

Vietnam and Cambodia

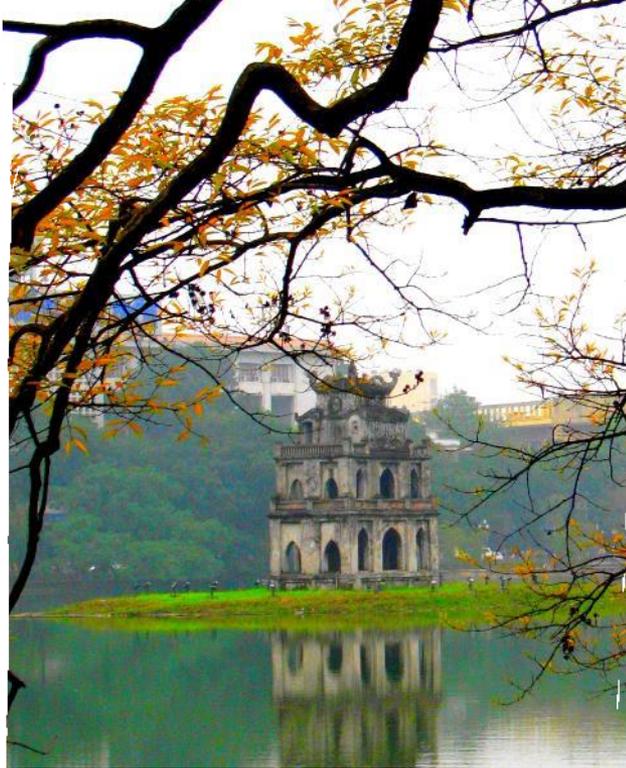
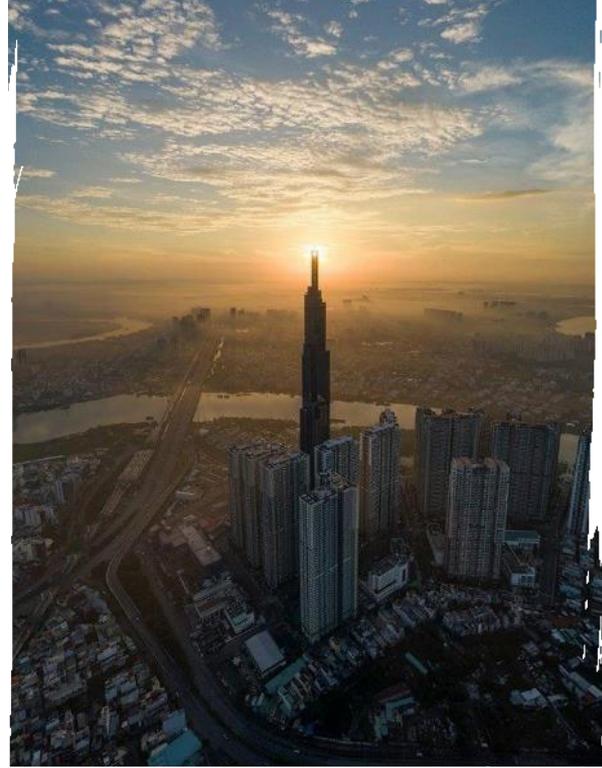
IN FOCUS

Yvonne Chan
Senior Trade Commissioner
Austrade Vietnam



Australian Government





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 ...



↑ 2%

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 **mil** 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.
GDP



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



Higher Education

- Policy priorities
- Enhanced autonomy
- New faculties open



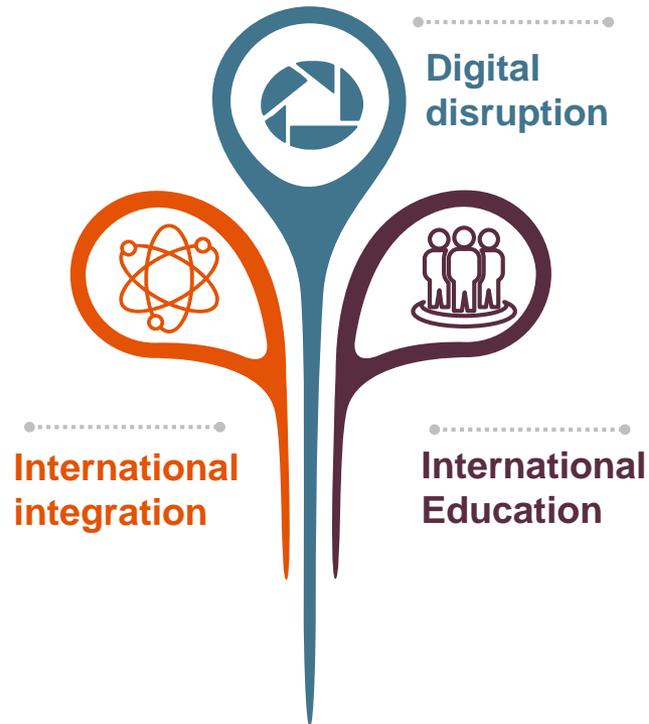
English

- English for business
- Integrated extra curriculum courses

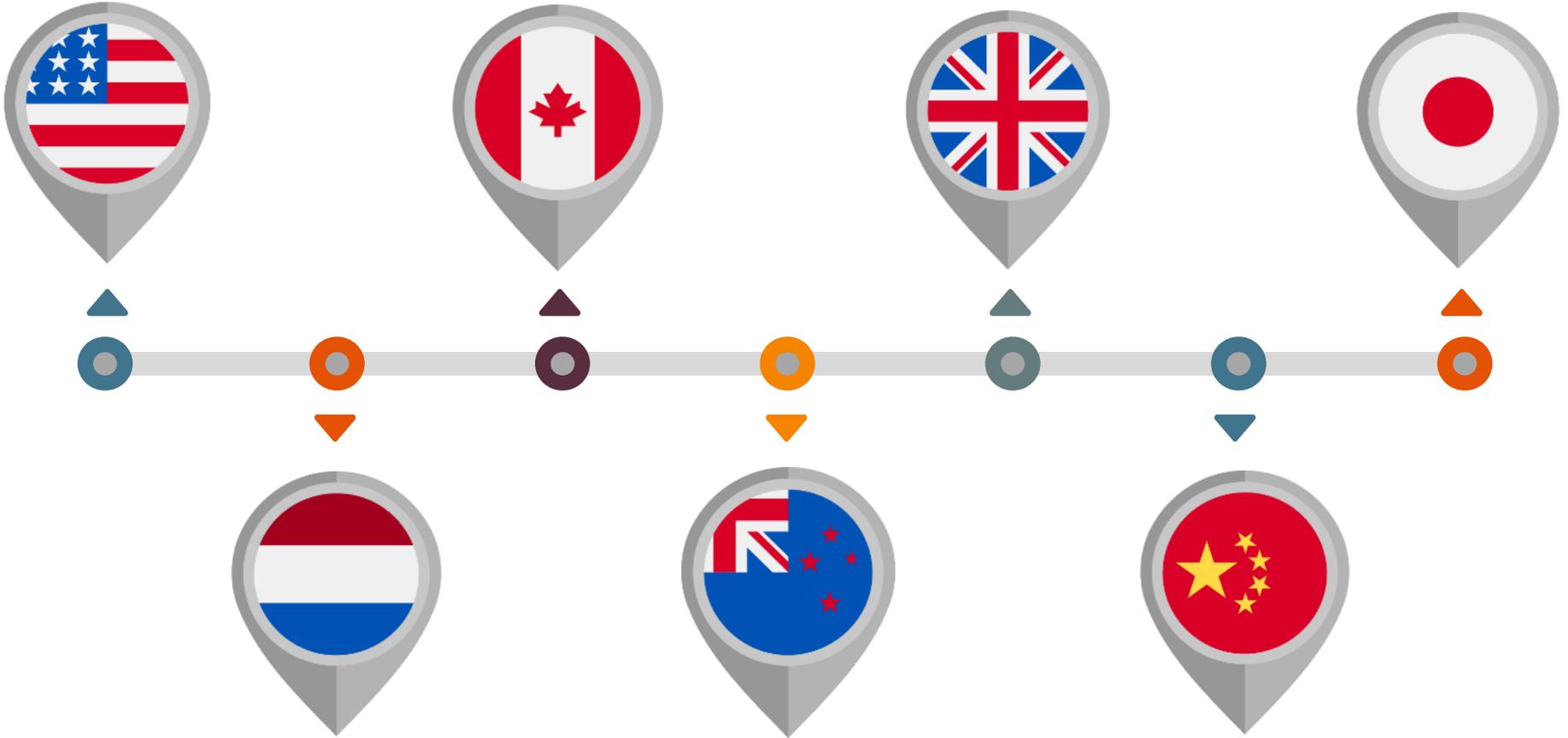


Schools

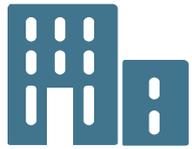
- Curriculum development and teacher professional development
- Integrated programs



How are our competitors doing?



Up to 2018... Australian presence in Vietnam



STUDENT MOBILITY

40+ reps



TNE/ VET

12 programs



TNE/ HE

22 joint 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



GNI per capital



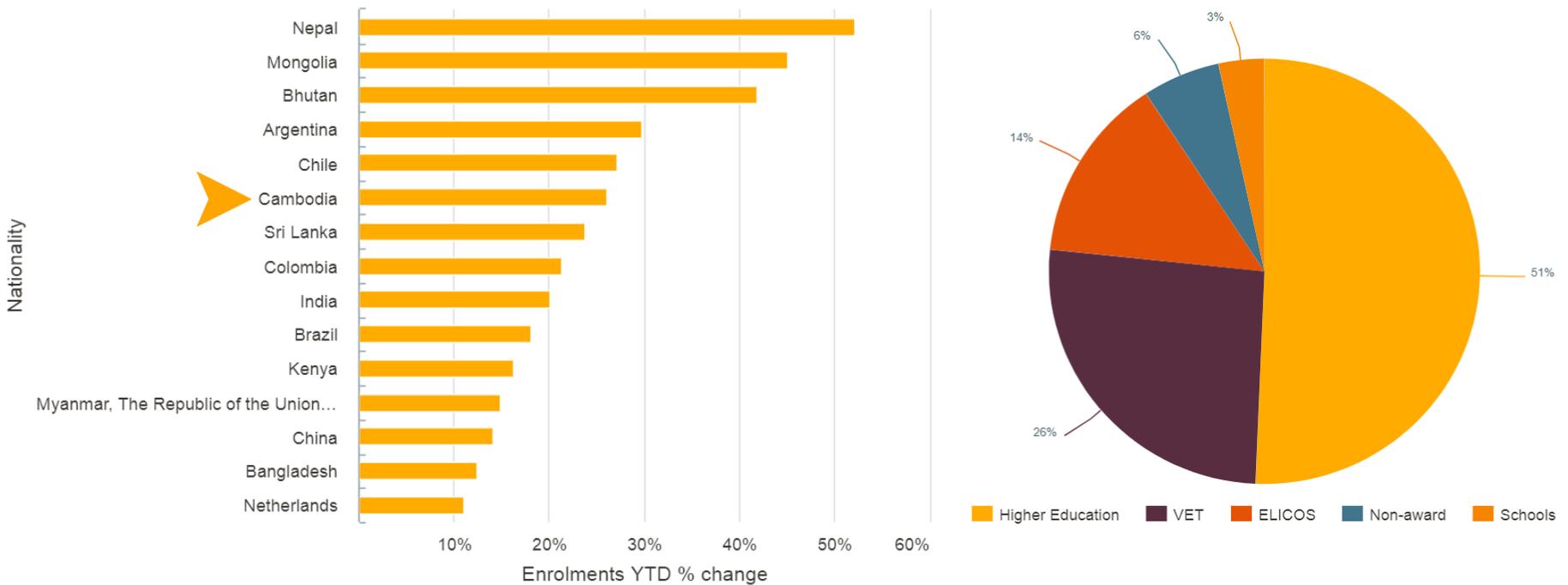
GDP Growth



Australia imports - exports



Education sector growth in Cambodia



↑ 26% Australia is considered the first choice by parents and students for study abroad.

Partnership growth in Cambodia



Projects



New Colombo Plan



15+ Agents

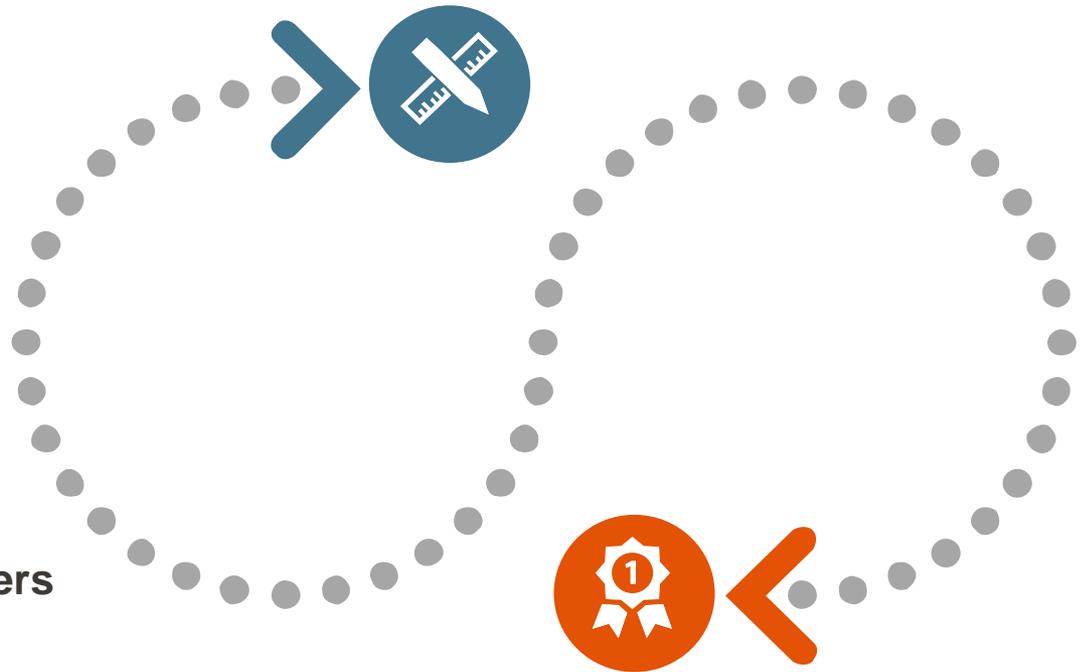
Emerging opportunities in Cambodia

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



Trinh Trinh
Education Manager



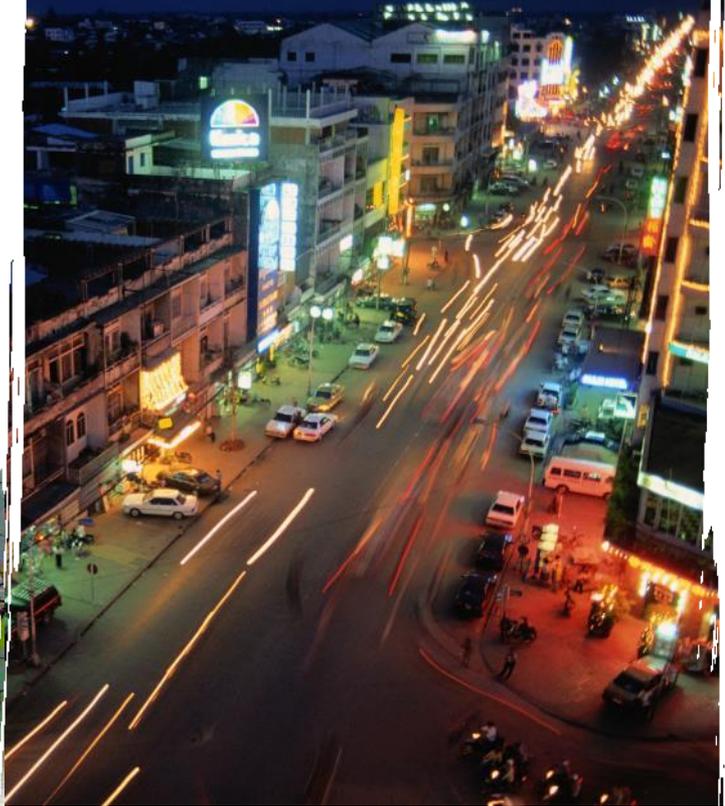
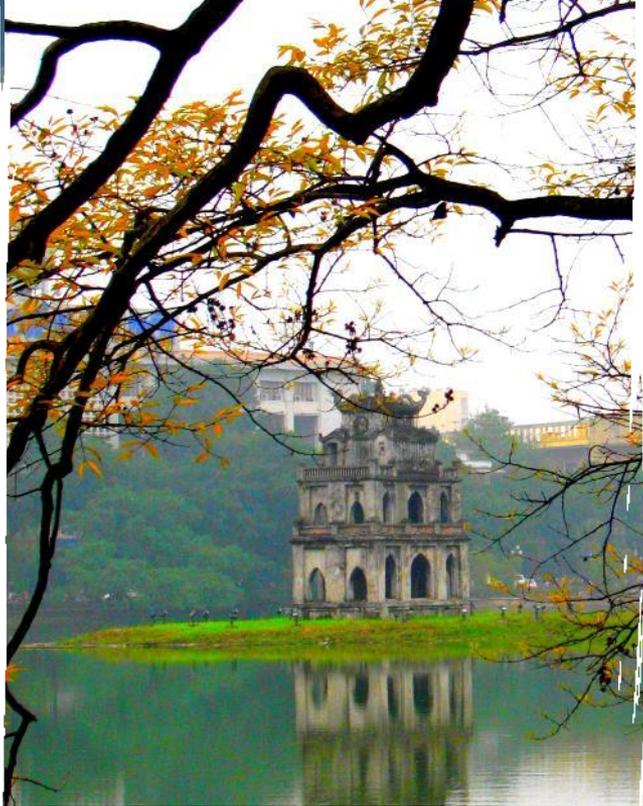
Hien Le
Education Manager



Hanoi



Ho Chi Minh City



Thank you



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