



PwC Legal NewsBrief

Simplification of Promotional Program Notifications

30
years
in Vietnam

www.pwc.com/vn



The image features a decorative geometric pattern at the top, consisting of repeating diamond shapes in red, orange, and black. Below this, an aerial photograph shows a paved road curving through a lush green forest. A semi-transparent dark grey box is overlaid on the right side of the image, containing text.

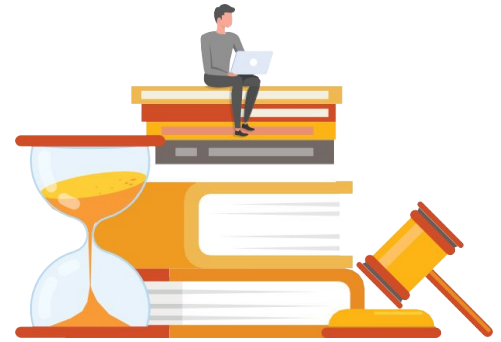
At a glance...

On 10 October, the Government issued Decree 128/2024/ND-CP introducing significant amendments to Decree 81/2018/ND-CP, which outlines the Commercial Law's guidelines on promotional activities. These changes take effect on 1 December 2024.

Key highlights of Decree 128

Under Decree 81, seven out of eight promotional activities must be notified to the provincial Department(s) of Industry and Trade (DOIT), with certain exceptions.

Decree 128 relaxes the requirements by abolishing DOIT notification for the following five activities:



1. Organising cultural, artistic, entertainment events, and other events for promotional purposes [*in Vietnamese: Tổ chức cho khách hàng tham gia các chương trình văn hóa, nghệ thuật, giải trí và các sự kiện khác vì mục đích khuyến mại*];
2. Offering samples of products/services FOC for customers to try [*in Vietnamese: Đưa hàng mẫu, cung ứng dịch vụ mẫu để khách hàng dùng thử không phải trả tiền*];
3. Providing products/services FOC [*in Vietnamese: Tặng hàng hóa, cung ứng dịch vụ không thu tiền*];
4. Selling products or providing services at a price lower than the previous selling price, applied during the announced promotion period (“promotion in the form of discount”) [*in Vietnamese: Bán hàng, cung ứng dịch vụ với giá thấp hơn giá bán hàng, cung ứng dịch vụ trước đó, được áp dụng trong thời gian khuyến mại đã thông báo (khuyến mại bằng hình thức giảm giá)*]; and
5. Selling products or providing services with attached vouchers for purchasing or using services [*in Vietnamese: Bán hàng, cung ứng dịch vụ có kèm theo phiếu mua hàng, phiếu sử dụng dịch vụ*].

For those activities that remain subject to DOIT notification (i.e. contest program and loyalty program), Decree 128 requires notification to be made via the National Public Service Portal, instead of the DOIT website as the current practice.





Contact us

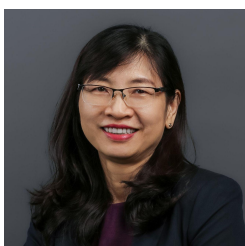
This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. For further information or if you require our official advice or assistance, please reach out to us.



Richard Irwin

Partner

r.j.irwin@pwc.com



Phan Thi Thuy Duong

Partner

phan.thi.thuy.duong@pwc.com



Phan Vinh Nhan

Partner

phan.vinh.nhan@pwc.com



www.pwc.com/vn