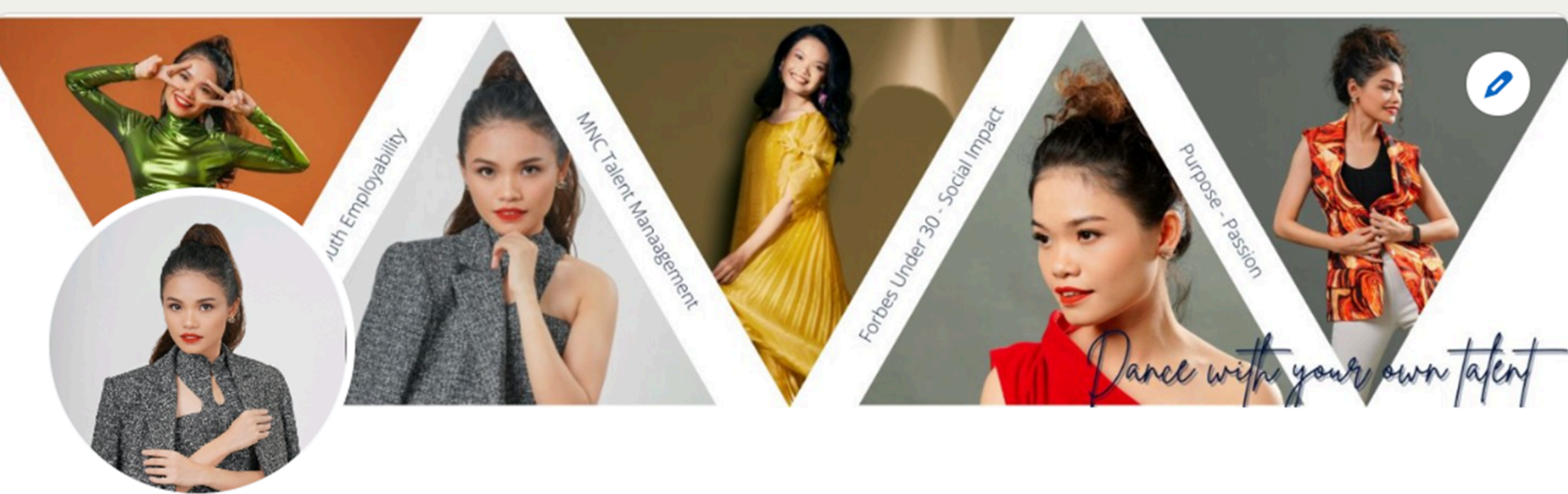


Vietnam's Next Generation of Young Talent

VIETNAM ACCESS DAY 2025

by Huyen Luu (Amon)
Founder of VOCO Center





Thanh Huyen (Amon) Luu

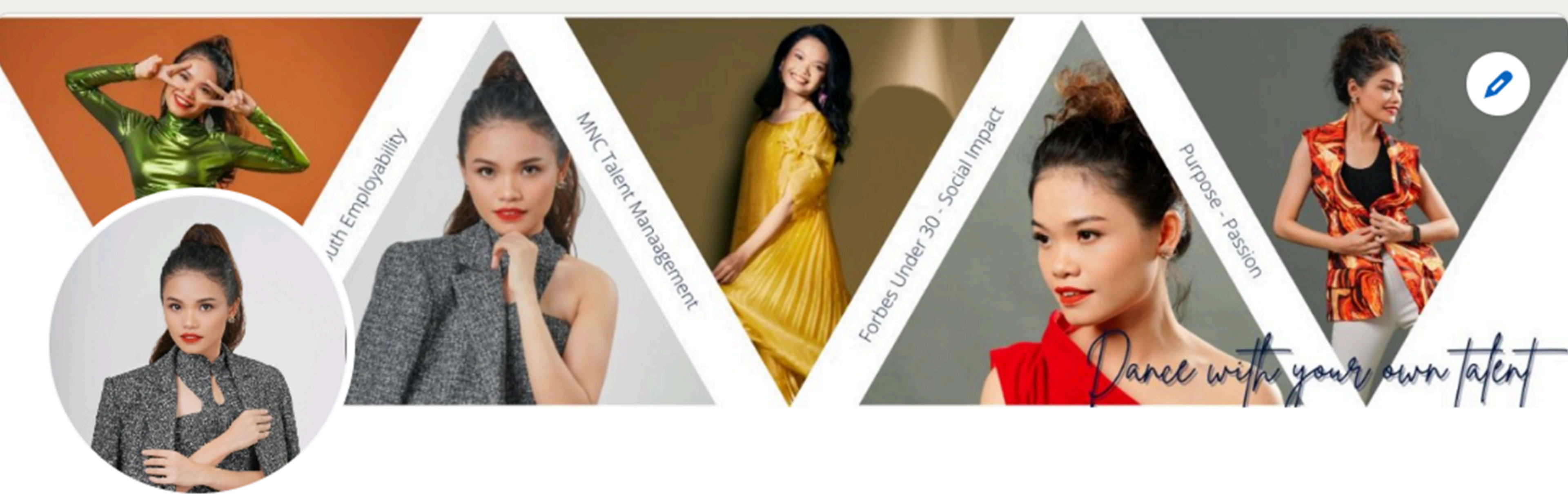
Forbes Under 30 | Improve Youth Employability | Young Talent Management

Talks about #hrbp, #learning, #employability, #employerbranding, and #peopledevelopment



L'ORÉAL





Thanh Huyen (Amon) Luu

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The South Asia Pacific, Middle East, and North Africa **(SAPMENA) Zone is a major market for L'Oréal that was created in 2021. It's a key growth engine for the company with 35 markets, 13 countries/hubs*



L'ORÉAL





**What do you think
about Vietnamese
people/workforce?**





Strengths of Vietnam's Workforce

Resilient & Hardworking

Vietnam's labor force participation rate is **76.6%**, one of the highest in the region (World Bank, 2022)

Learn Fast & Adaptable

Over **70%** of workers are willing to learn new skills to adapt to technological changes (World Economic Forum, 2021).

Cost-Effective Yet High Potential:

Vietnam's labor costs are **30-50% lower** than in other ASEAN countries like Thailand and Malaysia (World Bank, 2022).

Strengths of Vietnam's Next Young Workforce





VOCO CENTER

Strengths of Vietnam's Next Young Workforce

Entrepreneurial Spirit

Vietnam's startup ecosystem is booming, with over **1,400** startups in fintech, e-commerce, and edtech (Topica Founder Institute, 2023).

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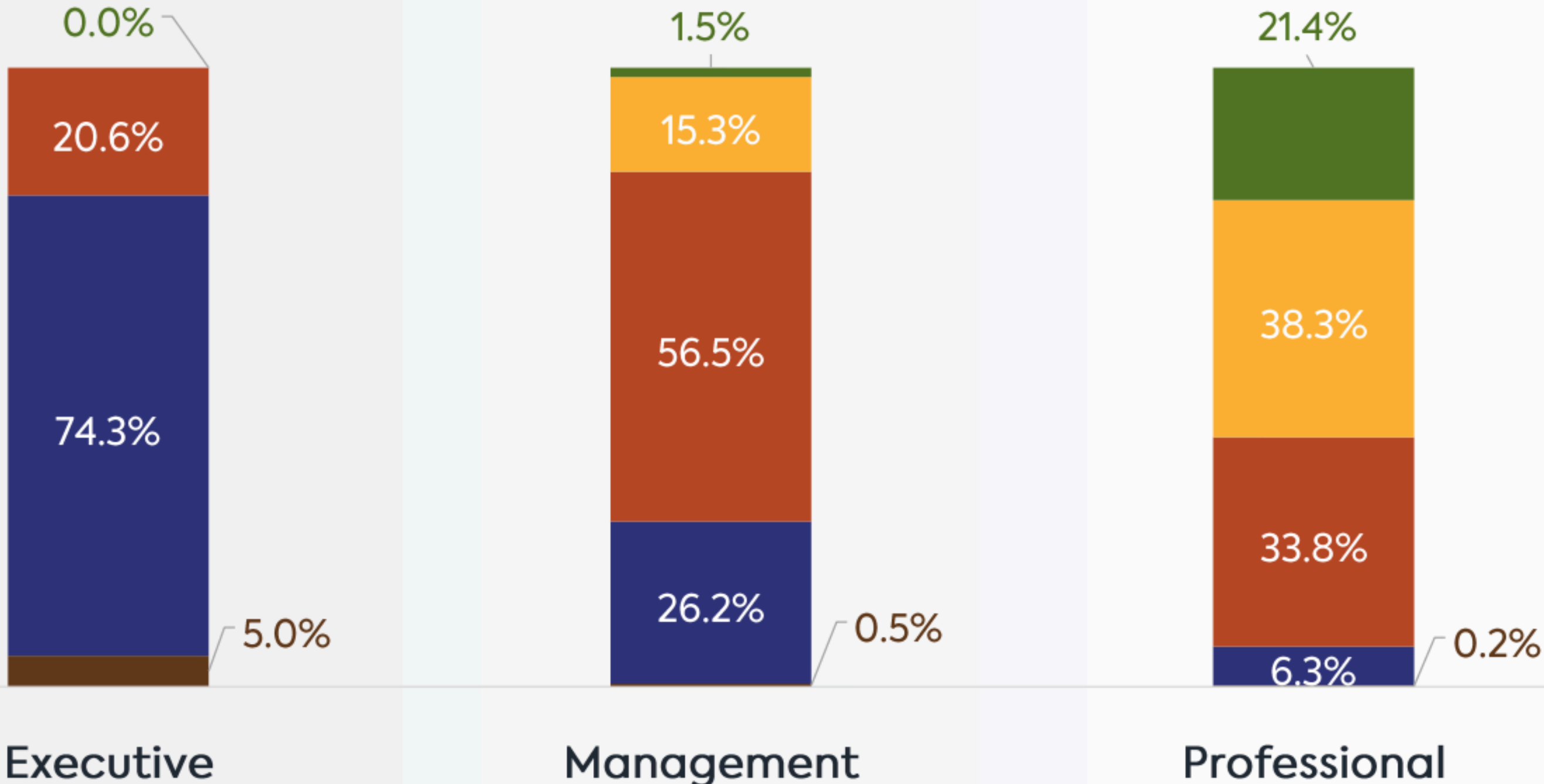
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Global Mindset

Over **130,000** Vietnamese students study abroad, and many return with international expertise (Ministry of Education and Training, 2023).

GENERATION DISTRIBUTION BY CAREER LEVELS

■ Baby Boomers ■ Gen X ■ Gen Y1 ■ Gen Y2 ■ Gen Z



Potential to Performance Bridging Skill Gaps



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Leadership Skills

Over **50%** of employers in Vietnam report difficulty finding candidates with leadership skills (ManpowerGroup Vietnam, 2023).



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Management Skills

Only **20%** of Vietnamese companies have adopted international management standards



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Bridging Skill Gaps

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Exposure to Global Best Practices

Vietnam ranks **68th** out of 132 countries in the Global Innovation Index, indicating room for improvement in innovation practices (WIPO, 2023)





SUCCESSFUL CASES

Providing real work experience, coaching, and mentorship

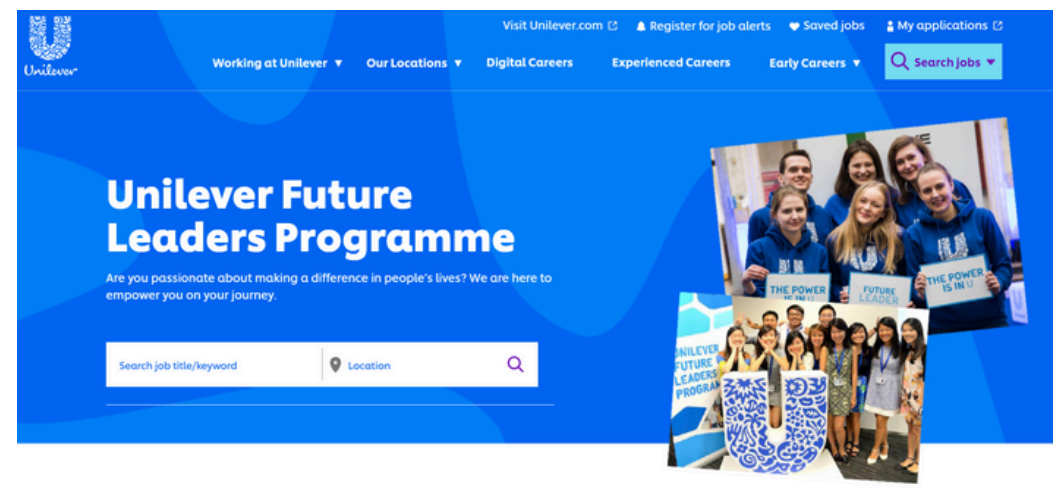


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Providing real work experience, coaching, and mentorship

Build local future leaders

By investing in training and mentorship, you can create a loyal, skilled, and innovative workforce that drives long-term growth.



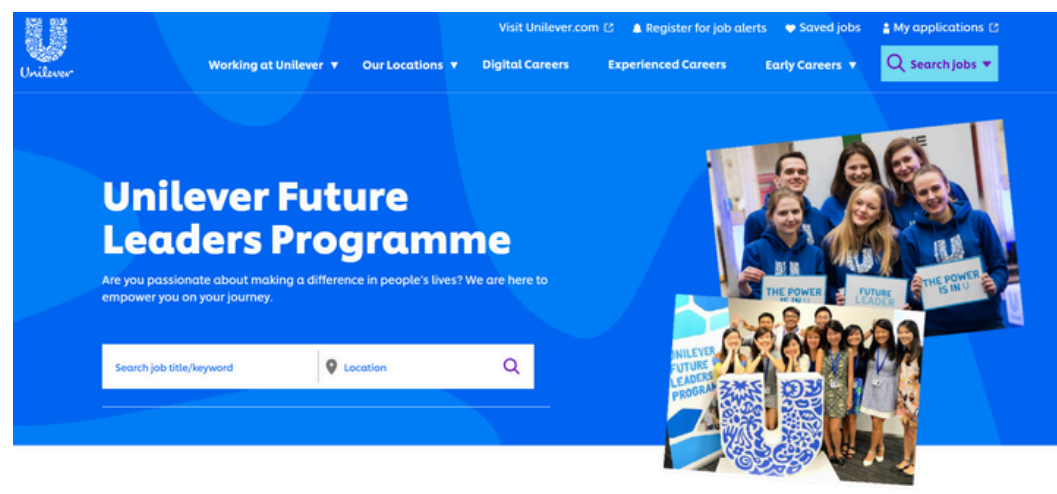


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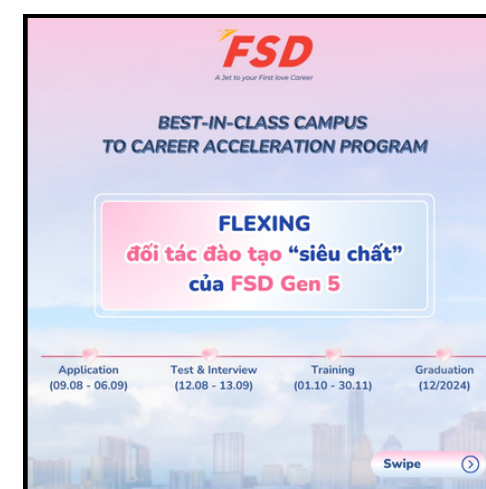
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No-cost talent pool & employer branding

Vietnamese students are eager to learn and hungry for growth, making them a cost-effective yet high-value investment through on-the-job training program



Freedom to go beyond

THAT'S THE BEAUTY OF L'ORÉAL



APPLY HERE

E-Commerce Marketing
Commercial Medical Data Analytics



Chương trình Fresher

Đối tượng: Sinh viên đã/chuẩn bị tốt nghiệp
Hình thức: Đào tạo fulltime từ 2 – 5 tháng
Làm việc với mức lương hấp dẫn tại FPT Software ngay sau đào tạo



Chương trình Thực tập

Đối tượng: Sinh viên đã/chuẩn bị tốt nghiệp
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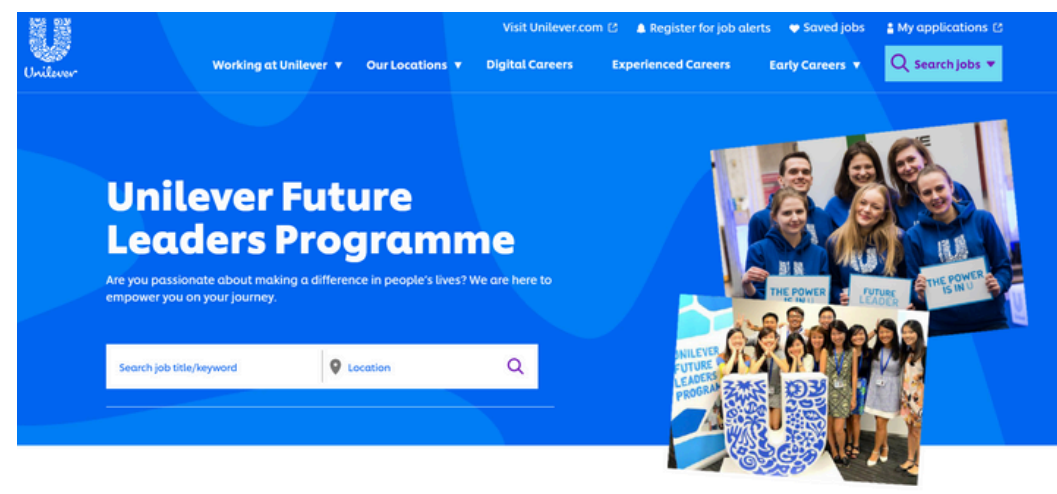


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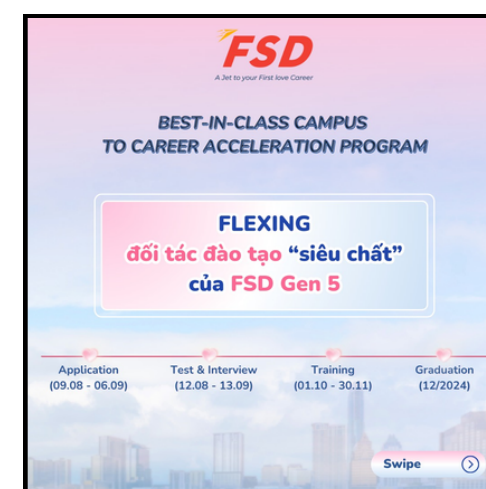
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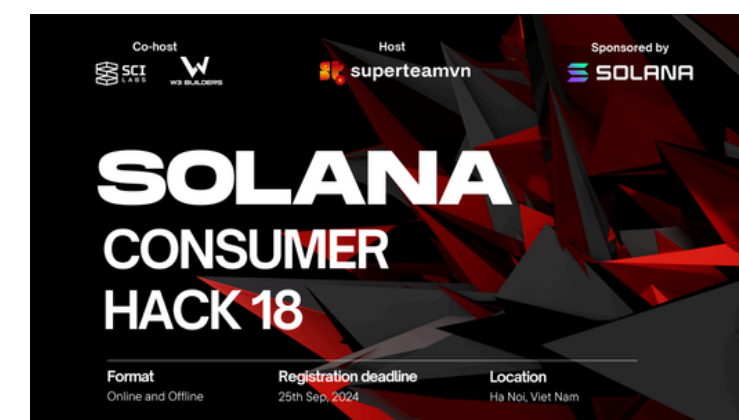
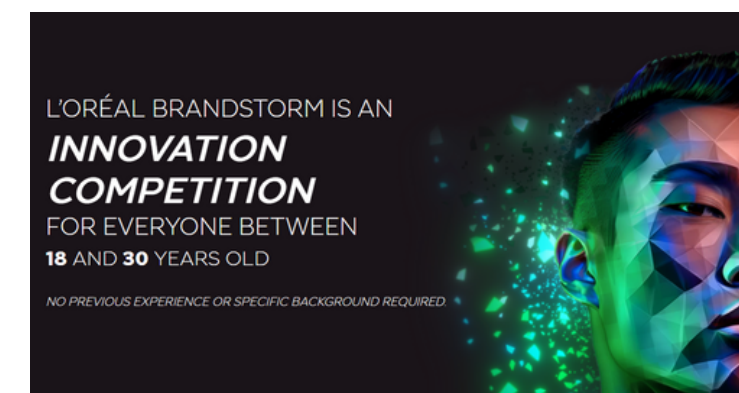


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Growing GenZ Consumers through Students Competition



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The Future of Work

Meeting Expectations, Unlocking Potential

1

“They Want More Than Just a Job”

Higher Expectations for Career Growth

Over **60%** of young Vietnamese prioritize career development opportunities when choosing an employer (Nielsen Vietnam).

2

“Flat Structures, Open Communication”

Less Hierarchical

75% of Gen Z employees prefer workplaces with open communication and fewer layers of management (Deloitte).

3

“Work-Life Balance is Non-Negotiable”

Prioritize Mental Well-Being and Flexible Work Arrangements

80% of Gen Z workers consider work-life balance a top priority when choosing a job (McKinsey).



 **VOCO CENTER**

“

Vietnam's next generation of young talent is like a startup in its early stages - full of potential, hungry for growth, and ready to disrupt the status quo.

With the right investment, they will become your next success story.



**THANK YOU
FOR YOUR LISTENING**

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