

VIETNAM – MARKET INSIGHTS & OPPORTUNITIES

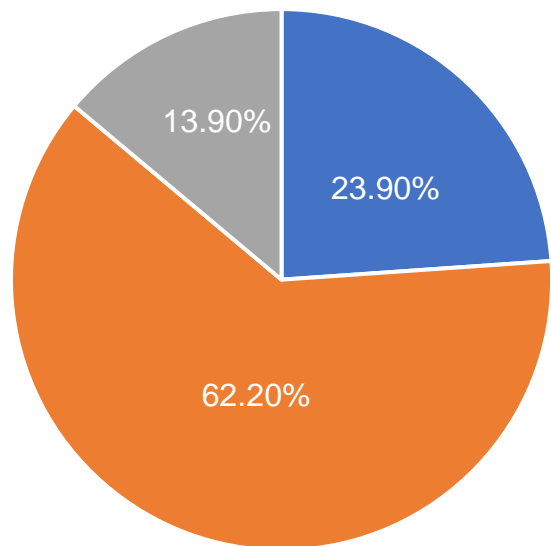
August 2024

AGENDA:

1. Vietnam market insights (trends and demand)
2. Opportunities and barriers to student recruitment
3. Tips to get cut-through in Vietnam market

1. Vietnam = highly potential market in SEA, yet competition is tough.

VIET NAM'S 'GOLDEN POPULATION'



■ 0-14 yo ■ 15-59 yo ■ > 60 yo

Total population:
~100.3mil
Young people (aged
15-24): ~20.7mil

- 17.5 mil of primary & secondary students
- 1.7 mil of university students

ROBUST ECONOMIC DEVELOPMENT

- 2023 GDP: USD 430B **↑5,05%** vs. 2022
- 2024 projected growth rate
 - ✓ 5.8% (IMF)
 - ✓ 6.0% (ADB)
- Middle class account for **13%** in 2023 (projected: **26%** by 2026)
- **19,400 millionaires** by end 2023 **↑98%** over the past decade – the highest growth worldwide

KEEN TO INVEST IN EDUCATION

State budget for education accounts for **18%** of total expenditure over the past 10 years, equivalent to **4,9%** of GDP

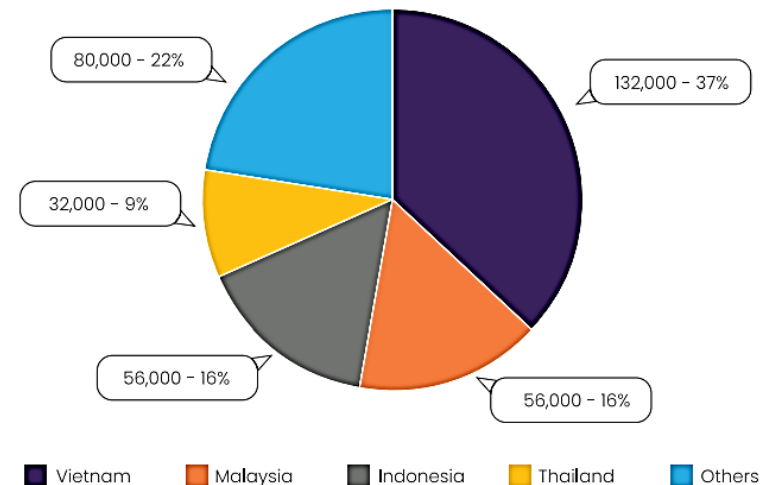
Education spending of household expenditure in major cities is **47%**

Number of Vietnamese students studying overseas the past years

2019-2020	190,000
2021-2022 (covid-19)	132,000
2023	200,000

Viet Nam is the largest market for outbound students in Southeast Asia

Outbound Higher Education Student Flows From Southeast Asia By Source Country



Source: UNESCO global student flows 2021/22, accessed Oct 2023

Vietnamese students in the US in 2023

Region	Sub-Region	Place of Origin	Academic Level	Number of Students	% change from previous year
ASIA	Southeast Asia	Vietnam	Undergraduate	14,295	2.5
			Graduate	3,768	4.8
			Non-Degree	561	30.8
			OPT	3,276	19.5

Vietnamese students in Australia over years

Sector	2017	2018	2019	2020	2021	2022	2023
Higher Education	15,005	15,695	16,292	15,591	13,588	14,203	18,170
VET	6,922	5,887	5,679	6,069	6,288	6,304	8,860
Schools	2,918	3,535	4,250	3,951	2,839	2,374	3,460
ELICOS	4,529	3,754	4,405	2,927	1,411	2,774	8,418

DEMANDS FOR VOCATIONAL TRAINING IN VIETNAM



400,000 – 500,000

Vietnamese students enrol in vocational institutions every year



75%

employment rate right after graduation



Industry – Institution partnerships (job guarantee, scholarships, foreign language learning, study exchange, internship abroad, etc.) to meet high demand from industry:



VIETNAM'S SKILLS SHORTAGES *

* Compiled by Austrade

Sectors: ICT, Electronics, Healthcare, Tourism, Aviation, Shipbuilding, Manufacturing, Waste treatment, Financial services (banking, insurance, securities)

Skill areas: English language, Nursing, Pharmacy, Hospitality, Pilot training, Accounting and auditing, Machine operation, Component manufacture and assembly, Engineering – design and development, Computer literacy and programming/ Software engineering, Management (decision-making, leadership, delegation, motivation)

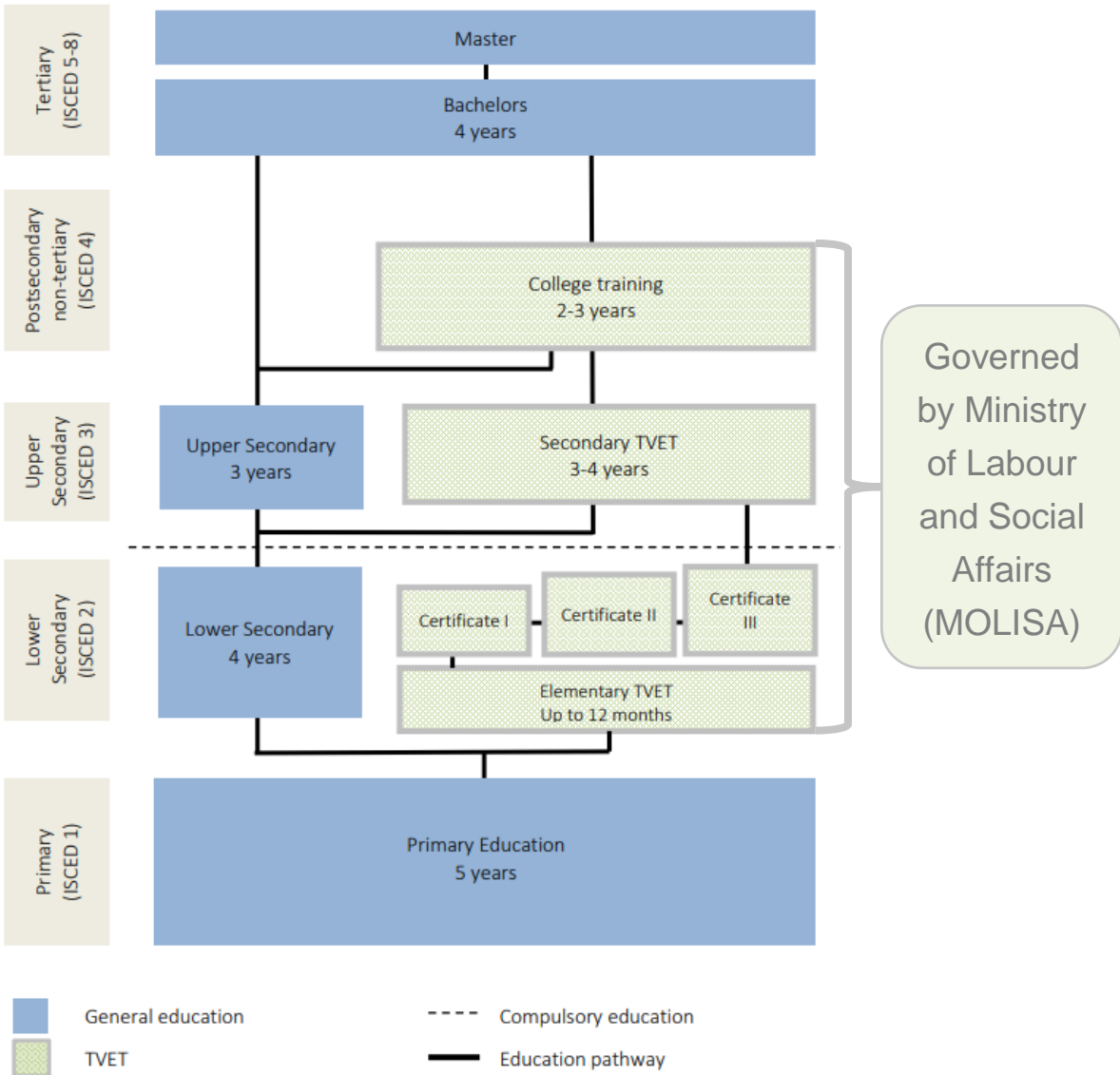
PRIORITY INDUSTRIES FOR DEVELOPMENT

Semiconductor technology, Manufacturing (electric vehicles, textiles, electronics, F&B, chemical/ interior decoration, leather & footwear,...), Green Economy (renewable energy),...

THINK NEW



TECHNICAL & VOCATIONAL EDUCATION & TRAINING (TVET) IN VIETNAM



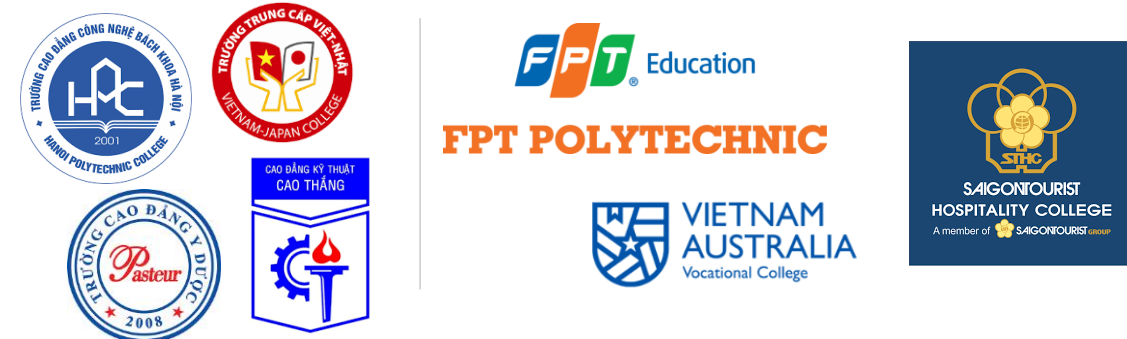
Decision 2239/QĐ-TTg on approval of the Vocational Education Development Strategy in the 2021-2030 period.

Goals toward 2030:

- 50-55% secondary students proceed to TVET system
- 50% workforce will undergo retraining & continuous training
- 90% labour with IT skills

1,886
TVET institutions in Vietnam (2024)
 63.8% public vs. 36.2% non-public

Example:



© Compiled by UNESCO-UNEVOC International Centre.

TECHNICAL & VOCATIONAL EDUCATION & TRAINING (TVET) IN VIETNAM

SOME ODA-FUNDED PROGRAMMES & INTERNATIONAL PARTNERS

GERMAN: The Programme
“Reform of TVET in Viet Nam”

<https://www.tvet-vietnam.org/>



Duration

2024– 2027

AUSTRALIA: Aus4Skills

<https://www.aus4skills.org/>



Australian Government

Department of Foreign Affairs and Trade

Funding: AUD 86.4 million

Duration: 2016-2025

KOREA: \$35mil loan for the
establishment of 5 TVET colleges



SINGAPORE: Viet Nam –
Singapore Vocational College



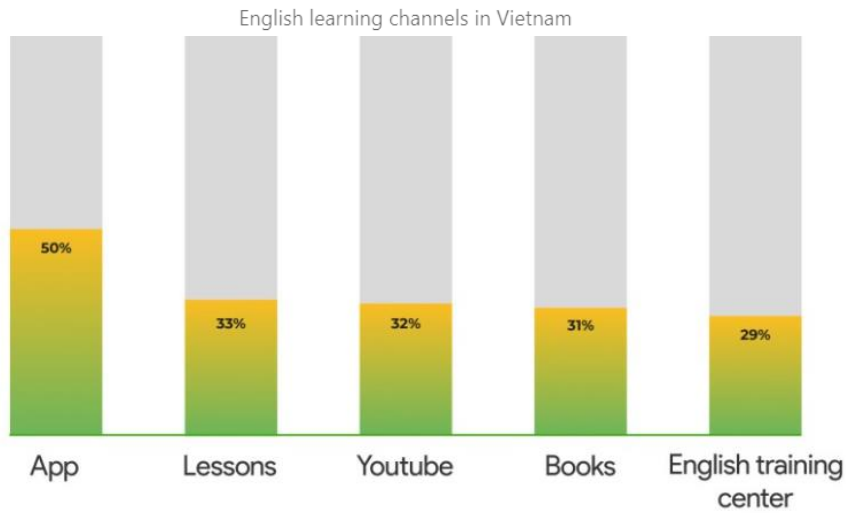
THINK NEW[®]



ENGLISH LANGUAGE TRAINING IN VIET NAM

RATE OF ENGLISH LEARNING THROUGH DIFFERENT CHANNELS

Source: Edtech Agency (2023)



KEY ENGLISH TRAINING CENTERS IN VIET NAM:

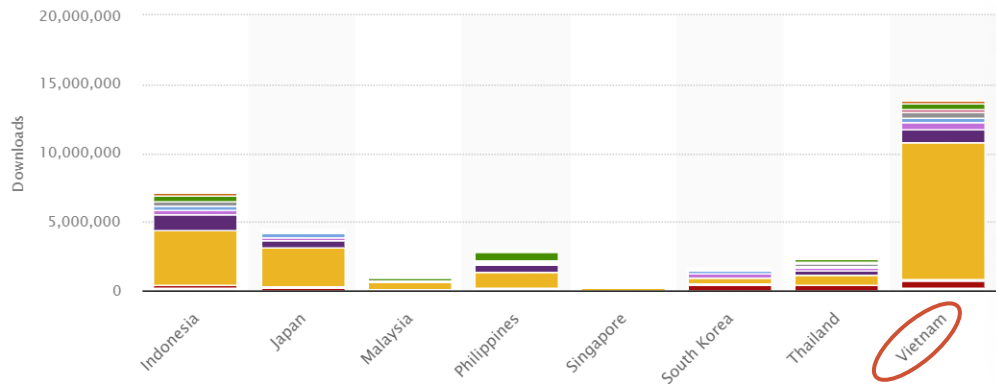


International English language certificates (IELTS, TOEIC, TOEFL, PTE,...) for:

- Viet Nam university entrance/ graduation
- Job opportunity (*Navigos Group survey - 60% job openings required foreign language skills*)
- Study abroad & immigration

>62% Vietnamese people taking IELTS in 2022 are between the ages of 16 and 22, four times more than in 2018.

Number of downloads of selected language learning apps in the Asia-Pacific region in 2023YTD, by market



- Babbel – Language Learning
- Buddy.ai: Early Learning Fun
- Busuu: Learn Languages
- Cake – Learn English & Korean
- Cambly – English Teacher
- Duolingo – Language Lessons
- ELSA: AI Learn & Speak English
- EWA English Language Learning
- HelloTalk – Language Learning
- iHuman Chinese
- Learn 33 Languages – Mondly
- LingoDeer – Learn Languages
- Lingokids – Play and Learn
- Memrise: speak a new language
- Rosetta Stone: Learn Languages



AUSTRALIA

- Study in vocational schools with 6,000 – 8,000 AUD/ year
- Scholarship up to 2,000 AUD
- Study English program with 300 – 450 AUD/week



DU HỌC NGHỀ ÚC 2023

- ✓ Thời gian học 2 năm
- ✓ Chi từ 36 triệu
- ✓ Nhận học bổng lên tới AUD 2000
- ✓ Điều kiện dễ dàng

LIÊN HỆ
024-6685-5658
hatoco.com.vn

ĐĂNG KÝ NGAY



DU HỌC NGHỀ ÚC

HƯỚNG ĐI MỚI VỚI BẰNG TỐT NGHIỆP THPT

 <ul style="list-style-type: none">• Miễn tiếng Anh• Miễn chứng minh thu nhập• 17 tuổi trở lên <p>YÊU CẦU ĐẸ</p>	 <p>Từ 120 triệu/năm</p> <p>CHI PHÍ HỌC TẬP THẤP</p>	 <p>48h/2 tuần với thu nhập từ 50-70 triệu/tháng</p> <p>LÀM THÊM LƯƠNG CAO</p>
---	--	--

0919.219.989 | <http://pandaedu.vn> | @duhocngheucpanda



DU HỌC NGHỀ ĐỂ ĐỊNH CƯ NGAY HÔM NAY

Vượt qua giới hạn, khai sáng tương lai đầy hứa hẹn

- ✓ Học phí 6000 tới 8000/năm (khoảng 100 tới 120 triệu VNĐ)
- ✓ Cơ hội làm việc 40 giờ/tuần với mức lương \$800 tới \$1,600/tuần
- ✓ Cơ hội được cấp visa làm việc 485 sau khi tốt nghiệp

TÌM HIỂU NGAY

www.uca.com.vn | 02 8888 6888 | info@uca.com.vn



Cập nhật thông tin về du học Úc chương trình tiếng Anh ngắn hạn



USA

- Study in vocational schools with \$4,000 – \$9,000/ year
- Study English program with \$600 – 1200/week



**Khám phá hình thức
du học tiếng anh
ngắn hạn tại Mỹ**



DU HỌC NGHỀ MỸ
KHÁM PHÁ CƠ HỘI TƯƠNG LAI

Tiếp cận hướng pháp học hiện đại
Được rèn luyện kỹ năng,
kiến thức theo chuẩn quốc tế
Cơ hội việc làm rộng mở,
định cư lâu dài tại Mỹ

Quy trình nhập học đơn giản,
thời gian học nhanh chóng

FACEBOOK: TƯ VẤN THỊ TRƯỜNG HOÀNG PHƯƠNG LÊ | WHATSAPP: 0910.620.030

ASIAN UNION

DU HỌC NGHỀ MỸ
TIẾT KIỆM - NGẮN HẠN

Du học nghề Mỹ đang là một trong những xu hướng được nhiều du học sinh lựa chọn so với lộ trình du học Đại học Mỹ truyền thống. Chương trình học giúp sinh viên tiết kiệm được thời gian, chi phí.

ĐỌC NGAY

www.duhoclienminhchau.com

CANADA

- Study in vocational schools with 11,000 – 17,000 CAD/ year
- Study English program with 1,000-1,500 CAD/ month



nc Niagara College Canada
APPLIED DREAMS.

DU HỌC CANADA CÙNG CHƯƠNG TRÌNH TIẾNG ANH NGẮN HẠN 4 TUẦN TẠI TRƯỜNG NIAGARA COLLEGE CHO KỲ NHẬP HỌC 01/2019

NEW WORLD EDUCATION



EI GROUP

DU HỌC NGHỀ CANADA
CHỌN NGAY EI GROUP

- ✓ Thời gian đào tạo ngắn
- ✓ Tối ưu chi phí học nghề
- ✓ Vừa học vừa làm vừa có hưởng lương
- ✓ Không cần chứng minh tài chính
- ✓ Tỷ lệ đỗ VISA 100%
- ✓ Cơ hội định cư rộng mở



Vì sao
NÊN CHỌN DU HỌC NGHỀ
CANADA

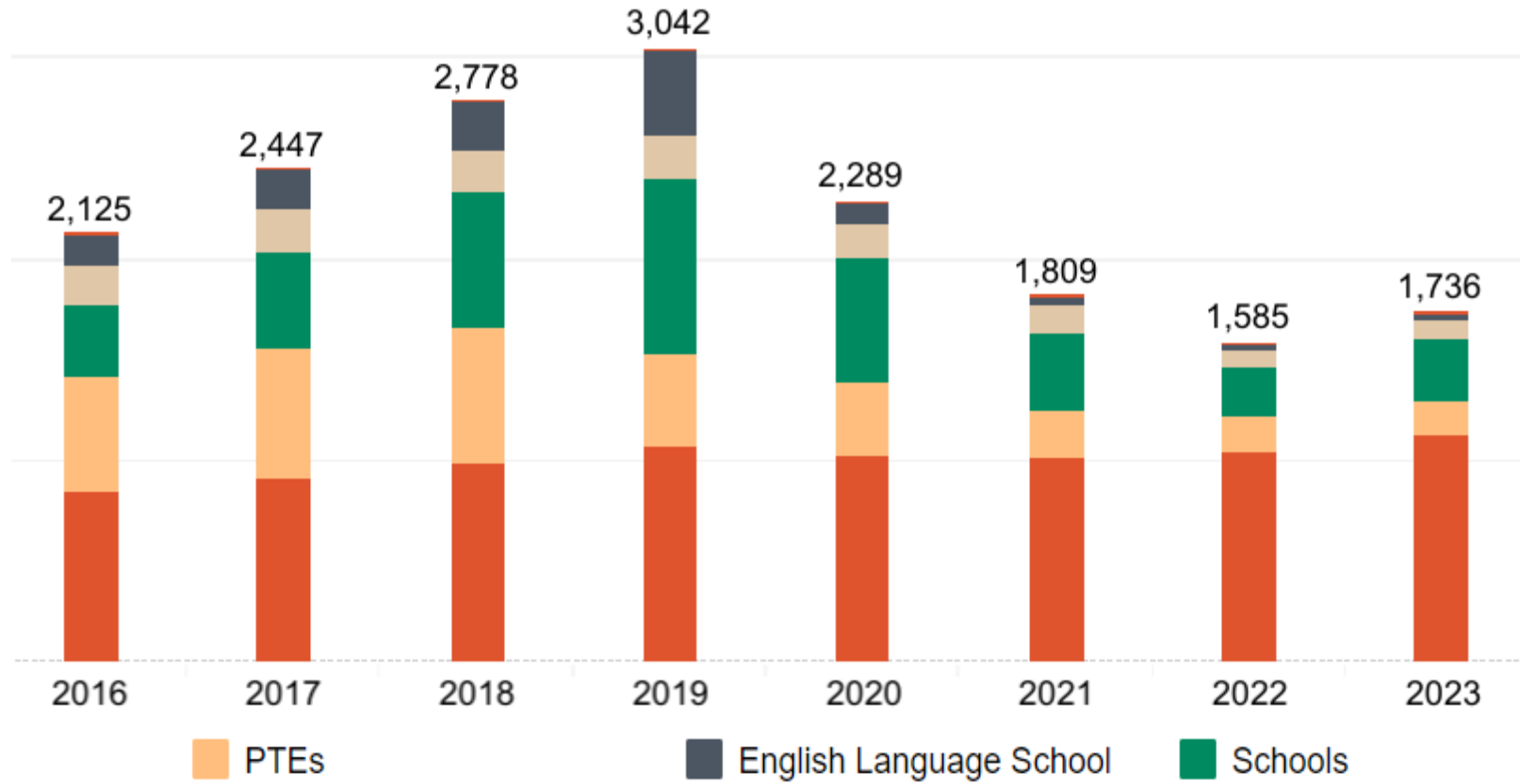
- ✓ Không cần chứng minh tài chính
- ✓ Chương trình học chất lượng, bằng cấp có giá trị
- ✓ Tăng cơ hội việc làm và khả năng định cư

Visit our website: www.duhocedutime.edu.vn | More information: 0939 93 23 83

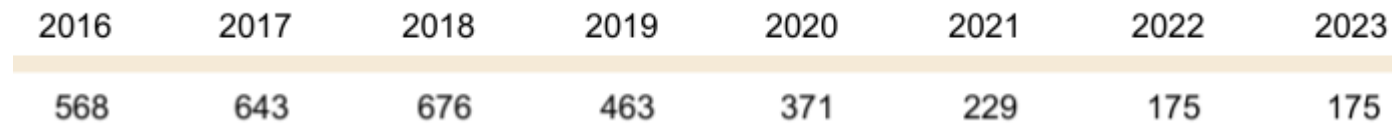
EDU TIME
ONE STEP TO THE FUTURE

2. Opportunities & Barriers to student recruitment

VIETNAMESE STUDENTS IN NEW ZEALAND OVER YEARS



Vietnamese students in New Zealand for PTE sector



Agents – The Good. The Bad. The Ugly

- No anchor/big agents like other destinations (IDP-Australia, CEI-Canada, Shorelight-US, ISC-UK)
- Small agents relying mainly on word-of-mouth channel → difficult to scale & vulnerable to changes.
- New players joining the game: B2B agents, agents switching to NZ due to Australia's change of policies
- Agents tend to prioritise promoting for institutions that have in-market reps and scholarships and are willing to support their fairs.
- The relationship between agents and INZ is constantly challenged.

Student demographics

Key cities: HCMC & Hanoi
Emerging cities: Danang, Nha Trang, Daklak, Dalat, Vung Tau



**TOP MOTIVATIONS FOR
OVERSEAS STUDY (*)**

**NEW ZEALAND IS KNOWN
FOR (**)**

- 1 Quality education
- 2 Career prospects abroad
- 3 Open doors for new opportunities in the future

- 1 Has a beautiful natural environment
- 2 Offers opportunities for outdoor leisure and adventure activities
- 3 Offers a quality education
- 4 A safe place to live and study
- 5 Is welcoming and accepting of people from other countries

(*) Based on agents' feedback

(**) Source: FiftyFive5

TOP INFO SOURCES FOR VIETNAMESE STUDENTS & PARENTS

Source: Fiftyfive5



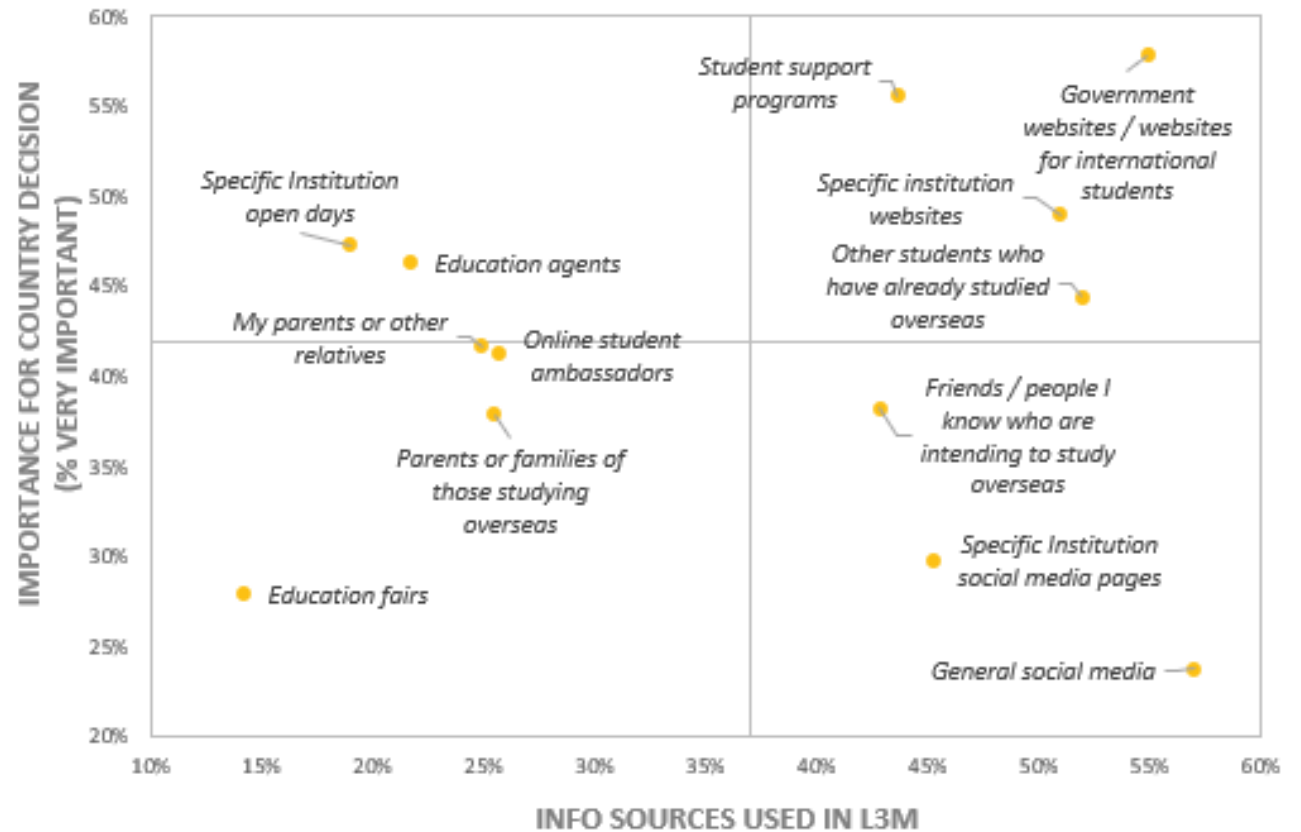
General social media



Government websites/ websites for international students



Other students who have already studied overseas



KEY INFLUENCERS IN STUDY ABROAD CHOICES

Source: INTO University Partnerships: Vietnamese Gen Z, June 2022 survey

- Parents
- In-person counselling (institution market representatives/ local agents)

3. Tips to get cut-through in Vietnam market

3 Golden Tips

1. Agents

- A mixture of agents (B2B/B2C, old/new, NZ-only/multi-destinations)
- Regular conversations on updates, scholarship offers, incentives, etc.

2. In-market visit

- Not just agent visit. But to encourage agents to organise something for you during your visit.
- No problem if no market visit. Support agents' online marketing instead.

3. Leveraging ENZ's initiatives

- Education Fairs & Agent Seminars
- Agent Co-funding activities / Agent Fairs
- PR opportunity

THINK NEWTM



**NEW ZEALAND
EDUCATION**
Manapou ki te Ao

studywithnewzealand.govt.nz