



**NSW-VIETNAM INDUSTRY FORUM 2022**

**Ed-Tech and E-Commerce**



# NSW-Vietnam Industry Forum 2022

## Ed-Tech and E-Commerce

Investment NSW and the Australia-Vietnam Leadership Dialogue (AVLD) invite you to join our upcoming NSW-Vietnam Industry Forums, exploring Vietnam's exciting Ed-Tech and E-Commerce landscapes and opportunities for NSW business. These events are designed for existing and aspiring NSW exporters.

**Title:** The Future of Ed-Tech in Vietnam

**Date:** Tuesday, 29th March 2022

**Time:** 10am – 12pm Vietnam time // 2pm - 4pm Sydney time.

**Location:** via Zoom | [RSVP](#)

**Title:** The Future of E-commerce in Vietnam

**Date:** Tuesday, 5th April 2022

**Time:** 10am – 12pm Vietnam time // 1pm - 3pm Sydney time.

**Location:** via Zoom | [RSVP](#)

**Branding:**

[Investment New South Wales](#)

[Australia-Vietnam Leadership Dialogue](#)

**Audience:**

This event is for existing and aspiring NSW exporters looking to understand opportunities, challenges, and successful go-to-market strategies for Vietnam's Ed-Tech and E-Commerce sectors. The audience will hear from local industry experts as well as NSW companies that have successfully exported to Vietnam.

For any enquiries, please contact us at [info@australiavietnam.org](mailto:info@australiavietnam.org).



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## Ed-Tech and E-Commerce



### Synopsis:

The sessions with esteemed panelists from both Australian and Vietnamese Ed-Tech and E-Commerce landscapes will provide participants with a comprehensive view of the industries. The promising opportunities, barriers, and regulatory frameworks will be shared to prepare businesses leaders for insights, existing support, practical tips, and different successful case studies.

The event will begin with welcoming remarks, followed by a panel discussion, and conclude with some Q&A time from the audience.

## THE FUTURE OF ED-TECH IN VIETNAM

<b>Event Title</b>	<p><b>The Future of Ed-Tech in Vietnam</b></p> <p><i>Closing the gap in global talent workforce</i></p>
<b>Format</b>	<p><b>Mar 29, 2022</b></p> <p>2:00PM - 4:00PM Sydney time / 10:00AM - 12:00PM Vietnam time</p> <p>Online / Zoom event</p>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>● To present the opportunities landscape of the Ed-Tech market in Vietnam to NSW Business.</li> <li>● To bring together leaders across the Ed-Tech sectors around a shared passion for strengthening the strategic and economic links between Australia and Vietnam.</li> <li>● To build recognition of the interrelationship of two-way trade and investment flows between Australia and Vietnam, as well potential pathways for growth.</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>● A deeper understanding of the Ed-Tech landscape in Vietnam along with the opportunities and challenges.</li> <li>● Awareness of NSW capabilities in supporting export-ready NSW businesses to go into a market like Vietnam.</li> <li>● Recognition of the potential and opportunities that Vietnam has as a market when it comes to digitalised education for millions of students.</li> <li>● Opportunities to connect and engage with NSW representatives and in-market experts.</li> </ul>
<b>Target Audience</b>	<p>Businesses that are export-ready or getting ready to export products that want to learn more about the Vietnam market.</p>

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## Ed-Tech and E-Commerce



<b>Summary</b>	<p>As the Vietnamese’s middle class begins to grow, there are rising opportunities for international investment and collaboration within Vietnam’s Ed-Tech landscape, currently worth an estimated \$3 billion, a 35 percent growth against 2019. This impressive growth promises endless and borderless global workforce capabilities.</p> <p>Being a reputable forefront digital education provider, Australia has advantages in exchanging the digital expertises in this space that greatly addresses the Vietnamese skill shortages in foreign language learning, higher education quality, employability skills, and research collaboration. Moreover, NSW has many products and services that can address this gap and capture these opportunities ranging from educational service providers to other assisted learnings, technical and vocational training, and research collaborations between NSW and Vietnam. The capabilities and range of high quality products and services from NSW will meet the demands from this exciting market and industry in Vietnam.</p> <p>The session with esteemed panelists from both public and private sectors within the Vietnam education landscape will provide participants with a comprehensive view of the industry; the opportunities, challenges, and how business, government agencies, as well as universities from both countries can work together to prepare our leaders for the challenges of tomorrow as we build the future global workforce.</p>
<b>Speakers</b>	<ul style="list-style-type: none"><li>● Moderator - Van Nguyen   Founder and CEO of OSLA</li><li>● Panelist - Dong Anh Nguyen   Vice Dean of the Faculty of Panelist International Communication at the Diplomatic Academy of Vietnam</li><li>● Panelist - Anh Duc Hoang   Director of EdLab Asia Educational Research and Development Centre in Vietnam</li><li>● Panelist - Nicholas Jenkins   CEO of Language Confidence.</li></ul>

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## Ed-Tech and E-Commerce



Event agenda	Sydney Time	Vietnam Time	Agenda
	1:55 PM - 2:00 PM	9:55 AM - 10:00 AM	Speakers and attendees join via Zoom link
	2:00 PM - 2:15 PM	10:00 AM - 10:15 AM	Introductions and welcoming remarks
	2:15 PM - 3:15 PM	10:15 AM - 11:15 AM	Panel discussion
	3:15 PM - 3:50 PM	11:15 AM - 11:50 AM	Q&A from audience
	3:50 PM - 4:00 PM	11:50 AM - 12:00 PM	Conclusion





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## Ed-Tech and E-Commerce



## THE FUTURE OF E-COMMERCE IN VIETNAM

<b>Event Title</b>	<b>The Future of E-Commerce In Vietnam</b> <i>Exploring the growing e-commerce opportunities in Vietnam for NSW exporters</i>
<b>Format</b>	<b>Apr 5, 2022</b> 1:00PM - 3:00PM Sydney time / 10:00AM - 12:00PM Vietnam time Online / Zoom event
<b>Objectives</b>	<ul style="list-style-type: none"><li>● To present the opportunities landscape of the E-commerce sector in Vietnam.</li><li>● To bring together leaders across E-commerce around a shared passion for strengthening the strategic and economic links between Australia and Vietnam.</li><li>● To build recognition of the interrelationship of two-way trade and investment flows between Australia and Vietnam, as well potential pathways for growth.</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>● A deeper understanding of the E-commerce landscape in Vietnam along with the opportunities and challenges.</li><li>● Awareness of NSW capabilities in supporting export-ready NSW businesses to go into a market like Vietnam.</li><li>● Recognition of the potential and opportunities that Vietnam has as a market when it comes to the E-commerce sectors with rising middle class.</li><li>● Opportunities to connect and engage with NSW representatives and in-market experts.</li></ul>
<b>Targeted Attendees</b>	Australian businesses and investors that want to understand Vietnam as a market, the opportunities, challenges, or export-ready businesses that want to connect with other industries leaders.
<b>Summary</b>	With a favorable regulatory environment, a thriving digital economy, and a continuous rise of the middle class, Vietnam's E-commerce market is becoming a key driving factor

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## Ed-Tech and E-Commerce



	<p>for Vietnam's economic growth.</p> <p>Australian experts and businesses have unique opportunities to contribute and accelerate the ambitious growth in this sector by contributing its presence in the market and working with local partners to apply technology and innovations that will meet the demand of the rising middle class in Vietnam.</p> <p>This session will help provide the necessary information that allows businesses to localise their present skills, industry knowledge and expertise to thrive in the Vietnamese e-commerce market. Participants will hear from local Vietnamese experts on different successful strategies in the E-commerce sectors, understand some of the regulatory frameworks for navigating the industry, and network with other businesses in the country.</p>																		
<b>Speakers</b>	<ul style="list-style-type: none"><li>● Moderator - <a href="#">Mark Baartse</a>   Founder MarkBaartse.com consulting</li><li>● Panelist - <a href="#">Hang Do</a>   COO and CFO Scommerce</li><li>● Panelist - <a href="#">Phillip Nguyen</a>   CEO IPP Travel Retail</li><li>● Panelist - <a href="#">Emmanuelle Gounot</a>   CEO Intrepid Vietnam</li></ul>																		
<b>Agenda</b>	<table border="1"><thead><tr><th>Sydney Time</th><th>Vietnam Time</th><th>Agenda</th></tr></thead><tbody><tr><td>12:55 PM - 1:00 PM</td><td>9:55 AM - 10:00 AM</td><td>Speakers and attendees join via Zoom link</td></tr><tr><td>1:00 PM - 1:15 PM</td><td>10:00 AM - 10:15 AM</td><td>Introductions and welcoming remarks</td></tr><tr><td>1:15 PM - 2:15 PM</td><td>10:15 AM - 11:15 AM</td><td>Panel discussion</td></tr><tr><td>2:15 PM - 2:50 PM</td><td>11:15 AM - 11:50 AM</td><td>Q&amp;A from audience</td></tr><tr><td>2:50 PM - 3:00 PM</td><td>11:50 AM - 12:00 PM</td><td>Conclusion</td></tr></tbody></table>	Sydney Time	Vietnam Time	Agenda	12:55 PM - 1:00 PM	9:55 AM - 10:00 AM	Speakers and attendees join via Zoom link	1:00 PM - 1:15 PM	10:00 AM - 10:15 AM	Introductions and welcoming remarks	1:15 PM - 2:15 PM	10:15 AM - 11:15 AM	Panel discussion	2:15 PM - 2:50 PM	11:15 AM - 11:50 AM	Q&A from audience	2:50 PM - 3:00 PM	11:50 AM - 12:00 PM	Conclusion
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