



**VIETNAM BRIEFING**

**From Dezan Shira & Associates**

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## **Selling to the Vietnam Market: Winning Strategies for Foreign Retailers**

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# Introduction



## VIVIE WEI

Country Director, Vietnam  
Dezan Shira & Associates

Welcome to the March 2025 issue of *Vietnam Briefing Magazine*, "Selling to the Vietnam Market: Winning Strategies for Foreign Retailers," where we explore the dynamic and fast-evolving landscape of Vietnam's retail sector. Vietnam, a promising Southeast Asian market, offers vast opportunities for foreign businesses, especially in retail and real estate, fueled by a growing middle class and expanding urban infrastructure.

In this issue, we provide an essential roadmap for foreign investors looking to tap into these thriving sectors. Chapter 1 explores Vietnam's retail and commercial real estate market in 2025, highlighting key trends and regulations shaping the industry.

Chapter 2 outlines essential steps for establishing a retail business in Vietnam, detailing the legal procedures from investment registration to business licenses. This guide helps businesses navigate the complexities of this fast-growing market.

Finally, Chapter 3 addresses common questions from foreign investors based on our extensive experience at Dezan Shira & Associates. Insights on market entry, product adaptation, and distribution channels will equip you to make informed decisions in this unique market.

With this issue, we aim to provide you with the critical insights and tools needed to succeed in Vietnam's retail and commercial real estate markets. Whether you are a first-time investor or an experienced player, we trust this magazine will serve as a valuable resource for your journey in Vietnam. For business inquiries, please contact us at [Vietnam@dezshira.com](mailto:Vietnam@dezshira.com).

With kind regards,

Vivie Wei



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