

The Implementation of the Vietnamese online export  
Platform for SMEs' e-Commerce and export capabilities  
(2023~2025/ USD 7,000,000)

Socialist Republic of Vietnam

# Project Concept Paper

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## PROJECT CONCEPT PAPER (PCP)

<b>SECTION 1. BASIC PROJECT INFORMATION</b>		
<b>1.1</b>	<b>Country</b>	Socialist Republic of Vietnam
<b>1.2</b>	<b>Project Title</b>	The Implementation of the Vietnamese online export Platform for SMEs' e-Commerce and export capabilities
<b>1.3</b>	<b>Region/Location</b>	The Vietnam
<b>1.4</b>	<b>Duration</b>	36 months
<b>1.5</b>	<b>Budget (total)</b>	USD 7,000,000
	<b>Funding from the Republic of Korea</b>	USD 7,000,000
	<b>Funding from the Submitting Government</b>	
<b>1.6</b>	<b>Objectives</b>	Expanding export opportunities for Vietnamese SMEs and promoting participation in digital transformation
<b>1.7</b>	<b>Beneficiary</b>	- Direct beneficiaries: SMEs of the Vietnam - Indirect beneficiaries: Manufacturers, local and export distributors, logistics companies, payment companies and foreign importers. Also, refer to Section 4 for more details.
<b>1.8</b>	<b>Submitting Ministry/Organization</b>	E-Commerce and Digital Economy Agency, Department of Ministry of Industry and Trade
	<b>Type</b>	National Government
	<b>Major Functions</b>	Vietnam e-Commerce and Digital Economy Agency is an organization governed by the Ministry of Industry and Trade: (i) consulting, assisting the Minister of Industry and Trade in state management and law enforcement functions in terms of e-commerce and digital economy activities; (ii) organizing and managing public services serving the State management of Vietnam e-Commerce and Digital Economy Agency in accordance with regulations of law and decentralization and authorization of the Minister.
<b>1.9</b>	<b>Is this a resubmission of a previous PCP?</b>	No
<b>1.10</b>	<b>Responsible Korean Ministry and Organization</b>	Ministry of SMEs and Startups, and Korea SMEs and Startups Agency

<b>SECTION 2. PROJECT RATIONALE</b>	
<b>2.1</b>	<b>SITUATION ANALYSIS</b>
	Vietnam, which recorded the GDP growth rate of 2.9% in 2020, is one of the few countries that have achieved growth in the midst of the global economic slowdown caused by a pandemic. Vietnam's economic growth is the lowest in ten years, but is a successful record compared to neighboring Southeast Asian countries, which have been continuously affected by COVID-19. In addition, the country has grown to be the fourth-largest member of the ASEAN economy, with its GDP volume of

USD 343 billion despite the difficult situations. The global outbreak of COVID-19, which began in early 2020, has been expected to bring more serious risks than the global financial crisis and economic recession caused by the Lehman Brothers bankruptcy, which hit the world economy in 2008, but the Vietnamese government recognized such situations early and has overcome the economic recession and crisis in 2020 by implementing thorough quarantine measures since the outbreak of the pandemic in 2020. However, the outbreak of a new pandemic caused by COVID-19 variants that began in April 2021 seriously damaged Vietnam's quarantine system and completely changed the economic situation in Vietnam. The Vietnamese government believes that the introduction of e-commerce in small- and medium-sized enterprises is the most important measure for the recovery of its economic conditions and the survival of small- and medium-sized businesses in Vietnam, in order to overcome the With-COVID-19-era. To improve the COVID-19 situations, the Vietnamese government has no choice but to establish survival and recovery measures in the competitive market environment of the digital age in the wake of the pandemic, while continuously promoting quarantine measures. e-Commerce is one of the pioneering fields of the digital economy and is perceived as a promising industry that will increase the business cycle efficiency and drive the modernization of distribution systems. In addition, e-commerce not only helps small- and medium-sized businesses improve their competitiveness, but also contributes to the expansion of the domestic market, the promotion of the export of domestic companies, and the export activation of small- and medium-sized businesses in Vietnam in general. On May 15, 2020, the Vietnamese government established a new national master plan for e-commerce development in the period of 2021 - 2025 (Decision 645/QD-TTg) to realize the fourth industrial revolution, digital economy development direction and national digital reform. The Vietnamese government focused on completing policies and laws to advance e-commerce through its e-commerce master plan from 2016 to 2020 (Decision 1563/QD-TTg), and through this new national e-commerce master plan (Decision 645/QD-TTg), it aims to achieve the following substantial goals regarding the e-commerce development: First, provision of support and promotion of the broad application of e-commerce in businesses and communities; Second, closing the gap between major cities and provinces in terms of the level of e-commerce development; Third, establishment of a sound, competitive, and sustainable e-commerce market; Fourth, expansion of the domestic and international consumption market of Vietnamese products through e-commerce application programs to promote cross-border e-commerce and transactions; And fifth, ranking 3rd or higher in the e-commerce market among Southeast Asian countries. The Vietnamese government needs a platform that promotes B2B online exports of companies comprehensively as an important means to support this policy. Utilizing a B2B online export support platform, which is run by the government, it is important for the Vietnamese government to promote cross-border e-commerce as the most important means to recover its economy together with the comprehensive trade policy support. Moreover, as seen in Korea's success case, such platform should be utilized to directly or indirectly support the online export policy in a short or long term. In the future,

Vietnamese companies that use the online export support platform will be able to communicate with foreign buyers in a non-contact manner at all times, market their raw materials, parts, and products online. Supporting infrastructure for electronic transactions.

## **COUNTRY DEVELOPMENT STRATEGIES AND POLICIES**

2.2 The Vietnamese government declared the “Social Economic Development Strategy and Socio-Economic Development Plan” at the 13th National Party Congress held from January 25, 2021 to February 1, 2021. The government set its mid- to long-term goal and strategy as “becoming a socialist-oriented developed country,” and established a goal of transforming the country into a high-income advanced economy with a GDP of USD 12,000 dollars per capita by 2045, the 100th anniversary of Vietnam's founding. The Vietnamese government has set up a ten-year social economic development strategy and a five-year goal as a detailed implementation plan. Three strategic drivers have been set to achieve such goal: First, attraction of selective FDI and privatization of state-owned enterprises; Second, nurturing high-quality manpower; And third, early establishment of transportation, energy and IT infrastructure. From a macroeconomic perspective, the government aims to achieve 7% annual GDP growth rate and increase the weight of the manufacturing and digital economy to 30%, and has set innovation, digital transformation, establishment of an investment-friendly environment and infrastructure development as its goals for the industrial sector. In terms of trade, it has been seeking to secure the export market through the use of FTAs, to comply with the WTO order, to promote multilateral diplomacy and to actively contribute to multilateral organizations.

With the goal of becoming an IT powerhouse in Southeast Asia during the era of the fourth industrial revolution, the Vietnamese government has fostered local enterprises with 100,000 types of high-tech technologies through its fourth industrial revolution promotion campaign, “Make in Vietnam,” since 2019, and aims to be among the top 30 in the global IT sector and to expand the GDP share of the digital economy to 30% by 2030, while setting a goal to deliver policy reform and build a regulatory sandbox. The Vietnamese government has been moving toward advances that are driven by the innovative companies in science and technology, allowing pilot testing of new policies, taking risks of new business models, expanding the application of digital technology (5G, artificial intelligence, block chain, 3D printers, Internet of Things and network security), promoting clean energy and environmental technology, improving productivity and economic efficiency, developing a startup ecosystem and investing in basic science R&D.

In particular, the government has established the development of the manufacturing, parts and materials industries, and nurturing of small- and medium-sized enterprises—of which approximately 97% thereof are private companies—as major national tasks in order to advance the industries and strengthen the industrial roles of small- and medium-sized enterprises, and formulated and implemented various

policies in this regard. In relation to this, the Law on Support for Small- and Medium-sized Enterprises, which had been proposed for the first time in Vietnam, passed the National Congress in June 2017 and took effect on January 1, 2018, and the government is providing support by establishing various systems to facilitate small- and medium-sized businesses, such as facilitating bank loans, reducing corporate taxes (up to 3%), establishing a national support program for small- and medium-sized businesses, and supporting the commercialization of business ideas of startups.

In particular, according to the “National Master Plan for e-Commerce Development in the Period 2021-2025” (Decision 645/QD-TTg) released by the Vietnamese government on June 18, 2020, the government aims that 50% of small- and medium-sized enterprises to conduct their business via e-commerce, and that 80% of e-commerce websites accommodate online orders by 2025. To that end, it is planning a national e-commerce development program, which is decided and enforced by the Ministry of Industry and Trade and People’s Committees of provinces and centrally run cities that is run by each of the centrally-controlled municipalities and provinces. In addition, such program is implemented by e-commerce-related organizations managed by the central and local governments, the Vietnam E-Commerce Association and commodity associations.

Furthermore, to build a digital economy, in June 2020, the Vietnamese government announced the “National Digital Transformation Program by 2025, with an Orientation Towards 2030” (Prime Minister, 747/QD-TTg), and is committed to advancing its digital government, digital economy and digital society, with an aim of increasing the share of the digital economy to 20% of its GDP and becoming among top 50 and 35 in terms of the ICT development index and global competitiveness index, and global innovation, respectively.

### **JUSTIFICATION FOR INTERVENTION**

2.3

Vietnamese small- and medium-sized businesses are rather too small and most of them do not even have a website required for online export through cross-border e-commerce. Also, foreign buyers are not likely to obtain information on intermediate or finished goods in Vietnam. The necessity and need for a platform to market products that are operated and guaranteed by the country continue to grow among local Vietnamese companies, and the government needs to have an online platform that supports medium- and long-term export policies. Taking into account the acceleration of digital transformation amid COVID-19, Vietnam's small- and medium-sized businesses need a full range of export support through an online export support platform for e-commerce. Some B2B online export platforms (specialized in agricultural products) which are being developed by the private sector have been studied together with their development plans announced, and e-commerce of Vietnamese small- and medium-sized businesses is being promoted through cooperation with Alibaba and Amazon, however, it is highly likely to be used for commercial purposes, and the Ministry of Industry and Trade of Vietnam, which

	<p>leads the national economy of Vietnam, must promote the development of e-commerce and boost the economy through a platform that is public but not commercial for all small- and medium-sized businesses in Vietnam in the early stage. It is in parallel with the capacity building programme for MSMEs</p>
<p>2.4</p>	<p><b>LESSONS LEARNED</b></p> <p>Asian and Southeast Asian countries, which support export policies and secure online export competitiveness through a B2B online export support platform owned and operated by the state, are already in the position of the semi-developed or developed countries. Malaysia (MATRADE) and Thailand (ThaiTrade) are also using a public online export support platform to implement a variety of export policies and are making great progress. In particular, Korea has achieved a government-led, high growth, and goBizKorea, Korea’s online export support platform for small- and medium-sized businesses which is led by the Ministry of SMEs and Startups and operated by the Korea SMEs and Startups Agency has proven how fast Korean companies are making the digital transformation. For example, it is worth noting that as of 2020, while the world is struggling with the pandemic, 90% of Korean small-and medium-sized companies using the online export support platform (goBizKorea) saw their export increased by nearly 20% compared to 2019. Also, the fact that 40% of domestic demand-oriented small- and medium-sized businesses that utilized the platform succeeded in exporting is considered a result of the online export support platform.</p>
<p><b>SECTION 3. PROJECT DESCRIPTION</b></p>	
<p>3.1</p>	<p><b>Objective/Outcome/Output</b></p> <p><b>Project objectives</b> Expansion of export opportunities of Vietnamese small- and medium-sized businesses and promotion of their participation in digital transformation and improvement of consumer recognition of products of Vietnamese small- and medium-sized businesses in the global market.</p> <p><b>Project outcomes</b> Increased export potential of Vietnamese small-and-medium-sized businesses through online channels, and expanded export volume of various products through online transactions and provision of opportunities for domestic companies to enter into global markets by using e-commerce.</p> <p><b>Project outputs</b></p>

- Consulting
  - Business Process Reengineering and Information Strategy Planning
  - Consulting on how to strengthen the online export capacity of SMEs in Vietnam
- Systems
  - Public B2B2C e-Commerce System
  - Virtual Exhibition System
  - Buyer-seller Business Matching Support System
- Capacity Building
  - Invitational Onsite Trainings in Korea for high level officers from stakeholder organizations, for the Project implementation and administration team, and selected exporters participating in the initial implementation of the Project
  - Training of e-Commerce and Marketing experts and trainers
  - Promotion and training of Vietnam SMEs in cities and local provinces
  - Train and educate the operation team and the buyer-seller matching team
  - Vietnam-Korea bilateral online export marketing cooperation
  - Sharing knowledge to promote the platform by planning a new service for SMEs.
- Equipment
  - Comprised of small and medium-sized servers taking into account the fact that Vietnam’s online export platform is at the early stage of service, however, a server virtualization solution is required to maximize resource management efficiency and cost-performance.

**Activities:**

3.2

Activity (responsible party, jointly perform)	Timing and Duration												
	1st yr			2nd yr			3rd yr						
<b>○ Consulting</b>													
BPR/ISP (KOSME)	■	■											
Consulting for online export (KOSME)				■	■								
<b>○ System Development</b>													
Development of Public e-Commrece System (KOSME, MOIT)			■	■	■	■	■						
Development of Virtual Exhibition System (KOSME, MOIT)									■	■	■		
Development of Buyer-seller Matching support System (KOSME, MOIT)									■	■	■		
<b>○ Supply of Equipment</b>													
1. 1st Supply of Equipment (KOSME)					■	■							
2. 2nd Supply of Equipment (KOSME)										■	■		
<b>○ Capacity building</b>													
Study trip in Korea (MOIT, KOSME)		■					■					■	





- Implementation plan development: Eliminate any redundancy among follow-up tasks, and establish an efficient and effective resource allocation and execution plan.

#### Public e-Commerce System (Requirement Analysis and Design Phase)

- One-stop online export support system for Vietnamese SMEs
  - . Unification of online sales channels that support the online export process of Vietnamese SMEs
  - . Enable independent functions of the online export process to secure the service independence while ensuring the integrated management of different systems.
  - . Expose product information to international buyers through a B2B system and support B2B payment for international buyers.
  - . Enable product information in a B2C platform to be sold through multiple international shopping malls, and ensure integrated management of sales information.
- Establishment of a product DB for Vietnamese SMEs
  - . Rebuild the product DB used in offline-based trade shows and conference meetings promoted by the Ministry of Industry and Trade of Vietnam and reflect it in the e-marketplace.
  - . Establish a classification framework and input attribute data (provision and management of a product DB, payment, order placement, export customs clearance, etc.) when building a DB for accurate product search.
- Enhancement of an integrated search function for buyer convenience
  - . Develop a filter function that reflects unique characteristics of each product (for example, develop a filter function implemented based on component type such as a CPU, memory, HDD, etc. to facilitate search for computers.)
  - . Develop a filter function implemented based on supplier rating (e.g., assured suppliers, preferred suppliers, etc.)
- Support for Online Export Support Center services
  - . Provide support to the support organizations that can connect online and offline-based process covering product enquiries, customer service, product returns, etc.,
  - . (Operating team) Support stable site operation tasks such as membership registration, product registration, trade service application, site promotion activities, sending regular newsletters, and C/S.
  - . (Matching team) Introduce companies that match when requesting to find a manufacturing company of overseas buyers, and search matching buyers through various methods when a domestic company requests to find new buyers.

#### 2. Year 2:

#### Public e-Commerce System (Development, testing and deployment)

- Encouragement of the maximum participation of Vietnamese personnel for smooth operation of the

system

- Reflection of all considerations in the system development design
- Development of the system taking into account the e-Government Architecture Framework (v2.0) of Vietnam
- Function development and design suitable for global trends should be reflected.
- Mobile accessibility should be high for user convenience.
- Sites optimized for search engines should be built.

Consulting for online export capacity enhancement plan

- Establishment of a comprehensive and systematic plan that encompasses the online export capacity improvement of Vietnamese SMEs and sustainability of the online export platform
- Analysis of online export status of SMEs, business performance analysis for SMEs
- System usage status analysis for online export, platform satisfaction of participating companies, platform satisfaction of overseas buyers
- Online export performance analysis, SME competency evaluation for online export
- Analysis of global online export market trends, advanced export support business trends, and overseas online export platform operation cases
- Vietnam differentiation analysis, excellence analysis, competitiveness analysis
- Deduction of improvement direction, establishment of strategic system and goals, establishment of differentiation strategy, identification of core tasks

3. Year 3:

Virtual Exhibition System

- Leverage VR (Virtual Reality) solutions to maximize buyer participation by allowing users to interact with a virtual space created by digital technology without a VR controller.
- Build a virtual exhibition hall in the form of an industry (primary, secondary and tertiary industry)-based template, and display products—which should be designated by an online export platform—in a virtual exhibition hall of the relevant industry.
- VR content will be created for 50 corporate products selected by the Ministry of Industry and Trade of Vietnam. Content creation will be carried out locally in Vietnam to transfer the capacity for Vietnam to produce content in a sustainable manner.

Buyer-seller Matching support System

- (Inbound buyer-seller matching) Online business matching  
. Find and recommend the export companies that suit overseas buyers' enquiries.

- . Find active and prospective buyers and enquiries through online and offline channels.
- . Find outstanding export SMEs in Vietnam by using an e-marketplace system which comprises the online export platform of Vietnam.
- (Inbound buyer-seller matching) Inbound buyer-seller matching service
  - . Maximize the inbound buyer-seller matching effectiveness by identifying the product competitiveness of Vietnamese small and medium-sized manufacturers and configuring categories to meet the needs of overseas buyers.
  - . Link to online service promotion to secure genuine enquiries, and SNS to find and attract prospective buyers.
- (Outbound buyer-seller matching) Outbound buyer-seller matching support
  - . Leverage an e-marketplace system, a component of the online export platform of Vietnam, to validate and supplement circular letters (C/L), and support response to buyer enquires.
  - . Provide outbound buyer-seller matching service tailored for Vietnamese SMEs by product category.
- (Outbound buyer-seller matching) Enhanced marketing support for companies eligible for strategic export support
  - . Increase the number of matches and the export success rate by newly developing a function dedicated to outbound marching service.
  - . Provide intensive online overseas marketing support to outstanding small and medium-sized manufacturers through the operation of premium matching service.
  - . Provide matching consulting service for buyers visiting Vietnam.
  - . Ensure a buyer DB up to date by refining an overseas buyer DB, and match with genuine buyers by promoting outbound marketing utilizing the DB.
  - . Improve outbound marketing activities by utilizing the overseas network of the Ministry of Industry and Trade of Vietnam.

○ **Capacity Building Program and Bilateral Marketing Cooperation**

1. Invitational Training to Korea

- To invite key stakeholder officers to Korea and to provide an e-Commerce and B2B marketing program
- The program may include Online Export promotion policy training, a site visit to Korea SMEs and Startups Agency, and others.

2. Workshop for Online Export-related Organizations in Vietnam

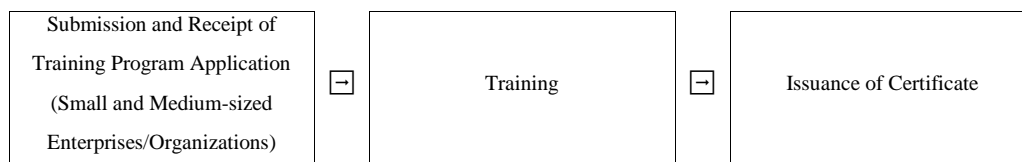
- (Implementation method)

- Collect opinions of various sectors related to online export, and seek joint initiatives to promote online export such as related projects, policy coordination, development, etc. through a working-level consultation body of each organization in order to implement the projects of the Center.
  - Target participants: The head of the working-level department, including the local government, business support organizations, academic circles, and economic organizations
  - Content: A study on the application of Korea's online export activation measures to Vietnam, the establishment of a systematic cooperation and information exchange system among organizations and groups, and discussion and cooperation on other matters related to online export
- (Implementation strategy)
- Establish a cooperative system for related agencies, organizations, and corporate representatives to improve the system for information exchange and online export activation.
  - Establish effective measures to promote online export of SMEs by collecting various opinions of agencies, experts, and others.

### 3. Training Program for Online Export Experts

- (Implementation method)
  - Leverage experts of Korea's online export-related agencies and private specialists.
  - Training method: Trainees will take classes through an individual PC (using the Zoom program)
  - Process and Program Curriculum

<Table> Regional Expert Training Program Process



<Table> Training Program for Online Export Experts

Period	Class	Description
1	Understanding the CBEC market	- Global e-commerce environment and geographic characteristics - Online export customs clearance and import procedures and precautions in Vietnam
2	Online export market penetration strategy	- Market penetration plan - Success and failure cases - Recent major business issues
3	Utilization of online export platform	- Marketing plan utilizing the online export platform - Online export activation plan and practice - Follow-up management practice

- (Implementation strategy)
  - Conduct a market analysis by online export market and enhance online export capacity by utilizing market penetration strategies.

- Provide a training program on the online export platform utilization to improve the online export marketing capacity and practical skills of export managers thereby enhancing the online export operations of SMEs.
- Nurture key personnel who can comprehensively analyze the import restrictions and solutions of each online export target country and item.
- Improve the policy making capacity of online export agency personnel to activate online export by providing a training program on the global e-commerce environment and regional characteristics.

4. Provincial (or by City or Industrial Complex) Training Program in Vietnam

- (Implementation method)

- A collective training program conducted in different cities or industrial complexes in turn to improve access of trainees. The program is focused on practices and field practices or cases to enhance the work performance of marketing personnel or online export personnel of SMEs.
- Classify the program into an online export platform utilization basic class, practical class, etc. to provide different training programs to beginner-level enterprises and those utilizing the online export platform.
- Improve the participation rate of working-level corporate personnel by providing training on weekends.
- Program curriculum

<Table> Provincial (or by City or Industrial Complex) Training Program Curriculum

Practical class for incumbent employees	Description
e-Marketplace practices (1 day/4 hours)	· Product listing for overseas buyers · Establishment of an export marketing performance analysis framework
Expert training class	Description
Training for marketing personnel utilizing the online export platform (1 day/6 hours)	· Success cases for effectively leading buyers · Optimal ways to communicate with buyers · Online export skills

**Budget:**

This table is for planning purposes to help MSS and KOSME understand the justification of the proposed budget.

3.3

List the co-funding from the submitting country as applicable.

Activity	Details	Estimated Budget (USD) (Exchange rate: 1,130 won)
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	Consulting	BPR/ISP Consulting for online export capacity enhancement plan	650,000
	System Development	Public B2B2C eCommerce System Online Virtual Exhibition System Buyer-Seller Matching Support System	2,400,000
	Supply of Equipment	H/W, S/W, N/W	1,370,000
	Capacity Building and Marketing cooperation	Invitational Training about B2B platform model and online export in Korea Training for online export platform operation and e-Commerce and Marketing experts and trainers. Training for Viet Nam businesses. Promotion activities of Vietnam SMEs in cities and local provinces Operation and buyer-seller matching team support Marketing activities to promote platform Vietnam-Korea bilateral online export marketing cooperation	1,930,000
	Project Management	Project Management, Supervision	650,000
	TOTAL		7,000,000

#### SECTION 4. STAKEHOLDER ANALYSIS

<b>4.1</b>	<b>TARGET BENEFICIARY:</b>	
	<ul style="list-style-type: none"> <li>● <b>Beneficiaries</b> <ul style="list-style-type: none"> <li>- <b>Direct Beneficiaries: SMEs of the Vietnam</b></li> <li>- <b>Indirect Beneficiaries:</b> Manufacturers, local and export distributors, logistics companies, payment companies and foreign importers.</li> </ul> </li>   <li>● Number of beneficiaries – ie total number of exporter which may benefit the Project, across industry sectors and size of organization <ul style="list-style-type: none"> <li>- At least 3000 Vietnamese registers will be supported to join in the platforms as the users</li> </ul> </li>   <li>● Number of beneficiaries – ie total number of Vietnam SMEs which may benefit the Project, across industry sectors and size of organization <ul style="list-style-type: none"> <li>- At least 500 Vietnamese enterprises will be trained the skills related to online export as well as the skill to do business online successfully</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>● The target group is all of the Vietnamese SMEs. The Ministry of Industry and Trade (MOIT) has actively participated in developing the Project Concept Paper. The MOIT welcomes the initiatives which support the online export of Vietnamese SMEs to help them develop from domestic demand-based SMEs to export-oriented companies and to global companies, bridge the gap between local and urban areas, and eventually engage such SMEs in the digital transformation of Vietnam.</li> </ul>
4.2	<p><b>STAKEHOLDERS:</b></p> <p>(Indicate stakeholders (e.g., residents, partner government agency, international organization, NGO, donor agency, etc.), if any, including a) name/group, b) respective role(s) and cooperation/coordination mechanism, etc.)</p> <ul style="list-style-type: none"> <li>● Key Stakeholders Viet Nam E-Commerce and Digital Economy Agency of Ministry of Industry and Trade</li> <li>● Other Stakeholders <ul style="list-style-type: none"> <li>a) KOSME is a successful case of an organization that leverages an online export platform for Korean SMEs to effectively support their export policy. KOSME will be a bilateral economic partner and companion of Vietnam by promoting active exchanges between Korean and Vietnamese SMEs in the future.</li> </ul> </li> </ul>
<b>SECTION 5. PROJECT MANAGEMENT AND IMPLEMENTATION</b>	
5.1	<p><b>PROJECT MANAGEMENT:</b></p> <p>(Describe a) who will be responsible for planning and management of the Project operations as well as coordinating other bodies and organizations associated with the Project, b) what arrangements will be established to ensure that there will be effective coordination with other relevant programs and activities.)</p> <p>The project ownership of this project is the E-Commerce and Digital Economy Agency (IDEA) of the Department of Trade and Industry which includes the activities as planning the project and coordination with all the related organization or ministries.</p> <p>The Korea SMEs and Startups Agency (KOSME) under the Ministry of SMEs and Startups plan the project and cooperate with IDEA for this project.</p> <p>Under the management and supervision of KOSME and IDEA, select an organization or company that has the capacity for an online export platform and has already successfully implemented an ODA project in other countries to manage and operate the project, develop the platform, operate the training and in charge of practice.</p>
<b>SECTION 6. SUSTAINABILITY</b>	
6.1	<p><b>Sustainable Operation Measures and Expansion Potential</b></p> <p>(Describe whether the functions established through the Project are expected to continue, or expand to other areas or sectors, once the current phase of assistance is completed. This could include plans for self-financing provisions to ensure continued viability of operations.)</p>

This huge online export platform comprised of an e-commerce system, virtual online exhibition system and buyer-seller matching system will be linked to Vietnam's single window system, the systems of private simple payment service providers and logistics companies, and private e-commerce platforms in the future.

The Ministry of Industry and Trade of Vietnam will travel through Vietnam's provinces from the beginning of the project to promote the online export platform offline. Given that Vietnam has a large information gap between rural and urban areas, it is important for SMEs in Vietnam to continue promoting and marketing to increase the number of subscribers of the online export platform and expand exports. At the same time, the Ministry will boost the number of overseas buyers every year through online marketing and advertising, and continue to promote the platform for its continuity.

The online export platform is closely linked to the Vietnamese government's online export policy and performance in the future, and the budget required to operate the project after 2025 (in which the project will be completed) will be reflected as part of Vietnam's export policy every year.

The project is an opportunity for Vietnam to take its technology to the next level as the Vietnamese personnel under the MOIT will directly or indirectly be engaged in analysis, development, testing, and deployment of the platform. Vietnam will also be able to manage maintenance, additional development, operation and marketing of the platform with its own personnel in the future.



# ANNEX 1: Location Map



## ANNEX 2: Project Design Matrix (PDM)

Narrative Summary	Objectively Verifiable Indicators	Means of Verification	Assumption	
<b>Goal</b>				
1. Increase in online exports of Vietnamese small and medium-sized enterprises (SMEs) 2. Improving online export marketing capabilities of Vietnamese small and medium-sized enterprises (SMEs) 3. Enhancing the global competitiveness of Vietnamese small and medium-sized enterprises (SMEs)				
<b>Purpose</b>				
1. Strengthening the online marketing capabilities of Vietnamese SMEs.	The results of training online marketing using platforms.	The number of companies participating in education to strengthen their capabilities.	Recruitment of companies participating in education by Vietnamese government.	
2. Online export marketing based on new technology (VR)	- Number of VR-based online exhibition and Number of support companies - Number of overseas buyers accessing online exhibition halls based on VR-based online exhibition	Operation status and beneficiary company application survey data	Stable system operation and active cooperation of beneficiary companies	
3. Increase efficiency of buyer-seller business matching process	- Matching and follow-up process shortening time - Number of Matching/follow-up details saved - Number of registered seller DB and buyer marketing DBs	Direct comparison of processing time by work process when working offline.	Implementation of a policy to mandate matching application single windows in cooperation with export support-related organizations.	
4. Vietnamese government-led online export policy platform enhancement	Utilization rate of online export support platform	Using the statistics data of online export support platform (number of users, number of activation services, number of cases of use)	Implementation of policies to encourage use through service promotion for domestic.	
<b>Outcomes</b>				<b>Budget IN USD \$</b>
<b>1. Consulting (BRP/ISP, Consulting for online export)</b>				<b>650,000</b>
1.1 BPR/ISP	BPR/ISP completed	BPR/ISP report reviewed and approved	VN eCommerce and Digital economy Agency (IDEA)	380,000
1.2 Consulting for online export	Consulting for online export completed	Consulting for online export reports received and approved	approve the Consulting Report	270,000
<b>2. System Development</b>				<b>2,400,000</b>

2.1 e-Commerce System	e-Commerce System deployed on the production environment.	It is supervised by experts in IT information technology and e-Commerce System reviewed and approved by eCommerce and Digital Agency(IDEA).	VN eCommerce and Digital economy Agency (IDEA) designates a work team in charge of coordinating with the e-commerce related organization or bodies.	1,340,000
2.2 Virtual Exhibition System and Buyer-seller Matching support System	Virtual Exhibition System and Buyer-seller Matching support System deployed on the production environment.	It is supervised by experts in IT information technology and Virtual Exhibition System and Buyer-seller Matching support System reviewed and approved by eCommerce and Digital Agency(IDEA).		1,060,000
<b>3. Supply of Equipment</b>				<b>1,370,000</b>
3.1 1st Supply of Equipment	All necessary equipment for the online export platform is installed and works smoothly.	It is supervised by experts in IT information technology and reviewed and approved by IDEA.	Place to install the equipment must be provided and It is necessary to train the personnel who will operate the equipment.	1,230,000
3.2 2nd Supply of Equipment				140,000
<b>4. Capacity Building and Marketing cooperation</b>				<b>1,930,000</b>
4.1 Study Trip in Korea	The number of invitational training sessions and the number of participants and duration of each session	Evaluation of performance and satisfaction of invited trainees	The trainees should contribute to improving online export by utilizing the online export platform in the future.	140,000
4.2 Training Activities	Number of participants in local training and training time	Improving the skills of participating trainees and increasing their ability to operate and use the online export platform		410,000
4.3 Marketing and follow-up	All activities corresponding to that output must be performed properly.	Measuring the inflow of overseas buyers through online export platform marketing and advertising		730,000
4.4 Dispatching Expert	Forms and operates an online export platform operation team and a Export Marketing Team that arranges transactions between buyers and sellers	Reviewed and approved by eCommerce and Digital Agency(IDEA).		160,000
4.5 Bilateral Marketing cooperation	The number of joint marketing between Korea and Vietnam and the effect of marketing		Korea SMEs and Startups Agency (KOSME) and VN eCommerce and Digital economy Agency (IDEA) jointly conduct cooperative marketing.	490,000
<b>5. Project Management</b>				<b>650,000</b>
5.1 Management				550,000
5.2 Supervision				100,000
<b>Total</b>				<b>7,000,000</b>

Activities	Inputs		Role and Responsibility	Budget IN USD \$
	Korea	Vietnam		
<b>1. Consulting (BRP/ISP, Consulting for online export)</b>				<b>650,000</b>
BPR/ISP	Total duration is 6 months, 5 Korea consultants perform this activity in Vietnam during 3 or 4 months.			380,000
Consulting for online export	Total duration is 6 months, 3 Korea consultants perform this activity in Vietnam during 3 months.			270,000
<b>2. System Development</b>				<b>2,400,000</b>
e-Commerce System - Requirement analysis and Design phase	Total duration is 4 or 5 months, 5 Korea analysts and computer engineers perform these activities in Vietnam during 2 months.		Vietnam jointly perform this activity	530,000
e-Commerce System - Development, Test and Deployment phases	Total duration is 8 months, over 15 Korean IT developers perform these activities during 4 months in Vietnam and 4 months in Korea.		Vietnam plays a leading role on the deployment phase.	810,000
Virtual Exhibition System and Buyer-seller Matching support System	Total 10 months, over 18 Korean IT developers perform these activities during 4 months in Vietnam and 6 months in Korea.		Vietnam plays a leading role on the deployment phase.	1,060,000
<b>3. Supply of Equipment</b>				<b>1,370,000</b>
1st Supply of Equipment (HW, SW, NW)	4 Servers, 1 Main Storage, 1 Backup Storage(VTL), 2 NG Firewall, 2 L4 Switch, 4 L3 Switch, 1 L2 Switch, 3 System Rack, 2 SAN Switch, 2 VPN, 1 Vcenter, 10 Vmware, 1 Backup SW, 16 Backup Agent, 2 DB Backup, 20 OS, 3 Windows, 4 Open Source Web Server SW, 4 Open Source WAS Server, 1 DB Encryption SW, 1 Reporting Tool SW			1,230,000
2nd Supply of Equipment (HW, SW, NW)	4 Vmware, 4 Backup Agent, 1 DB Backup, 4 OS, 1 Windows, 2 Open Source Web Server SW, 2 Open Source WAS Server, 1 DB Encryption SW, 1 Open Source APM, 1 Open Source NMS, 1 Open Source SMS			140,000
<b>4. Capacity Building and Marketing cooperation</b>				<b>1,930,000</b>
<b>4.1 Study Trip in Korea</b>				<b>140,000</b>

	1st Study trip in Korea	Study trip in Korea ( 9 person 5 days)		Vietnam plays a leading role.	40,000
	2nd Study trip in Korea	Study trip in Korea ( 15 person 7 days)		Vietnam plays a leading role.	50,000
	3rd Study trip in Korea	Study trip in Korea ( 15 person 7 days)		Vietnam plays a leading role.	50,000
<b>4.2 Training Activities</b>					<b>410,000</b>
	1st Training activities for Viet Nam businesses and operators of the platform	Training activities for Viet Nam businesses and operators of the platform (3 weeks) * 3 times			185,000
	2nd Training activities for Viet Nam businesses and operators of the platform	Training activities for Viet Nam businesses and operators of the platform (3 weeks) * 4 times			225,000
<b>4.3 Marketing and follow-up</b>					<b>730,000</b>
	Operation team	Maintenance and operation of e-marketplace systems (6 person / 2 years)		Vietnam plays a leading role and Korea fully support this activities.	190,000
	Export Marketing team	Marketing center operation to export transactions between buyers and sellers (4 person / 1 years)		Vietnam plays a leading role and Korea fully support this activities.	100,000
	Advertisement	Google CPC/CPV, Marketing Videos & Brochures, SNS channel advertisement		Vietnam plays a leading role and Korea fully support this activities.	220,000
	Buyer Database	Buyer Database Purchase (500,000 buyers)			220,000
<b>4.4 Dispatching Expert</b>					<b>160,000</b>
	Dispatch of marketing expert	Transmitting know-how by dispatching one Korean expert who can direct and supervise e-Marketplace operation and B2B Business matching and arrangement for foreign buyers and Vietnam sellers		Vietnam plays a leading role and Korea perform this activities jointly.	160,000
<b>4.5 Bilateral Marketing cooperation</b>					<b>490,000</b>
	Bilateral Marketing cooperation	Mutual promotion through the exchange of banners on both sites, Opening and regular operation of a special online hall, Support to promote the site and recommended products when sending regular newsletters, Identification service to provide corporate creditworthiness, Raw material/intermediate sourcing support service, Exposed symbol mark registered as a certified company, Platform launching ceremony, Promotion activities in local provinces and			490,000

		supporting local enterprises joining in the platform (3-4 provinces), collect 1.000 registers			
<b>5. Project Management</b>					<b>650,000</b>
5.1 Management					550,000
5.2 Supervision					100,000