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| **More than 3,000 firms seek support for digital transformation**  HCMC – More than 3,000 enterprises have sought the Government’s support for digital transformation since early December, showing the great demand from Vietnamese businesses to catch up with global trends.  This number was delivered at a seminar held in HCMC on Thursday to discuss opportunities and challenges faced by small and medium-sized enterprises in digital transformation.  The event, hosted by the Ministry of Planning and Investment and the USAID, was within the framework of a joint programme of the two sides to support firms in digital transformation for 2021-25.  Speaking at the event, Deputy Minister of Planning Investment said digital transformation was a solution of vital importance fo businesses worldwide, including those in Vietnam.  Since the announcement of the programme on December 3, 2020, more than 3,000 enterprises had approached the programme for help, with some 500 micro, small and medium enterprises among them deemed to have a real demand for digital transformation.  The programme was assessing the enterprises’ readiness for digital transformation and would provide them in-depth consultation based on their specific needs, He said.  During the past more than one month, the programme drew some 60 technological companies and experts in digital transformation, many of them are developing ‘Make in Vietnam’ platforms.  The five-year programme aims to help all companies gain a better awareness of digital transformation. At least 100,000 will receive technical support in the field, and a network of at least 100 organizations and experts will be established to supply digital transformation solutions to firms.  Several experts proposed firms should improve customer experience, with a focus on distribution and marketing systems, and supply chain.  The rate of Vietnamese firms using digital payment services is on **par** with several regional nations while the rate of fixed and mobile broadband subscriptions is relatively high compared to Thailand, Indonesia, and Malaysia. | **Par:** an equality in value or standing, a level of equality. |