

IPR FOCUS IMPORTAZIONE DI VINO ITALIANO IN VIETNAM

Desk di Assistenza e Protezione della Proprietà Intellettuale
e Ostacoli al Commercio



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IPR FOCUS: FOOD AND HOSPITALITY SECTOR IN VIETNAM

Desk for Intellectual Property Rights Assistance and Protection and Trade Barriers

Ho Chi Minh City Desk – May 2026

Italian Trade Commission

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**IPR FOCUS: GENERAL ADVISORY
IMPORTATION OF WINE INTO VIETNAM**

**DESK FOR INTELLECTUAL PROPERTY
RIGHTS ASSISTANCE AND PROTECTION
AND TRADE BARRIERS**

**HO CHI MINH CITY DESK – MAY 2026
ITALIAN TRADE COMMISSION**

1. OVERVIEW OF IMPORTATION PROCESS

The importation of wine into Vietnam generally consists of the following stages:

Pre-Importation > Customs Clearance > Distribution and Commercialization

Specifically:

- Product compliance and self-declaration
- Preparation of import dossier

- Customs declaration and clearance
- Labelling and stamping
- Distribution in Vietnam

This advisory outlines the key regulatory requirements and practical considerations applicable to wine importation into Vietnam.

2. IMPORTATION DOSSIER REQUIREMENTS

Typically, the import dossier for wine products includes the following documents (as prescribed under Circular No. 38/2015/TT-BTC (as amended),

Decree No. 17/2020/ND-CP, and Decree No. 15/2018/ND-CP):

CORE CUSTOMS DOCUMENTS

- Import declaration
- Commercial invoice
- Bill of lading
- Customs value declaration
- Certificate of origin
- Import license (if applicable)

REGULATORY AND LICENSING DOCUMENTS

- Liquor distribution license issued by the Ministry of Industry and Trade (applicable

to alcoholic beverages with alcohol content of 5.5% or higher;

- For alcoholic beverages below 5.5% alcohol content, the trader must register with the Economic Department or the Economic and Infrastructure Department of the

district-level People's Committee prior to importation;

- Certificate of State Inspection;
- Self-declaration dossier (see Section 3 below).

IMPORTANT NOTES

- Imported alcoholic beverages must bear mandatory stamps and labels in accordance with applicable regulations
- Alcoholic beverages may only be imported through designated international border gates

3. PRE-IMPORTATION COMPLIANCE

(Self-Declaration Procedure)

Prior to importing and circulating wine products in Vietnam, the importer must conduct a self-declaration procedure with the competent food safety authority at the provincial level where the importer is located.

No formal certificate is issued upon completion. However, the importer bears full responsibility for the accuracy and compliance of declared information.

The self-declaration procedure is completed upon fulfilment of the following:

Step 1 – Submission to competent authority

The self-declaration dossier must be:

- Submitted to the designated provincial authority for reviewing and record-keeping;

and

- Uploaded to the Food Safety Data Update Information System.

Step 2 – Public disclosure

The product information must be publicly disclosed via:

- Mass media; or
- The company's website; or
- Public posting at the company's headquarters

- Certificate of Analysis (valid within 12 months)
- Product labels
 - Original label
 - Vietnamese supplementary label
- In-house product specifications

Typical self-declaration dossier:

- Self-Declaration Form

IMPORTANT NOTE

A Health Certificate is not required at either the selfdeclaration or importation stage. A Certificate of Origin is generally not required for

selfdeclaration and is typically required only at the importation stage.

REGULATORY DEVELOPMENTS

Vietnamese authorities are currently reviewing and amending the Law on Food Safety. Therefore, the procedures described above may be subject

to future changes.

4. CUSTOMS CLEARANCE PROCEDURES

Customs procedures are governed by Article 18 of Circular No. 38/2015/TT-BTC. The importer must:

- Submit the customs declaration
- Provide the full supporting dossier
- Complete tax payment obligations

The customs declaration may be submitted:

- Before the arrival of goods; or
- Within 30 days from the date of arrival

Typical customs workflow:

- Prepare import dossier
- Submit dossier to Customs
- Customs review dossier
- Customs notify applicable taxes and fees
- Importer pays taxes
- Goods released
- Delivery to warehouse or distributor

5. DECLARATION OF CONFORMITY

Wine products imported and circulated in Vietnam must comply with: QCVN 6-3:2010/BYT (National Technical Regulation on Alcoholic Beverages)

Accordingly, a Declaration of Conformity with QCVN 6-3:2010/BYT must be conducted during the state inspection stage to complete customs clearance.

6. LABELLING REQUIREMENTS

Wine labels must comply with the following regulations:

- Decree No. 37/2026/ND-CP
- Decree No. 15/2018/ND-CP
- Decree No. 105/2017/ND-CP (as amended by Decree No. 17/2020/ND-CP)

Alcohol tax stamping must comply with the following regulations:

- Decree No. 105/2017/ND-CP (as amended by Decree No. 17/2020/ND-CP)
- Circular No. 23/2021/TT-BTC (as amended by 31/2025/TT-BTC)

Mandatory Vietnamese label contents for imported wines:

- Product name
- Full name and Address of Importer/
Self-declarer Full name and Address of
Manufacturer
- Quantity / volume
- Ethanol content

- Expiration date (if applicable)
- Storage instructions (applicable to wines)
- Warning information (if applicable)
- Lot identification code (if applicable)
- Country of origin

Mandatory physical original label contents for imported wines at customs clearance stage:

- Product name
- Country of origin
- Name and address of manufacture or
overseas entity responsible for the products

Before circulation, imported wine products must also bear:

- Vietnamese supplementary labels
- Official alcohol tax stamps

7. APPLICABLE TAXES

Typically, the following taxes apply to wine importation:

Import Duty: Calculated based on:

- HS Code classification
- Applicable tariff schedule
- Trade agreement eligibility: Since Italy is an EU member, the goods may qualify for special preferential tax rates under the EU-Vietnam Free Trade Agreement (EVFTA). To be eligible, the goods must satisfy all conditions set out in Decree No. 116/2022/NĐ-CP, including:
 - The goods must be listed in the Special Preferential Import Tariff schedule (Appendix II of the Decree);
 - The goods must be imported into Vietnam from authorized territories, including EU member states (such as Italy), the Principality of Andorra, the Republic of San Marino, or the territories of Ceuta and Melilla;
 - Origin Requirements: The goods must

satisfy the Rules of Origin and be accompanied by valid Proof of Origin (e.g., EUR.1 certificate or origin declaration) as prescribed by the EVFTA.

Should the imported wine satisfy all the above conditions, the applicable import duty rates are 6.8% in 2026; and 0% in 2027

Excise Tax - Applied pursuant to the Law on Excise Tax.

Value-Added Tax (VAT): Applied at a rate of 8% or 10%, depending on the Government's policy in effect during the relevant period.

8. DISTRIBUTION REQUIREMENTS

Wine products may only be distributed by entities holding:

- Liquor distribution licence; or
- Liquor wholesale licence (depending on business model)

Products must be stored at:

- Licensed warehouse facilities
- Locations compliant with food safety requirements

9. COMMERCIAL CONSIDERATIONS

Although regulatory compliance is essential, commercial strategy also plays a significant role in successful market entry.

9.1. MARKET RESEARCH

Before entering the Vietnamese market, businesses should:

- Assess demand and consumption trends
- Evaluate pricing strategies
- Identify competitor positioning
- Understand consumer preferences

9.2. SELECTION OF DISTRIBUTORS

It is recommended to:

- Engage distributors with proven experience
- Evaluate regional coverage capabilities in alcoholic beverage distribution

- Assess financial and operational reliability

Exclusive distribution arrangements are not mandatory, but should be carefully evaluated.

Businesses may consider:

- Multiple distributors
- Regional distribution structures
- Channel segmentation (B2B vs B2C)

9.3. COMMERCIAL CONTRACTS

Distribution contracts should:

- Be bilingual (Vietnamese and English)
- Clearly define responsibilities
- Include provisions on:
 - Brand management

- Minimum sales commitments
- Marketing responsibilities
- Termination rights
- Intellectual property protection

9.4. ESTABLISHMENT OF LOCAL PRESENCE

Depending on business scale, companies may consider:

This allows better control over:

- Establishing a Vietnamese subsidiary
- Maintaining a local warehouse
- Hiring local personnel

- Distribution
- Marketing
- Regulatory compliance

10. CONCLUSION

The importation of wine into Vietnam requires careful planning across multiple regulatory and commercial stages. Key success factors include:

- Completing self-declaration procedures
 - Preparing a compliant import dossier
 - Ensuring correct labelling
 - Meeting conformity declaration requirements
 - Managing tax obligations
 - Selecting reliable distribution partners

Businesses are strongly advised to obtain professional regulatory guidance to ensure compliance with Vietnamese laws and to facilitate efficient market entry.

