E-COMMERCE SUPPORT TECHNOLOGY
STANDARD APPLICATION
IN VIETNAM

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I. Policies on e-commerce technology standards

II. E-commerce support technology standard application

III. Some related projects

IV. Challenges of e-commerce support technology standard application

V. Recommendations
I. Policies on e-commerce technology standards

1. Ministry of Science and Technology

- TCVN ISO 7372:2003 - Trade Data Element Directory
- TCVN ISO 9735:2004 – EDIFACT
- TCVN ISO 8601:2004 - Data Elements and Interchange Formats
2. Ministry of Communication:

- Decision No. 20/2008/QD-BTTTT dated 09/04/2008 promulgating IT application standard directories in State agencies

3. Ministry of Finance and State Bank:

- Many legal texts guiding businesses unanimously use IT standards that are applicable to the sectors of card payment, inter-bank international transfer (such as ISO 8583, SWIFT, XML-based messages).
4. Ministry of Finance:

- many legal texts guiding IT performance and application in customs activities (The Decision No. 1447/QD-TCHQ dated 23/02/2007 promulgated temporary regulations on formatting a number of remote e-customs declarations for customs information system). Presently, information exchange from local customs departments to General Department of Vietnam Customs focused on web services and XML base on WCO Data model 2.0.

5. Ministry of Industry and Trade

- the National technical regulation on EDI for issuing certificate of origin - applied to agencies issuing electronic certificate of origin (eCoSys)
II. E-commerce support technology standard application

VECITA conducted survey of about 50 agencies and big enterprises:

- Awareness of e-commerce standards are still low. 43.5% of 50 surveyed agencies and businesses knew those standards, 56.5% did not. Especially, the percentage of experts who know thoroughly e-commerce standard definition on electronic data interchange only accounts for 3-4% of respondents.

- A number of large enterprises have quickly approached and deployed e-commerce technology applications to business and manufacture activities. 72.9% of survey agencies and businesses applied e-commerce support technology standards.
### Purposes of e-commerce support technology standard applications

<table>
<thead>
<tr>
<th>NO.</th>
<th>APPLICATION PURPOSES</th>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Online transaction information Management</td>
<td>27.80%</td>
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<tr>
<td>2</td>
<td>Accounting and Finance Management</td>
<td>15.90%</td>
</tr>
<tr>
<td>3</td>
<td>Customer Relationship Management</td>
<td>12.70%</td>
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<tr>
<td>4</td>
<td>Warehouse Data Management</td>
<td>11.30%</td>
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<td>5</td>
<td>Online Payment</td>
<td>10.10%</td>
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<tr>
<td>6</td>
<td>Resource Planning</td>
<td>9.50%</td>
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<tr>
<td>7</td>
<td>Supply chain Management</td>
<td>4.80%</td>
</tr>
<tr>
<td>8</td>
<td>Other</td>
<td>7.90%</td>
</tr>
</tbody>
</table>
Percentage of e-commerce technology application in businesses

- XML and other standards based on XML foundation: 48.3%
- EDIFACT: 9.7% (applied), 11.6% (will apply)
- Established by businesses and other standards: 42.0% (applied), 44.9% (will apply)
Methods of e-commerce support technology standard applications
Business determination to e-commerce support technology standard application (estimated levels from 0 – 9)
III. Some related projects

1. EDI system of the Haiphong Port:
   - Since 2003, Haiphong Port has officially applied this EDIFACT system to connect with APM Shipping. After more than 6 months, EDI system was completely built and Haiphong EDI system of Haiphong Port has effectively operated to exchange electronic data with large shipping agents such as MAERSK, MCC, HANJIN, MOL, WAN HAI, APM, etc...

2. ATM Switching System (Smartlink - Banknetvn)
   - 23th May 2008: Smartlink-Banknetvn system already completed the connection of ATM: 42 banks more than 4,500 ATM with >9,2 millions issued payment cards, 24,000 POS. After 3 months of official connection, there were about 400,000 transactions per month with the total amount up to 840 billion VND
   - ATM switching system applies some standards such as:
     - Magnetic card with card standard according to ISO/IEC 7811
     - Financial transaction using EDI according to ISO 8583
     - .....................
3. Electronic Data Exchange System of Unilever Vietnam and Metro Cash & Carry

- Implement from 2007. After 9 months of building barcode mapping and connecting technologies with each other via hubs, the data have been read, understood and automatically processed. After 1 year, Metro Cash & Carry examined and successfully exchange invoices.
- The main standard:
  - Barcode EANCOM13 (GS1) standard to unify for each order and delivery product (Buyer order the product via its barcode and the Supplier will deliver the right product with its barcode).
  - GLN standard of GS1 organization for Buyer’s code and Supplier’s code.
  - UN/EDIFACT and XML have been studied to apply in the near future.
4. Information and Technology Development and Investment Company (Intecom)

- Intecom under Multi Media Corporation (VTC) providing digital content service, with activities such as VTC Game – game online, VTC Mobile – services via mobiles, VTC News – magazines, VTC Paygate – electronic payment infrastructure for digital content services on network and mobile,

- VTC Paygate has:
  - >13 million registered accounts in which more than 1.7 million accounts that occurred top-up transactions,
  - >1.2 million surplus accounts with diversified V-coin establishment resources including direct top-up, prepaid card, bank transfer, international payment, SMS, fix phone (premium 1900 dial number).
5. Vietnam National Single Window (Customs – Ministry of Finance) ➔ ASW

6. Planning to provide 41 Online Public services related to Industry and trade (Vietnam E-Commerce & IT Agency - Ministry of Industry and Trade)

7. Government e-procurement system project from 2009 – 2015 (MPI)
IV. Challenges of e-commerce support technology standard application

- The community’s awareness of e-commerce common standards is still low (43.5% of 50 surveyed agencies and businesses know those standards, the left do not)

- E-commerce training focuses on business skills → lack of technology human resource

- Uncompleted legal system: lack of sub-law documents guiding the implementation of legal texts promulgated

- Habit of shopping and conducting transactions in a traditional way
V. Recommendations

1. For State agencies
   - Complete and deploy legal texts
   - Support enterprises in applying technology standards for e-commerce transactions
   - Promote awareness raising activities on e-commerce in general and on technology standards in particular

2. For enterprises
   - Reinforce the manpower sources for e-commerce
   - Improve the awareness of e-commerce technology standards and the sense of related legal texts
   - Participate in e-marketplaces
THANK YOU FOR YOUR ATTENTION!

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