

EUROCHAM'S 5 KEY MUST-WIN BATTLES FOR 2025



Part 1: Optimising Immigration Procedures



“As a country, Vietnam needs to be aware that the first impression is the one that lasts longest”

**EuroCham Chairman
Bruno Jaspaert**



THE CHALLENGE

Lengthy immigration queues at international airports create a negative first impression for investors and business travelers.

2
hours

in Vietnam



30
to
45
minutes

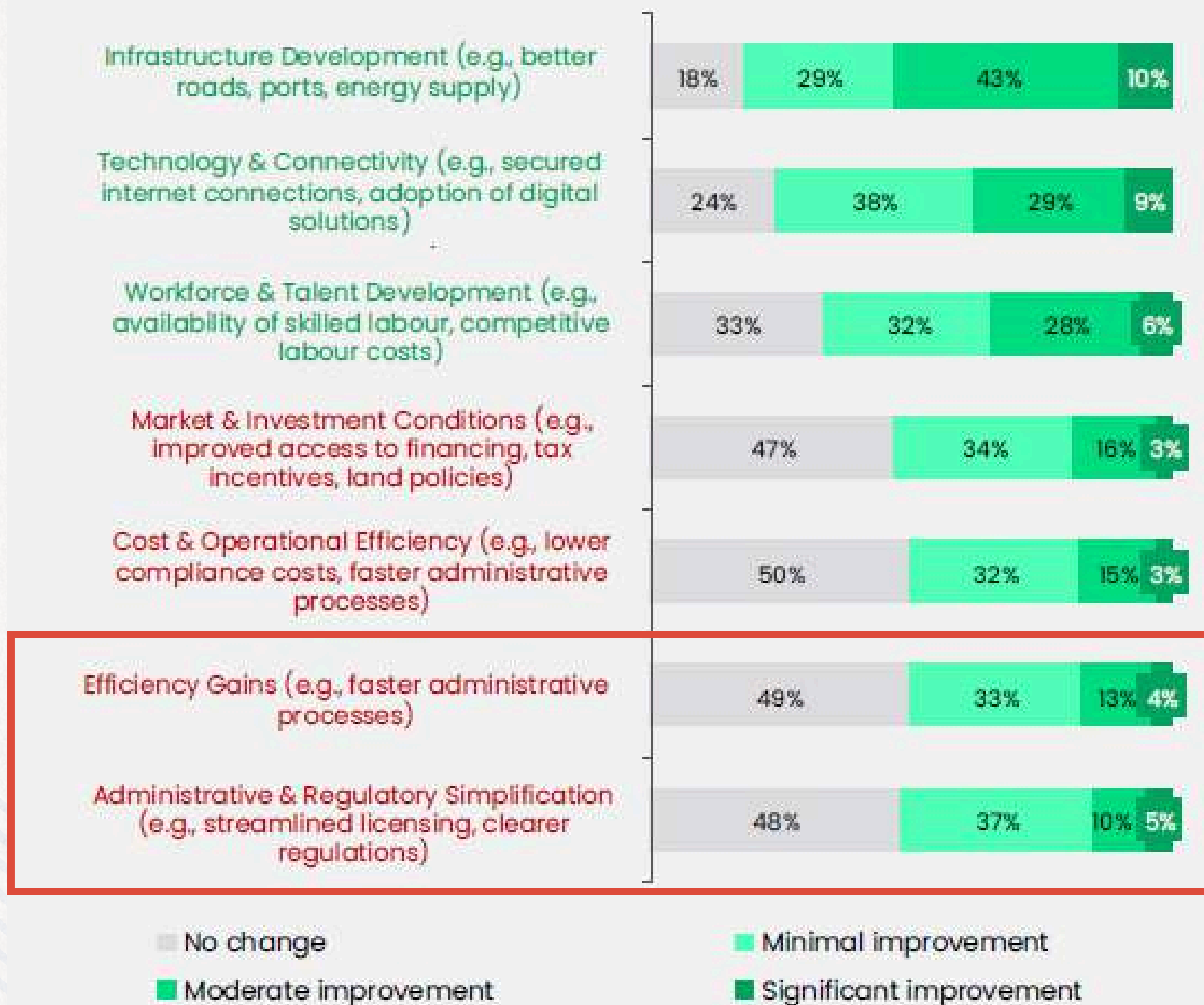
in neighbouring
ASEAN countries



EUROCHAM'S Q1 2025 BUSINESS CONFIDENCE INDEX (BCI)

~83% of surveyed businesses reported no or only minimal improvements in efficiency gains and/or administrative simplification in recent years.

Improvement aspects compared to previous years



Q: Compared to previous years, how would you assess the ease of doing business in Vietnam?

n = 156

Green text: These areas have demonstrated progress since previous years.
Red text: These areas need improvement.





EUROCHAM'S RECOMMENDATIONS

- ▶ EuroCham urges for **streamlined, digital-first** immigration procedures that reflect Vietnam's ambitions to be a modern, investor-friendly economy.
- ▶ As Vietnam advances its **dual transformation** agenda, EuroCham remains a committed partner — offering practical business insights and policy recommendations to help unlock sustainable growth.

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