



越南模具市場的機會與挑戰

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關鍵詞(Keywords)

- 模具 Molds and Dies
- 越南模具 Vietnam Molding
- 產業分析 Industry Analysis

摘要(Abstract)

在經濟方面，越南人口約 9000 多萬人，國內市場需求龐大，且近年越南政府積極與許多國家簽署多項雙邊或多邊貿易協定；同時，以投資成本來看，越南投資成本相對較鄰近國家為低，具有競爭優勢，因此無論是產品外銷或是當地越南經濟成長都是相當具有潛力。

在產業發展上，越南加入 WTO 後，政府實施進口汽車零配件較進口整車之優惠關稅政策，然而越南已於 2014 年調降東協國家汽車進口稅率至 50% 以下，2018 年將降至零關稅，因此越南政府急於引進汽車零組件產業，以培植其整車製造業。隨著國民可支配所得增加，汽車需求量會逐漸擴大，另外在機車產業，已成為越南主力產業之一，越南政府鼓勵投資汽機車零組件，並期望未來能建立東南亞地區最大之機車生產基地，顯示汽機車產業前景可期，相對的，汽機車零組件所使用之相關模具也預期被大幅帶動。



With respect to the economy of Vietnam, it has an estimated population of 90 million. That represents a huge domestic market on the demand side. In the past few years, the government of Vietnam has signed a number of bilateral or multilateral trade agreements with many other countries. Besides, the cost of investment is relatively low in Vietnam compared with its neighbors. This comparative advantage has shown considerable potential growth in the exportation. The government also has implemented a customs policy in favor of importing parts and accessories than the whole cars. That includes the implement of lowering tariff since the country has already joined the World Trade Organization (WTO). Meanwhile, Vietnam has reduced the car tax rates below 50% in 2014 which is imported from the Association of Southeast Asian Nations (ASEAN) and adjusted tariffs to zero in 2018. It expresses that the government is eager to import the automotive parts and accessories to develop the whole-car manufacturing industry. Since the locomotive industry has become one of the main industries in Vietnam, the government encourages investment and looks forward to establishing the production base in Southeast Asia. All the actions indicate that the prospects of locomotive industry can be expected in Vietnam, related molds and dies used in the components of locomotives are expected to be driven substantially.

1. 前言

越南擁有豐富的勞動力且由於工資較低，讓許多國際大廠紛紛將工廠遷至越南，讓越南開始成為新興市場備受矚目的焦點，且隨著近 1 億人口的消費力道與中產階級崛起，內需市場持續看好；同時越南已成為世界工廠，具區域經濟整合之效益，經濟成長快速，但在模具產業方面，越南模具技術仍顯不足，仍大量依賴進口，因此也是台灣模具廠商的切入機會，因此本文將針對越南模具的市場整體概況、貿易現況、未來產業發展方向與政府政策，藉此尋找出台灣廠商切入機會與競爭優勢，提供我國廠商更正確之投資方向。

更完整的內容

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