Putting Vietnam’s banks on the map

Although the local banking sector might be one step behind its regional peers, the formation of the ASEAN Economic Community has set the local industry on a definite path of committed improvements for the whole industry. This is thanks to the relatively untapped potential of retail banking in Vietnam and a rising affluence among the young population. Banking penetration in Vietnam is still much lower than the regional norm, as only 20 per cent of the Vietnamese population owns a bank account.

Where are we now?

Recently, Vietinbank was listed in the Top 500 of “The World’s Most Valuable Banking Brands” by Brand Finance. This encouraging piece of news goes some way towards proving our banking presence in the regional map. This is a great achievement for this bank, and is a result of its continued efforts to expand and develop its network both locally and overseas, as well as its active integration into the international financial market.

Vietnam, we have seen a lot more focus ever, with the new guidance on inter-regional banking. Vietnamese banks in the past. How are we now? Where are we now? Where are we now? Where are we now?

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