

Researched by



OPEN INNOVATION AND
TECHNOPRENEUR INSTITUTE
(OITI)



Vietnam's Market Analysis

Vietnam's digital Gen Z - Workforce



According to Decision Lab, a leading boutique consultancy agency in Vietnam, Gen Z is projected to lead Vietnam's future workforce with 25% of the current workforce being Gen Z and more expected to enter the workforce in the coming years.

Source: Vietnam Decision Lab

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

Powered By



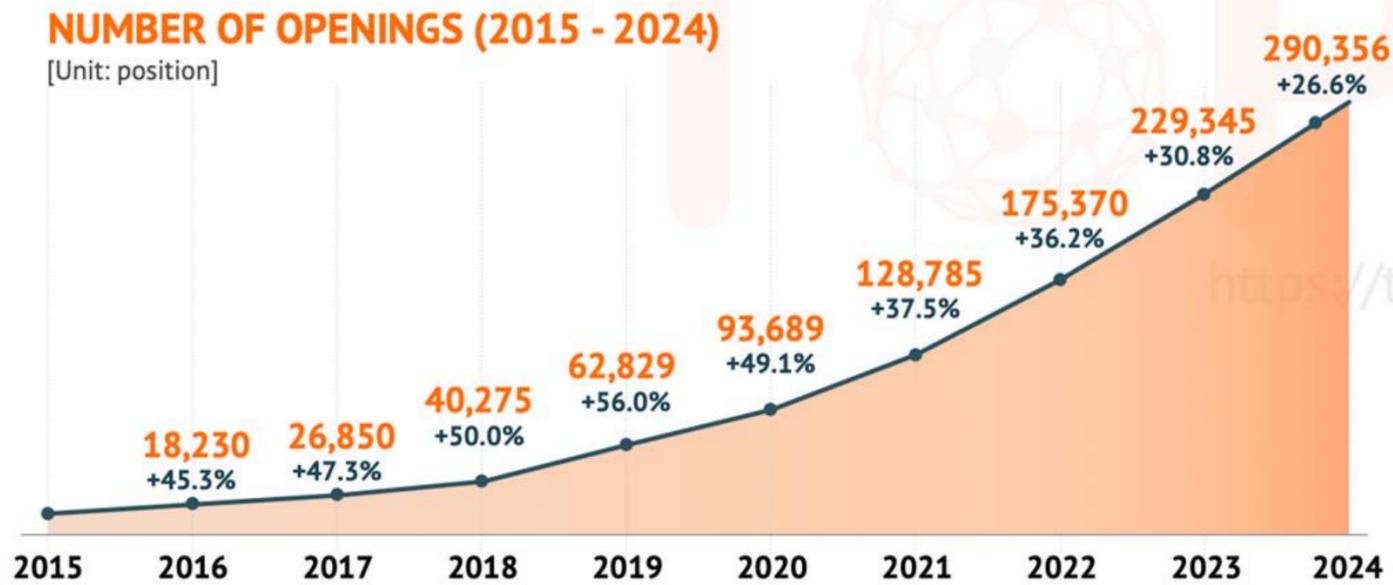
**What
Attracts
GenZ
to Work?**



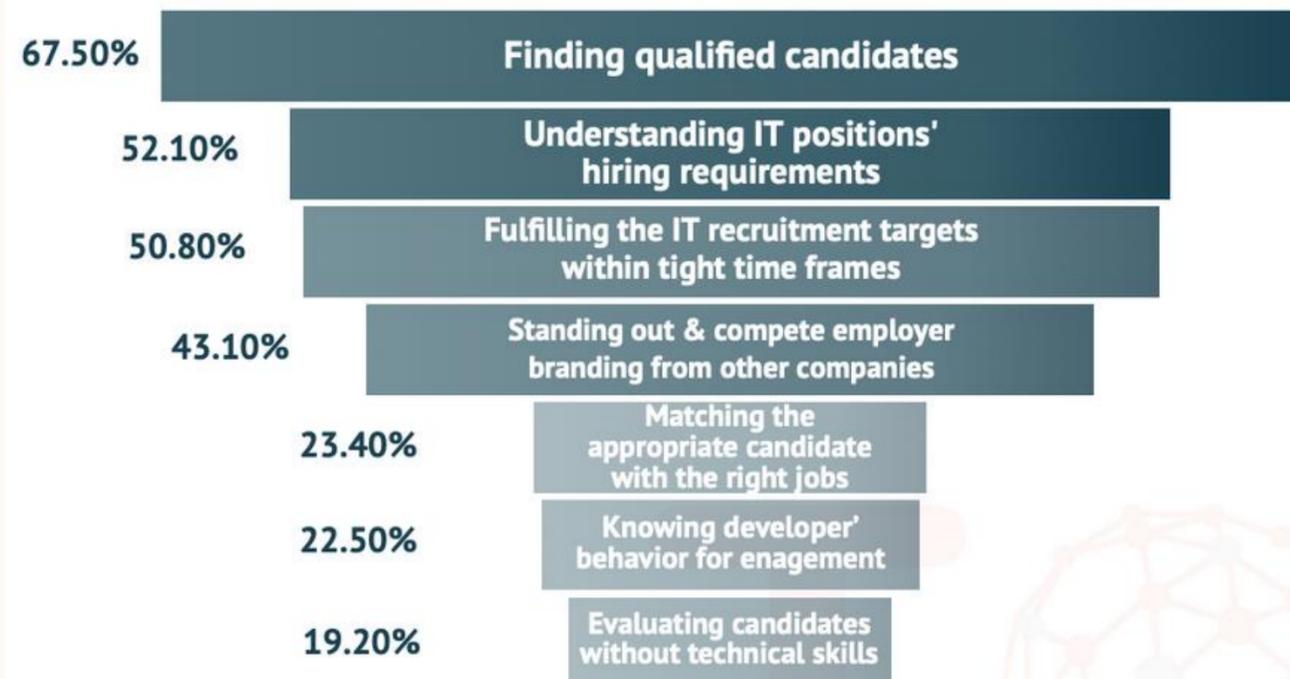
**What
Keeps
GenZ
at Work?**



IT Position Available in Vietnam



WHAT ARE MAIN CHALLENGES WHEN HIRING DEVELOPERS?



Source: TopDev.vn (2021)



Recent Trends & Demand

Demand for Higher-quality



Innovations

While tech jobs openings continue to rise, both domestic and foreign employers regularly encounter the problem of not finding enough qualified high-skilled candidates.

Highlighting essential role that high-skilled workers play in any tech ecosystem.

National Agency for
Technology
Entrepreneurship and
Commercialization
(NATEC) Resources

Investors

Universities

Media

Supporting organization

PR & Distribute Resources

Competition & Recruitment

Financial
Resources

Corporations

Exchange
Programs

International Partners

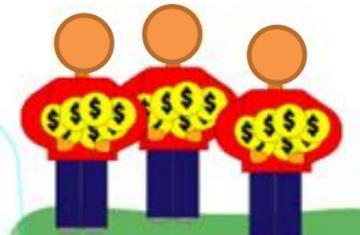
International
Experts

Experts

Policies

Certificate

GIPA network



STARTUP FOUNDER
TECHNOPRENEURS

OITI alumni network



Innovation
Manager



Talented Students

Innovation manager will be taught by OITI and get connected through to become founders

Technopreneurs will be instructed by OITI to become Innovation Manager

Designed Course

Incubation Program

Exchange Program

Mentorship

Innovation
Campus

Open
Impact Lab

Spin-off
Lab

Launchpad
Terminal

Investment
Management

Commercial
Networking/
showcase

Internship
Program

OITI

OITI LINE :
Innovation Campus

OITI LINE:
Open Impact Hub

OITI LINE:
Spin-Off Lab

OITI LINE:
Launchpad Terminal

F- Campus Model Structure

Case- Study System
(Experts)

Curriculum Learning
(CL)

Operation Service (OS)

Customer Outcome
(CO)