Vietnam Study Abroad Education Market Update

Vietnam is the world’s 13th most populous country in the world. In Asia it is the 8th most populous nation. In terms of student mobility, Vietnam is one of the best performing Asian countries. The most popular study destinations for Vietnamese students are: the US, Australia, Japan and France.

The World Education News and Reviews (WES) reported back in 2012 that “Vietnam is one of the top four emerging countries from which to recruit international students”. Since that report was published, Vietnamese enrollment in U.S. HEIs has increased by 8%, and there is reason to believe that this growth trajectory will continue. At this point, Vietnamese students are the third largest student body in the US.

With 45% of the population under the age of 25, the country will remain one of the leading study abroad sending nations for years to come.

Quick facts
- Education: 9 years compulsory
- Academic year: August - September

Secondary education
- Starting age: 11
- Duration: 7 years
- Enrolment numbers: 3,2 million (2013)

Higher education
- Duration: 3 - 6 years (Bachelor) - 2 years (Master), 4 years (PhD)
- Enrolment numbers: 1,9 million (2014)
- Universities/ Institutions: 386: 306 public, 80 private

Vietnamese studying abroad
- Top 10 study destinations: 1) USA - 15,046, 2) Australia - 12,383, 3) France - 5,362, 4) Japan - 4,213, 5) UK - 4,048, 6) Korea - 2,123, 7) Germany - 1,415, 8) Thailand - 1,290, 10) Finland - 1,151
- Popular study abroad programs/studies: Business and Law (34%), Education (23%), Engineering (20%)

Your competitors in Vietnam - background info
- The countries most active in Vietnam are: USA, Australia, France, Japan
  • These countries have extensive scholarship programs for Vietnamese students, or like Finland, very attractive international study fees. France has strong cultural ties with Vietnam.
  • The lion share of students going to the US are selecting community colleges
  • Countries to watch out for in 2016 and onwards: China, Hong Kong, Korea and Singapore. They are implementing scholarship programs of their own, focussing on Vietnamese students. Korea is opening overseas campuses in Vietnam.
  • Countries from Europe looking to recruit Vietnamese students might want to focus on post graduate recruitment. Europe is rather an expensive place to live for Asians. Setting up scholarship programs for undergraduate students is also an option.
Best Performing Universities
Looking to partner with Universities from Vietnam? These are the best performing universities.

Vietnam National University Hanoi
Hanoi University of Science & Technology
Vietnam National University Ho Chi Minh City
Ho Chi Minh City University of Medicine and Pharmacy
Hanoi Medical University
Ho Chi Minh City University of Engineering and Technology
Thai Nguyen University
National Economics University
Duy Tan University
Quy Nhon University
Hue University
Hanoi School of Public Health
Vinh University
Ho Chi Minh City University of Economics
Hoa Sen University
Quangbinh University
Ho Chi Minh City University of Social Sciences and Humanities
(1) Ho Chi Minh City University of Science (Natural Sciences)
Ho Chi Minh City University of Information Technology
Hanoi University of Mining and Geology
(1) Hanoi University
International University National University HCM City
Hanoi Open University
An Giang University
Ho Chi Minh City University of Law
FPT University
Hung Yen University of Technology and Education
National University of Civil Engineering
Nha Trang University
Lac Hong University
University of Technical Education Ho Chi Minh City
Ho Chi Minh City Open University
Post and Telecommunications Institute of Technology
Hai Phong Private University
Electric Power University (EVN University of Electricity)
Nguyen Tat Thanh University
Ton Duc Thang University
Vietnam Maritime University
(3) Vietnam National University IC Design Research Education Center
Ho Chi Minh City University of Industry
Danang University of Technology
Vietnam National University of Agriculture (Hanoi Agricultural University)
Hanoi University of Culture
Saigon Technology University
Hong Duc University
Banking Academy of Vietnam
Hanoi Law University
VNU University of Economics and Business
University of Economics & Law
Hanoi University of Architecture
Ho Chi Minh City University of Transport
University of Da Lat
Vietnam Commercial University
Academy of Finance
Banking University Ho Chi Minh City
Dong Thap Community College
Ba Ria - Vung Tau University
Binh Duong University
Dong Thap University of Education
RMIT International University Vietnam
Hong Bang University
(1) Van Lang University
Vietnam Forestry University
Kien Giang Technical and Economic College
Hanoi University of Pharmacy
Hanoi University of Business and Technology
Hanoi University of Industry
Ho Chi Minh City University of Foreign Languages and Information Technology
Saigon Institute of Technology
VNU Hanoi University of Science
Thai Binh Medical University
Le Quy Don Technical University
National Academy of Public Administration
Thai Nguyen University of Technology
College of Economics Da Nang University
Gia Lai Teachers Training College
Hai Phong University
Thang Long University
Pham Ngoc Thach University of Medicine Ho Chi Minh City
Bac Ha International University
Phuong Dong University
Dong Nai University of Technology
CFVG Euroasia Hanoi
(3) University of Social Sciences and Humanities Department of Vietnamese Studies
Tay Bac University
Ho Chi Minh City University of Fine Arts
Ho Chi Minh City University of Architecture
Vinh Long College of Economics and Finance  
Vietnam National Academy of Music (Hanoi Conservatoire)  
Long An University of Economics and Industry  
Asian Institute of Technology Center in Vietnam  
Bac Giang Agriculture & Forestry University  
Diplomatic Academy of Vietnam  
Thuyloi University  
Tay Nguyen University  
(3) Vietnam National University Center for International Education  
Hai Phong Medical University  
Vietnam National University Hanoi School of Business  
Ninh Thuan College of Pedagogy  
Mekong University

**IB Schools in Vietnam**
If you are recruiting undergraduate students you may want to consider visiting IB schools in Vietnam. IB schools have an international curriculum taught in English. The quality of these schools is excellent.

There is quite a large expat community in Vietnam’s major cities Ho Chi Minh, Saigon and Hanoi. School principles are often happy to receive you and let you present your school to the students. Here’s a list of IB schools in Vietnam.

- American International School - Ho Chi Minh City - ais.edu.vn  
- Australian International School - Ho Chi Minh City - aisvietnam.com  
- British International School - Ho Chi Minh City - bisvietnam.com  
- Canadian International School - Ho Chi Minh City  
- European International School - Ho Chi Minh City - www.eishcmc.com  
- Hanoi International School - Hanoi - hisvietnam.com  
- Renaissance International School - Saigon - renaissance.edu.vn

**Online behaviour of Vietnamese students**
Social media website are by far the most popular in Vietnam. According to recent studies, 86% of all Vietnamese have at least 1 social media account. Study abroad information is gathered via search engines.

**Most visited social media websites**
1) Facebook - the number of users is growing at a tremendous rate. Since 2012, the number of users has doubled. Currently it has 11 million users  
2) MeZing.vn - second after Facebook with 8 millions users.  
3) Google+. No current data available.  
4) Youtube  
5) Tamtay.vn - picture and video sharing  
6) Go.vn - government regulated/owned social media channel with 3 million users.
Online marketing in Vietnam
The Internet is the most important source of information for Vietnamese students looking for study options abroad. Especially the youngest generation (< 24 years). They are spending an average of 3 hours a day online. Moreover, young people in urban areas increasingly use their mobile phones to access Internet.

We found that:
- VNexpress.net is probably your best bet for online promotion.
- Facebook is the most popular social network in Vietnam. Facebook advertising and organic content are advised for branding purposes. Include alumni testimonials.
- Bannering on top news websites is quite affordable. So if you are making name in Vietnam, you may want to try this.
- Try getting into contact with prospective students thru Skype.

Scholarships for Vietnamese students

**Australia**
Australian Awards Scholarships - [http://www.australiaawardsvietnam.org/](http://www.australiaawardsvietnam.org/)

**UK Scholarships**
- Commonwealth Scholarship and Fellowship Plan (CSFP) - [http://www.csfp-online.org/](http://www.csfp-online.org/)
- Royal Society Fellowships - [https://royalsociety.org/fellows/](https://royalsociety.org/fellows/)

**US Scholarships**
Fulbright Scholarship - [http://www.educationfair.nl/scholarship/show/fulbright-scholarship/24](http://www.educationfair.nl/scholarship/show/fulbright-scholarship/24)

**Singapore**

**Malaysia**
The Malaysian Commonwealth Scholarship - [http://www.csfp-online.org/countries.html](http://www.csfp-online.org/countries.html)

**France**

For other scholarship opportunities, please refer to [http://www.educationfair.nl/scholarship/search/](http://www.educationfair.nl/scholarship/search/)