. The scene is captured with a warm, golden light, possibly from the setting or rising sun, creating a lens flare effect. A semi-transparent white rectangular box is centered over the image, containing the text "Infrastructure & Industry".

Infrastructure & Industry

Photo by [Manh Nghiem](#) on [Unsplash](#)

Opportunities

Photo by [Georgios Dornouchtsidis](#) on [Unsplash](#)

A street scene in Vietnam. On the left, a clothing stall displays various t-shirts, some with the Vietnamese flag and others with a cartoon character. In the center, a cafe named 'Cafe 61' has a menu board listing items like 'Cafe đen đậm đặc' (Black Coffee) and 'Cafe sữa đậm đặc' (Milk Coffee). To the right, a red Coca-Cola vending machine is visible. The scene is framed by large green trees. Three white text boxes are overlaid on the image: 'Population' on the left, 'Middle Class' in the center, and 'Spenders' on the right. A larger white text box at the bottom center contains the text 'Great opportunity for Canadian products and services'.

Population

Middle Class

Spenders

Great opportunity for Canadian
products and services



Product Sourcing

Manufacturing

Outsourcing

The Canadian Brand and Advantage



A photograph of a crowded street in Vietnam, likely Hanoi, showing a dense traffic jam. In the foreground, several people are seen from behind, riding motorcycles. They are wearing various helmets and clothing, including a blue shirt, a green jacket, and a white shirt. The motorcycles are packed closely together. In the background, there are green and blue buses, and a large crowd of people on foot. A utility pole on the left is covered in numerous small, colorful stickers and signs. The word "Challenges" is overlaid in a large, black, sans-serif font in the center of the image.

Challenges

Photo by [Daniel Stewart](#) on [Unsplash](#)

How dependent business success is upon relationships

Transparency

Ease of Doing Business

Navigating the Hierarchy

Competition in the Market

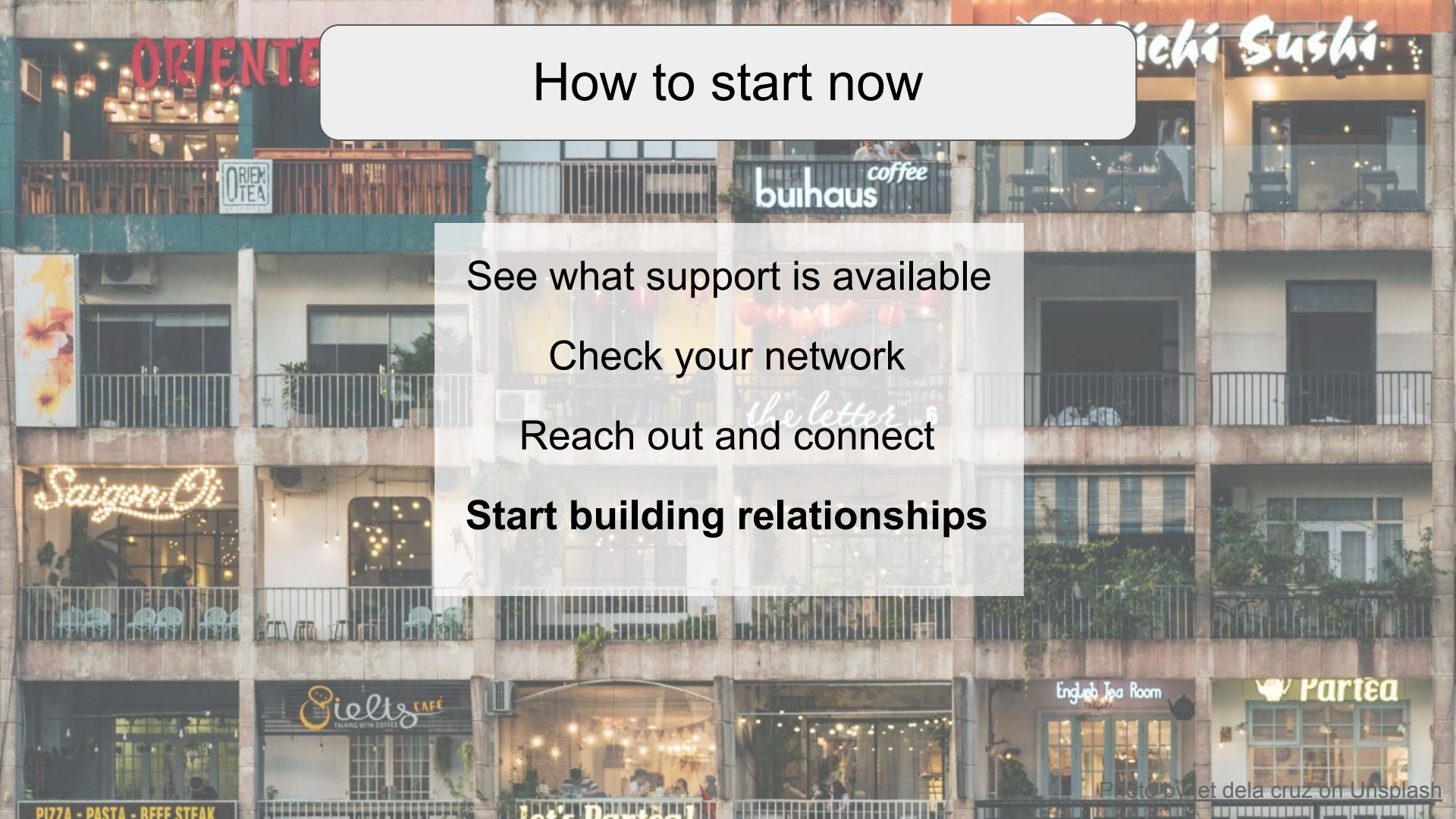




Resources

The background image shows a top-down view of a meal on a grey table. There are several bowls of food, including what appears to be Vietnamese pho with noodles, meat, and herbs. A person's hand is visible on the left, holding black chopsticks. Another person's hand is visible on the right, also holding chopsticks. In the center, there is a small blue and white patterned bowl containing lemon wedges. Below it is a small white bowl with red chili sauce. The text is overlaid on a semi-transparent white rectangle in the center of the image.

Trade Commissioner Service
Export Development Canada
Canadian Chamber of Commerce
Trade Acceleration Programs
MBA Programs
Firms in market



How to start now

See what support is available

Check your network

Reach out and connect

Start building relationships

The Traffic Analogy





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www.tradecommissioner.gc.ca

www.edc.ca/

www.canchamvietnam.org

www.boardoftrade.com/wtc/tap

All statistics are from <https://data.worldbank.org/>