

EuroCham Vietnam Business Confidence Index






Quarter 3, 2025



Decision Lab



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Introduction

The Business Confidence Index (BCI) is a regular barometer of the business sentiment among European companies operating in Vietnam. Because of the active participation of EuroCham members in this survey since 2011, the BCI is seen by decision-makers, media, and business professionals in Vietnam as a key indicator of economic activity in the country.

The BCI consolidates perceptions of European and Europe-related companies operating in Vietnam regarding the state and evolution of the business environment in the country.

Since Quarter 2 of 2018, the quarterly BCI survey has been conducted by Decision Lab, a Vietnam-based market research agency with the mission to deliver agile, connected and decision focused market research. Decision Lab is the exclusive partner of YouGov in Vietnam. We help clients by delivering the best possible basis for decision making. Our value chain is a virtuous circle of a highly engaged online community, powerful analytics technology, delivery of syndicated data products, expert insights and an authoritative media presence.

As the external provider of this survey and reporting for EuroCham Vietnam, Decision Lab guarantees anonymity and confidentiality for all respondents by only providing anonymized and aggregated data to EuroCham.

We don't just collect data, we connect data.

Read more about our services at www.decisionlab.co

About EuroCham Vietnam

Founded in 1998, the European Chamber of Commerce in Vietnam (EuroCham) is the leading voice of European business in Vietnam. With offices in both Hanoi and Ho Chi Minh City, we represent a diverse range of companies, from SMEs to multinational corporations. EuroCham is a key player in shaping policy discussions, promoting trade and investment, and strengthening economic ties between Europe and Vietnam, particularly under the EU-Vietnam Free Trade Agreement (EVFTA).

As one of the largest foreign chambers in Vietnam, with over 1,400 member companies, EuroCham serves as a "chamber of chambers," uniting nine national European business associations. These include:

- Belgian-Luxembourg Chamber of Commerce (Beluxcham)
- Central and Eastern European Chamber of Commerce in Vietnam (CEEC)
- Chamber of Commerce and Industry Portugal-Vietnam (CCIPV)
- Dutch Business Association Vietnam (DBAV)
- French Chamber of Commerce and Industry Vietnam (CCIFV)
- German Business Association (GBA)
- Italian Chamber of Commerce in Vietnam (ICHAM)
- Nordic Chamber of Commerce Vietnam (Nordcham)
- Spanish Chamber of Commerce in Vietnam (SCCV)

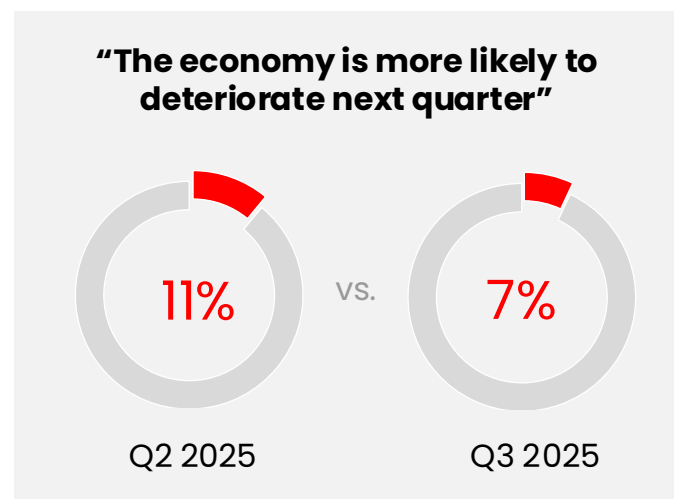
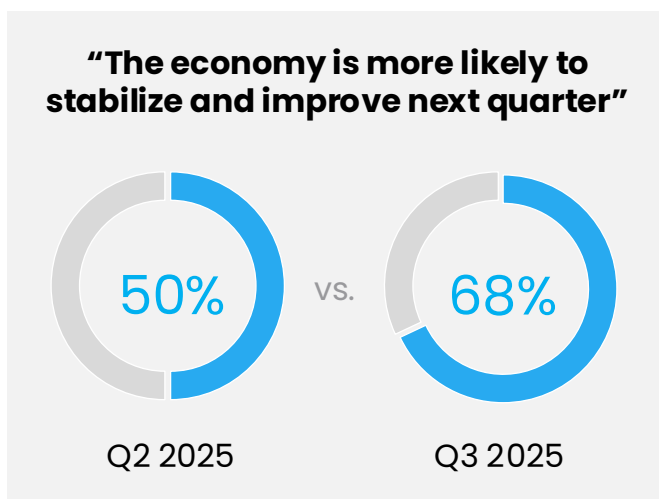
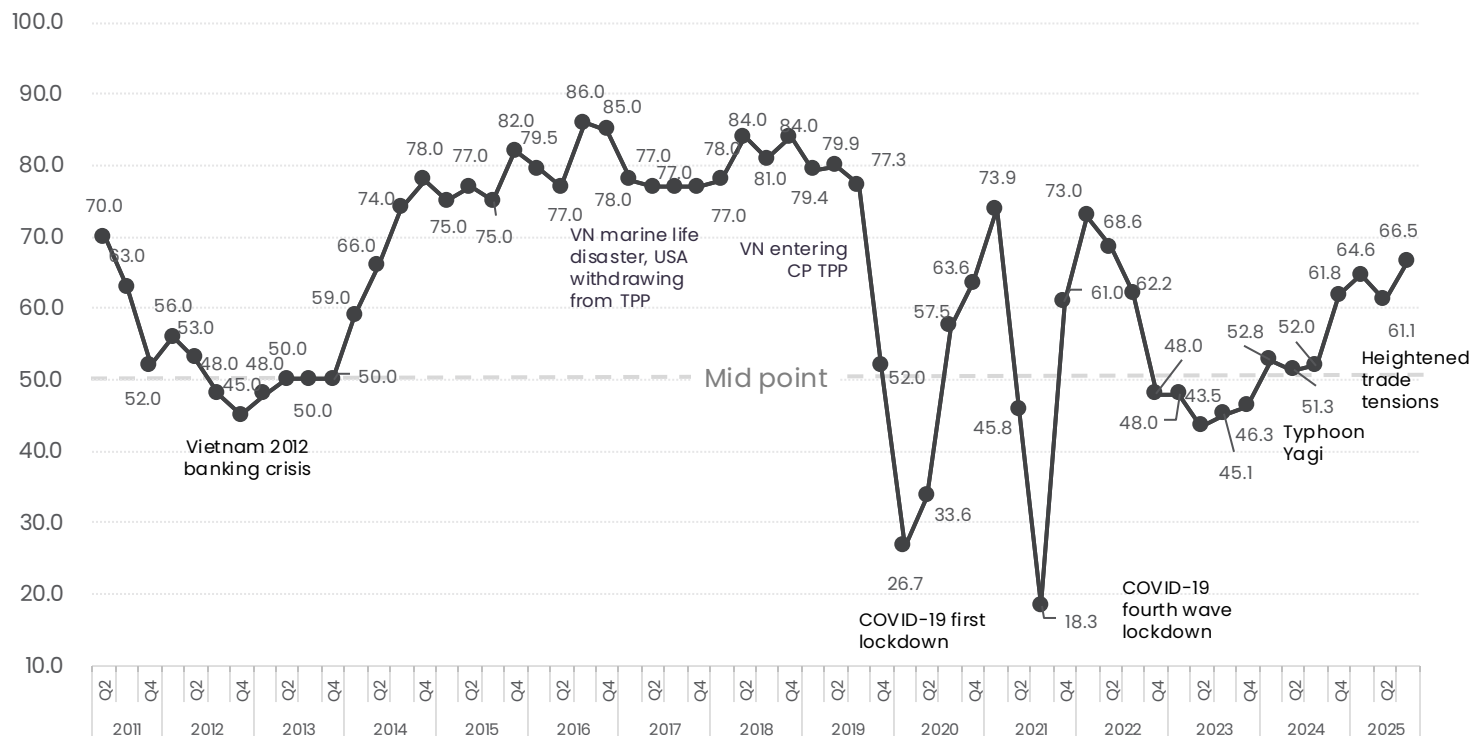
EuroCham's influence is underpinned by our extensive network of 19 specialised Sector Committees. These committees provide expert insights, shape policy recommendations, and foster sector-specific dialogue. This ensures that the diverse perspectives of our members are heard and reflected in EuroCham's broader agenda.

01 | BCI, the macroeconomy, and the business outlook



BCI rebounds to 66.5, surpassing pre-tariff levels and reinforcing an optimistic outlook

After heightened U.S. trade tensions in Q2, the BCI rises from 61.1 to 66.5 in Q3, supported by Vietnam's proactive tariff negotiations, public investment, and administrative reforms to boost domestic growth. This rebound surpasses pre-tariff levels, restoring optimism for Vietnam's economy and business outlook.

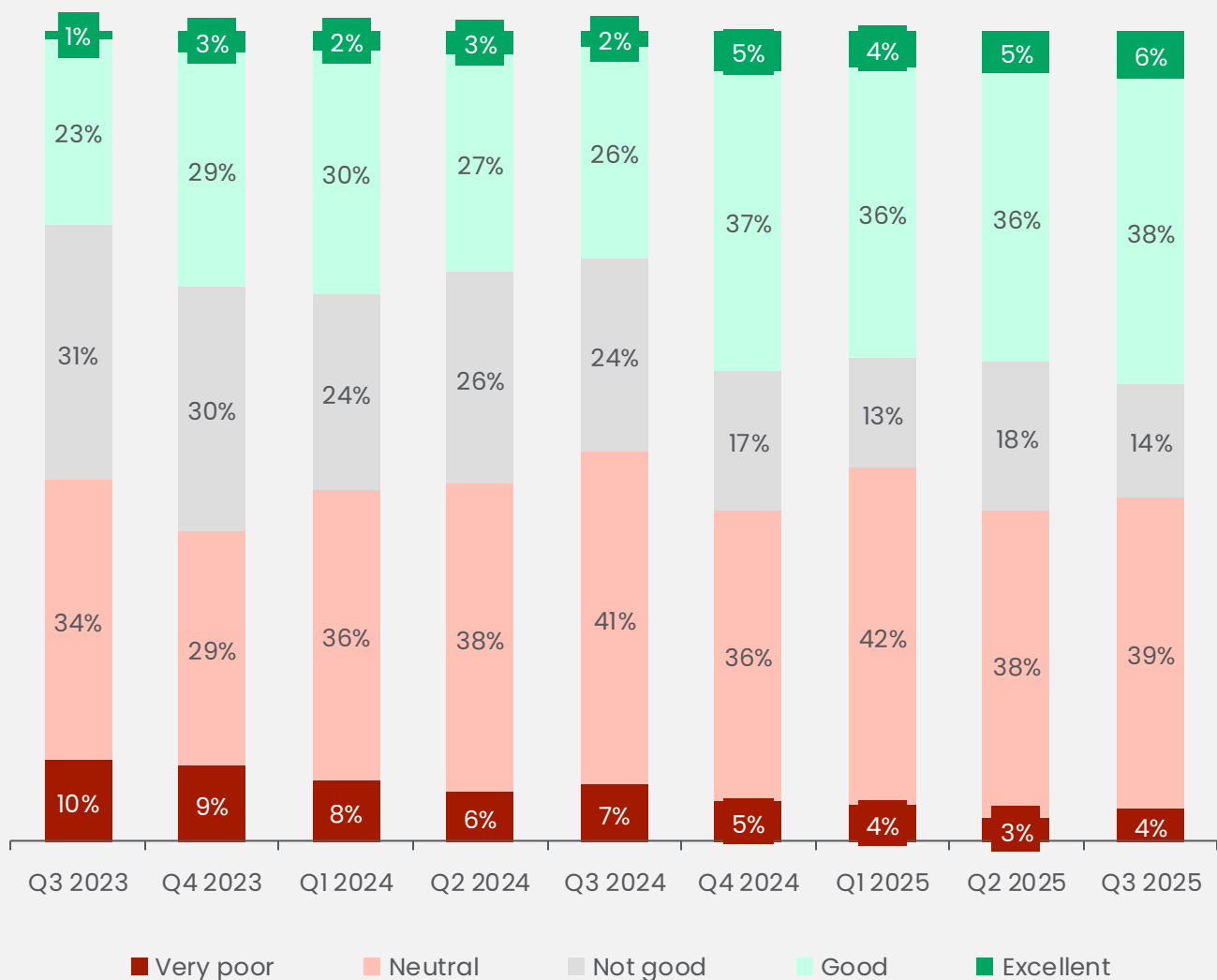


The share of companies confident in economic stabilization and improvements has increased significantly (+18 pp). Meanwhile, those anticipating challenges have decreased (-4 pp), suggesting businesses are turning more optimistic.

Positive and negative assessments both increase, while neutrality declines: a more polarized outlook

Positive assessments of business performance in Q3 2025 break the stagnation happening in H1 2025, rising by 3pp compared to Q2. This slight uptick signals renewed optimism for Vietnam's outlook. Neutral responses fell by 4pp to 14%, while negative sentiment edged up 1pp — suggesting a more polarized market outlook.

Business assessment of current situation from Q3 2023 to Q3 2025



Q: How do you feel about the current business situation of your enterprise in Quarter 3 of 2025?

n = 110

Government's GDP push boosts optimism, but global and local uncertainties weigh on businesses

The government's active pursuit of 8% GDP growth through increased public investment, administrative restructuring, and green initiatives continues to drive market optimism. However, global trade uncertainties and ongoing administrative adjustments remain key challenges for businesses.

Reasons for positive assessment

(base: respondents answering "Good" or "Excellent" who answer open-ended question)



"Authorities accelerate infrastructure projects to drive 8% GDP growth, boost green development, and secure energy needs."

Q: How do you feel about the current business situation of your enterprise in Q3 2025?
Q: Could you share what factors or events have most influenced your viewpoint?

n=29

Reasons for negative assessment

(base: respondents answering "Not good" or "Very poor" who answer open-ended question)



"Unstable U.S. trade policies have reduced trust and demand, which affects our key export markets and fuels global uncertainty."

Q: How do you feel about the current business situation of your enterprise in Q3 2025?
Q: Could you share what factors or events have most influenced your viewpoint?

n=17

(*) Because some responses mention multiple factors, the total percentage can add up to more than 100%

Future assessments lean positive, with 53% rating the outlook as “Good” or “Excellent”

While the current outlook remains balanced, future expectations lean toward optimism, with 53% of respondents rating the outlook as “Good” or “Excellent.” A cautious minority remain, citing stagnant domestic production orders, rising tariffs and logistics costs, and worsening payment delays disrupting supply chains.

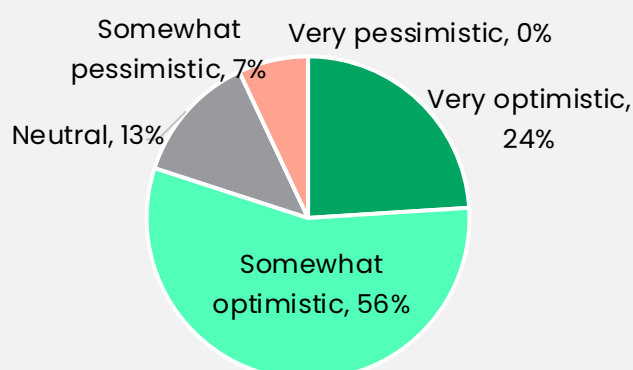
Business outlook for Q4 2025



Q: How do you feel about the business outlook for your enterprise in Quarter 4 of 2025?

n = 110

Five-year outlook



Q: Considering the current economic and business climate, how optimistic is your company about its future in Vietnam over the next 5 years?

n = 110

Long-term sentiment remains strong, with 80% of respondents anticipating growth opportunities. Compared to the previous quarter, “very optimistic” responses rose by 3pp, while “very pessimistic” declined by 1pp, signaling steady confidence despite short-term uncertainties.

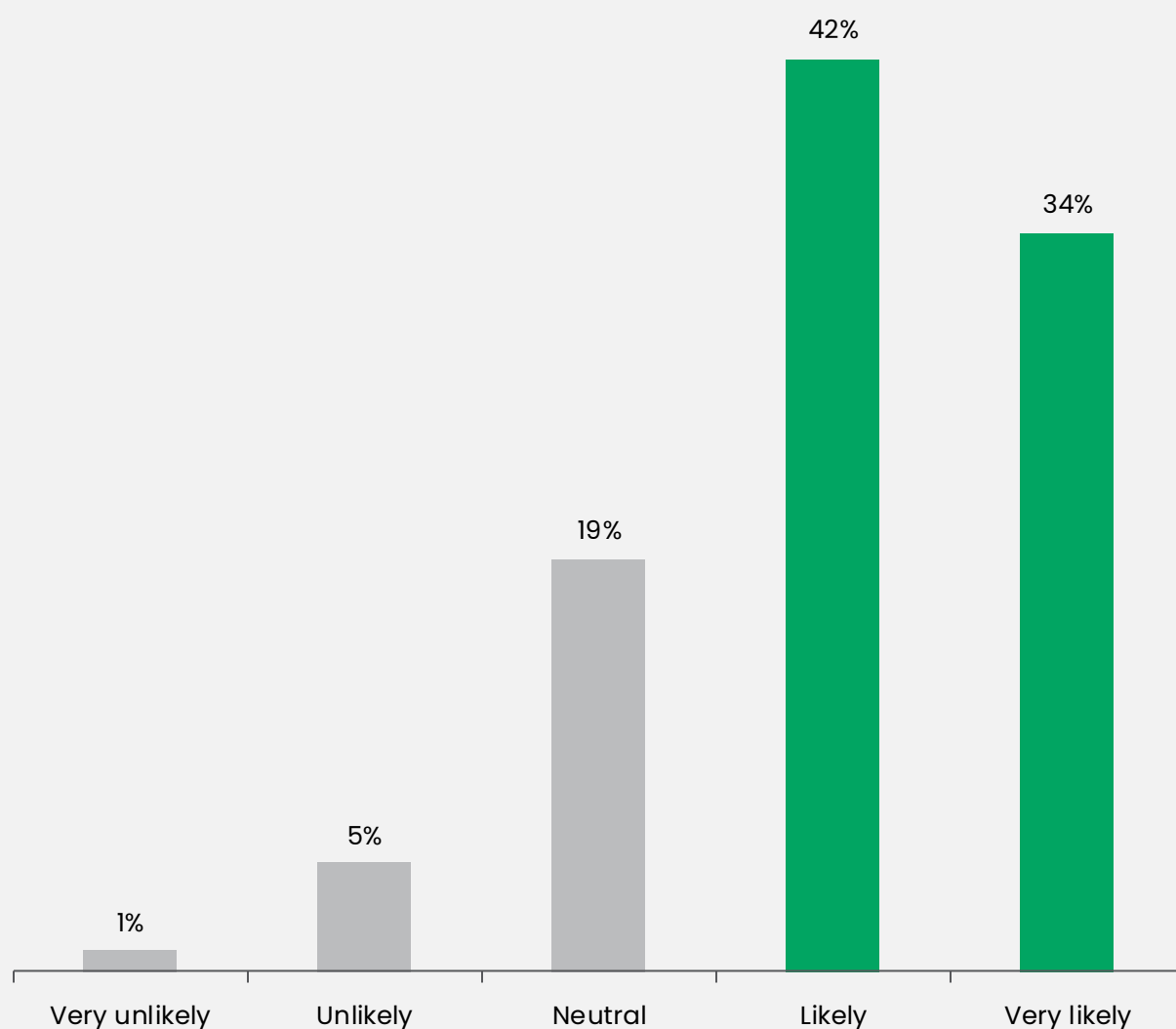
02 | Vietnam as an investment destination



Over time, Vietnam has gained stronger recognition as an attractive investment destination

76% of respondents are likely to recommend Vietnam as an investment destination, up 4 pp from the previous quarter, reflecting solid long-term confidence. Notably, the rise in “Very likely” responses signals deepening investor trust in Vietnam’s market outlook.

Likelihood to recommend Vietnam as an investment destination



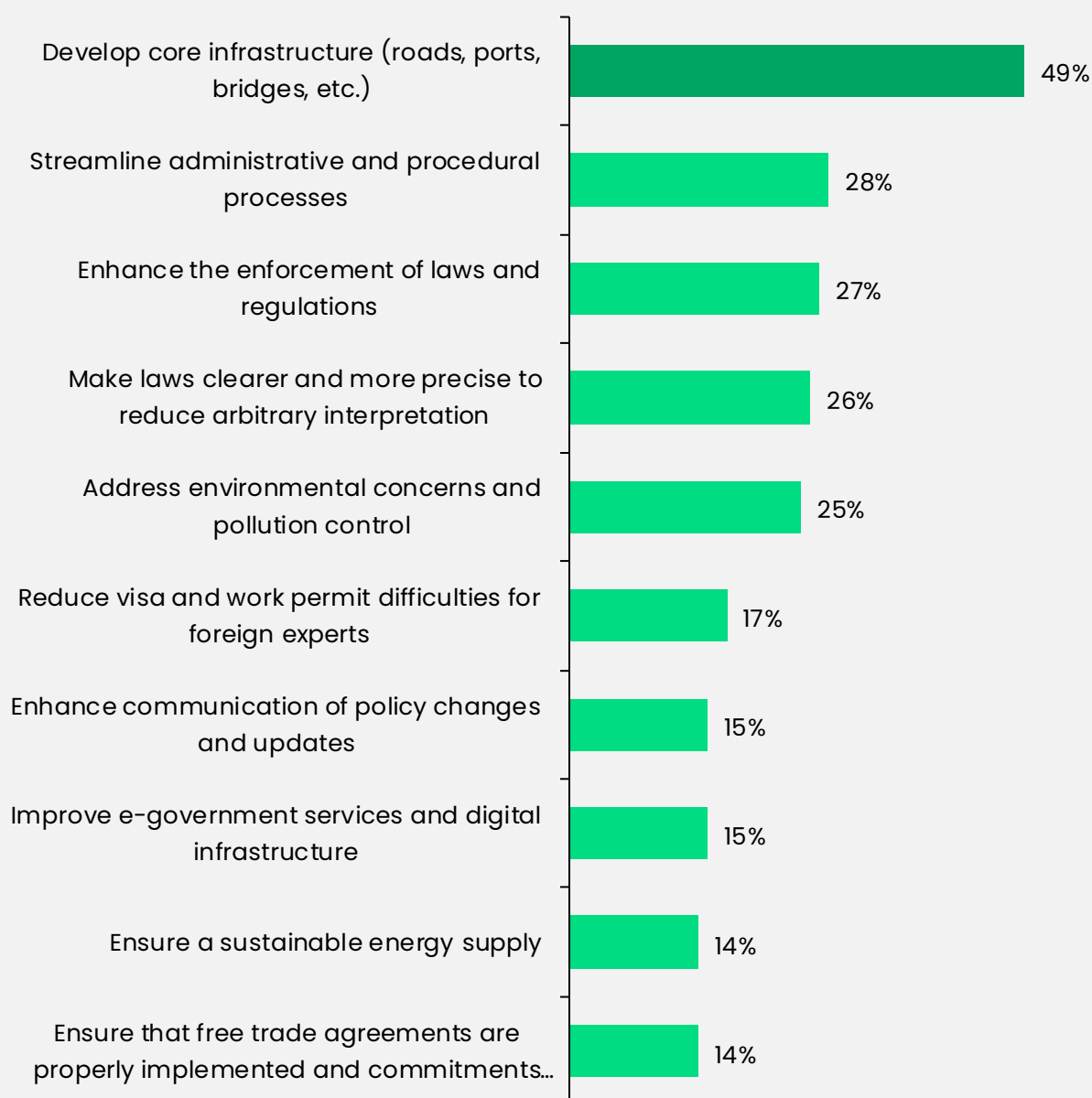
Q: How likely are you to recommend Vietnam as an investment destination to other foreign businesses?

n = 110

Infrastructure development remains as top priority to strengthen Vietnam's foreign direct investment (FDI) attractiveness

Beyond infrastructure upgrades, foreign investors see streamlined procedures, stronger law enforcement, legal clarity, and environmental control as key areas that could enhance Vietnam's competitiveness in attracting FDI.

Factors to improve ability to attract FDI



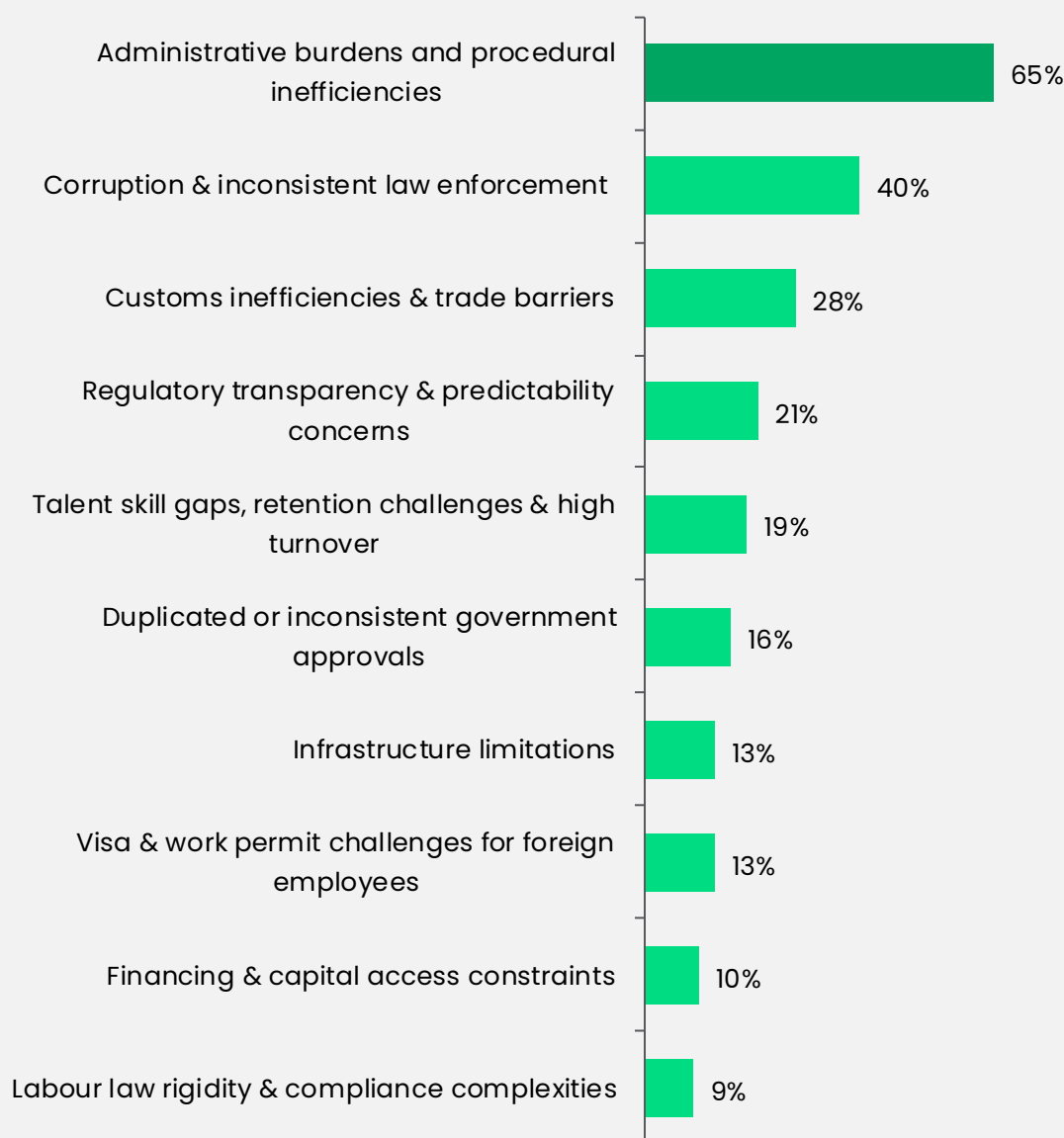
Q: What are the three most important factors for Vietnam to improve in order to attract more foreign direct investment?

n = 110

Meanwhile, the most pressing challenges remain administrative burdens and procedural inefficiencies

Administrative burdens remain the core challenge, but broader structural issues, from inconsistent enforcement to customs and regulatory uncertainty, continue to undermine long-term planning. Additional pressures around talent and infrastructure add to business complexity.

Top 10 obstacles to doing business



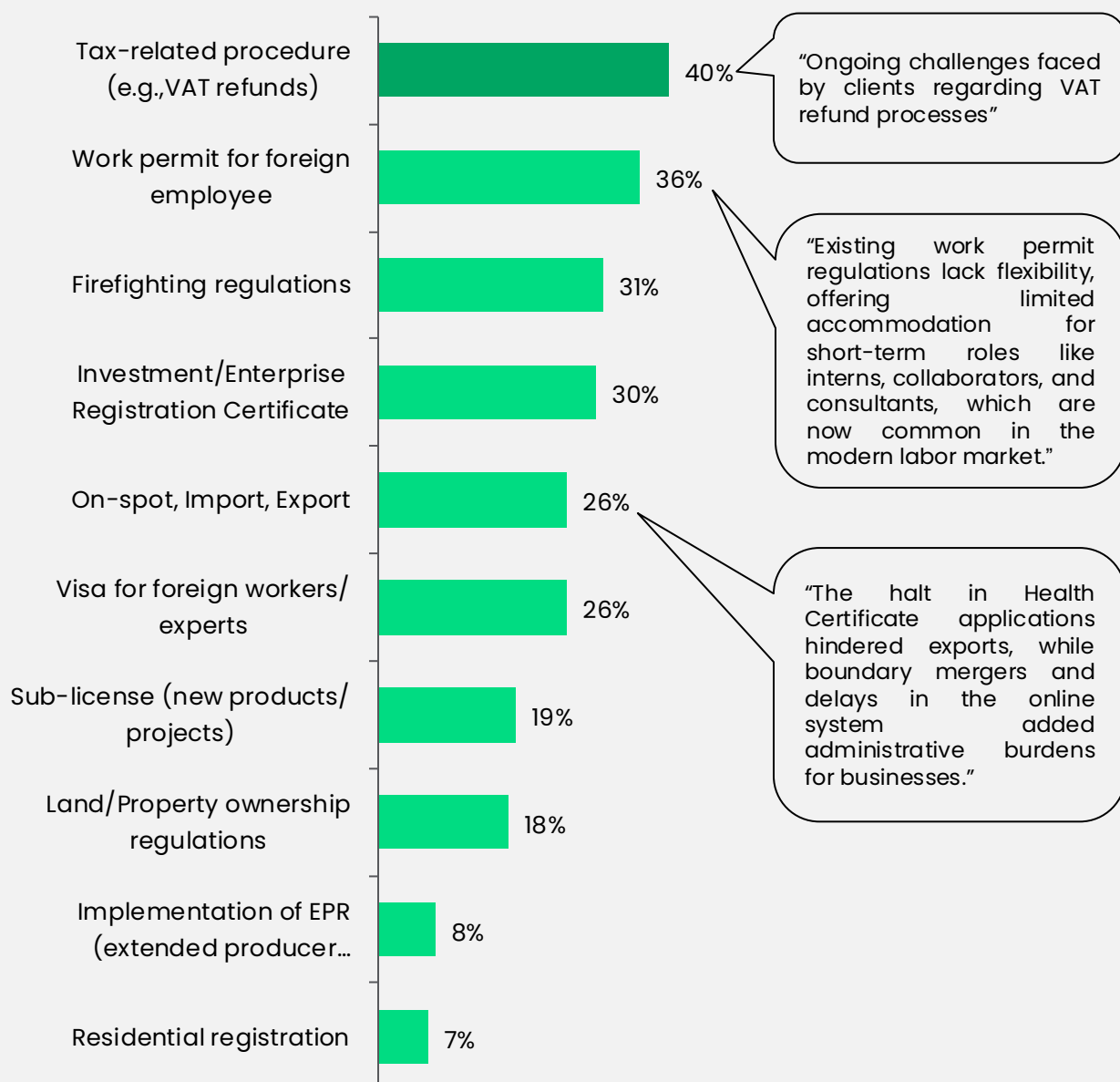
Q: What are the three most important factors for Vietnam to improve in order to attract more foreign direct investment?

n = 110

Tax-related procedure and work permit burdens continue to be the top procedural challenges faced by the businesses

Additionally, firefighting regulations, investment registration, and import-export issues add operational complexity to the current business operation.

Top 10 pillars to encounter administrative burdens and procedural inefficiencies



Q: In which pillar(s) have you encountered administrative burdens and procedural inefficiencies?

n = 110

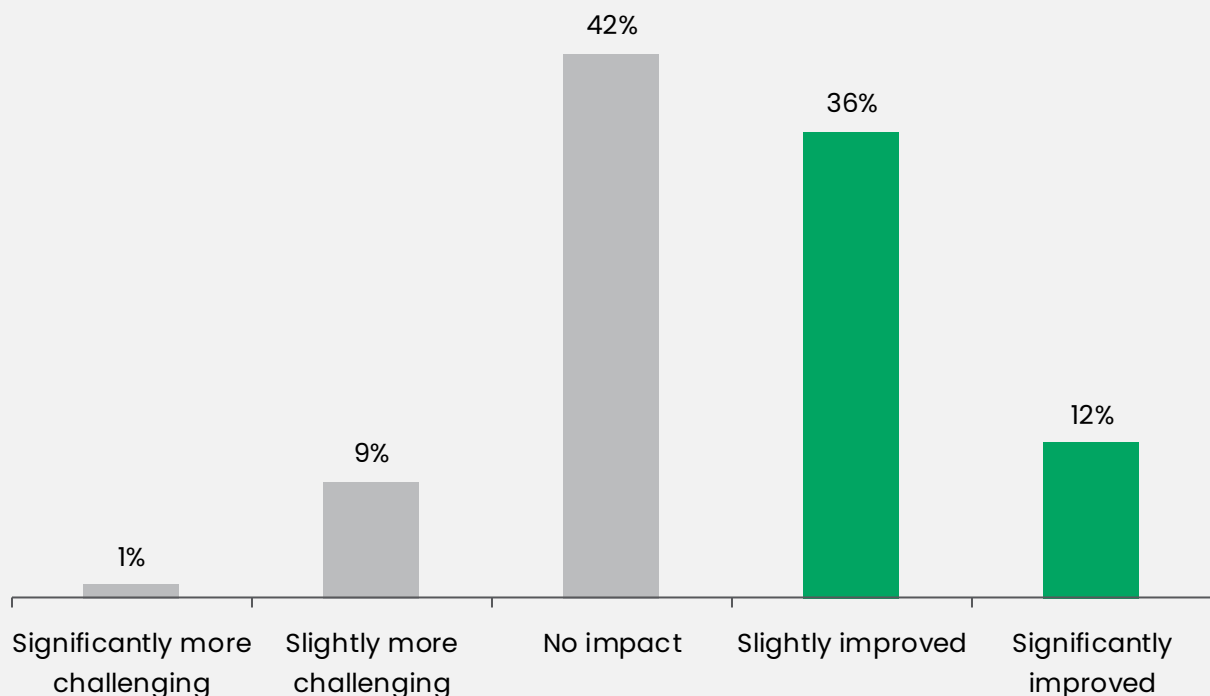
Nearly half of respondents (48%) expect that the work permit and visa policy reforms will have a positive impact on their business operations and investment plans

However, a considerable percentage of respondents (42%) feel that these reforms will not bring any noticeable impact to their operations.

In August, the Government **introduced 3 new decrees**, effective immediately, related to **work permit** and **visa policies**.

1. **Decree 219** empowers local authorities to issue work permits, enables online applications, eases experience requirements, expands exemptions, and simplifies recruitment posting procedures
2. **Decree 221** focuses on a limited-term visa exemption for specific categories of foreigners contributing to the socio-economic development of Vietnam.
3. **Decree 229** expands Vietnam's visa exemption policy to now include 18 EU countries.

Anticipated impact of work permit and visa policy reforms on business



Q: How do you anticipate the impact of these reforms on your business operations or investment plans?

n= 110

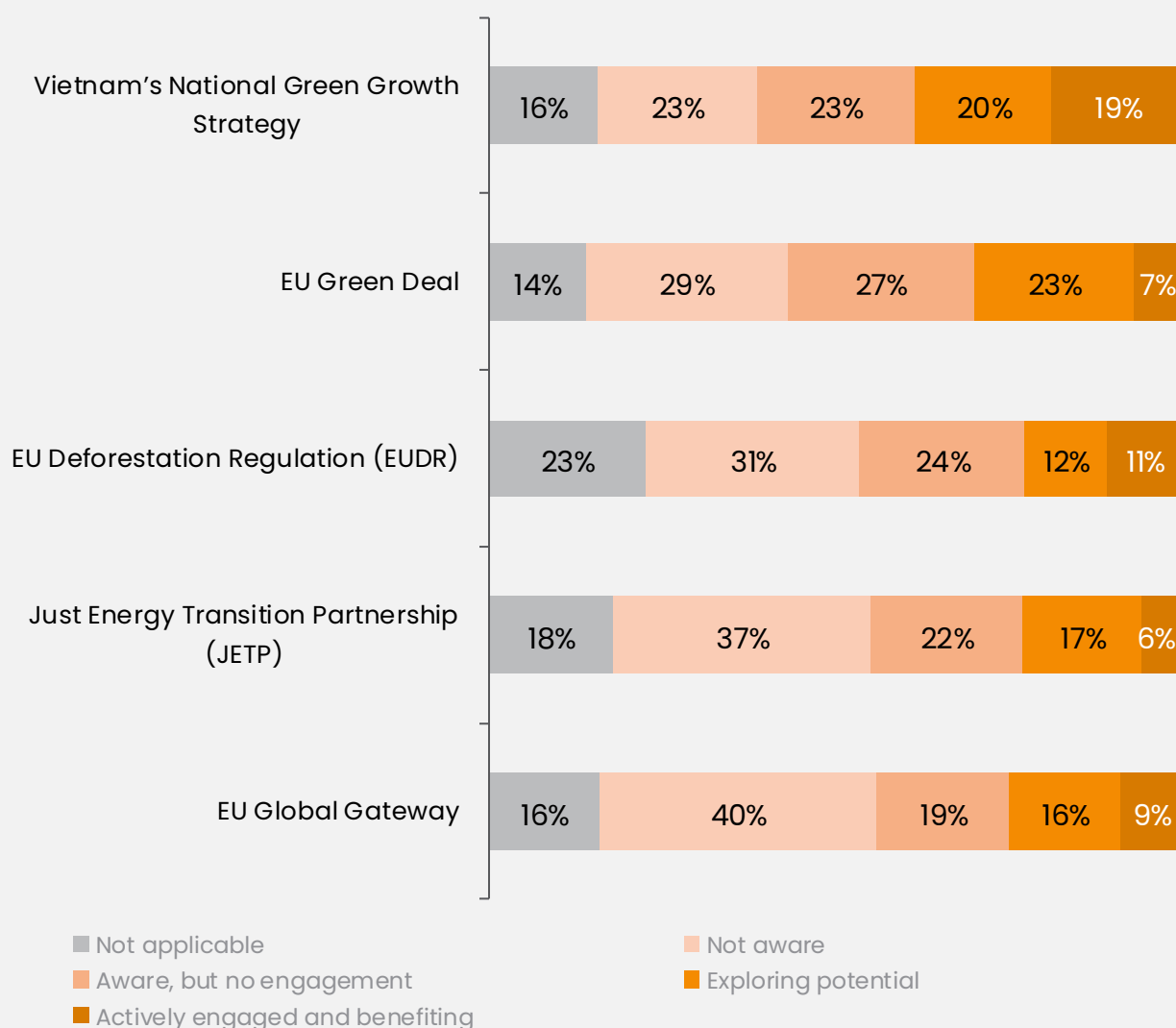
03 | Green & ESG initiatives



Vietnam's National Green Growth Strategy shows the highest level of active engagement among companies

Vietnam's National Green Growth Strategy stands out with the highest active engagement, showing strong local relevance. In contrast, EU initiatives like the Global Gateway and Green Deal have lower engagement and higher unfamiliarity, suggesting limited awareness or accessibility among companies.

Company engagement with green initiatives



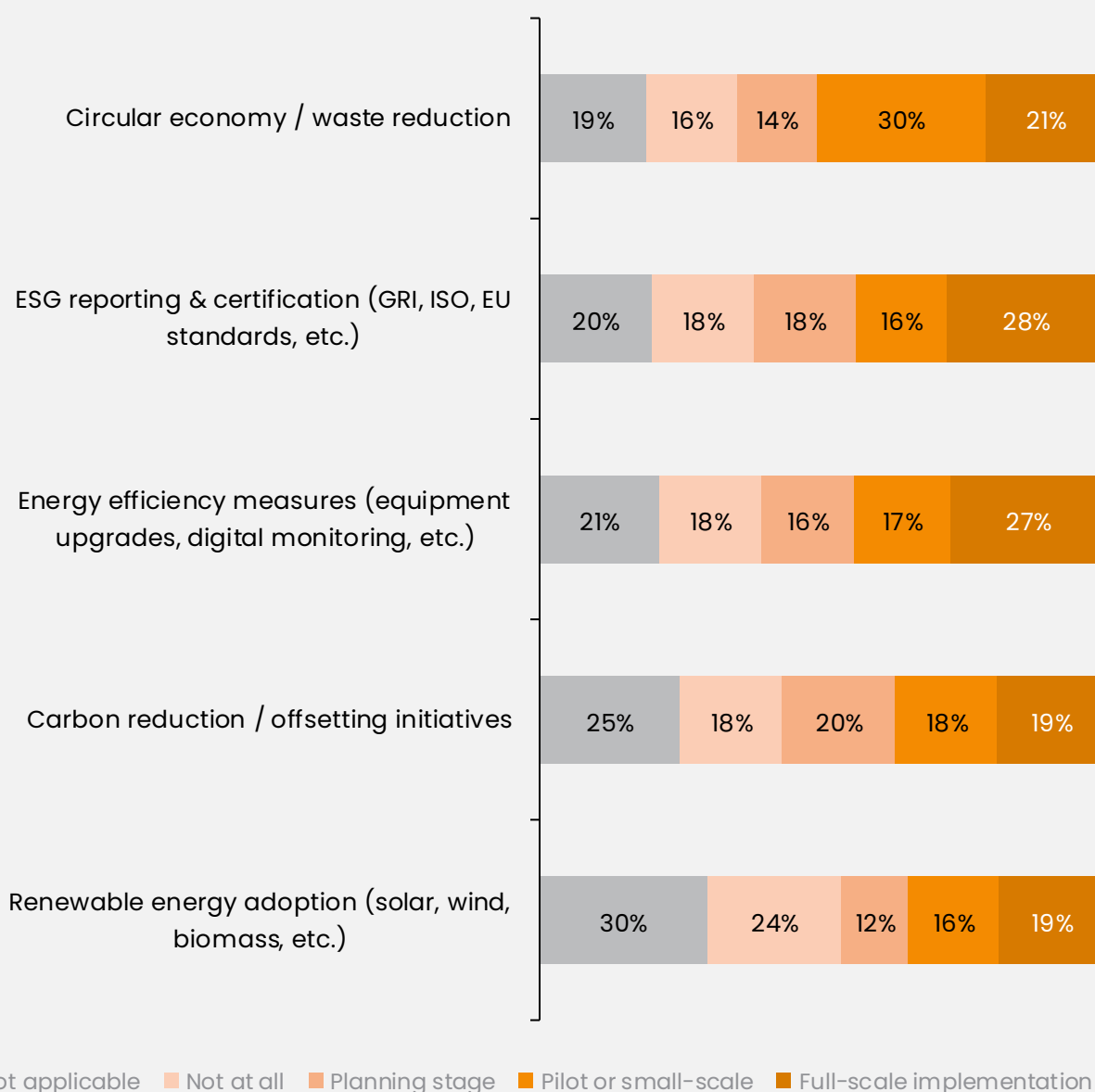
Q: How familiar is your company with the following green policies/initiatives, and to what extent are you leveraging them for your business?

n = 110

ESG reporting has the highest full-scale implementation among surveyed companies

ESG reporting stands out as the most widely adopted practice at full scale. Circular economy efforts lead in pilot or small-scale implementation, while renewable energy adoption has the highest share in the planning stage but also the most companies finding it not applicable.

Implementation of green Initiatives by companies in the past 2 years



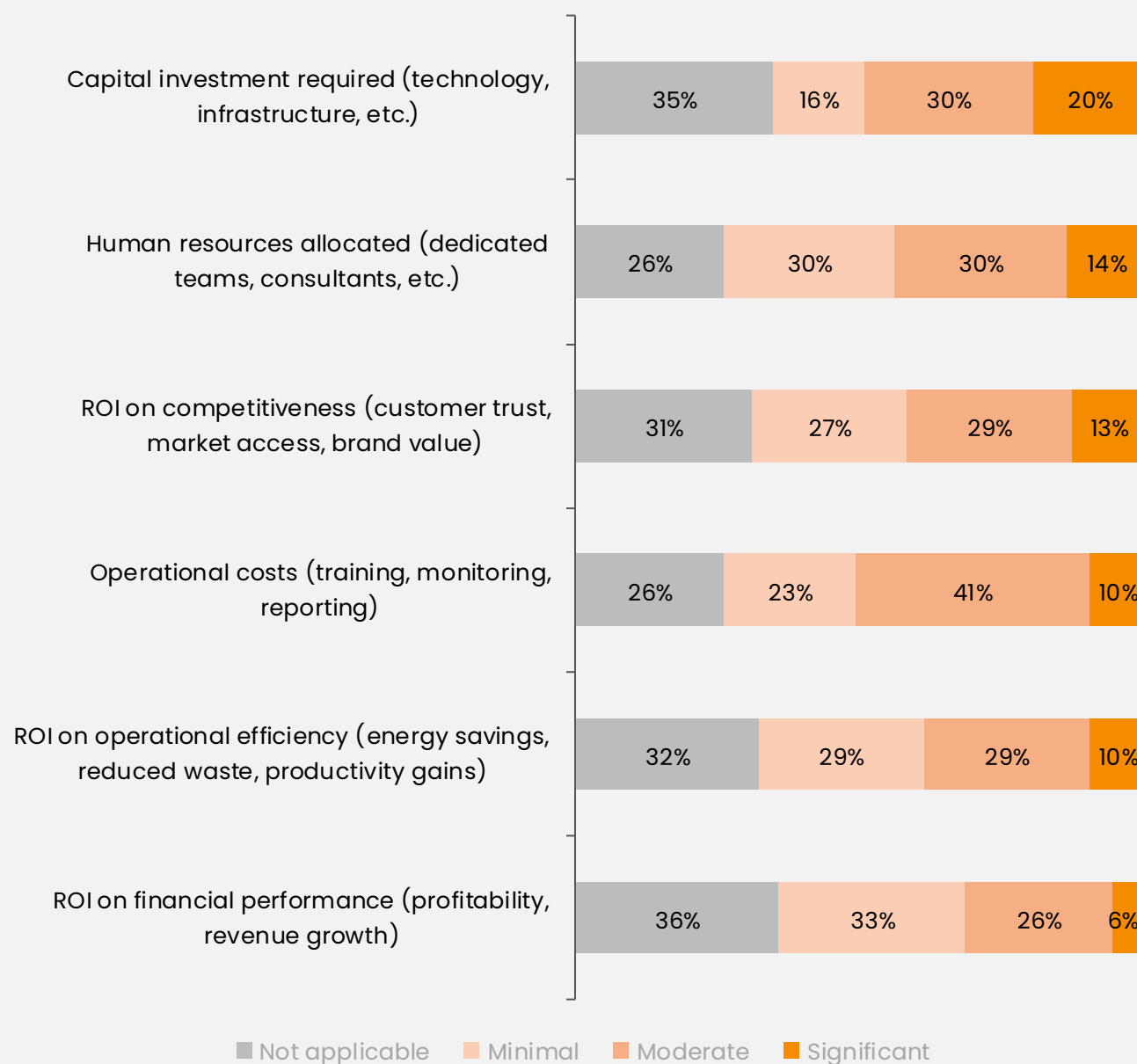
Q: To what extent has your company implemented the following green initiatives in the past 24 months?

n = 110

“Not applicable” is the most common response across several aspects of green projects

Many companies find limited relevance or minimal experience with green projects, particularly regarding financial returns and infrastructure investment. However, moderate ratings are also notable — especially for operational costs and human resources — indicating that some companies are beginning to allocate resources and manage sustainability efforts, even if full-scale impact is not yet measured.

Company assessment of green project aspects

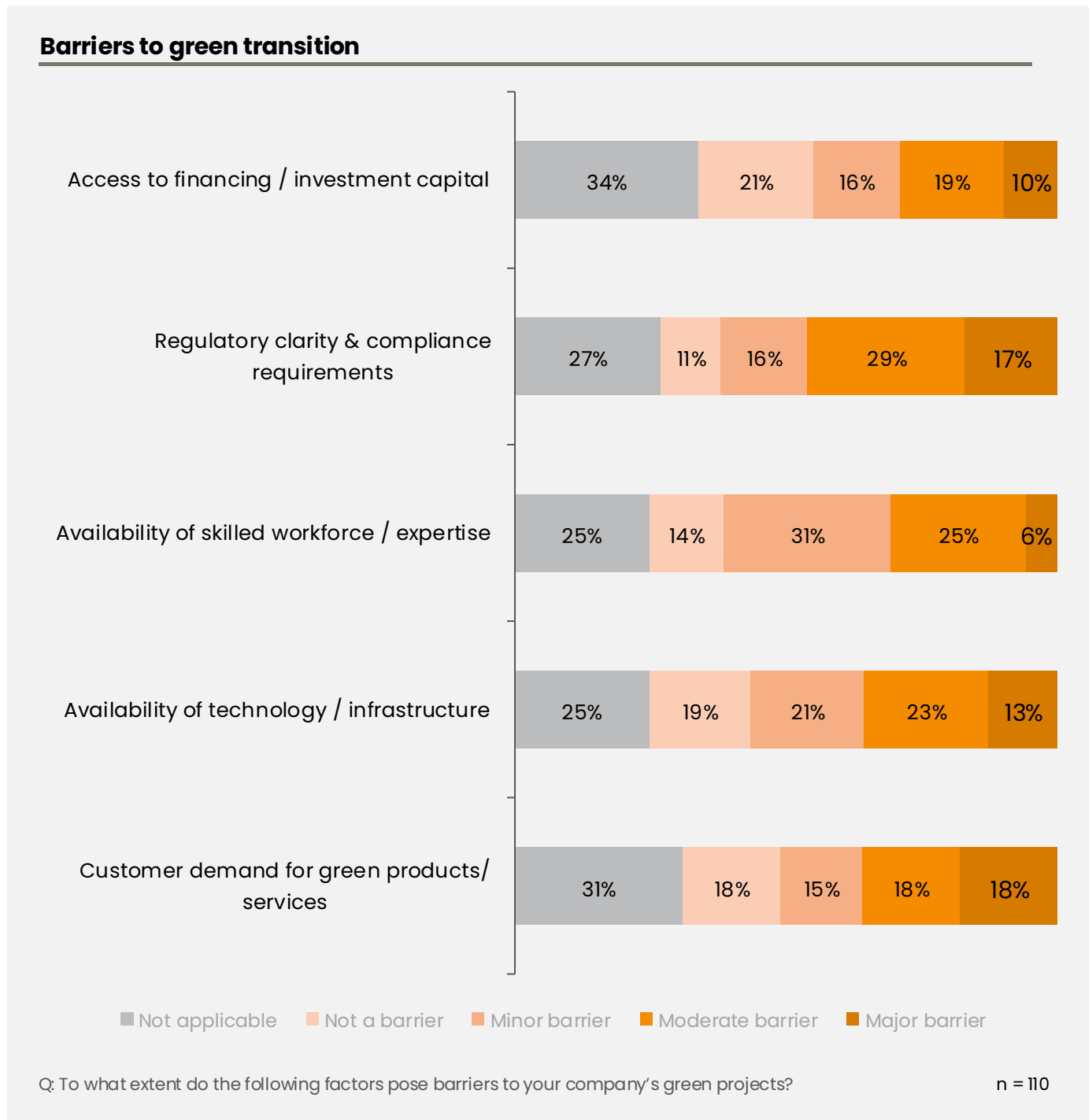


Q: How would you rate the following aspects of your company's green projects so far?

n = 110

Regulatory clarity and compliance requirements are the most commonly cited barrier to green transition

Regulatory issues remain the biggest barrier, while workforce and technology concerns are moderate. Financing and customer demand are less critical, with many finding them not applicable — suggesting that clearer regulations and guidance could better accelerate green project adoption.



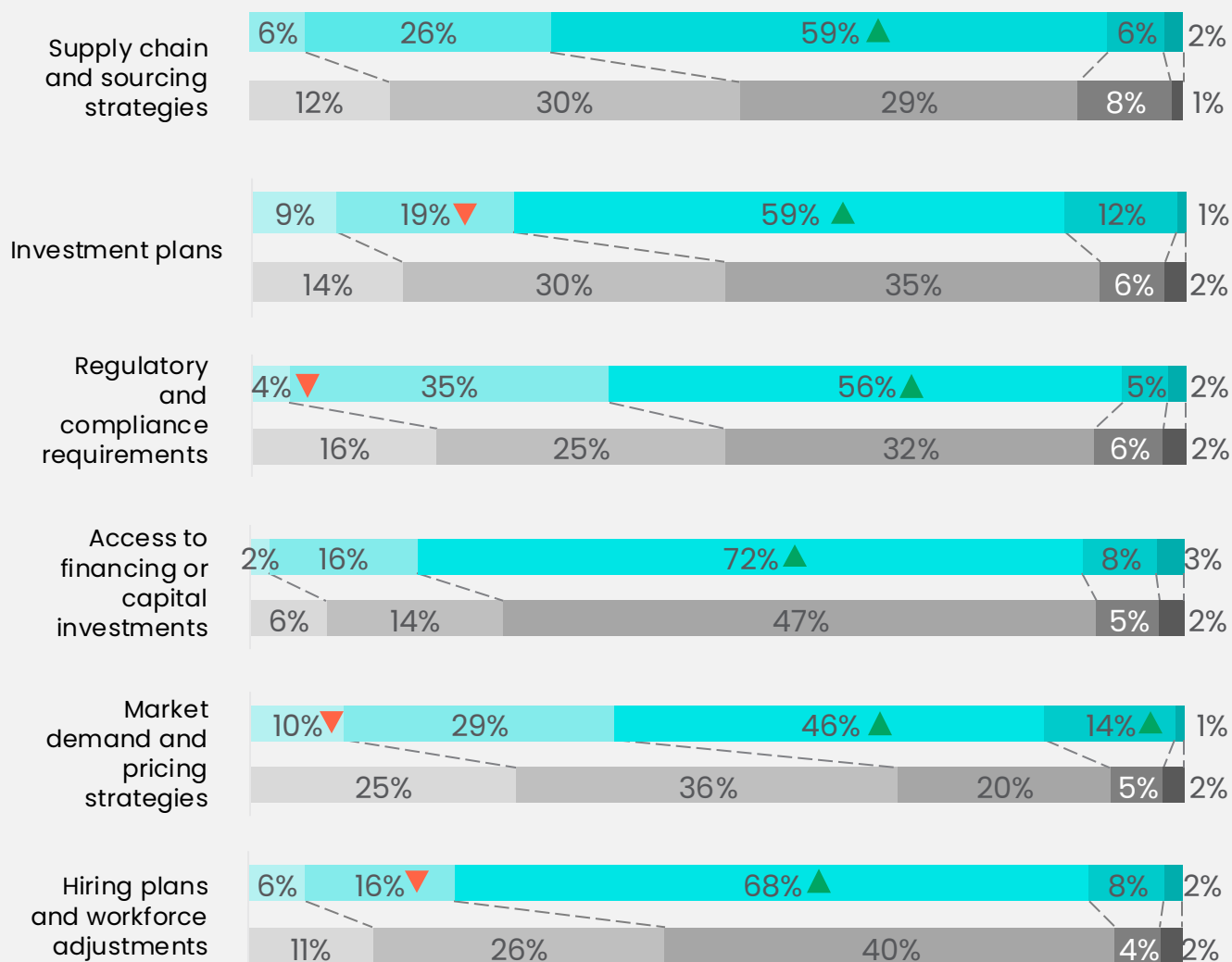
04 | Current events



1. Global trade tensions

Overall, the majority perceive global trade tensions as having “little” to “no impact” on their business operations, reflecting a shift from last quarter’s negative sentiment to a more indifferent stance this quarter.

Global trade tensions impact



Q3 2025 (n=110)

Significantly more challenging Slightly more challenging No impact Slightly improved Significantly improved

Q2 2025 (n=158)

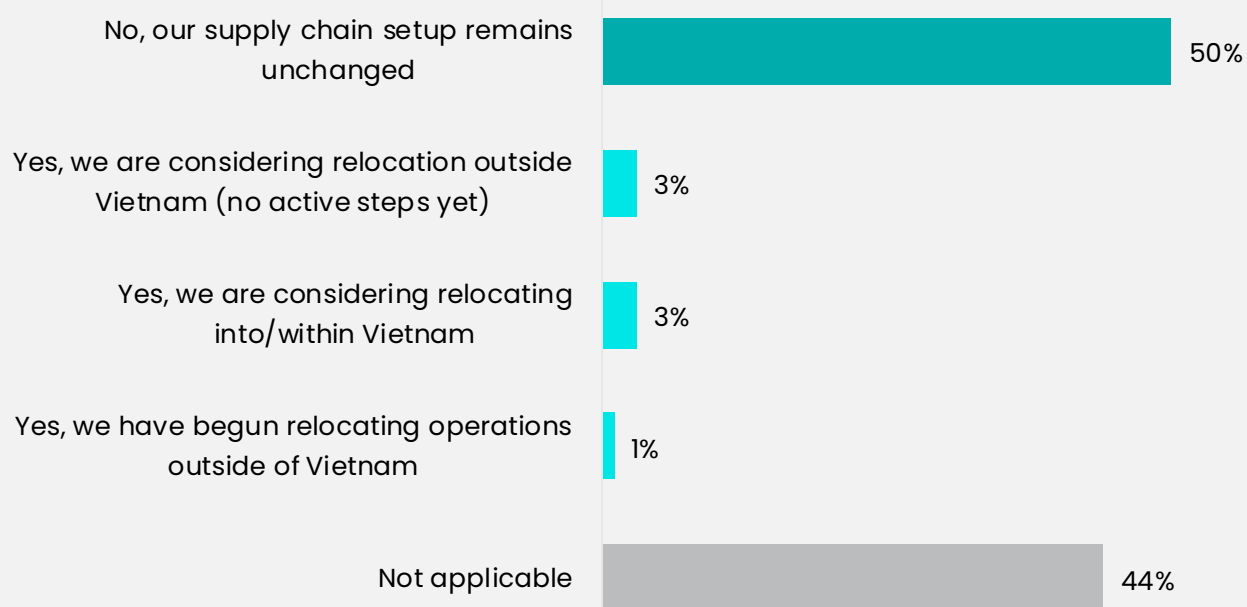
Significantly more challenging Slightly more challenging No impact Slightly improved Significantly improved

Q: Given recent geopolitical and economic shifts, how have the global trade tensions affected the following aspects of your business in Vietnam?

04 | Current events

Most companies are **not planning any changes** to their supply chain setup, with 50% reporting no relocation intentions and 44% saying it's not applicable. Only a small minority are considering or actively relocating operations, either within or outside Vietnam.

Relocating intentions

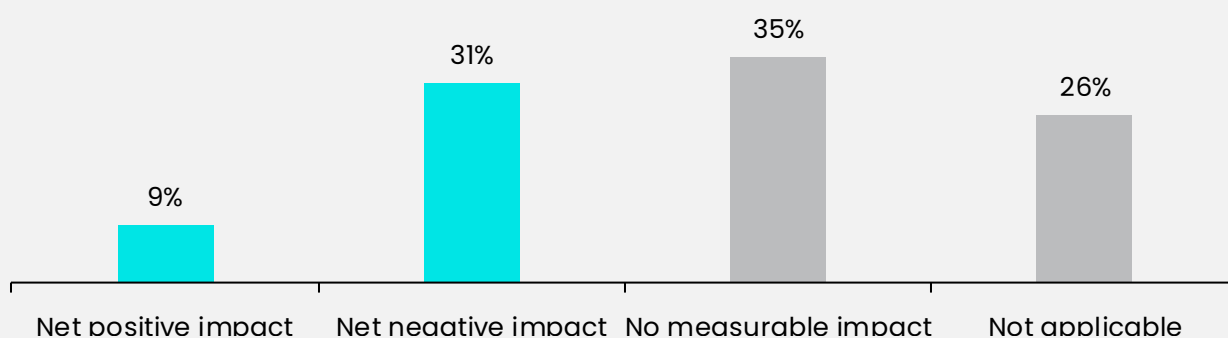


Q: Is your organisation considering or actively relocating manufacturing or sourcing?

n = 110

Over 30% of companies report a net negative financial impact from U.S. tariff-related disruptions in 2025, while 35% see no measurable effect. Only 9% experienced a net positive impact, highlighting the challenges global trade tensions pose for businesses.

Global trade tensions financial impact



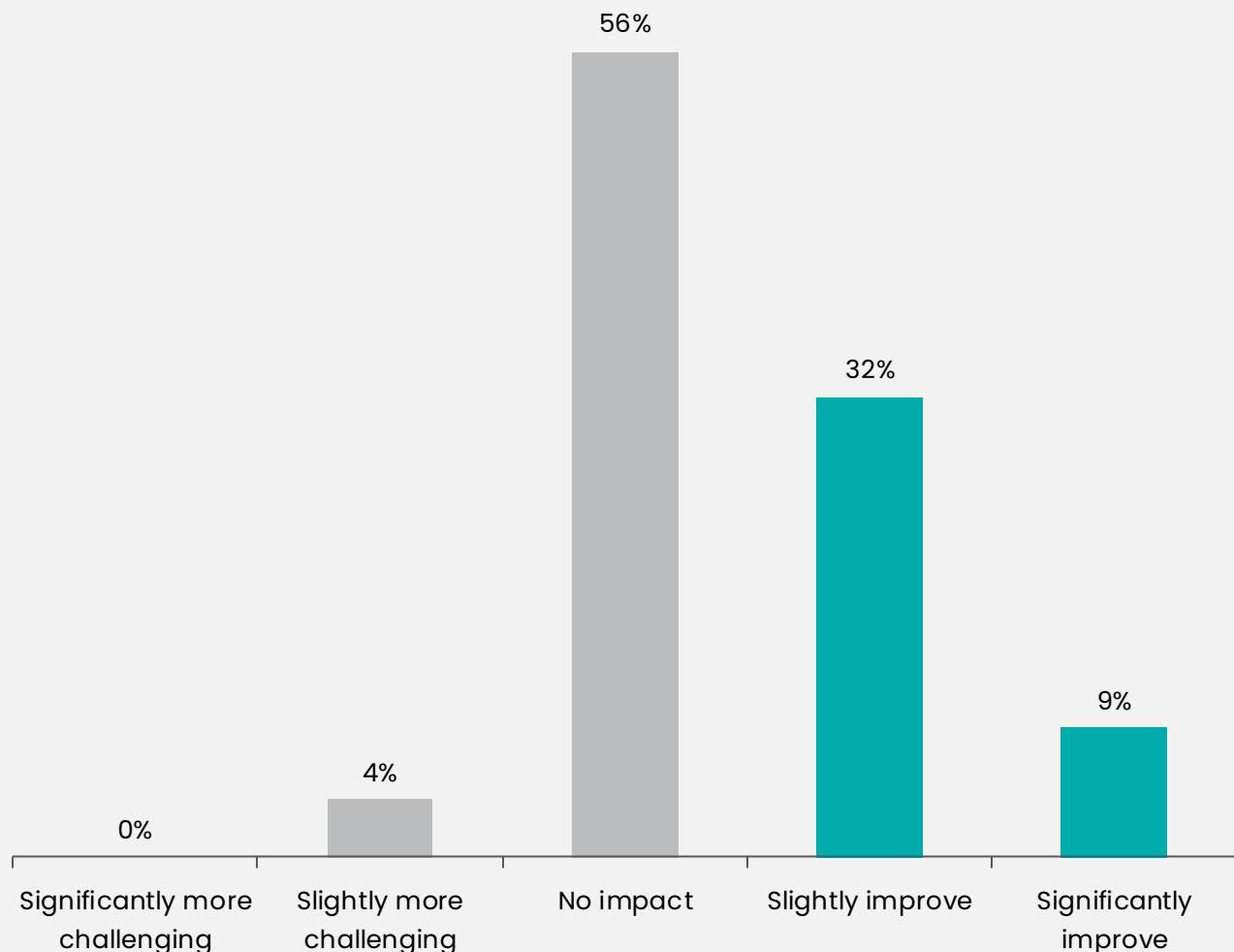
Q: To your best estimate, what is the financial impact of U.S. tariff-related disruptions (e.g. penalties, rejections, price renegotiations, new / delayed / cancelled / lost orders) on your company thus far in 2025?

n = 110

Most companies expect little to no impact from Vietnam's FTZ pilot, though a sizable group sees potential benefits

56% of respondents anticipate no change in operations or investment due to the FTZs, while 41% expect improvements. Only 4% foresee challenges. This suggests cautious optimism, with some businesses seeing FTZs as a potential boost, but many remaining uncertain about their direct relevance.

Company Outlook on Vietnam's FTZ Pilot in Hai Phong and Da Nang



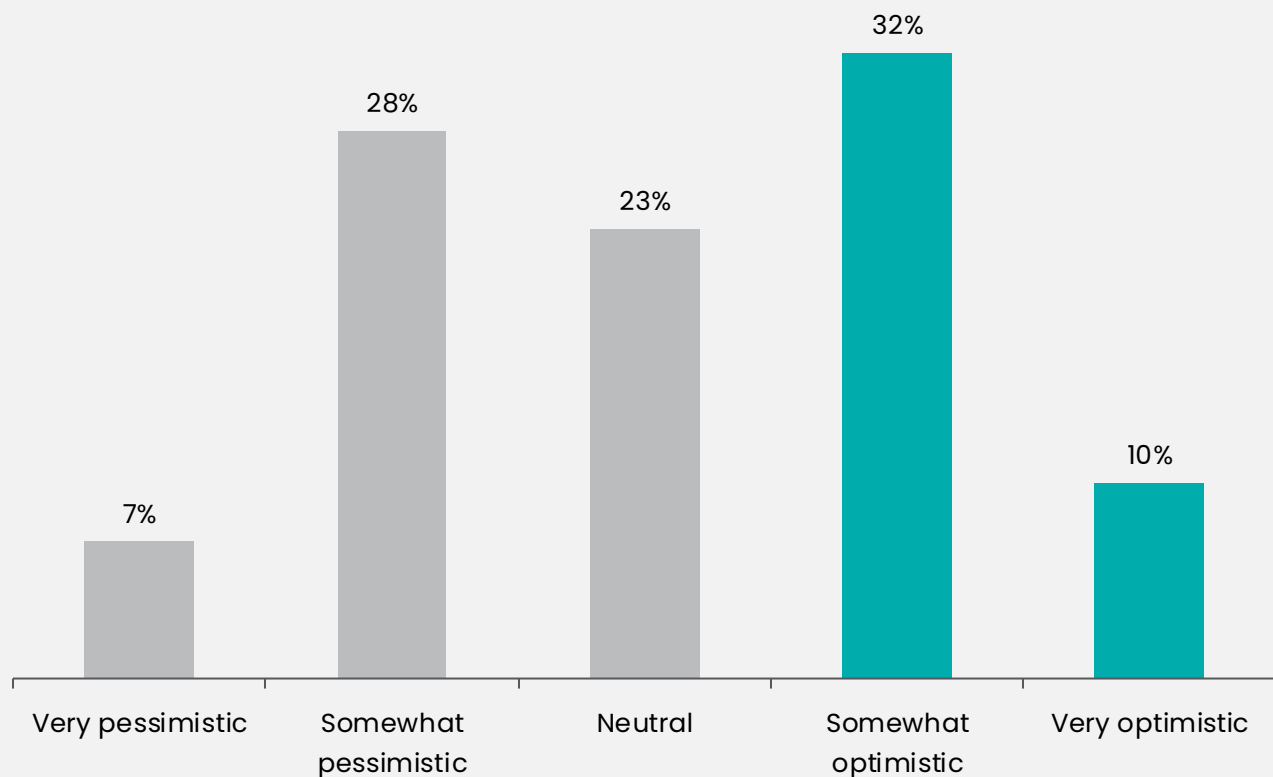
Q: Vietnam is piloting Free Trade Zones (FTZs) in Hai Phong and Da Nang, with plans to open more FTZs in other provinces. How do you anticipate these FTZs will affect your company's operations and ability to attract investment?

n = 110

Most businesses are cautiously optimistic about Vietnam reaching its 2025 GDP growth target, but concerns remain.

A combined 42% of respondents express optimism about Vietnam achieving its 8.3–8.5% GDP growth target, though most show only moderate confidence. Meanwhile, 35% are pessimistic and 23% remain neutral, reflecting a balance between faith in Vietnam's growth momentum and concerns over global geopolitical and economic headwinds.

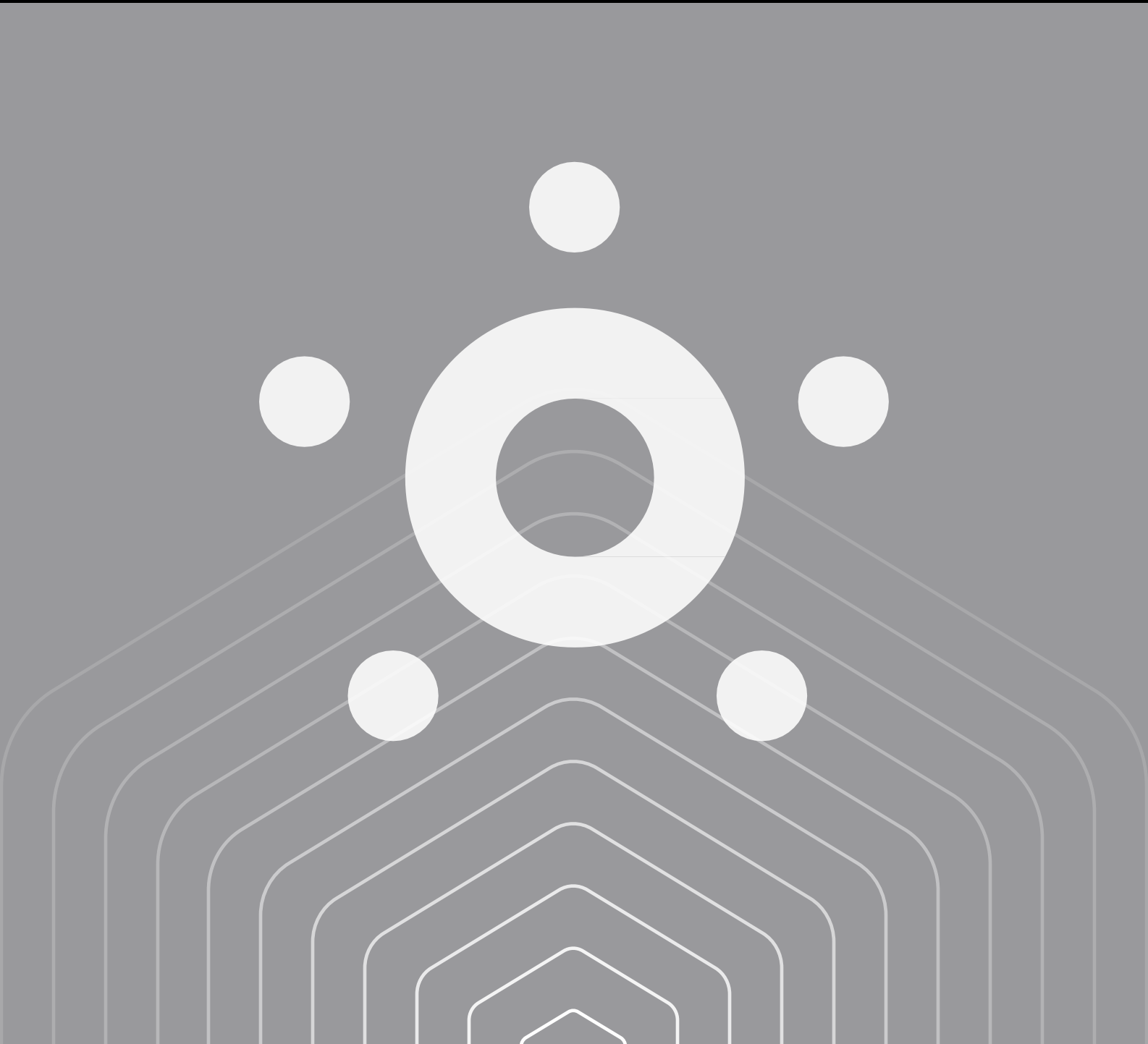
Business Sentiment on Vietnam's GDP Growth Target



Q: Do you believe Vietnam is on track to achieve its GDP growth target for 2025 (8.3–8.5%)?

n = 110

05 | Methodology



Methodology



Purpose

The purpose of this survey is to collect European business leaders' opinions about their business situations, in order to reflect the state of Vietnam's business environment and help identify any potential changes in the economic climate.



Research and Data Collection

The survey is conducted using an online questionnaire, scripted and managed by YouGov's surveying and data management platform. The survey is emailed quarterly to business leaders from more than 1,400 EuroCham members.

The respondents typically represent top management from European companies and Vietnamese companies with close business connections to Europe, such as suppliers or distributors. A minority are European individuals working in non-European companies in Vietnam.



Result

Among the invited, 110 completed the full questionnaire in this round. This represents a response rate of 4.4% which is considered average for a survey amongst the top business executives.

Reach out to us

European Chamber of Commerce in Vietnam

marketing@eurochamvn.org

www.eurochamvn.org

(+84-28) 3827 2715

5th Floor, Deutsches Haus

33 Le Duan, District 1, HCMC

Decision Lab

decision@decisionlab.co

www.decisionlab.co

+84 28 7101 0199

3rd Floor – The Sentry Connect, Sonatus Building

15 Le Thanh Ton, District 1

Ho Chi Minh City, Vietnam

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