Unlocking Vietnam: New guidebook maps out market entry for global investors

Apex Group Ltd. (“Apex Group”), the leading global financial services provider, has launched: *The Vietnam market entry handbook: A guide for foreign fund managers and corporates*, a comprehensive guide designed to help foreign investors successfully navigate Vietnam’s complex regulatory and operational landscape. With strong expertise across 50 plus jurisdictions, Apex Group delivers fund administration, regulatory, and corporate solutions to asset managers, financial institutions, and corporates worldwide.

Vietnam continues to attract international capital with its strong economic growth, expanding trade network, and a projected GDP of $476.3bn in 2024. Despite its appeal, entering the market requires a clear understanding of legal structures, licensing requirements, and regulatory obligations. Apex Group’s new handbook offers foreign fund managers and corporates a structured, practical roadmap to facilitate successful market entry and long-term compliance in Vietnam.

Tyler McElhaney, Apex Group’s country head of Vietnam, said:

“Vietnam is one of Asia’s most promising markets, but entry demands a strategic and well-informed approach. This handbook equips investors with the regulatory clarity and local insights they need to move forward with confidence.”

Key highlights from the guide include:

- Comparison of legal entity types tailored to investment strategies
- Detailed licensing and registration processes, including capital requirements and compliance timelines
- Overview of sector-specific sub-licences and restrictions
- Corporate governance obligations for LLCs and JSCs
- Taxation, reporting under IFRS, and structuring considerations using offshore entities
- Labour law compliance, social insurance, and employment procedures
- Common pitfalls in the market entry process and how to avoid them

The handbook also provides strategic recommendations—such as working with local advisors, formalising HR and tax systems, and planning for provincial administrative variations that can help mitigate common market entry risks.

While Vietnam’s investment environment continues to open up, the guide highlights that challenges remain, particularly in licensing consistency and local implementation. This publication is designed to support decision-makers in making informed, risk-aware choices that enable sustainable growth.