

EBC Reports Vietnam's Strategic Rise with \$10B France Pact, Strengthened U.S. Ties

Vietnam's \$10B France deal and deepening U.S. ties aren't just headlines—they signal a shift in trade flows and investor sentiment in Asia.

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/EINPresswire.com/ -- Vietnam is rapidly positioning itself as a geopolitical and economic bridge in a multipolar world. On May 26, during French President Emmanuel Macron's state visit to Hanoi, the two nations inked over \$10 billion worth of agreements across aerospace, energy, infrastructure, and pharmaceuticals.

The announcement came on the heels of intensified U.S.-Vietnam trade talks—underscoring the country's rising strategic appeal to both Western blocs.



Vietnam's skyline illuminated under the soft overlay of U.S. and French flags—symbolising the country's rising role in global trade diplomacy and cross-border investment flows.

[EBC Financial Group \(EBC\)](#) examines what this diplomatic balancing act means for global capital flows, cross-border trade strategies, and investor positioning in a fragmented global economy.

Vietnam-France Pact: A \$10 Billion Statement of Intent

The Vietnam-France Leaders' Forum yielded more than 30 commercial agreements, including key partnerships with Airbus, EDF, and Sanofi. The deals mark France's largest investment initiative in Vietnam to date, reinforcing Vietnam's appeal as an investment destination amid ongoing EU diversification strategies.

According to the Vietnam Plus, France ranks as Vietnam's fourth-largest EU trade partner. Meanwhile, the WTO Center under the Vietnam Chamber of Commerce and Industry (VCCI) reports that total trade between Vietnam and the EU reached \$68.4 billion in 2024, with Vietnam recording a \$35 billion surplus—up from \$28.7 billion in 2023. These new agreements are expected to accelerate Vietnam's ambitions to become a regional hub for clean energy, advanced

manufacturing, and technology exports.

“This isn’t just diplomacy—it’s economic positioning,” said David Barrett, CEO of EBC Financial Group (UK) Ltd. “Vietnam is attracting multi-aligned capital without becoming beholden to any single power bloc. That’s a rare advantage in today’s divided global landscape.”

U.S.-Vietnam Ties: Expanding Without the Tug-of-War

At the same time, Vietnam continues to strengthen its commercial and strategic ties with the United States. Key areas of collaboration include semiconductors, critical minerals, clean energy, and AI-based manufacturing—all crucial to Washington’s broader “China+1” and de-risking strategies.

According to the Office of the U.S. Trade Representative, total goods trade between the U.S. and Vietnam reached \$136.6 billion in 2024, up 19.3 percent (\$22.1 billion) from 2023—making Vietnam America’s seventh-largest trade partner, up from twelfth in 2018. Washington has also pledged support for Vietnam’s digital economy through initiatives announced under the U.S.-Vietnam Comprehensive Strategic Partnership, formalised in late 2023.

“Vietnam has long benefited from its position as a neutral manufacturing hub amid U.S.-China trade tensions, but that dynamic is shifting. While past administrations sought to build regional alliances, future U.S. leadership, particularly under Trump, may view countries like Vietnam less as partners and more as pressure points in a broader economic agenda.” Barrett said.

What This Means for Traders and Markets

As Western powers compete to secure trade footholds in Vietnam, EBC analysts highlight three market signals traders should watch:

Currency Volatility: As foreign investment inflows accelerate, the Vietnamese đồng (VND) could experience increased fluctuations, particularly in anticipation of policy recalibration or interest rate adjustments.

Infrastructure & Equity Repricing: Large-scale projects in energy and transport may lead to valuation shifts in local infrastructure, logistics, and construction stocks.

Sector Rotation Signals: Joint focus by the U.S. and France on semiconductors, green tech, and pharmaceuticals could buoy Vietnamese companies in those sectors, especially those with cross-border JV potential or state-backed expansion plans.

A Rising Hub in a Realigned World

In an era of divided global alliances, Vietnam’s calibrated diplomacy reflects a new model of

economic statecraft—one that avoids binary allegiances while attracting capital from all directions. EBC sees Vietnam's growing relevance not just as an export story, but as a long-term thesis for investors seeking resilience, neutrality, and innovation in the Asia-Pacific region.

For more information on EBC, please visit <https://www.ebc.com>.

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<https://www.ebc.com/>

Michelle Siow
EBC Financial Group
+60 16-337 6040

michelle.slow@ebc.com

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