

**THE MINISTRY OF  
INDUSTRY AND TRADE**

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No. 40/2020/TT-BCT

**SOCIALIST REPUBLIC OF VIETNAM  
Independence - Freedom - Happiness**

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*Hanoi, November 30, 2020*

**CIRCULAR**

**AMENDING SOME ARTICLES OF CIRCULAR NO. 11/2019/TT-BCT DATED JULY 30, 2019 BY MINISTER OF INDUSTRY AND TRADE ON GUIDELINES FOR TRADE PROMOTION FOR FOREIGN TRADE DEVELOPMENT UNDER THE NATIONAL PROGRAM ON TRADE PROMOTION**

*Pursuant to the Law on Foreign Trade Management dated June 12, 2017;*

*Pursuant to the Government's Decree No. 98/2017/ND-CP dated August 18, 2017 on functions, duties, powers and organizational structure of the Ministry of Industry and Trade;*

*Pursuant to the Government's Decree No. 28/2018/ND-CP dated March 01, 2018 elaborating the Law on Foreign Trade Management regarding some measures for foreign trade development;*

*Pursuant to the Prime Minister's Decision No. 12/2019/QD-TTg dated February 26, 2019 amending some Articles of regulations on development, management and implementation of national program on trade promotion promulgated together with the Prime Minister's Decision No. 72/2010/QD-TTg dated November 15, 2010;*

*At the request of the Director General of Vietnam Trade Promotion Agency;*

*The Minister of Industry and Trade hereby promulgates a Circular amending some Articles of Circular No. 11/2019/TT-BCT dated July 30, 2019 by Minister of Industry and Trade on guidelines for trade promotion for foreign trade development under the National Program on Trade Promotion.*

**Article 1. Amendments to some Articles of Circular No. 11/2019/TT-BCT dated July 30, 2019 by Minister of Industry and Trade on guidelines for trade promotion for foreign trade development under the National Program on Trade Promotion**

1. Article 9 is amended as follows:

**“Article 9. Online trade promotion organization and participation**

1. Support establishment of areas displaying and introducing exported goods on e-commerce platforms.

The e-commerce platforms selected to set up booths must rank among the world's top 50 e-commerce platforms according to the ranking by an assessment organization published on the website of the Ministry of Industry and Trade.

a) Details:

- Provide consultancy and support for opening accounts on the e-commerce platforms;
- Open accounts, maintain membership;
- Design common identity of booths of participating organizations;
- Promote and invite units to participate and make transactions;
- Prepare images and videos, digitalize products displayed by participating organizations;
- Upgrade booths and use value-added services of the e-commerce platforms;
- Provide skill training and guidelines for participation in the e-commerce platforms;
- Organization and management activities by host organizations.

b) Scale: at least 12 participating organizations.

c) Support:

Finance up to 100% of funding for the following activities:

- Maintain basic membership for accounts of participating organizations for a maximum of 12 months; maintain special membership for host organizations for a maximum of 12 months to obtain and provide customer information for participating organizations;
- Design common identity of booths of participating organizations;
- Promote and invite units to participate and make transactions;
- Organization and management activities of host organizations: hire technical support personnel, settle account-related issues arising; hire bidding consultancy providers (if any); post service; telephone service; stationery.

2. Participate in online international fairs and exhibitions

a) Details:

- Promote and introduce Vietnam's booths; invite units to participate and make transactions;

- Hire online booths;
- Create overall and detailed designs of online booths;
- Prepare images and videos, digitalize products displayed by participating organizations;
- Organization and management activities by host organizations.

b) Scale: at least 12 participating organizations for multidisciplinary fairs and exhibitions; 06 participating organizations for specialized fairs and exhibitions.

c) Support:

Finance up to 100% of funding for the following activities:

- Promote and introduce Vietnam's booths; invite units to participate and make transactions;
- Hire online booths;
- Create overall and detailed designs of online booths;
- Organization and management activities of host organizations: remuneration for in-charge officials, bidding consultancy providers (if any), post service, telephone service, stationery.

### 3. Organize online fairs and exhibitions

a) Details:

- Promote and introduce the fairs and exhibitions; invite units to participate and make transactions;
- Hire online platforms for the fairs and exhibitions;
- Create overall and detailed designs of the fairs and exhibitions;
- Prepare images and videos, digitalize products displayed by participating organizations;
- Organization and management activities by host organizations.

b) Scale: at least 100 participating organizations for multidisciplinary fairs and exhibitions; 50 participating organizations for specialized fairs and exhibitions.

c) Support:

Finance up to 100% of funding for the following activities:

- Promote and introduce the fairs and exhibitions; invite units to participate and make transactions;
- Hire online platforms for the fairs and exhibitions;
- Create overall and detailed designs of the fairs and exhibitions;
- Organization and management activities of host organizations: remuneration for in-charge officials, bidding consultancy providers (if any), post service, telephone service, stationery.

#### 4. Organize online international conferences on export industry and trade connection

##### a) Details:

- Promote and introduce the conferences and trade connection; invite units to participate and make transactions;
- Hire online platforms and network connections;
- Hire conference rooms, equipment, decoration, interpretation and translation;
- Invite speakers;
- Print documents, provide tea breaks and stationery for offline and online conferences and trade connection;
- Organize booths and product display areas for offline and online trade connection;
- Organization and management activities by host organizations.

##### b) Scale:

- Trade connection between Vietnamese units and foreign importers: at least 07 foreign units and 21 Vietnamese units for specialized trade connection; at least 20 foreign units and 60 Vietnamese units for multidisciplinary trade connection;
- International conferences on export industry: at least 60 Vietnamese units and 20 foreign units;
- Trade connection between suppliers and Vietnamese exporters and foreign trade promotion organizations: at least 21 suppliers and 07 exporters.

##### c) Support:

Finance up to 100% of funding for the following activities:

- Promote and introduce the conferences and trade connection; invite units to participate and make transactions;
- Hire online platforms and network connections;
- Hire conference rooms, equipment, decoration, interpretation and translation;
- Print documents, provide tea breaks and stationery for offline and online conferences and trade connection;
- Organize booths and product display areas for offline and online trade connection;
- Organization and management activities of host organizations: remuneration for in-charge officials, bidding consultancy providers (if any), post service, telephone service, stationery.

5. Organize online conferences, seminars, talk shows and forums providing information on market, industry and product development

a) Details:

- Promote and invite units to participate and make transactions;
- Hire online platforms and network connections;
- Hire conference rooms, equipment, decoration, interpretation and translation;
- Invite speakers;
- Organization and management activities by host organizations.

b) Scale: at least 100 Vietnamese participating units for programs for provision of information on export market and exported product development; at least 50 foreign units for programs for provision of information on Vietnamese industries and products.

c) Support:

Finance up to 100% of funding for the following activities:

- Promote and invite units to participate and make transactions;
- Hire online platforms and network connections;
- Remuneration for speakers;
- Organization and management activities of host organizations: remuneration for in-charge officials, bidding consultancy providers (if any), post service, telephone service, stationery.

## 6. Organize online training

### a) Details:

- Formulate training plans and contents;
- Invite lecturers, digitalize lessons;
- Organize tests and assess learning achievement (if any);
- Hire online training platforms;
- Create and input training contents;
- Test training programs;
- Create lecturer and student accounts;
- Hire and purchase training equipment;
- Print and issue certificates (if any);
- Organization and management activities by host organizations.

### b) Scale: at least 50 participating organizations.

### c) Support:

Finance up to 100% of funding for the following activities:

- Formulate training plans and contents;
- Invite lecturers, digitalize lessons;
- Organize tests and assess learning achievement (if any);
- Hire online training platforms;
- Print and issue certificates (if any);
- Organization and management activities of host organizations: remuneration for in-charge officials, bidding consultancy providers (if any), post service, telephone service, stationery.”

## 2. Clause 2 Article 31 is amended as follows:

“European - American, Asian - African Market Departments, Department of Domestic Market, Department of Export and Import, Vietnam e-Commerce and Digital Economy Agency and Vietnamese trade representatives in foreign countries shall cooperate with Vietnam Trade Promotion Agency and host organizations of schemes in implementing the approved National Program on Trade Promotion in an effective manner.”

**Article 2. Effect**

1. This Circular comes into force from January 15, 2021.
2. Any difficulty arising during the implementation of this Circular should be reported to the Ministry of Industry and Trade in writing for resolution./.

**P.P. THE MINISTER  
THE DEPUTY MINISTER**

**Do Thang Hai**

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