

Imports

Imports are quite familiar to Vietnamese people. The preference for imported goods is partly a matter of style, distinctiveness, and variety – not only in high-value products, like electronics and fashion, but also name-brand consumer goods. It is also partly a matter of trust in product quality. Imports from Europe, the USA, Japan, and Korea meet the standards that are not only set, but also enforced, in those countries – something which cannot always be said for goods that are sold domestically.

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The domestic market is, unfortunately, rife with goods of unknown origin, including poor quality imports from countries with lax regulations and cheap products made in China that carry false labels and result in domestic brands losing consumer trust. There are still Vietnamese brands with high standards, but the prices may not be competitive with poor quality fakes or the designs may be less attractive than the high-end imports from Europe or America. Yet there are also disadvantages to buying imports, including the practical challenge of shipping, the costs of paying intermediaries and taxes, and often the uncertainty as to whether the goods will be lost or seized before being delivered.

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Why do people not trust goods that appear to be made in Vietnam?

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Why are goods imported from Europe and America trusted?

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What problems can there be when importing goods?