Vietnam and Cambodia
IN FOCUS

Yvonne Chan
Senior Trade Commissioner
Austrade Vietnam
8 key topics, 2 growing markets – in just 12 mins!

1. Did you know ...
2. What drives the growth?
3. What education reforms have been put in place?
4. What are the trends in the sector?
5. How are our competitors doing?
6. Up to 2018... Australian presence in Vietnam
7. 2019 and beyond
8. Growth story of Cambodia
Did you know …
Did you know …

Higher education remains key and school keeps growing. Study choices are diversified.
What drives the growth?

33 The growth rate of the Vietnamese middle class is the highest among ASEAN countries!

Rapid Internationalisation
- No longer just an ODA recipient
- 6th largest economy in ASEAN
- One of the most integrated countries in ASEAN

Social Economic Shift
- Fast growing middle class
- Emerging sectors growth
- Strong wage growth
- Spending for education increased

Booming Digital Economy
- E-commerce / IT Master Plan
- Industry 4.0 and Smart Cities
- Sunrise industries
What education reforms have been put in place?

20% The Government of Vietnam puts high priority on education sector.

- Unemployment of university graduates
- Upskilling set high in national VET
- Occupational standard internationalisation
- Demand for quality education at schools
What are trends in the sector?

**VET**
- List of key occupations and institutions
- Demand on training in tourism and hospitality

**Schools**
- Curriculum development and teacher professional development
- Integrated programs

**Higher Education**
- Policy priorities
- Enhanced autonomy
- New faculties open

**International Integration**

**Digital Disruption**

**International Education**
- English for business
- Integrated extra curriculum courses
How are our competitors doing?
Up to 2018... Australian presence in Vietnam

- **STUDENT MOBILITY**
  - 40+ reps

- **TNE/HE**
  - 22 joint programs

- **TNE/VET**
  - 12 programs

- **SCHOOLS**
  - SACE, WACE
2019 and beyond …

PROMOTING AUSTRALIAN EDUCATION

Stakeholder social media plan
Tourism & Hospitality Skill Roundtable Series
Vietnam-Australia School Partnership
Future Unlimited campaigns & agent briefing
Industry linkage: Edtech, smart cities
Growth story of Cambodia

Population: 16 Million

GNI per capital: US$3510
Income level: LOWER MIDDLE

GDP Growth: 6.9%

Australia imports - exports: A$456 M, A$163 M
Education sector growth in Cambodia

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Enrolments YTD % change</th>
</tr>
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<tbody>
<tr>
<td>Nepal</td>
<td>2%</td>
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<tr>
<td>Mongolia</td>
<td>10%</td>
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<tr>
<td>Bhutan</td>
<td>15%</td>
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<tr>
<td>Argentina</td>
<td>20%</td>
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<tr>
<td>Chile</td>
<td>25%</td>
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<tr>
<td>Cambodia</td>
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<td>50%</td>
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<tr>
<td>Kenya</td>
<td>55%</td>
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<tr>
<td>Myanmar, The Republic of the Union</td>
<td>60%</td>
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<tr>
<td>China</td>
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<tr>
<td>Bangladesh</td>
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<td>Netherlands</td>
<td>75%</td>
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</tbody>
</table>

Australia is considered the first choice by parents and students for study abroad.

$\uparrow 26\%$
Partnership growth in Cambodia

Charles Sturt University
UNIVERSITY OF CANBERRA
THE UNIVERSITY of ADELAIDE
RMIT TRAINING

Projects
New Colombo Plan
15+ Agents
Emerging opportunities in Cambodia

Long term commitment is required
- Profile your institutions in the market
- Agent training and update
- Alumni: word of mouth

Flexibility is valued
- English and soft skills
- Executive education
- Joint delivery with local providers
Let’s meet the education team

Huong Ngo
Senior Business Development Manager

Hien Le
Education Manager

Trinh Trinh
Education Manager

Hanoi

Ho Chi Minh City
Thank you

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