

INNOVATION  ADOPTER

VIETNAM

Population: 97,040,334 | GDP: \$648.7 billion | Language(s): Vietnamese | Unicorns 2009-2018: 0



What did Vietnam do right?

Vietnam is a tax-friendly country that doesn't impose taxes on online streaming services. Ridesharing is available throughout the country and self-driving vehicles are already being tested on the streets of Vietnam, with support from the Ministry of Transport.



What can Vietnam do better?

Vietnam could increase its levels of both personal and political freedom and improve the proportion of its GDP devoted to research and development. It can also improve levels of prosperity for its citizens and support better-quality local suppliers to bolster its resilience.

KEY TAKEAWAYS



Vietnam makes its Scorecard debut with a mix of lackluster grades, but a government push toward innovation could improve its ranking in coming years.

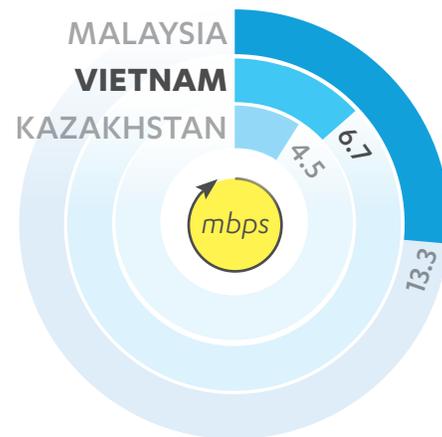
Vietnam earned its two A grades in Tax Friendliness and Self-Driving Vehicles (SDV). Vietnamese businesses currently enjoy a corporate tax rate of 20 percent, and the federal government has sparked what it refers to as its Fourth Industrial Revolution by permitting SDV testing in designated areas of Ho Chi Minh City.

Vietnam's push toward innovation also includes plans for greater investment in high-tech industries — an increase from the mere 0.4 percent of gross domestic product it presently dedicates to research and development spending.

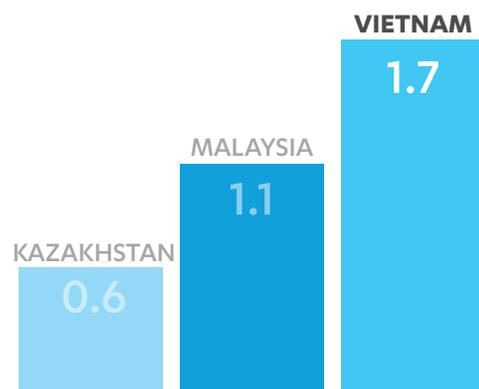
To keep pace with its rapidly developing regional neighbors, Vietnam will need to increase the percentage of high-skilled workers in its population and encourage more students to earn science, technology, engineering and math (STEM) degrees.

Sources: (VN Express) (VOV)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Drones

The country welcomes commercial drone use, highlighting drone innovation in its Fourth Industrial Revolution plans.



Broadband

The mean download speed of fixed and mobile internet is below average at 6.7 Mbps.



Diversity

Immigrants make up only 0.1 percent of the population, and the country lacks ethnic diversity.



Tax Friendliness

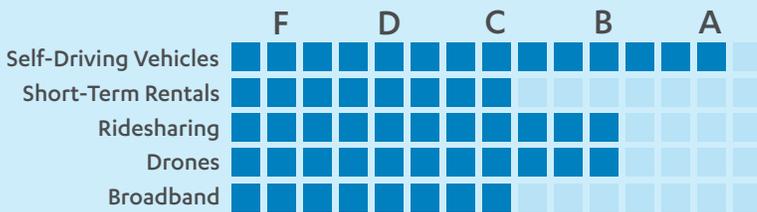
Streaming services are not subject to tax. The corporate tax rate is 20 percent, and the top individual tax rate is 35 percent.



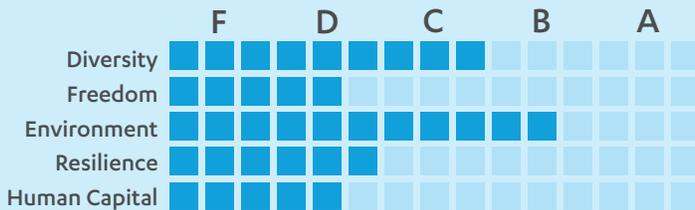
Self-Driving Vehicles

Vietnam has embraced self-driving vehicle technology. A self-driving vehicle was tested on the streets of Hanoi in 2017.

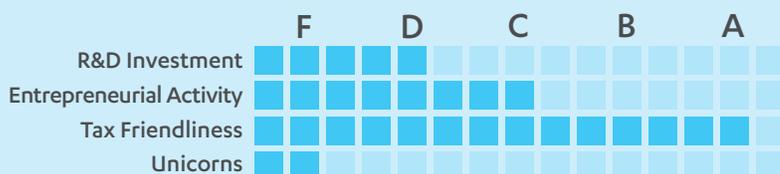
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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