




DA NANG - A DYNAMIC TRADE HUB OF CENTRAL VIET NAM

 Total retail sales of goods

2025 **251,700 billion VND**

 Export turnover

2025 **4,708 million USD**

 Import turnover

2025 **4,720 million USD**

> PURCHASING POWER



Population **3.06** million people



Tourists **16.6** million arrivals

2025

 Representative offices of foreign traders	28
 Commercial centers	9
 Supermarkets	77
 Convenience stores	>500

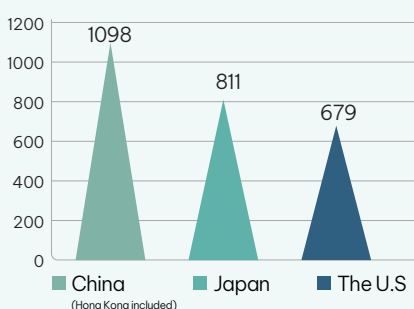


> REPUTABLE EXPORT ENTERPRISES



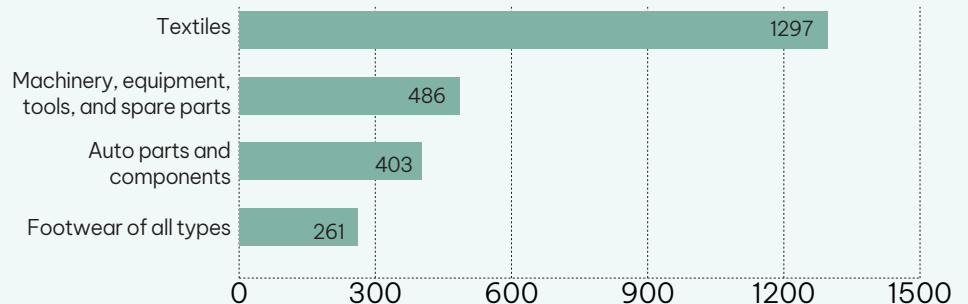
> MAJOR EXPORT MARKETS

Unit: Million USD

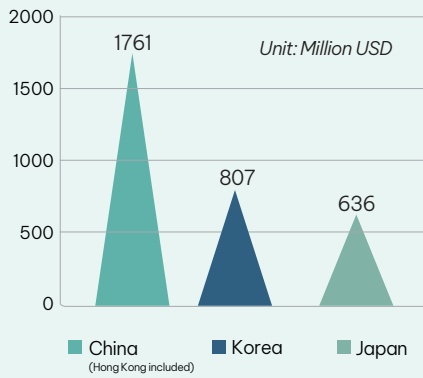


> MAIN EXPORT PRODUCTS

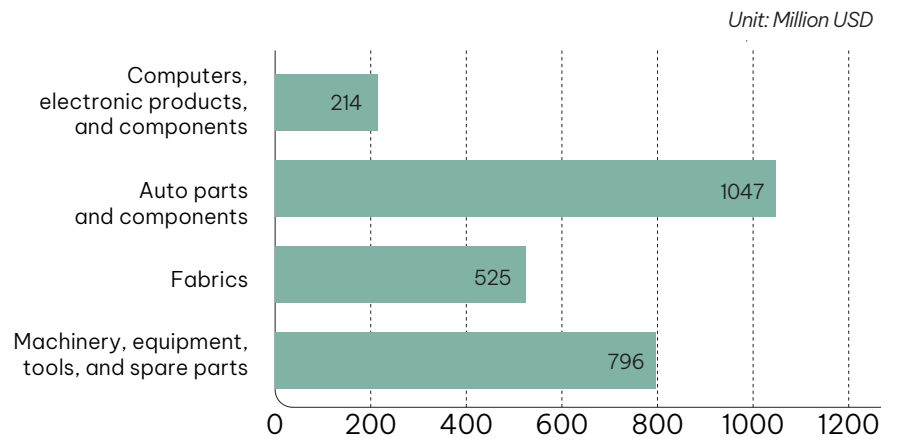
Unit: Million USD



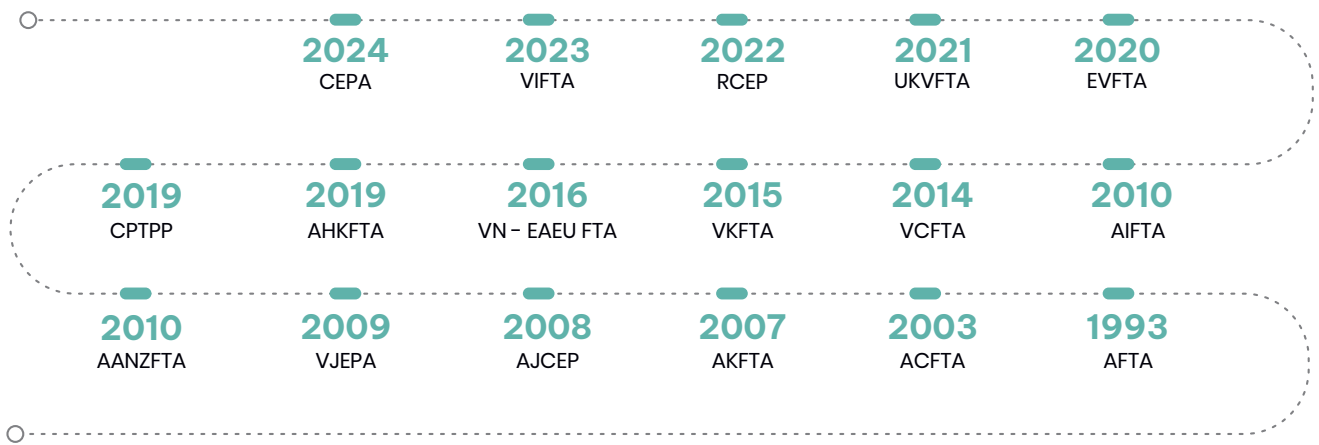
> MAJOR IMPORT MARKETS



> MAIN IMPORT PRODUCTS



> SIGNED FREE TRADE AGREEMENTS



PROJECTS CALLING FOR INVESTMENT IN THE COMMERCIAL SECTOR



DA NANG INVESTMENT PROMOTION AGENCY

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