

BIDV **R**eview



A Newsletter of Bank for Investment and Development of Vietnam JSC • Issue **No.112** | Mar 2025

The background image is a composite. The upper half shows a series of white offshore wind turbines with three blades each, spaced out along a line in a deep blue sea under a clear sky. The lower half of the image is a dense, vibrant green mangrove forest, seen from an elevated perspective.

PROMOTING GREEN TRANSITION



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BIDV REVIEW

BIDV AT A GLANCE

The Joint Stock Commercial Bank for Investment and Development of Vietnam (BIDV), founded on 26 April 1957, is the longest-established commercial bank in Vietnam. The bank's operations cover banking, insurance, securities, and financial investment, boasting a network of more than 1,100 branches and transaction offices as well as presence in 5 countries and territories. BIDV is headquartered in Hanoi, the capital of Vietnam. The bank's stock (ticker: BID) is listed on Ho Chi Minh City Stock Exchange (HOSE).



VISION 2030

- ✧ To become a leading financial institution in Southeast Asia, have the best digital platform in Vietnam, and be among Top 100 largest banks in Asia.

MISSION

- ✧ To deliver the best interests and conveniences to customers, shareholders, employees and society.

CORE VALUES *iBIDV*

- ✧ Intelligence
- ✧ Belief
- ✧ Integrity
- ✧ Detail orientation
- ✧ Vitality



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License No.07/GP-XBBT dated 25 February 2025
by the Ministry of Information and Communications

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Printed at Vietnam Book Printing Joint
Stock Company

TOWARDS A NETZERO BANK



Editor's Letter

Dear readers,

Below are some highlights of the publication:

BIDV has been honored by The Asian Banker as Best Retail Bank in Vietnam 2025. This marks the 10th time BIDV has received this prestigious award, reaffirming the position of the No. 1 retail bank in Vietnam. In 2024, BIDV's retail banking operations continued to dominate, with impressive scale and growth. BIDV became the first bank to surpass VND1 quadrillion (USD40 billion) in retail deposits, while retail lending grew 23 percent year-over-year, also reaching VND1 quadrillion. The bank also saw strong growth in individual customer base and the issuance of new international credit cards.

In January 2020, the Prime Minister issued the National Financial Inclusion Strategy until 2025, with a vision to 2030. In July 2020, the State Bank of Vietnam (SBV) issued the banking sector's Action Plan to execute the National Financial Inclusion Strategy until 2025, with a vision to 2030, focusing on three main solution groups. Mr. Le Ngoc Lam, Chief Executive Officer of BIDV talks with BIDV Review on the bank's progress in implementing the solutions.

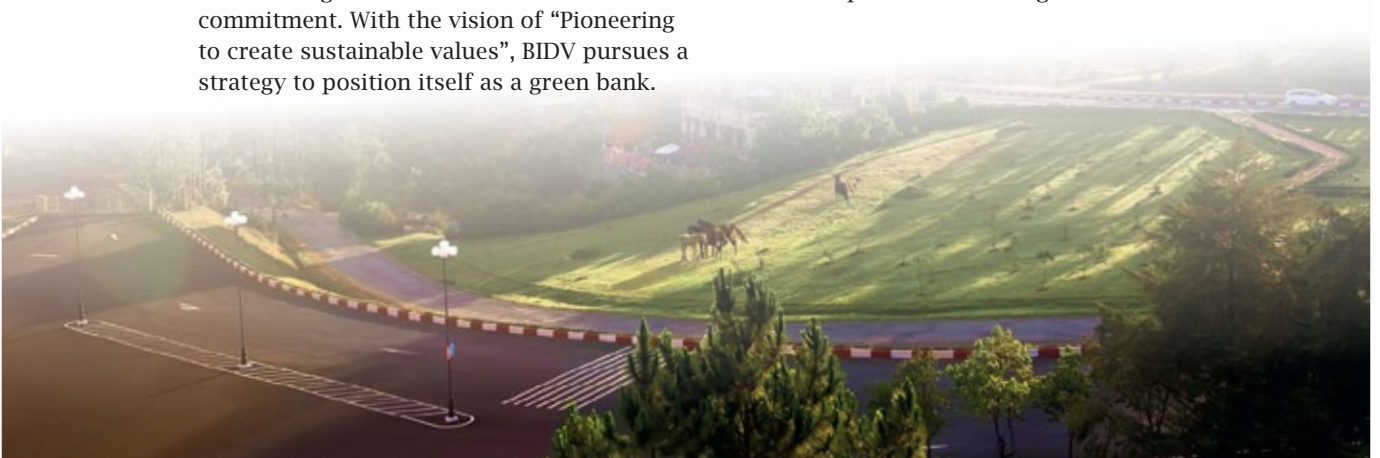
BIDV and Hanoi Transport Corporation (Transerco) signed a Memorandum of Understanding (MoU) to accelerate the implementation of green transportation projects. Under the agreement, BIDV will provide Transerco with modern financial solutions, prioritizing funding for projects focused on green energy-powered vehicles, contributing to Vietnam's Net Zero commitment. With the vision of "Pioneering to create sustainable values", BIDV pursues a strategy to position itself as a green bank.

BIDV and FPT Information System Company Ltd. (FPT IS) - a subsidiary of FPT Corporation signed a Memorandum of Understanding (MoU) to implement digital solutions for greenhouse gas (GHG) emissions inventory and management for enterprises. This marks a significant step in supporting businesses in digital transformation and green transition, fostering sustainable development. Through this collaboration, BIDV and FPT wish to support Vietnamese enterprises in their green transition journey.

BIDV is a pioneer in green finance, introducing multiple initiatives to assist businesses in shifting toward environmentally friendly business models. BIDV is the first commercial bank in Vietnam to introduce the "Sustainable Loan Framework," "Green Bond Framework," and "Sustainability Bond Framework". Additionally, BIDV actively collaborates with ADB, the World Bank, MUFG, Standard Chartered, and DZ Bank to secure international funding for green projects in Vietnam.

To support young people to buy a home, BIDV has launched a VND40 trillion (USD1.6 billion) credit package. Accordingly, individual customers aged up to 35 who wish to purchase or lease-purchase a home nationwide will be offered a preferential lending interest rate of 5.5 percent per year, fixed for the first three years. Loan terms can be up to 40 years, with no principal repayment required for the first five years on a maximum loan amount of VND5 billion (USD200,000) per customer.

The last pages cover magnificent natural landscapes on Central Highlands. [\[5\]](#)



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QUOC CUONG

Best retail bank goes to BIDV

BIDV has been honored by The Asian Banker as Best Retail Bank in Vietnam 2025. This marks the 10th time BIDV has received this prestigious award, reaffirming the position of the No. 1 retail bank in Vietnam.

Amid a rapidly evolving market, advancing technology, and shifting customer preferences, BIDV has proactively adapted, seizing opportunities and achieving significant milestones. In 2024, BIDV's retail banking operations continued to dominate, with impressive scale and growth. BIDV became the first bank to surpass VND1 quadrillion (USD40 billion) in retail deposits, while retail lending grew 23 percent year-over-year, also reaching VND1 quadrillion. The bank also saw strong growth in individual customer base and the issuance of new international credit cards.

These achievements are attributed to a comprehensive transformation strategy that leverages digital technology to optimize processes and enhance customer experience. By deploying new technology infrastructure, continuously digitizing traditional products, and introducing new features on its digital banking platform, BIDV has significantly reduced processing times, allowing customers faster access to financial services.

BIDV also leads in applying AI and Big Data for data analysis, personalized



BIDV representatives receive the Best Retail Bank trophy from the The Asian Banker

financial solutions, and optimized incentives tailored to individual customers. Furthermore, the integration of AI-powered Chatbots and Voicebots for 24/7 customer support has elevated service quality, earning BIDV the Platinum Award for Customer Service from the Contact Center Association of Asia Pacific (CC-APAC).

The bank continues to enhance its private banking services by developing specialized financial solutions such as Women & Wealth, Next Gen, and Top VIP to meet the diverse needs of different customer segments. Additionally, BIDV collaborates with world-leading partners to host co-branded events, delivering exceptional experiences aligned with international standards and modern lifestyles. As a result, BIDV Private Banking has reinforced its "Top of Mind" status in the market, winning Vietnam's Best Private Bank for two consecutive years

(2023, 2024) as recognized by The Asian Banker.

Looking ahead, BIDV is committed to further expansion through strategic investments in digital technology, enhancing customer experience with AI and Big Data. The bank also drives financial innovation, promotes green finance, and supports sustainable development by financing eco-friendly projects and developing environmentally friendly financial products and services.

With a vision to create lasting value for the future and become a pioneer in technology and innovation, BIDV remains determined to break boundaries, deliver comprehensive financial solutions, and provide an unparalleled experience for customers and society, contributing to the country's new rising era of prosperity and growth.[B](#)

MINH PHUONG

Supporting financial inclusion

In January 2020, the Prime Minister issued the National Financial Inclusion Strategy until 2025, with a vision to 2030. The Strategy sets a key goal: "All individuals and businesses will have access to and be able to use appropriate financial products and services safely and conveniently, at reasonable costs, provided responsibly and sustainably by licensed institutions."

To implement the tasks and solutions in alignment with the Prime Minister's directives, in July 2020, the State Bank of Vietnam (SBV) issued the banking sector's Action Plan to execute the National Financial Inclusion Strategy until 2025, with a vision to 2030, focusing on three main solution groups.

Mr. Le Ngoc Lam, Chief Executive Officer of BIDV talks with BIDV Review on the bank's progress in implementing each of these solution groups.

REGARDING THE SOLUTION OF "DIVERSIFYING DISTRIBUTION CHANNELS TO ENABLE INDIVIDUALS AND BUSINESSES TO ACCESS AND USE BASIC FINANCIAL PRODUCTS AND SERVICES CONVENIENTLY AND AT REASONABLE COSTS," HOW HAS BIDV IMPLEMENTED THIS OVER THE PAST YEARS?



Mr. Le Ngoc Lam, Chief Executive Officer, BIDV

As Vietnam's leading financial institution, BIDV has actively deployed comprehensive solutions to contribute to the national financial inclusion objectives. Recognizing that a widely accessible and cost-effective distribution network is a key factor in enabling individuals and businesses to access essential financial services, BIDV has taken concrete actions in the following areas:

First, BIDV focuses on expanding networks in rural and remote areas where financial accessibility remains limited. Over the years, BIDV has been Vietnam's leading bank in terms of distribution channels, with more than 1,100 transaction points covering all 63 provinces and cities nationwide. Between 2020 and 2024, BIDV established 57 new transaction points

in communes and towns, increasing the total number of rural transaction points to 358, accounting for 32 percent of the bank's total branches and transaction offices. This has significantly improved access to banking products and services for local residents. In addition, BIDV has installed over 2,000 ATMs and more than 90,000 payment acceptance points, demonstrating its commitment to bringing financial services to people across the country. These services range from basic functions such as deposits, withdrawals, and bill payments to advanced services like biometric transactions, interbank QR withdrawals, contactless payments, and transactions using chip-based citizen ID cards.

Second, BIDV has made substantial investments in developing modern

distribution channels based on digital technology. The bank has launched BIDV SmartBanking and BIDV Home – the digital banking applications with user-friendly features that allow individual customers to perform most financial transactions without visiting a branch. BIDV also developed the Omni iBank digital banking platform for corporate customers. In addition to standard features, BIDV continuously upgrades its digital banking applications with cutting-edge technology to enhance the customer experience. These applications integrate functions that support financial inclusion, such as public service payments, payroll, social insurance, and welfare payments.

Third, BIDV has strengthened partnerships with fintech companies and telecommunications firms to expand its distribution channels and develop new payment solutions, ensuring the availability of low-cost, convenient financial products for a diverse customer base. To date, BIDV has integrated with more than 30 e-wallets, including Momo, ZaloPay, and ShopeePay. The bank has also completed connections with Vietnam's three largest telecom providers to roll out Mobile Money services. This is a crucial initiative to expand financial services across Vietnam, particularly in rural and remote areas where banking infrastructure and internet access remain underdeveloped.

Thanks to these efforts, BIDV is now serving 21.8 million individual customers and nearly 500,000 businesses, significantly increasing service coverage for priority areas



and target groups in alignment with the Government's direction. This contribution reinforces the national financial inclusion goals.

"DIVERSIFYING BASIC FINANCIAL PRODUCTS AND SERVICES, TARGETING KEY GROUPS IN FINANCIAL INCLUSION" IS THE SECOND GROUP OF SOLUTIONS IN THE IMPLEMENTATION PLAN OF THE STRATEGY. COULD YOU SHARE THE NOTABLE ACHIEVEMENTS BIDV HAS MADE SO FAR?

With the strategic goal of ensuring that all individuals can access suitable financial products and services, BIDV has focused on several key areas.

First, the bank has strongly promoted cashless payments. Since early 2022, BIDV has proactively

removed barriers related to service fees, offering fee waiver for money transfers, digital card issuance, and account management linked to SmartBanking. Additionally, BIDV has waived or reduced issuance and transaction fees for various card types to encourage customers to switch to digital channels and shape cashless payment habits within the community. The bank has also expanded electronic payment solutions such as e-wallets, Mobile Money, and QR Code payments at thousands of retail locations, allowing even those in remote areas to access modern payment methods. As a result, BIDV's online transactions now account for over 87 percent of total transactions, with transaction value on digital platforms growing at an average rate of 30 percent per year.

Second, BIDV has introduced various flexible savings products tailored to low-income individuals. A notable example is the "Accumulated Savings" product, which enables customers to deposit small amounts regularly based on their financial capacity. This initiative supports individuals in building finance for long-term goals such as buying a home, education, or business startup.

Third, BIDV has launched numerous preferential credit programs targeting the core groups of financial inclusion.

For retail customers, in 2024, BIDV has implemented several credit packages with a total value of VND780 trillion (USD31.2 billion), catering to a wide range of needs, from household business operations and small-scale traders to rural agriculture, affordable home loans, and personal installment loans. Interest rate reductions of up to 2 percent per annum have been offered to support individuals. Notably, in response to the severe impact of Typhoon Yagi, BIDV swiftly introduced a VND50 trillion (USD2 billion) credit package to help affected individuals stabilize their livelihoods and restore business activities.

For corporate customers, BIDV has developed credit programs for small and medium enterprises (SMEs),



micro-enterprises, newly established businesses, women-led enterprises, and green/sustainable financing. Beyond offering preferential interest rates, the bank also provides technical support, advisory services, and capacity-building assistance in areas such as business management, cash flow optimization, human resources, product development, and technological innovation.

These efforts have earned BIDV widespread recognition, reflected in numerous prestigious awards. The bank has been named "Best Retail Bank in Vietnam" for the 10th year by The Asian Banker, received

awards from the United Nations Entity for Gender Equality and the Empowerment of Women, and was recognized as the "Best SME Bank in Southeast Asia 2024" by Global Banking and Finance.

Additionally, BIDV has been at the forefront of supporting the government's digital transformation agenda by integrating its banking products and services with the national citizen database. This includes utilizing chip-based ID cards for biometric authentication, customer data verification, and risk assessment. BIDV has also collaborated on initiatives such as relief programs and charitable activities via the VNeID platform, automated customer credit scoring, and one of the first four banks to integrate bank accounts with VNeID for social welfare payments. By implementing a comprehensive distribution channel strategy and diversifying product offerings, BIDV has achieved significant milestones in executing the National Financial Inclusion Strategy through 2025, with a vision toward 2030. Moving forward, BIDV remains committed to working alongside the government and the State Bank of Vietnam to further promote financial inclusion, contributing to sustainable and inclusive socio-economic development.



**FINANCIAL EDUCATION
COMMUNICATION HAS BEEN A KEY**



BIDV - a strategic companion to the Moneyverse program - a financial education initiative for students

**PRIORITY FOR BIDV IN RECENT YEARS.
COULD YOU SHARE MORE ABOUT THE
IMPLEMENTATION OF BIDV'S FINANCIAL
LITERACY PROGRAMS AND THEIR
IMPACT ON CUSTOMERS AND THE
COMMUNITY?**

In recent years, BIDV has actively promoted financial literacy through initiatives such as the "Smart Money" and "Wise Spending" programs, along with the publication of financial education materials like "Managing Money Wisely, Avoiding Financial Pitfalls."

Since June 2024, BIDV's Board of Directors and Executive Management have chosen to strategically partner with the Moneyverse program - a unique and innovative financial education initiative aimed at young people. With extensive experience as a leading financial institution in lending, project appraisal, and investment, BIDV has contributed to the program in three key areas.

First, BIDV has provided expert advisory support, with its experienced specialists serving as judges, mentors, and content advisors. This program has also allowed BIDV's brand, products, and corporate culture to directly

engage with 24 major universities across Vietnam. More than 20 senior executives from BIDV's headquarters and branches have participated as "Financial Doctors," offering guidance, answering student inquiries on financial topics, and inspiring the younger generation.

Beyond sharing financial knowledge, BIDV has embedded ESG (Environmental, Social, and Governance) principles into the program, ensuring that financial education goes beyond intellectual engagement to promote social responsibility. This integration has transformed the initiative into a pioneering financial education platform in Vietnam.

Second, with a nationwide network of over 1,100 branches and transaction offices, as well as a diverse ecosystem of retail banking and digital banking products, BIDV offers students hands-on experiences to apply their financial knowledge in real-world scenarios.

Third, BIDV supports outstanding students participating in the Moneyverse journey by offering scholarships, internship opportunities, and future career opportunities. During the program's preliminary rounds

across 24 universities, BIDV awarded 120 scholarships with a total value of VND360 million (USD14,500) to talented students.

At the grand finale held on 11 January 2025, BIDV's leadership extended official job offers to the top six finalists as a testament to the bank's commitment to empowering Vietnam's younger generation.

As part of this collaboration, BIDV launched the BIDV Mastercard Moneyverse - Vietnam's first international debit card exclusively designed for students. This product was recognized by Mastercard as the "Most Inspiring Youth-Oriented Card Product of 2024."

Looking ahead, BIDV will continue to develop and implement innovative financial literacy programs while ensuring compliance with consumer protection regulations. By engaging in strategic partnerships and pioneering creative approaches, BIDV aims to deliver financial education initiatives that range from basic to advanced financial knowledge, including fraud prevention in the digital space. 

HUYEN TRUC

Promoting green transportation



Representatives of BIDV and Transerco at the signing ceremony

BIDV and Hanoi Transport Corporation (Transerco) signed a Memorandum of Understanding (MoU) to accelerate the implementation of green transportation projects.

Under this agreement, BIDV will provide Transerco with modern financial solutions, prioritizing funding for projects focused on green energy-powered vehicles, contributing to Vietnam's Net Zero commitment. Notably, BIDV will support Transerco in executing the "Conversion of bus fleets to electric and green energy vehicles for the 2024-2035 period" initiative, which aims to replace all diesel buses with electric ones.

Speaking at the signing ceremony, BIDV's Chief Executive Officer Mr. Le Ngoc Lam stated that sustainable

development remains a core objective in the bank's operations. With the vision of "Pioneering to create sustainable values", BIDV pursues a strategy to position itself as a green bank. Through this MoU, BIDV aims to foster a strong and effective partnership with Transerco, accelerating the transition to a greener transportation system and generating long-term value for the community. This cooperation also aligns with Vietnam's National Green Growth Strategy through 2030, with a vision toward 2050. Additionally, BIDV will offer Transerco a diverse range of financial services, particularly in the digitalization and automation of cashless payment solutions.

Transerco's CEO Mr. Nguyen Thanh Nam emphasized that as a key player in Hanoi's public transport sector, the

corporation has gradually transitioned to electric and green energy-powered vehicles. With BIDV's support, Transerco is confident in successfully implementing its transition roadmap, contributing to a modern and environmentally friendly public transportation system.

The signing of the MoU between BIDV and Transerco reaffirms both businesses' commitment to strengthening the partnership in this new phase while jointly fostering a green economy. This collaboration is expected to generate significant benefits, including reducing greenhouse gas emissions, improving urban air quality, and advancing the nation's sustainable development goals.

BICH NGOC

Greenhouse gas emissions management solutions

BIDV and FPT Information System Company Ltd. (FPT IS) - a subsidiary of FPT Corporation - recently signed a Memorandum of Understanding (MoU) to implement digital solutions for greenhouse gas (GHG) emissions inventory and management for enterprises. This marks a significant step in supporting businesses in digital transformation and green transition, fostering sustainable development.

Under the agreement, BIDV and FPT IS will jointly deploy and provide digital solutions for GHG emissions inventory, reporting, and management through the VertZéro platform developed by FPT. This platform enables businesses to optimize their emissions reduction strategies and enhance compliance with both domestic and international environmental regulations. Notably, BIDV's corporate customers will receive six months of free access to the solution, followed by preferential pricing with discounts of up to 25 percent in the subsequent phase.

Mr. Tran Long, Senior Executive Vice President of BIDV, emphasized: "Through this collaboration, BIDV and FPT wish to support Vietnamese enterprises in their green transition journey, helping them meet international standards and contribute to Vietnam's Net Zero commitment by 2050."

BIDV is a pioneer in green finance, introducing multiple initiatives to assist businesses in shifting toward environmentally friendly business models. BIDV is the first commercial bank in Vietnam to introduce the "Sustainable Loan Framework," "Green Bond Framework," and "Sustainability



BIDV and FPT IS sign an MOU to promote green transition

Bond Framework," earning a Moody's SQS2 (Very Good) rating. In 2024, BIDV successfully issued VND2.5 trillion (USD100 million) in green bonds and VND3 trillion (USD120 million) in sustainability bonds, mobilized nearly VND5 trillion (USD200 million) in green deposits, and recorded a green credit portfolio of VND80.8 trillion (USD3.2 billion) by year-end. Additionally, BIDV actively collaborates with ADB, the World Bank, MUFG, Standard Chartered, and DZ Bank to secure international funding for green projects in Vietnam.

FPT, leveraging its strengths in digital technology and enterprise management, provides a platform that enables organizations and businesses to seamlessly implement GHG emissions inventory, measurement, and reduction tools. VertZéro is currently Vietnam's leading GHG emissions inventory platform, supporting businesses in calculating emissions within Scope 1 and Scope

2, formulating reduction plans, and ensuring compliance with international ESG standards. With AI-powered technology and optical character recognition (OCR), the solution enhances efficiency, reduces errors, and gradually aligns businesses with ESG criteria.

According to Vietnamese government regulations, including Decree No. 06/2022/ND-CP dated 7 January 2022 (on GHG emissions reduction and ozone layer protection) and Decision No. 13/2024/QĐ-TTg dated 13 August 2024 (issuing the list of sectors and facilities required to conduct GHG emissions inventory), a total of 2,166 establishments must complete their GHG emissions inventory and submit reports by 31 March 2025. The partnership between BIDV and FPT will provide enterprises with essential solutions to comply with government regulations, accelerate digital and green transformation, and meet international market standards.[R](#)

HONG NHUNG

BIDV launches private banking hub in HCMC

BIDV officially launched its Private Banking Center Branch on the 2nd floor of Saigon Plaza at 24 Le Thanh Ton street, Ben Nghe Ward, District 1, Ho Chi Minh City.

This expansion of its ultra-high-net-worth (UHNW) customer service network further reinforces BIDV's position as the best private banking service provider in Vietnam. The milestone marks a significant step in BIDV's private customer service strategy, offering an elite experience and optimal wealth management solutions focused on sustainable development.

EXPANDING VIETNAM'S PRIVATE BANKING LANDSCAPE

With a deep understanding of both individual and corporate clients, BIDV pioneered the establishment of its first Private Banking Center in October 2021 based at BIDV Tower, 194 Tran Quang Khai street, Hoan Kiem, Hanoi, becoming the first state-owned bank in Vietnam to launch and operate a dedicated private banking model. Following this success, BIDV has expanded its footprint by inaugurating a new branch in Ho Chi Minh City, further unlocking the potential of Vietnam's growing UHNW market.

A LUXURIOUS, EXCLUSIVE SPACE FOR THE ELITE

The Private Banking Center offers a seamless blend of natural elegance and cultural refinement, harmonizing tradition with modernity. A standout feature is its grand lobby, adorned with a radiant golden apricot blossom - a symbol of BIDV's commitment to excellence, prosperity, and an ambitious vision for the future.



An expert of Edmond de Rothschild speaks at the Exclusive Wealth Circle event

Unlike traditional banks, which typically provide priority service areas within their branches, BIDV's Private Banking Center is a specialized model exclusively dedicated to serving ultra-high-net-worth clients. Designed with discretion and privacy in mind, the center offers private consulting rooms equipped with state-of-the-art technology to optimize customer experience and cater to sophisticated financial needs.

WORLD-CLASS PRIVATE BANKERS DELIVERING TAILORED WEALTH MANAGEMENT SOLUTIONS

Beyond an exquisite space, BIDV has built an internationally certified team

of wealth managers. Each client is assigned a dedicated private banker - highly trained experts with prestigious certifications from leading global institutions, including WMI Singapore.

Clients will benefit from a full spectrum of wealth management solutions, spanning financial and investment advisory, estate planning, inheritance structuring, education and immigration consultancy, tax optimization, and real estate investment. With an unparalleled level of personalized service, BIDV ensures clients receive world-class financial solutions, both locally and internationally.

A GATEWAY TO EXCLUSIVE EXPERIENCES AND GLOBAL INVESTMENT OPPORTUNITIES

Leveraging a strong network of domestic and international partners, the Private Banking Center will also host exclusive, invitation-only private events for elite clients. Notably, BIDV introduced the “Exclusive Wealth Circle” event in Ho Chi Minh City, marking a key milestone in its strategic partnership with Edmond

de Rothschild Group - one of the world’s private banking and wealth management firms.

Through this collaboration, Vietnamese UHNW clients will gain access to bespoke Swiss banking and wealth management services, bridging the gap between Vietnam’s emerging wealth sector and global investment opportunities. These exclusive gatherings will foster a community of distinguished clients while providing

insights into premier investment opportunities worldwide.

With robust financial strength, a highly skilled team, and strategic alliances with top-tier global institutions, BIDV’s Private Banking Center in Ho Chi Minh City is poised to redefine Vietnam’s private banking landscape - delivering international-standard private banking services in the heart of one of Asia’s most dynamic financial hubs.[R](#)



A corner of BIDV Private Banking Center in Ho Chi Minh City

Founded in 1957, BIDV is Vietnam’s longest-standing financial institution, leading the market in total assets. Over its 68-year history, BIDV has played a crucial role in funding the country’s most significant infrastructure projects. The bank is serving over 500,000 corporate clients, nearly 22 million individual customers, and maintains correspondent relationships with 2,300 financial institutions worldwide.

Recognized as Vietnam’s Best Retail Bank for 10 consecutive years and “Best Private Bank in Vietnam” for two consecutive years by The Asian Banker, BIDV has set new standards for premium financial services. BIDV Private Banking is committed to providing elite clients with comprehensive investment and wealth management solutions, delivered by a team of top-tier private bankers.

TIEN ANH

Captivated by the “Moonlight Soirée”



The Moonlight Soirée is an event marking the grand opening of BIDV Private Banking Center in HCMC

Recently held in Ho Chi Minh City, the “Moonlight Soirée” was not only an exclusive gathering for distinguished private clients but also a multi-sensory journey featuring the captivating story of a 120-year-old French perfume house.

As part of a series of exclusive events for BIDV’s high-net-worth clients, the “Moonlight Soirée” was designed with a space inspired by classic French architecture, blending art, music, and fashion to create an exquisite and refined experience. Guests indulged in the finest Edmond de Rothschild wines, where each bottle encapsulates the passage of time, the essence of its terroir, and the meticulous craftsmanship of dedicated artisans.

A sophisticated and romantic lifestyle was also introduced through the story of CARON PARIS, a legendary French perfume house with over 120 years of

heritage. This immersive experience unfolded within a classically designed space reminiscent of a poetic rose garden under the moonlight, where fragrances guided the senses, and music and fashion heightened emotions.

Renowned as the first brand to craft perfumes for men, CARON has, over the decades, redefined signature scents for both men and women. Through the refined artistry of its master perfumers, the brand has created fragrances that celebrate individuality. Guests were particularly intrigued by the journey behind a unique scent, crafted using Vietnamese oud - a tribute to the harmony of nature, national identity, and historical legacy, elegantly brought to life by three prestigious brands at this event.

The “Moonlight Soirée” was also a highlight in the celebrations marking

the grand opening of BIDV’s Private Banking Center in Ho Chi Minh City. In collaboration with its strategic partner, Edmond de Rothschild, BIDV curated an event that delivered truly distinctive and world-class experiences. Guests were introduced to exclusive financial solutions from Edmond de Rothschild, a globally renowned leader in wealth management. Beyond conventional financial products and services, BIDV and Edmond de Rothschild are committed to providing ultra-high-net-worth clients with international-standard private banking solutions, including a bespoke ecosystem of exclusive offerings from Edmond de Rothschild Group.

With BIDV Private Banking, every event is not just a journey into history, heritage, culture, and arts but also an opportunity for global connections - paving the way for success and prosperity for the clients. 

MINH PHUONG

New regulations effective in March



Phu Quoc island

VISA EXEMPTION FOR CITIZENS OF THREE COUNTRIES ON TOURISM

The government issued Resolution No. 11/NQ-CP on 15 January 2025, regarding visa exemption under the 2025 tourism stimulus program for citizens of Poland, the Czech Republic, and Switzerland.

According to the resolution, citizens of these countries will be granted a 45-day visa exemption from the date of entry for tourism purposes under programs organized by Vietnamese international travel service providers. This applies regardless of passport type, provided they meet Vietnam's legal entry requirements.

The visa exemption policy for citizens of these countries will be in effect from 1 March 2025, to 31 December 2025, as part of the 2025 tourism stimulus program.

AMENDMENTS TO TAX MANAGEMENT REGULATIONS FOR ENTERPRISES WITH RELATED-PARTY TRANSACTIONS

The government issued Decree No. 20/2025/ND-CP on 10 February 2025, amending and supplementing a number of provisions of Decree No. 132/2020/ND-CP dated 5 November 2020, regarding tax management for enterprises engaged in related-party transactions.

Effective from 27 March 2025, the new decree revises Point d, Clause 2, Article 5 of Decree No. 132/2020/ND-CP regarding related-party relationships as follows:

A company is considered to have a related-party relationship if it guarantees or lends another enterprise in any form (including loans from third parties secured by financial resources of the related party or similar financial

transactions) under the following conditions: The total outstanding loan amount from the lender or guarantor must be at least 25 percent of the borrower's contributed charter capital; and the loan must account for more than 50 percent of the borrower's total outstanding medium- and long-term debt.

However, this provision does not apply to the following cases: (i) The guarantor or lender is a financial institution operating under the 2024 Law on Credit Institutions and does not directly or indirectly manage, control, invest in, or contribute capital to the borrowing enterprise; (ii) The guarantor or lender is a financial institution operating under the Law on Credit Institutions, and the borrowing or guaranteed enterprise is not directly or indirectly controlled, managed, or invested in by a third party under certain conditions specified in the decree.⁸

LE PHUONG

Strong growth in FDI

Vietnam's economy showed promising signs of recovery, with foreign direct investment (FDI) witnessing remarkable growth in the first two months.

The total registered FDI capital into Vietnam reached nearly USD6.9 billion, marking a significant increase compared to the same period in 2024. Beyond the impressive total investment figure, there has been a clear shift in the structure and driving forces behind FDI attraction in Vietnam.

During the first two months of 2025, newly registered FDI capital totaled USD2.19 billion, with 516 new projects granted investment licenses. While the number of new projects increased by 10 percent year-over-year, the total registered capital for these projects dropped significantly by 48.4 percent. This trend suggests a shift in investment focus, potentially toward smaller-scale but more diversified projects.

Conversely, adjusted capital and capital contributions through mergers and acquisitions (M&A) recorded strong growth. Additional investment capital through capital adjustments reached USD4.18 billion, with 256 projects undergoing capital expansion. This figure represents an impressive 7.4-fold increase compared to the same period last year, highlighting the strong confidence of existing investors in Vietnam's investment environment as they choose to expand their operations. This is a positive indicator of the country's



FDI capital into Vietnam sees a remarkable growth

growth potential and market stability. Capital contributions and share purchases by foreign investors totaled nearly USD529.8 million across 553 transactions. The significant 88.8 percent increase in capital contributions and M&A compared to the previous year underscores foreign investors' growing interest in acquiring stakes in Vietnamese enterprises. This investment approach offers advantages such as faster implementation timelines, access to existing infrastructure and supply chains, and potentially quicker returns on investment compared to

new projects.

The contrasting trends - declining newly registered capital alongside soaring capital adjustments - suggest a potential strategic shift among foreign investors. Prioritizing the expansion of existing projects over launching entirely new ones may reflect a more cautious approach amid ongoing global economic uncertainties.

The manufacturing and processing sector continues to attract the largest share of FDI, with newly registered capital reaching USD1.45 billion,



accounting for 66.1 percent of total new FDI capital. When including both new and adjusted capital, this sector attracted USD4.51 billion, representing 70.8 percent of total registered FDI capital. This dominance reaffirms Vietnam's role as a key production hub in the global supply chain, particularly in electronics manufacturing. This position is further strengthened by competitive labor costs and Vietnam's strategic geographic location.

Among 44 countries and territories with new investments in Vietnam,

China was the largest investor, with USD679.8 million, accounting for 31 percent of total newly registered capital. It was followed by Singapore, Hong Kong (China), the British Virgin Islands, the United States, and Japan.

The Vietnamese government has played a crucial role in achieving these impressive results by creating competitive advantages that appeal to international investors.

A favorable business environment remains a key factor. Vietnam maintains political and social stability, providing a strong foundation for investment activities. The government has consistently worked to improve the business environment by simplifying administrative procedures and facilitating business operations. Additionally, investments in infrastructure, including transportation, electricity, and water, have significantly enhanced the country's economic competitiveness.

Vietnam's participation in multiple free trade agreements (FTAs), particularly next-generation agreements such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the EU-Vietnam Free Trade Agreement (EVFTA), has further increased its attractiveness to foreign investors. These agreements not only expand market access but also provide tariff incentives, making Vietnam a more competitive destination for export-oriented manufacturing.

Furthermore, Vietnam's strong GDP growth in 2024 and positive economic outlook for 2025 contribute to an

investment-friendly environment. Rising domestic demand and the expansion of the middle class are also key drivers of market growth. Additionally, Vietnam has benefited from a global trend in which companies are diversifying their supply chains to reduce dependence on a single market or supplier.

This trend has had a significant impact on FDI flows into Vietnam, particularly in the manufacturing sector. Amid global economic volatility, businesses are increasingly focusing on restructuring and expanding supply chains to mitigate risks. As a result, Vietnam has emerged as one of the most attractive destinations, drawing substantial interest from international investors.

However, to sustain and improve FDI inflows in a sustainable manner, experts suggest that Vietnam continue improving the quality of its workforce, investing in infrastructure development, enhancing the competitiveness of supporting industries, and creating more favorable conditions for domestic enterprises to integrate more deeply into global value chains. 

IN NEARLY 40 YEARS OF FOREIGN DIRECT INVESTMENT IN VIETNAM, FDI ATTRACTION POLICIES HAVE EVOLVED PROGRESSIVELY IN EACH PHASE. ACCORDINGLY, DESPITE THE GLOBAL DECLINE IN FDI INFLOWS IN 2024, VIETNAM REMAINED ONE OF THE 15 COUNTRIES WORLDWIDE THAT ATTRACTED A SUBSTANTIAL AMOUNT OF FDI.

Supporting young homebuyers



BIDV helps young people realize their dream of owning a house

BIDV has launched a VND40 trillion (USD1.6 billion) credit package to support young people to buy a home.

Individual customers aged up to 35 who wish to purchase or lease-purchase a home nationwide will be offered a preferential lending interest rate of 5.5 percent per year, fixed for the first three years. In subsequent years, the rate will be set at the 24-month deposit rate plus 3 percent per year.

Loan terms can be up to 40 years, with no principal repayment required for

the first five years on a maximum loan amount of VND5 billion (USD200,000) per customer.

For property projects where developers commit to allocating at least 30 percent of total output to young buyers, BIDV offers a lending interest rate of 6 percent per year, fixed for up to 24 months, followed by a rate reduction of 1-2 percent per year lower than standard lending rates for subsequent years.

The Vietnamese saying “Settle down and thrive” reflects a deeply rooted philosophy: having a stable home provides the foundation for career

and life development, especially for young people who strive to build their future.

Understanding this and responding to the government’s initiative to support young people in accessing housing, BIDV has pioneered the launch of a preferential home loan package. Offering unprecedented benefits, the package makes it easier for young people to turn their dream of homeownership into reality. BIDV has been recognized six times as “Vietnam’s Best Home Loan Provider” and has led the market for a decade as “Best Retail Bank in Vietnam”. With the largest and most attractive home



loan package available, BIDV once again affirms its pioneering role in supporting young homebuyers. The campaign slogan - “With BIDV, you have a home” - underscores the bank’s long-term commitment to sustainable development of young people.

Through this package, customers can borrow up to 70 percent of their intended home’s value and up to 50 percent for lease-purchase purposes. They can also flexibly choose their collateral, including financial assets such as deposit certificates or savings balances, the home they plan to purchase/lease-purchase, or other real estate they already own

With competitive lending interest rates and a grace period of up to five years before principal repayment begins, young homebuyers can enjoy financial peace of mind while settling into their new homes.

To comprehensively address both housing supply and demand, BIDV is also introducing special incentives for property developers targeting young buyers. Developers may access loans of up to 75 percent of total project investment value, with flexible repayment terms aligned with project cash flows. This credit package applies to both new loans

and projects already approved but not yet disbursed. BIDV also prioritizes disbursement to developers who offer price discounts for young homebuyers.

To ensure effective deployment of this VND40 trillion credit package, BIDV has streamlined its lending processes to maximize customer convenience. The bank has shortened appraisal, approval, and disbursement time, making it easier for the customers to access these preferential loans. Interested customers can visit BIDV branches nationwide for consultations and loan applications.

With 68 years of growth and development, BIDV continues to innovate, expand its scale, and enhance service quality. Today, BIDV stands out as Vietnam’s largest financial institution in terms of total assets, outstanding loans, and deposits, each surpassing over VND2 quadrillion (USD80 billion).

BIDV remains at the forefront of implementing monetary policies and directives from the government and the State Bank of Vietnam. In 2024, BIDV actively supported customers through preferential lending rates, increased loan ratios, improved processes, and enhanced service quality. The bank also accompanied businesses during challenging times, reducing more than VND8.6 trillion (USD344 million) in earnings to help customers navigate financial difficulties.[\[5\]](#)

BICH NGOC

Solutions for breakthroughs

To support small and medium-sized enterprises (SMEs) in overcoming challenges and accelerating growth, BIDV has introduced a specialized incentive program “SME Fast Track 2025.”

This program offers premium account packages, competitive service fees, and optimized credit solutions tailored for SMEs.

The program features three account packages - SME Connect, SME Intimate, and SME Signature - designed to meet the diverse financial needs of businesses. With an all-in fee starting from just VND50,000 (USD2) per month, customers can enjoy numerous fee incentives such as BIDV iBank annual fee, domestic transfer fee, and access to premium business debit cards.

BIDV provides dedicated credit programs for businesses, both unsecured and secured loans. Through the overdraft facility on the MISA Lending platform, “the earlier you borrow, the greater benefits you get” program offers preferential interest rates starting from 7.5 percent per year. For secured loans that meet the program’s criteria, businesses not only receive attractive interest rates but also benefit from fee waiver for more than ten different banking services, ensuring financial support for their operations and growth.

BIDV will soon introduce a specialized corporate credit card, offering tailored solutions for digital advertising payments on e-commerce platforms along with attractive incentives. Additionally, participating businesses in the SME Fast Track 2025 program will receive complimentary access to SMEasy, Vietnam’s first digital



platform providing specialized training programs and customized digital transformation solutions designed exclusively for SMEs.

By launching SME Fast Track 2025, BIDV reaffirms commitment to supporting SMEs on their path to sustainable development, providing flexible financial solutions that enable businesses to seize opportunities, expand their markets, and thrive in the digital era.

Recognized for exceptional corporate banking services, BIDV has received

multiple prestigious international awards, including “Best Corporate Bank in Southeast Asia” for two consecutive years and “Best SME Bank in Southeast Asia” for three consecutive years from Global Banking & Finance Review. The bank has also been named “Vietnam’s Best Digital Bank” by Euromoney. These accolades underscore BIDV’s leadership in delivering modern and effective financial services to support business growth. 

TUAN ANH

Effective financial solutions for businesses

Accompanying businesses in enhancing budget efficiency and optimizing operations, BIDV continues to introduce attractive programs, designed specifically for corporate cardholders.



With access to modern and secure payment solutions, BIDV Business cardholders can also enjoy exclusive and valuable privileges.

From 1 January to 30 June 2025, businesses applying for a new BIDV Visa Business card will have the opportunity to receive cashback of up to 30 percent on transaction values. Additionally, they can earn up to 10 percent cashback on eligible business-related expenses such as air tickets, client entertainment, hotel stays, and advertising. With a total cashback of up to 40 percent, this program helps enterprises reduce costs, optimize budgets, and allocate

resources more efficiently, creating favorable conditions for expansion and growth.

Beyond financial incentives, BIDV offers exceptional privileges to corporate cardholders. With a minimum monthly spending of VND30 million (USD1,200), cardholders can enjoy complimentary access to airport lounges and Fast Track services at domestic airports. These benefits enhance travel convenience, save time, facilitate meetings with key clients, and improve the overall business travel experience.

With a credit limit of up to VND10 billion (USD400,000), competitive

interest rates, and installment payment options of up to 12 months, the BIDV Visa Business credit card serves as a quick and cost-effective short-term working capital solution for enterprises.

Utilizing EMV-compliant chip card technology, BIDV Visa Business ensures secure and seamless payments. With just a tap, swipe, or click, businesses can easily cover operational costs, including procurement of goods and raw materials, client entertainment, business travel, office supplies, advertising, warehouse rentals, and logistics.[B](#)

MINH THUY

Magnificent natural landscapes on Central Highlands

If you love pristine nature and want to experience unique cultural features, Gia Lai is a destination you cannot miss.



Gia Lai, one of the largest provinces in Vietnam's central highlands, stands out with its magnificent natural landscapes, endless pine forests, breathtaking waterfalls, and the rich cultural heritage of ethnic minorities.

The province is an amazing destination for those who love nature, local culture, and unique experiences. If you are planning a trip, do not miss

the chance to explore this mysterious highland region.

UNIQUE NATURAL LANDSCAPES

BIEN HO (T'NUNG LAKE)

Nicknamed the "Eyes of Pleiku," Bien Ho is a naturally emerald-green lake nestled among vast pine forests. It is the remnant of an extinct volcanic crater, creating a mystical beauty in

the heart of the Central Highlands.

PHU CUONG WATERFALL

Located about 45 kilometers from Pleiku, Phu Cuong Waterfall plunges from a height of 45 meters, forming a majestic scene. During the rainy season, the waterfall rushes powerfully, whereas in the dry season, the receding water reveals oddly shaped rocks.

CHU DANG YA VOLCANO

This ancient volcano has been dormant for millions of years but still retains its distinctive conical shape. Visiting during the wild sunflower season (November–December), travelers will witness a mesmerizing golden landscape stretching across the highlands.

CULTURE AND PEOPLE

Gia Lai is home to many ethnic groups, particularly the Jrai and Bahnar. Visitors can explore ethnic cultural villages to learn about the architecture of communal houses, listen to epic legends, and participate in the gong festival - a UNESCO-recognized Intangible Cultural Heritage of Humanity.

CUISINE – THE TASTE OF THE CENTRAL HIGHLANDS

GIA LAI DRY PHO: Also known as "two-bowl pho", it consists of a bowl of dry pho noodles with a chewy texture and a separate bowl of rich broth.

BAMBOO-TUBE RICE AND GRILLED CHICKEN: A simple yet flavorful dish, often enjoyed in cultural gatherings.

HALF-DRIED VEEF WITH ANT SALT: A specialty with a bold, spicy, and unique flavor.

UNIQUE NATURAL LANDSCAPES

The best time to visit Gia Lai is from November to April, when the weather is dry and ideal for sightseeing. Particularly, November to December is the season of blooming wild sunflowers, covering the highlands in radiant yellow.

SUGGESTED TRAVEL ITINERARY

DAY 1: Explore Pleiku - Bien Ho - Chu Dang Ya Volcano

DAY 2: Visit Phu Cuong Waterfall - Rubber Forests - Ethnic Cultural Villages

DAY 3: Discover Ho Troi - Tan Son Dam - Enjoy local cuisine. 🍽️



Phu Cuong Waterfall



Chu Dang Ya Volcano

HUONG GIANG

A paradise for adventurers

Da Lat, often dubbed the "City of Flowers" in the central highlands, is renowned for its cool climate, beautiful gardens, and romantic scenery. However, this charming town is more than just a floral paradise.

For those who crave adventure and outdoor exploration, Da Lat offers a diverse range of thrilling and picturesque destinations. Whether you seek peaceful retreats or heart-pumping activities, Da Lat provides the perfect balance of serenity and adventure.

XUAN HUONG LAKE

In the heart of Da Lat lies the serene Xuan Huong Lake, a perfect starting point for your springtime adventure. Surrounded by lush pine trees and vibrant flower gardens, this tranquil oasis offers a variety of ways to immerse yourself in the town's natural beauty. As dawn breaks, the lake is often cloaked in a soft mist, giving the landscape a magical, dreamlike quality. Whether you're taking a leisurely morning stroll along the lake's edge, soaking in the crisp mountain air, or admiring the blend of evergreen pines and blossoming cherries, it's a moment not to be missed.

Those seeking a more laid-back experience can rent a tandem bicycle or hop on a horse-drawn carriage for a scenic tour around the lake. Paddle boating offers a peaceful way to glide



across the water, giving you a new perspective of this iconic landmark.

LANGBIANG MOUNTAIN

For adventurous souls seeking an adrenaline rush, Langbiang Mountain is the perfect destination. Located just outside of Da Lat, this iconic peak stands at over 2,100 meters, offering breathtaking panoramic views of lush valleys, dense forests, and winding rivers. The hike to the summit is moderately challenging,

but the sense of accomplishment and the stunning scenery at the top make it all worthwhile.

If hiking isn't enough of a thrill, Langbiang has even more to offer. Paragliding is a unique and exhilarating way to explore the landscape from above. Starting from the Radar Peak, you'll soar through the open skies, gliding over the stunning mountain scenery and ending your flight at the picturesque Dan Kia Lake below. This experience



allows you to feel the freedom of flight while taking in the grandeur of the surrounding natural beauty from a completely new perspective.

For an equally adventurous but grounded experience, horseback riding is another popular activity at Langbiang. Whether you're a seasoned rider or a beginner, this is a fun and exciting way to navigate the mountain trails and enjoy the sights of Da Lat's spectacular wilderness.



PONGOUR WATERFALL

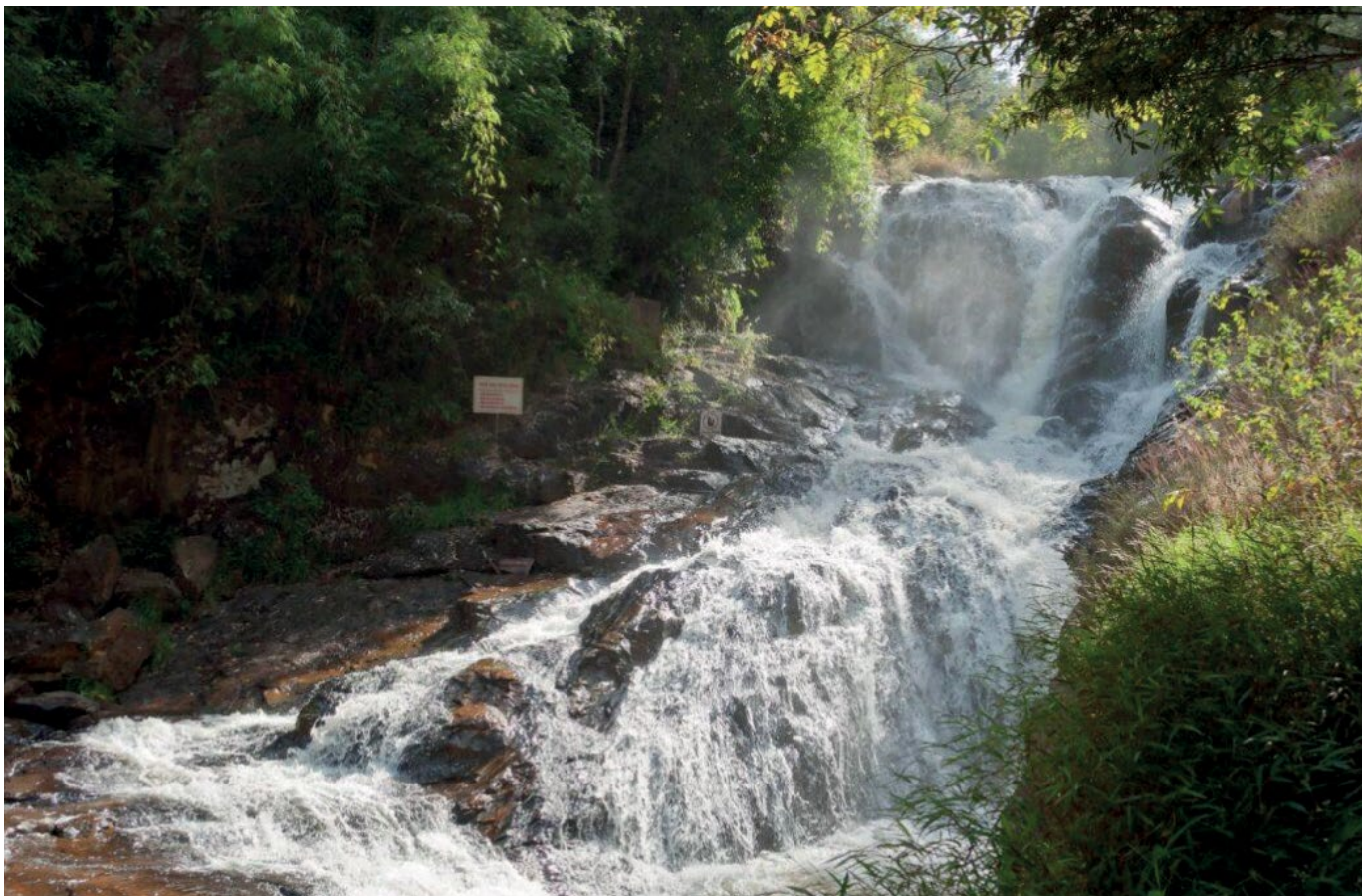


DATANLA WATERFALL

If you're looking for thrilling outdoor activities combined with natural beauty, Datanla Waterfall is a must-visit destination. Located within Da Lat city, Datanla offers a range of exciting experiences that attract adventurous tourists. One of its highlights is the **longest alpine coaster system in Southeast Asia**, which winds through the lush forest and provides a thrilling ride. The waterfall, situated on Prenn Pass and standing over 20 meters

high, benefits from a steady and gentle flow of water due to its location upstream.

Visitors to Datanla can enjoy both serene and adrenaline-pumping activities. For adventure seekers, the area offers canyoning, ziplining, and other high-adrenaline experiences. You can also challenge yourself with a **unique mountain coaster** that takes you through the forest, or take part in gentler activities like **kayaking** and **riding the cable car** to take in the



stunning views of Da Lat's forests and mountains.

CAU DAT TEA PLANTATION

A visit to **Cau Dat Tea Plantation** offers a peaceful and scenic escape into Da Lat's countryside. Located

about 25 kilometers from the city, this expansive tea farm presents stunning views of terraced tea fields set against misty mountains, creating a picturesque landscape. As you wind along the curving roads, you'll be greeted by towering trees catching the morning sunlight, while local workers

diligently harvest tea leaves, adding to the serene charm of the place.

Visitors can tour the plantation to learn about the tea-making process and enjoy a freshly brewed cup of tea at the on-site café. During springtime, cherry blossoms grace the landscape, enhancing the farm's natural beauty and making it a popular spot for photography, including wedding shoots. After your visit, you can take home premium tea and coffee products as thoughtful souvenirs, making the experience not only relaxing but memorable.

Da Lat's natural beauty extends far beyond its famous flowers. From serene lakes to thrilling waterfalls, the town offers diverse outdoor experiences for every type of traveler. This unique combination of natural beauty and exhilarating activities makes Da Lat a must-visit destination for anyone looking to immerse themselves in the wonders of Vietnam's highlands.^[R]



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