

# Impact of the belt and road initiative on maritime trading and marketing

**ĐOAN THỊ THANH HOA \***

University of Economics HCMC - Vinh Long Branch

Submitted: April 19, 2022 - Accepted: August 15, 2022

(\*) Correspondence: Email: [hoadt@ueh.edu.vn](mailto:hoadt@ueh.edu.vn) - Tel: 0913177292

## **Abstract:**

**T**he Belt and Road Initiative (BRI) receives much attention from countries when it comes to improving cooperation and connectivity on a transcontinental scale. The economic drivers of the BRI include securing supply chains for strategic commodities; optimization of the export cargo transport chain; increasing trade opportunities and especially upgrading port clusters to promote maritime trade activities. In order to successfully implement the BRI project, China is stepping up shipping activities, port construction and development, shipbuilding, dredging and the development of port services. The article analyzes the impacts of the BRI project on maritime trade and marketing in the world and the effects of the BRI on the Vietnamese economy in the future.

**Keywords:** *BRI, Maritime trading, Marketing.*