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ASSESSMENT AND IDENTIFICATION OF INTERNATIONAL MARKETS FOR VIETNAMESE PRODUCTS: A CASE STUDY OF VIETNAMESE HS 61

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Abstract

Vietnamese articles of apparel and clothing accessories - knitted or crocheted (HS code 61) have had a great important contribution into Vietnamese trading, accounted for 34.23% of total exported valuation in 2018. When considering with 6 digits, we can recognise women's or girls' trousers, bib and brace overalls, breeches and accessories (HS₆₁₀₄₆₃) have constantly increased with revealed comparative advantages (RCA), the export propensity index ranked 3th and increasing for five years. Why have these products become more and more significant in international market and Vietnamese exportation? This study will explore how to realize all of the aspects to select and access international target markets much more efficiently than before. Firstly, it is a sector identification to give decisions which sector was the best suitable for the exporters. Secondly, it will calculate the Revealed Comparative Advantage (RCA). Thirdly, it will identify market with Trade Dependence Index (TDI), Import Penetration Index (IPI), Trade Intensity Index (TII), and Regional Trade Agreement (RTA). Besides, this paper will show the time and some useful tools to compete with competitors and fulfill target customers by assessing compliance with tariff barriers and non-tariff barriers.

Keywords: Identification, indicators, market access, trade, Vietnam.

1. Introduction

Increasing globalization and liberalization of the world economy has seen a rapid increase in the overall volumes of trade. However, past few years have witnessed one of the most severe global recessions in the post-war period. Countries across the world have been affected in varying degrees and all major economic indicators

of industrial production, trade, capital flows, unemployment, per capita investment and consumption have taken a hit.

For the last 30 years, Vietnam has become one of the world's great development success stories, rising from the ranks of the poorest countries. Vietnamese economy grew by 7.1 percent in 2018 in terms of GDP. In the long run, the country needs to move up the

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global value chain and speed up institutional reforms to create industries and newer production methods focusing on technologies and innovation, to overcome the challenges posed by the fourth industrial revolution. The Gross Domestic Product in Vietnam was last recorded at \$2,545 per capita in 2018. In Dec 2018, compared with \$2,172 in 2016 and a record low of 1,893 USD in 2013 (focus-economics.com, 2018) [1]. Some reasons that bring to Vietnam's economy successes are diversification from traditional markets to newer markets, to diversify the existing export markets of Vietnam works towards offsetting the inherent disadvantage for their exporters in emerging markets of India, Africa, Latin America, Asia Pacific and CIS countries such as credit risks, higher trade costs etc., through appropriate policy instruments.

Further in light of various WTO agreements and initiatives taken by countries members towards signing of various regional and bilateral trading agreements, it does make sense for exporting units to consider diversifying from the traditional markets of USA, EU, China and Japan etc. to new emerging economies including Africa, ASEAN, Korea.

International trade for Vietnamese articles of apparel and clothing accessories - knitted or crocheted (HS code 61) have a great important contribution into Vietnamese trading. It accounted for 34.23% of the whole country's exportation value in 2018 and export propensity index was ranked 5th and increasing for 5 years [www.trademap.org]. Why this product has become more and more significant in international market and Vietnamese exportation. When considering with 6 digits, we can recognise Women's or girls' trousers, bib and brace overalls,

breeches and shorts of synthetic fibres, ... (HS610463) has constantly increased with revealed comparative advantages (RCA) for five years. Hence this process of shift from traditional products/markets to newer products/markets would require a systematic process. Therefore, to understand this process of product and market diversification, the paper began with the process of identification of the right product-market mix i.e. deciding which product to sell in which market which is one of the most important decisions a potential exporter has to make. It is important to research foreign markets and tailor one's products to regional tastes. This paper helps Vietnam to identify right markets by the use of online databases and information. It will offer Vietnam's firms some advice to find right countries with the largest and fastest growing markets for exports and help determine which foreign target markets will be the most penetrable & profitable.

However, to enter into the markets to catch value for effectiveness and an understanding of the target purchasers' needs, it is important to have a proper awareness of the import regulations prevailing in the markets. The majority of the recent trade agreements also include NTM provisions. Exporting firms should realize the importance of non-tariff measures (NTMs) which has strongly increased in the past decades. With consumers demanding more and more information on the products they buy, importing countries put in place more regulations. Even though these regulations do not necessarily have trade policy aims, they may impact on exporting companies. The relative importance of NTMs is also on the rise, following a steady decline of the overall level of applied tariffs.

2. Literature review

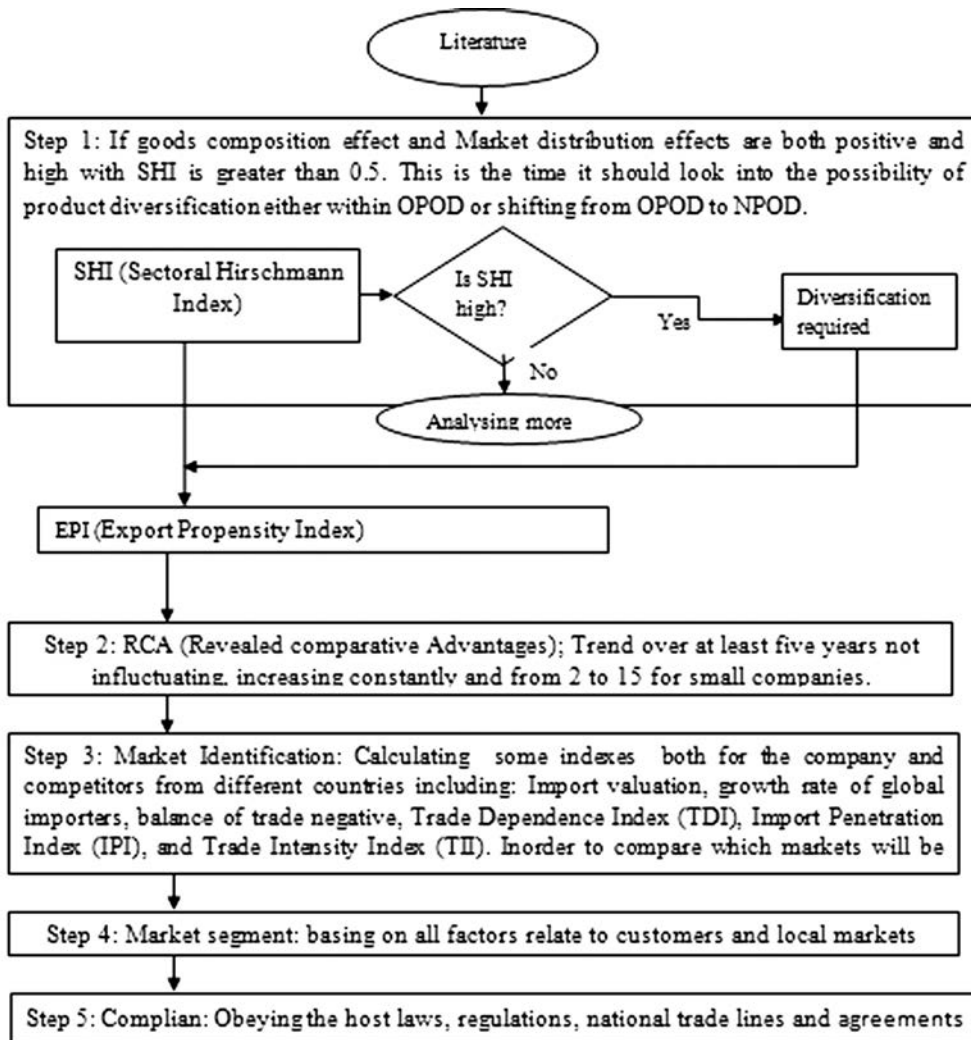


Figure 1 The popular procedure of market access and market identification background [2]

In terms of financial aspects, Cactus (2016) analyzed how to access and trade the world’s biggest market, especially supplied very detailed about money, currency and foreign exchange that impacted on trading and entering new markets, understanding parity, the wealth of nations, shifting sands of fundamental analysis, interventions, scams, rouges, and manipulations. The book helps

understanding the markets of cash, futures, and options, practical trading strategies, market behavior, great expectations. This work provides an understanding of foreign exchange trading. We need to understand which markets we should select to minimize risks and eliminate all difficulties to enter those markets successfully [3].

For most common products, Mikic and Gilbert (2007), from Economic and Social commission for Asia and the Pacific, published a handbook of commonly used trade

indices and indicators and trade statistics in policymaking, and discussed about very vital trade indicators and parameters and how to enter international markets successfully.

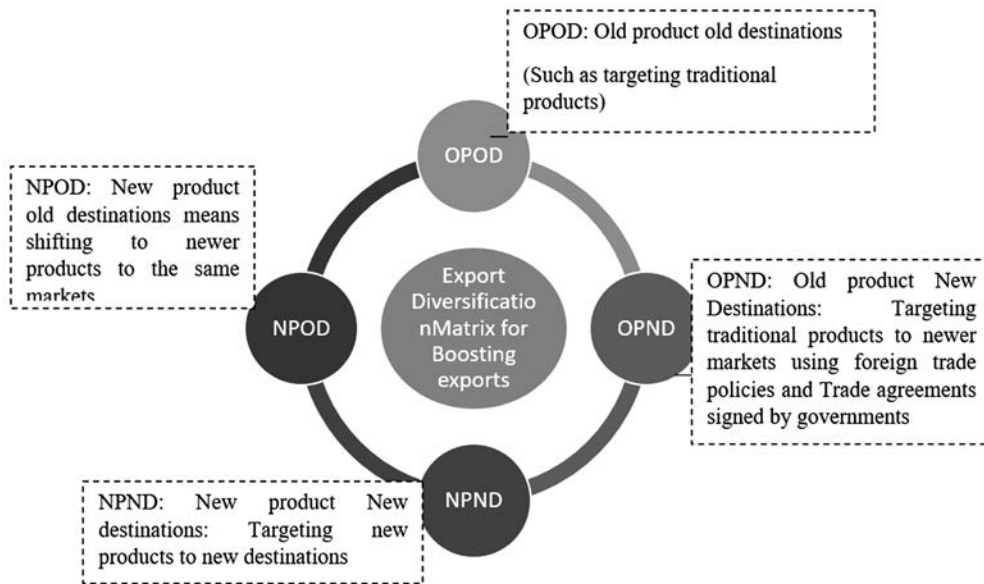


Figure 2. The process and combination among old products and old destinations, new products and new destinations [2]

Shifting from OPOD to NPOD/OPND/NPND: calculate Sectoral Hirschmann index (SHI) The sectoral Hirschmann index is a measure of the sectoral concentration of a region’s exports. The degree to which a region or country’s exports are dispersed across different economic activities. High concentration levels are sometimes interpreted as an indication of vulnerability to economic changes in a small number of product markets. Over time, decreases in the index may be used to indicate broadening of the export base. Values of SHI crossing 0.5 means the company is facing the threat of operating in too less number of products. And this is the time it

should look into the possibility of product diversification either within OPOD or shifting from OPOD to NPOD (Mikic and Gilbert, 2007).

High value of SHI > 0.5 means we need to shift into new sectors; High value of RHI > 0.5 means risk of operating in too less number of export markets is high hence we need to look into newer markets using FTP and RTAs; High value of SHI in a foreign market indicates that concentrated business incurred by that market through exports of that sector. Otherwise, there is a business opportunity to supply that raw material to the market even if their SHI is high [2].

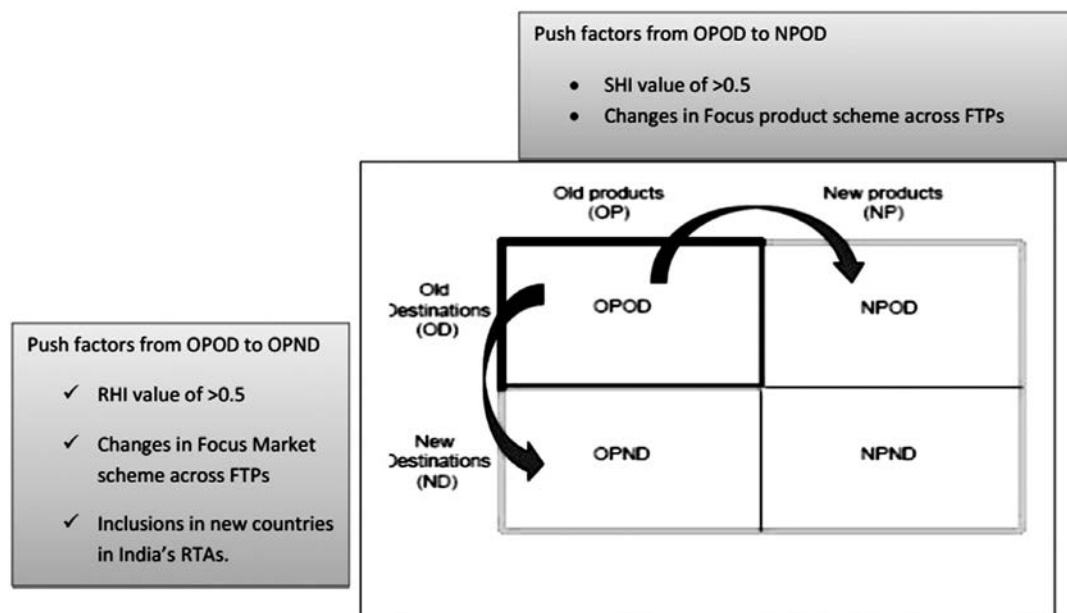


Figure 3. The combination of SHI and RHIs [2]

Once the SHI index witnessed is more than 0.5 and it is the time to venture into newer sector, the next question arises is which sector? Using EPI for Sector Selection because high EPI for a sector means high dependence of local manufacturers on export. Whatever is produced in the local market is exported which makes export's contribution high in GDP. Secondly, once the startup has gained experience in the domestic market and is ready for exports, a sector with high EPI which indicates the high contribution of that sector for exports thus also indicates the acceptance of Indian exports in that sector in global markets and hence, safe to venture into exports [2].

3. Methods

Our objectives are how to successfully access and identify our international target

markets. Firstly, the way to approach a problem given out is to realise and determine sector identification and your strengths about offering products that customers wish. After calculating SHI, RHI, valued contribution into relative sectors and EPI to know your sector or your products you need to analyze, it is significant to show out RCA throughout 5 years to select a specific product with 6 digits. Starting with that product, your company can explore their target markets in comparison among them. Finally, firms can find out the right location to deeply research with various indexes and criteria to improve and take advantages.

The study was conducted by using an objective secondary data including some past works and websites such as WTO, Trademap to analyze how to access the markets successfully in doing business.

The report also contained a comprehensive procedures and key indexes to select right markets to export and answer important questions why we have to change sectors and markets, what we should sell, who will become our customers, where we will sell, when we will sell and how to be efficient in market access. Primary data published in the government’s reports, secondary data on websites and public reports related to the topic would be analysed for the study. Some official websites were exploited for the information and data to analyse the international markets for Vietnamese specific product. Monographs published by various think tanks were examined as the basis of analysis. Secondary sources include books, articles, unpublished research papers and other relevant materials. Internet sources were also helpful in obtaining information

on the topic. Which is why, the study was based on facts and observations.

4. Procedures of market access

For all of sectors in our economy, we only successfully access into a specific market when we get to know our strengths in what kinds of products and sectors. That means every company should start researching from step 1 to realise sector identification by calculating SHI.

Step 1: Sector identification

After calculating SHI with the valuation of some key products in the industrial sector by the fomular (1.1), the data includes seven HS code of products because we just compare the amount of valuation around 75 percent which is enough to give comments and conclusion.

$$SHI = \sqrt{\sum_i \left(\frac{\sum_d X_{isd}}{\sum_d X_{sd}} \right)^2} \tag{1.1}$$

s: The country of interest; d: The set of all countries in the world; i: The sectors of interest; x: The commodity export flow; X: The local export flow.

The index SHI is 0.579 that means we should change in focus product scheme across foreign trade policies accounting to more than 70 percent of value exportation, so instead of concentrating on the product number one, two, three it will be better to research about the fourth and fifth [2]:

$$EPI = \frac{\textit{Export of that sector}}{\textit{Contribute of that sector to the GDP}} \times 100 \tag{1.2}$$

Table 1. GDP composition by sector in Vietnam in 2018

Contribution of Agriculture sector	14.68%
Contribution of Industrial sector	34.23%
Contribution of Services sector	41.12%

(Source: www.cia.gov)

Because of different sectors, the value exported in 2018 of various products could contribute into that sector with the same percent as other products but in different fields. For example, HS₈₅ had \$86,442,847 thousand in terms of exported valuation in 2018, this belongs to the industrial sector, so the number is 34.23% (table 1). This percentage of contribution was similar to HS₆₁ because of clothing accessories are a

part of the industrial sector. Considering EPI index of top five products in sector-wise, we chose 2-digit code HS-61 because this sector with some good indicators as given below: Annual growth in value (2014 – 2018): 11%; Ranking in world exports is high (3rd ranking 5%); Concentration of importing countries is high; “61” code is also a potential product and we want to find new markets for this product (table 2).

Table 2. Export Propensity Index of Top five exported products in sector wise

Code	Product label	Value exported in 2018 (USD thousand)	Contribution of that sector (%)	EPI (%)
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	86,442,847	34.23	40
'64	Footwear, gaiters and the like; parts of such articles	16,806,015	34.23	8
'84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	14,324,005	34.23	7
'62	Articles of apparel and clothing accessories, not knitted or crocheted	13,859,283	34.23	6
'61	Articles of apparel and clothing accessories, knitted or crocheted	11,720,822	34.23	5

(Source: Author calculated based on trademap database www.trademap.org)

Step 2: Revealed Comparative Advantage (RCA) for 5 years

The sector with HS code 61 has 126 products with 6-digit code (from 610110-611790). Using Revealed Comparative Advantage (RCA) of 126 products in HS-61 for 5 years, we chose Top five products with highest RCA in 2018 (table 3).

$$RCA = \frac{\frac{\text{Export of 6 – digits from Vietnam to the world}}{\text{Export of 2 – digits from Vietnam to the world}}}{\frac{\text{World export of 6 – digits}}{\text{World export of 2 – digits}}} \tag{1.3}$$

Table 3. Top five products in HS code 61 (6 digits) with highest RCA 2014-2018

Code	Product label	RCA				
		2014	2015	2016	2017	2018
'610520	Men's or boys' shirts of man-made fibres, knitted or crocheted (excluding nightshirts, T-shirts, ...	2.91	2.62	2.73	2.91	3.75
'610712	Men's or boys' underpants and briefs of man-made fibres, knitted or crocheted	0.63	1.2	1.54	1.74	2.72
'610230	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	3.15	3.48	3.51	2.85	2.5
'610130	Overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, wind-jackets ...	2.59	2.76	2.8	2.67	2.27
'610463	Women's or girls' trousers, bib and brace overalls, breeches and shorts of synthetic fibres, ...	1.67	2.04	2.17	2.24	2.24

(Source: Author calculated based on trademap database, www.trademap.org)

Based on the results of table 3, we choose the product with 6-digit code 610463 because it can meet enough some requirements such as RCA from 2014-2018 increasing constantly (from 1.67 – 2.24), unfluctuating, not missing data and the RCA value is from 2 to 15 means that Vietnam is doing better than the world and suitable for some small Vietnamese enterprises.

Step 3: Market identification

After identifying the product focus is HS 610463, we are now looking for

the market with high export potential by considering the global importer in this product. Based on this data, we calculate Trade Dependence Index (TDI), if TDI high means the country d has more openness for other countries' exporters coming to country d, the Import penetration index (IPI), and Trade Intensity Index (TII) and then sort three indexes from largest to smallest. Hence, two potential markets for "610463" are Netherlands and Spain (table 4).

Table 4. Top five global importers in product HS code 610463 of Vietnam during 5 years from 2015 to 2019

Unit of value: USD thousand

Global Importers	Import value 2015	3.1/ Import value 2019	Growth Rate (%)	3.2/ Balance of Trade - negative	Contribution of sector (%)	3.3/ TDI	3.4/ IPI	3.5/ TII
Netherlands	83,659	168,194	19	(35,275)	17.90	0.00184	0.00103	1.62
Spain	157,815	231,752	10	(101,770)	23.20	0.00088	0.00056	3.83
France	192,716	334,604	15	(192,649)	20.10	0.00084	0.00059	3.72
Germany	338,392	580,295	14	(209,974)	30.10	0.00076	0.00046	3.43
United Kingdom	237,818	341,691	9	(281,061)	19.00	0.00073	0.00062	2.82

(Source: Author calculated based on trademap database www.trademap.org).

High IPI of your product in an importing country indicates high import dependency of localities on imports to satisfy domestic demand. This is only possible when there is no local production. Absence of local manufacturer means no L₃ competition leading to high import demand.

Now we continue to see the competitor price and L₂ Players (TII) of two markets being Netherlands and Spain as follow: Vietnam has the advantage in comparison with some other exporters in exporting HS code 610463 at Netherlands market which is the best one in terms of the trade dependence index. This means Netherland is the first location to prioritize researching. Vietnam has price advantage better off in comparison

with Germany and Belgium. This product is also one of the most important products of Vietnam, and this is reflected through the concentration index being 0.34. Vietnam has Trade Intensity Index (TII) greater than 1 indicating an “intense” trade relationship (table 5).

High IPI markets assumed to be BOT negative are best markets for you and you can invest time and energy to understand the local market segmentation and customize your product as per their National Tariff lines to widen acceptance of your product amongst localities. However, the competitors L₂ from other countries still exist, and the index TII should be calculated by the formula (1.5) for both your company and competitors.

$$\begin{aligned}
 \text{TII for 610463} &= \frac{\frac{\text{Export of 610463 from Vietnam to target market}}{\text{Export of 61 from Vietnam to the target market}}}{\frac{\text{Total import of 610463 into the target market from the world}}{\text{Total Import of 61 into the target market from the world}}} \quad (1.5)
 \end{aligned}$$

Table 5. Top five exported markets of product with HS code 610463 to Neitherlands market in 2018

Unit: USD thousand

Exported Market	CIF USD/unit	Duty (%)	Final landiring Price (USD)	Growth in imported value	Concentration of all importing countries	Export 6-digit from L2 to target market	Export 2-digit from L2 to target market	TII	Estimation of untapped potential trade	RTA
Germany	33,332	0	33,332	61	0.08	38,699	1,305,873	1.07	-	EU FTA
Cambodia	16,958	0	16,958	104	0.09	20,638	211,552	3.53	6,116	GSP
Belgium	37,196	0	37,196	61	0.16	11,196	331,822	1.22	-	EU FTA
Viet Nam	27,808	9.6	30,478	2	0.34	7,675	171,575	1.62	13,968	EU-VN (not yet)
Bangladesh	13,847	0	13,847	22	0.1	6,882	649,080	0.38	3,955	GSP

(Source: Author calculated based on trademap database www.trademap.org) [4]

Competitors with the same size and same customers in Netherlands for Vietnam in 6-digits is around \$7,675 thousand (table 5). Vietnam has the advantage in comparison with some other exporters in exporting HS code 610463 at Spain market. This product is also one of the most important products

of Vietnam, and this is reflected through the concentration index being 0.34. In another hand, Vietnam has TII value is 3.83 greater than 1 indicating an “intense” trade relationship. TII of Vietnam is higher than that of almost competitors so we need to adjust the price to increase revenue (table 6).

Table 6. Top five exported markets with HS code 610463 to Spain market in 2019

Unit: USD thousand

Exported Market	CIF (USD/unit)	Duty (%)	Final landing Price (USD)	Growth in imported value between 2018-2019 (% , p.a.)	Concentration of all importing countries of partner countries	Export 6-digit from L2 to target market	Export 2-digit from L2 to target market	TII	Estimation of untapped potential 1 trade,	RTA
Turkey	22,879	0	22,879	54	0.14	29,697	957,560	1.05	-	EU-Turkey
Bangladesh	16,404	0	16,404	23	0.1	20,718	1,372,575	0.51	2,912	GSP
Cambodia	18,126	0	18,126	50	0.09	20,229	390,342	1.76	13,632	GSP
Viet Nam	7.57	9.6	8.30	45	0.34	12156	107,707	3.83	21,441	EU-VN (not yet)
Netherlands	40,578	0	40,578	16	0.22	10,104	207,822	1.65	-	EU FTA

(Source: Author calculated based on trademap database www.trademap.org) [5, 6]

Step 4: Market segmentation

4.1. Analysis from Netherlands and Spain market about HS 610643

According to the Vietnam Trade Office in the Netherlands, this country regularly imports goods that Vietnam has a lot of strengths and

growth at a rate of 10-40%, such as electronics and components, telephones, footwear, and textiles, seafood, cashew nuts, rubber, machinery and spare parts, plastic products, bags, suitcases, umbrellas, vehicles, vegetables, and toys (table 7).

Table 7. The growth of Balance trade between Vietnam and Netherlands from 2015 to 2019

Value: million USD

Year	2015		2016		2017		2018		2019	
	Value	Value	Value	%	Value	%	Value	%	Value	%
Vietnam Import from Netherlands	678.3	551.8	551.8	- 18.6	691.5	25.3	673.1	-2.7	665.4.3	-1.7
Vietnam Export to Netherlands	2,934.1	3,769.3	3,769.3	28.5	4,760.5	26.2	6,014	26.3	7,106.1	18.2

(Source: [1, 4, 7])

Currently the products exported by Vietnam to the Netherlands as garments with 610643 HS are the female pants, spandex pants synthetic shorts and trousers. Over the past three years, the Netherlands has emerged as the largest importer of Vietnamese goods. Imports increase every year, on average of from -18% to 25% in the period or 2013-2016, and exports to the Netherlands reached \$ 2.9 billion, more than doubling to around \$ 7.1 billion in 2019 (Table 7).

4.2. Measuring to protect the interests of consumers in terms of HS 610643 in the Netherlands

The benefits of consumer protection in the Netherlands market are very different from those of developing countries. For ensuring consumer rights, the Netherlands inspects the products right from the place of manufacture and abolishes the inspection of products at the border.

Consumer tastes: The Netherlands is a high-end market, so the demand for imported goods is very high. Textiles Consumers in the Netherlands often use non-organic dyes. They are especially interested in the quality and fashion of this product.

Regulations for goods imported into the Netherlands market: Quality standards of goods: Enterprises must apply ISO-9000 quality system. Safety standards for users, Provisions on environmental protection. Regulations on textiles imported into the Netherlands: The following are general rules for textiles imported into countries in the Netherlands. However, in each member market there are different requirements related to quality, fabrics, fibers, standards, sizes, colors ...Legislation: There are many legal regulations for textiles and clothing in the Dutch market like directive 2003/53/EC (amended by Directive 76/769/EEC). Besides some regulations for request is not legal, packaging, marking, and labeling, tariffs and quotas, marketing plans for the Dutch market demonstrate the quality and origin of products that are good for health use safe materials as well as high-quality labor to bring the trust of customers.

4.3. Measuring to protect the interest of customers of products HS 610643 in Spain

According to the database from the Facebook about Spain market, there are four seasons in a year in Spain, Spaniards tend to be conservative in their buying habits, and recognized brands do well. Majority of the population are Catholic.

Table 8. The growth of Balance trade between Vietnam and Spain from 2015 to 2019

Value: Thousand USD

Year	2015		2016		2017		2018		2019	
	Value	Value	%	Value	%	Value	%	Value	%	
Vietnam Import from Spain	311465	352282	13.10	399790	13.49	451390	12.91	504846	11.84	
Vietnam Export to Spain	2109580	2563348	21.51	2299022	-10.31	2293647	-0.23	2519246	9.84	

Source: <https://www.trademap.org/Bilateral> [5, 6]

Bilateral trade between Viet Nam and Spain from 2015 to 2019 is described in the table 8. The growth rates of valuation Vietnam Import from Vietnam were positive all the time. In contrast, the rates of Vietnam export to Spain were in fluctuated, and in 2017 it was minus 10.31 percent. This means that in order to meet the needs of Spain's customers, Vietnamese enterprises should do more research to understand purchasers in Spain.

For HS code of product 610643 Women's or girls' trousers, bib and brace overalls, breeches and shorts of synthetic fibers, ... Spain importing from the world with the value is about \$231,752 thousand, and importing from Vietnam \$12,156 thousand (table 8). Vietnam has become the 6th exporters of Spain with this kind of product. Vietnamese companies should change their designs very quickly so that their customers in Spain will always have new collections to choose whenever going to the store.

Step 5: Compliance

The standard system required in Netherlands market on Vietnamese textile products (HS₆₁₀₄₆₃) is divided into five categories: Standard related to quality; Standard related to social; Standard related to environmental; Standard related to technology; Standard related to quality, social, environmental, technology. The information of each standard is shown as below:

Standard related to quality includes EU Organic Farming: in regulation No 834/2007; Global Organic Textile Standard – GOTS: GOTS covers the entire supply

chain from ginning to retail. GOTS defines high level environmental and social criteria for textiles made from certified organic fibers backed up by independent 3rd party certification; IFOAM Standards, OEKO-TEX; OEKO-TEX® Standard 100: OEKO-TEX®; Unilever Sustainable Agriculture Code; Worldwide Responsible Accredited Production – WRAP [8].

5. Conclusions

Vietnam is considered one of the potential markets thanks to economic openness. International trade has been increasingly directed to the country and play a vital role to support its economic development. The analysis following the steps to become successful in doing international trade has been conducted. We have considered and calculated some parameters and indexes to explain how to identify and access into international market fruitfully.

In terms of sector identification by calculating the Export Propensity Index (EPI) to choose the advantage sector and product we have: Vietnam is a tropical and agricultural country. Thus, we will try to select 61-Articles of apparel and clothing accessories, knitted or crocheted with 6% for EPI to confirm all domestic producers who want to export, no competition in the local market (L_1). Step two: Revealed Comparative Advantage (RCA) for 5 years with 126 products with 6 digits HS code from 610110 to 611790. We compare and then choose the product with RCA between from 2 to 15. The trend is increasing gradually, not fluctuating or being abnormal

change. We have explored the product 610463: Women's or girls' trousers, bib and brace overalls, breeches and shorts of synthetic fibers with RCA is increasing with its trend over the period of from 2014 to 2018. Companies should use advertising and sale promotion in Spain with product 610463. The main international advertising agencies are present in Spain. Large local firms, as well as numerous smaller agencies, are also able to offer services in the field of advertising. The standards are high, as Spanish professionals in the field have a strong reputation. Spanish consumers are avid readers of newspapers and periodicals, which provide an effective means of advertising new consumer products, but circulation figures are not high by European standards. Advertising on TV may be costlier, but far more effective. Traditional traits like Machismo, which is the word for male dominance, and the culture of old men who created it has changed dramatically and it is now obsolete and offensive. Spain has become a very equalitarian society, the birth rate is one of the lowest in Europe, and women are present at university and work. Religion feelings are still strong in Spain. The majority of Spaniards are formally Roman Catholic although different religious beliefs are accepted. Religious traditions are still felt although they manifest more like a cultural event than a religious one.

Another key to gain success in Spain markets is that Vietnamese companies should actually deliver what they say and do. The brand sells accessible, wearable

and in a way 'disposable' fashion. The customers have either seen the look on the catwalk and can't afford it, or they want new fashion at a mid-range price. The company does not sell high-cost, aspirational fashion that needs a massive marketing and advertising campaign behind it to sell the 'dream'.

The other target market we enter here is Netherlands after calculating with all indicators. And we see the target market is also the potential markets but the customers who have high income and ask for high quality of products, so we have to not only follow the international trade law but also consider the features of customers carefully what different characters they have. All Vietnamese exporters of product HS 620643 have some convenient chances to sell their products, but competition from outside of Netherlands and Spain (L_2) has been increasing very quickly. Therefore, they should make differentiate and specialized to fulfill and serve customers and buyers form both targeted markets better than competitors. Step five we assess compliance with tariff barriers and non-tariff barriers, especially the standard system with five categories at two European markets which are advanced economies. It is very strict with quality, social responsibility, technology, environment that we must accept and obey to enter markets successfully. This process can be used to apply for other kinds of goods if the trader wants to become flourish in market identification and market access.

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NHẬN DẠNG VÀ TIẾP CẬN THỊ TRƯỜNG QUỐC TẾ: TRƯỜNG HỢP SẢN PHẨM MÃ 61 CỦA VIỆT NAM

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Tóm tắt

Sản phẩm quần áo và các phụ kiện mã 61 của Việt Nam có đóng góp lớn vào thương mại quốc tế và chiếm tới 34,23 % tổng giá trị xuất khẩu của Việt Nam năm 2018. Khi xem xét ở mức độ 6 số thì sản phẩm quần yếm phụ nữ và phụ kiện với mã số 610463 liên tục tăng với chỉ số lợi thế cạnh tranh và tiềm năng xuất khẩu cao xếp hạng thứ 3 trong suốt 5 năm. Kết quả chính của nghiên cứu sẽ chỉ ra các yếu tố quyết định đến việc nhận dạng ngành, lĩnh vực sản xuất, lợi thế so sánh (RCA), tiềm năng thâm nhập thị trường quốc tế qua các chỉ số mức độ phụ thuộc thương mại (TDI), xâm nhập thị trường xuất khẩu (IPI) và thương mại chuyên sâu (TII). Bên cạnh đó, bài viết có đề cập đến các mốc thời gian và công cụ hữu ích để thỏa mãn nhu cầu khách hàng và đánh bại đối thủ cạnh tranh bằng việc đánh giá sự tuân thủ các hàng rào quan thuế và phi quan thuế.

Từ khóa: Chỉ số, nhận dạng, thâm nhập thị trường, thương mại, Việt Nam.