

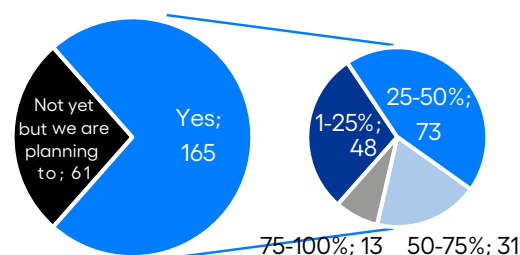
# MSMEs Digital Exports in Southeast Asia Vietnam at a glance

The **Country Focus series** presents country summaries published as part of a survey conducted by the International Chamber of Commerce and Google in 2022. The survey assesses export activities of micro-, small and medium-sized enterprises (MSMEs) in ASEAN markets, existing challenges as well as the use of and barriers to digital tools and technologies to drive exports of MSMEs in the region. Each country summary provides an overview of a subset of indicators related to digital tools and export capacities with additional findings available in the full report MSME Digital Exports in Southeast Asia.

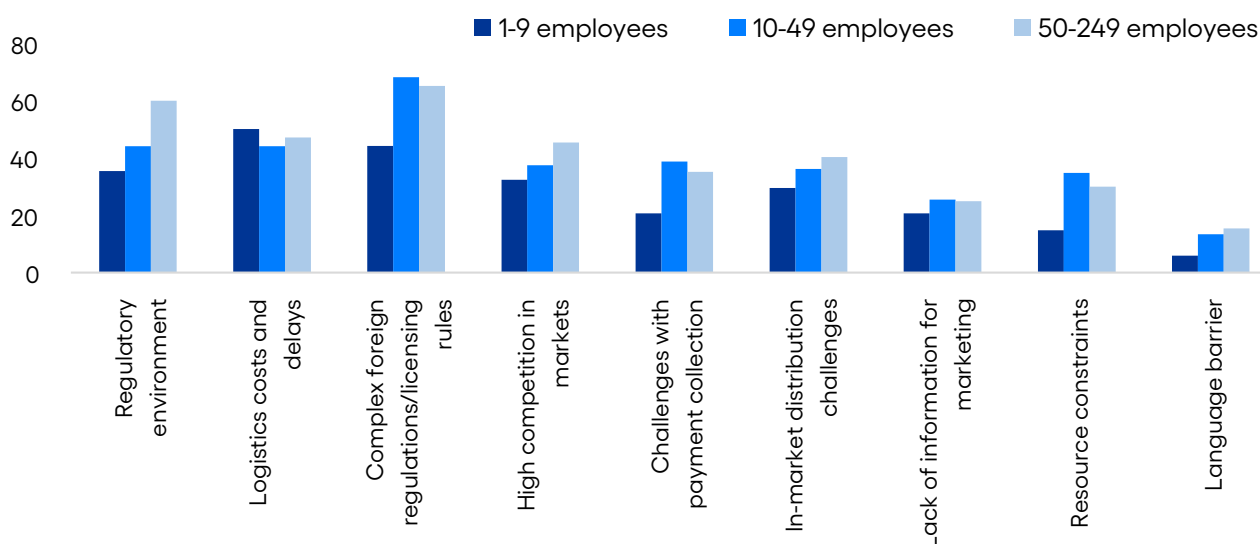
## Overview of surveyed enterprises in Vietnam<sup>1</sup>

By sector	Number of eligible respondents	By business size	Number of eligible respondents
<b>Manufacturing</b>	66	1-9 employees	34
<b>Retail</b>	30	10-49 employees	75
<b>Information and Communication Technologies</b>	26	50-249 employees	117
<b>Construction</b>	23		
<b>Others</b>	81		
<b>TOTAL</b>	<b>226</b>		<b>226</b>

## Business engaged in exports (left) and share of their production that is exported (right), by number of respondents

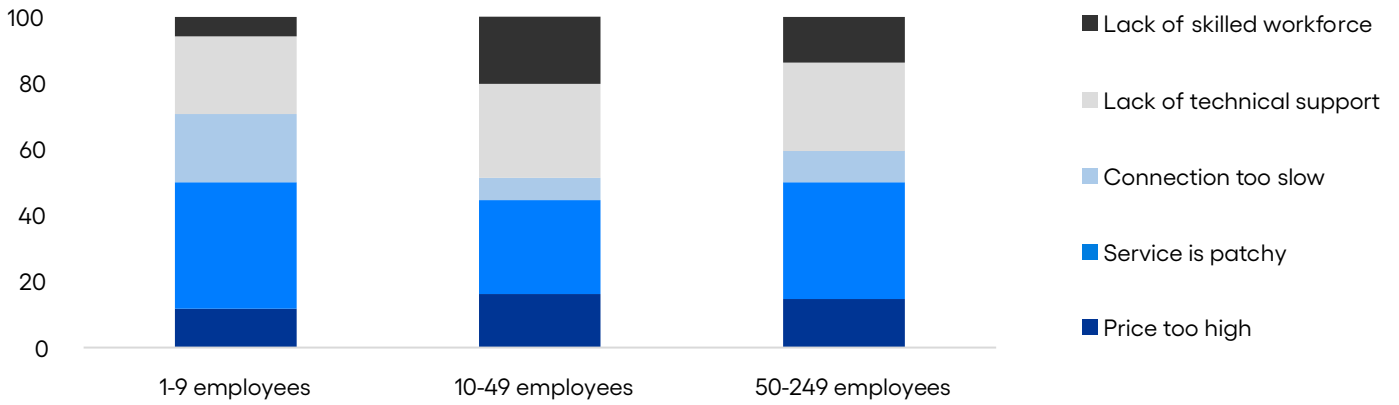


## Factors preventing MSMEs from (further) engaging in exports, in % and by business size

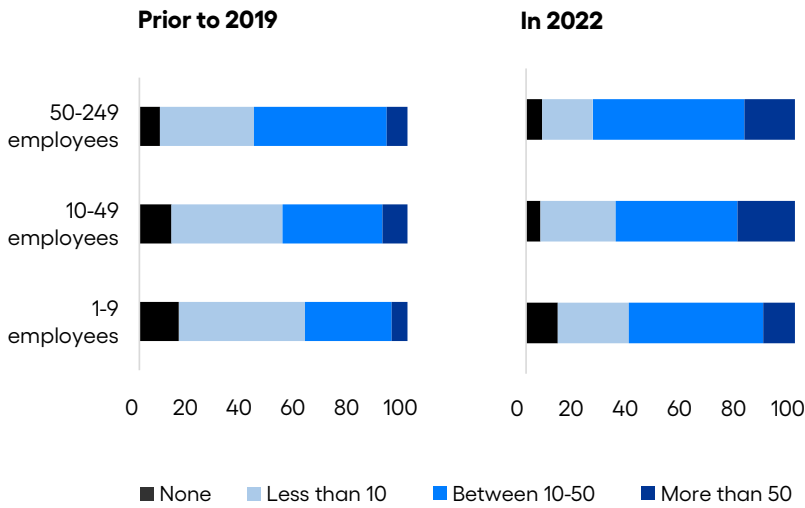


<sup>1</sup> An overview of the full sample including 10 countries in the ASEAN region is available in the report MSME Digital Exports in Southeast Asia.

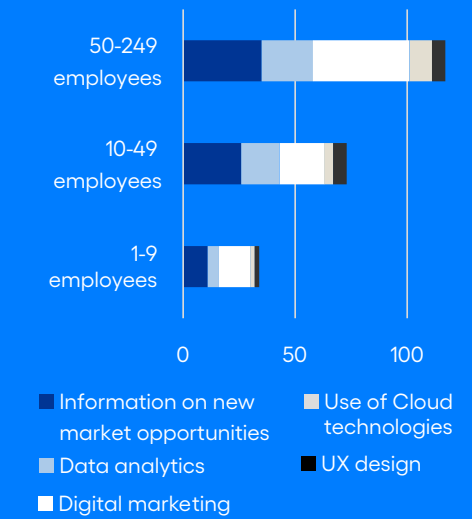
### Barriers to access Internet, in % and by business size



### Sales carried out via online commerce platforms/digital tools, in % and by business size



### Digital skills that would be most valuable, by number of respondents



### Main challenges when selling online, in % and by business size

