Today's Agenda

This presentation includes:

Overview

Skills

Career Path

OVERVIEW

1.Context

Population: 96,46M (2021)
GDP: $340,602B (increase 2,91%) (2020)
GDP per capita: $3.500 (2020)
Labor force: 56,542,499M (2020)
Literacy rate from 15 years old: 95.8%
Average Working age: 30,5 years

OVERVIEW

INDEX AND RANKING

Global innovation index gii:42/129 (2020)
(up 3 ranks)
Global competitive index gci: 67/141
(2019)
Human capital index hci: 0.69 (2020)
9 months of 2020 fdi: $21.20b
8th /top 25 best countries to invest in
according to us news (2020)

CONTRIBUTION TO GDP

- TOTAL **ICT INDUSTRY REVENUE IN 2019 IS $112,350B**

- TOTAL ICT INDUSTRY VALUE FOR THE STATE BUDGET IN 2019 IS VND54,000B AN INCREASE OF VND 2,000B COMPARING TO 2018

TYPES OF IT SERVICES IN VIETNAM

E-Commerce

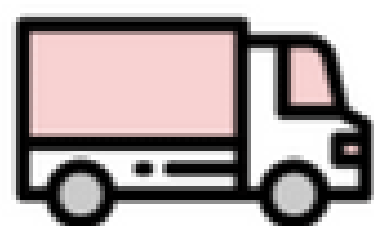**Fintech**

Car/ food order

Software outsourcing

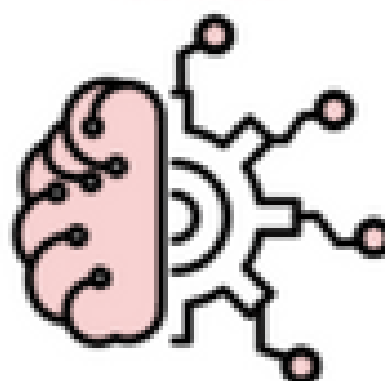**Digital content, online media**
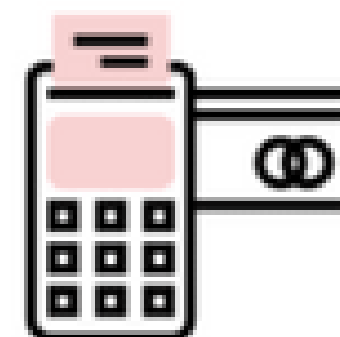
Online travelling

Transportation

Business Process Outsourcing (BPO)

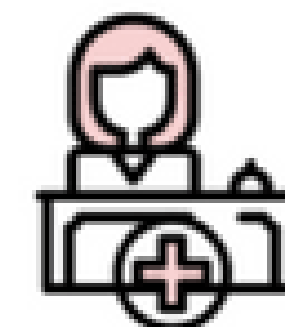**High-tech (AI/ML, IoT, Blockchain...)**

Business service (SAAS,...)

Edtech

Healthcare

SALARY

AVERAGE SALARY RAISE AFTER 01 YEAR: 12%-18%

$338 - $520
FRESHER
(Under 2 years)

$525 - $1,161
EXPERIENCED
(2-4 years)

After 1 working year, developers' salary usually increase significantly.

Employers also face many difficulties when recruiting management or higher positions due to strict demands about compensation and other job requirements to ensure their work-life balance - also Millennials new motto.

MANAGEMENT ORIENTATION

$1,355 - $2,160
MANAGEMENT LEVEL
(From 5 years)

FROM $2,150
DIRECTOR OR HIGHER
(From 10 years)

TECHNICAL ORIENTATION

$1,550 - $2,355
MANAGEMENT LEVEL
(From 5 years)

FROM $2,550
DIRECTOR OR HIGHER
(From 10 years)

OVERVIEW

2. Capacity and Job creation

a. Number of IT students:
- Vietnam has 153 Information Technology institutions
- IT students graduate annually: 50,000,
- Only 30% of graduate students meeting the employers' requirements

b. Number of Businessses in ICT sector: 50,000
- Over 13,000 digital technology enterprises have been established in Vietnam in 2021.

OVERVIEW

## 2. Capacity and Job creation

c. Job Creation

- Need for 400,000 positions in 2020/ 500,000 positions in 2021
- Need for 100,000 IT engineers in 2020/190,000 engineers in 2021
- 62,829 new positions recruited in 2019, increased 56% compared to 2018.

AGE

Age	Percent
15-19	8.8%
20-24	26.9%
25-29	26.3%
30-34	15.8%
35-39	10.6%
40-44	5.9%
45-49	3.3%
50+	2.4%
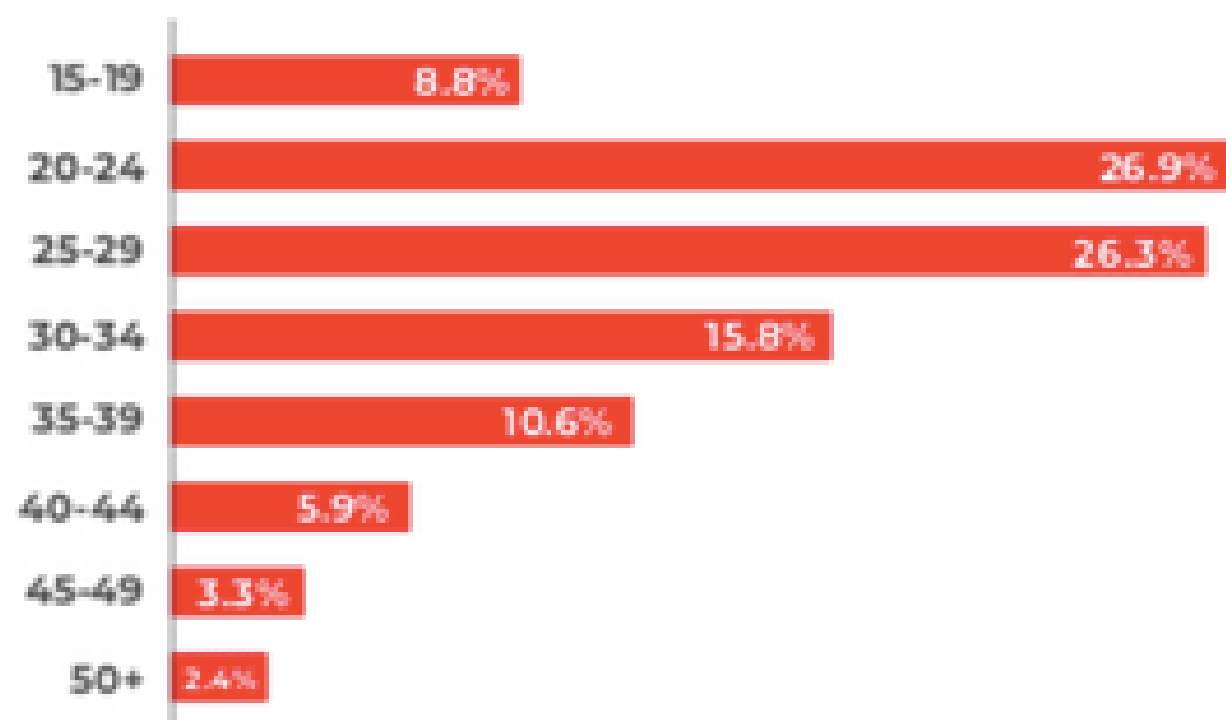
The age dominating this survey is from 20 to 34 years old. Numerous developers started coding early and about 8.8% of them started coding before 20. At present, the number of developers in Vietnam at a young age accounts for the majority with 53.2% aged 20 - 29 years old.

LOCATION

55.3%
34.7%
5.4%
4.6%
C.
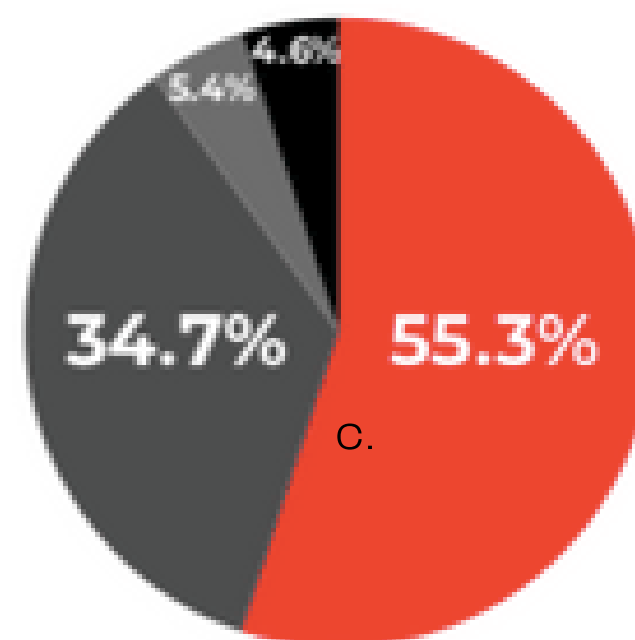
● Ho Chi Minh City   ● Da Nang
● Ha Noi   ● Others

GENDER

Female
6.86%

Others
0.11%
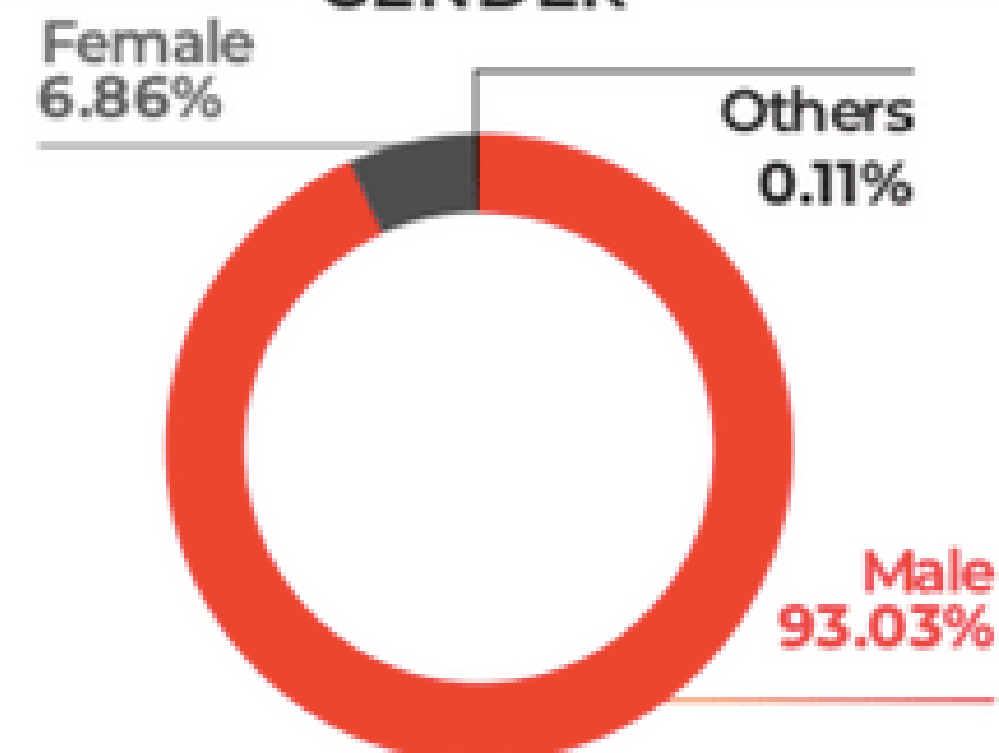
Male
93.03%

More than 90% of the feedback we receive indicates that Male still dominates the gender of developers or people working in the technology sector. Females constitute a minor number of 6%, however, the proportion of women has also increased significantly, especially those having 2 years of experience or more. Also, comparing to last year, the number of females working in IT sector saw considerable growth.

OVERVIEW

3. Future Landscape of the Industry

THE MOST ON-DEMAND PROGRAMMING POSITIONS?

Position	Percentage
Fullstack Developer	71.5%
Back-end Developer	65.1%
Mobile Developer	54.3%
Front-end Developer	53.0%
Product, UX/UI Designer	31.0%
Data Engineer	29.7%
Business Analyst	29.5%
System Engineer	25.1%
DevOps Engineer	22.9%
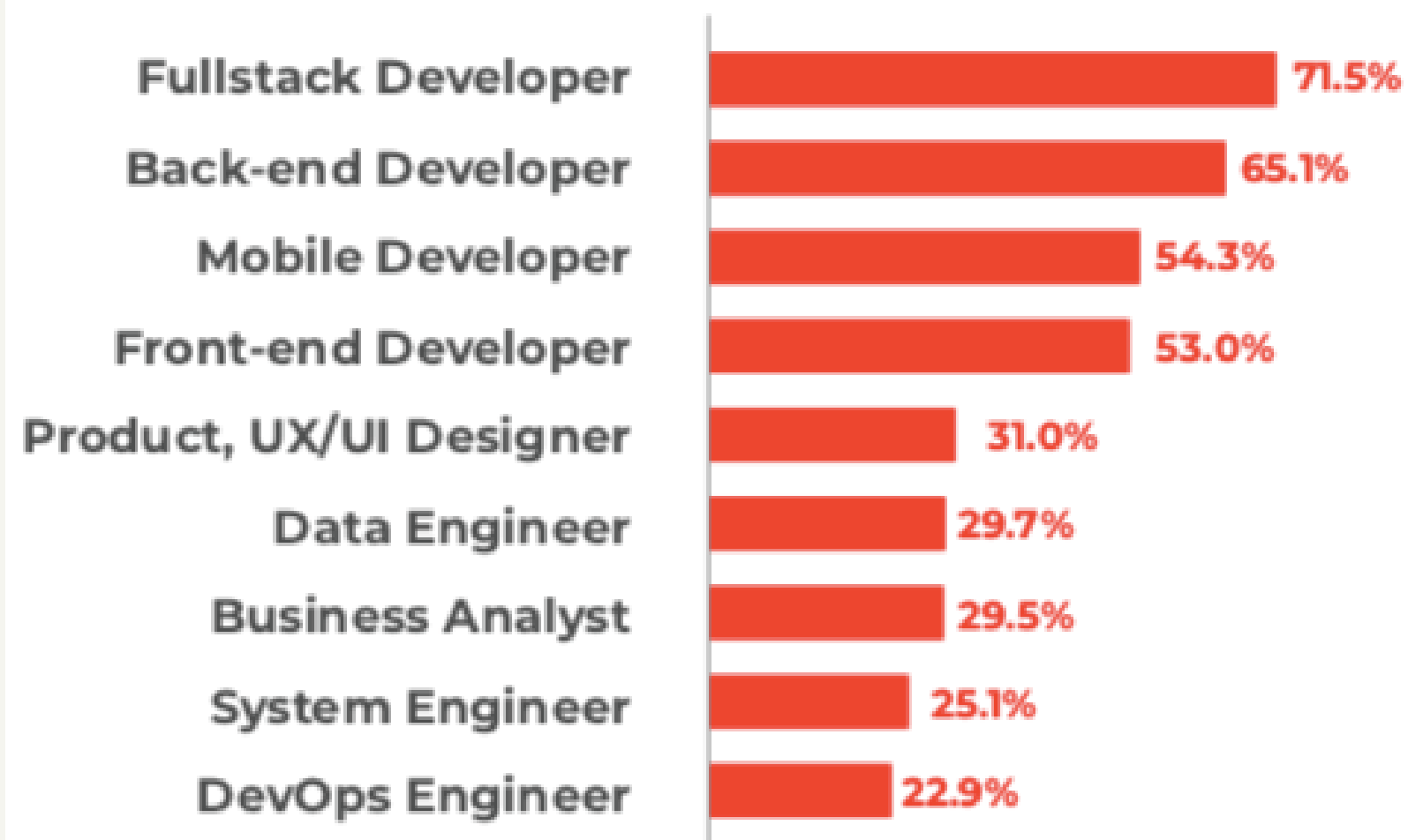
THE MOST PROSPECTIVE POSITIONS IN THE MARKET
(HIGH DEMAND AND SALARY)

Position	Salary
Machine Learning/AI Engineer	$2,209
Data Scientist	$1,894
DevOps Engineer	$1,799
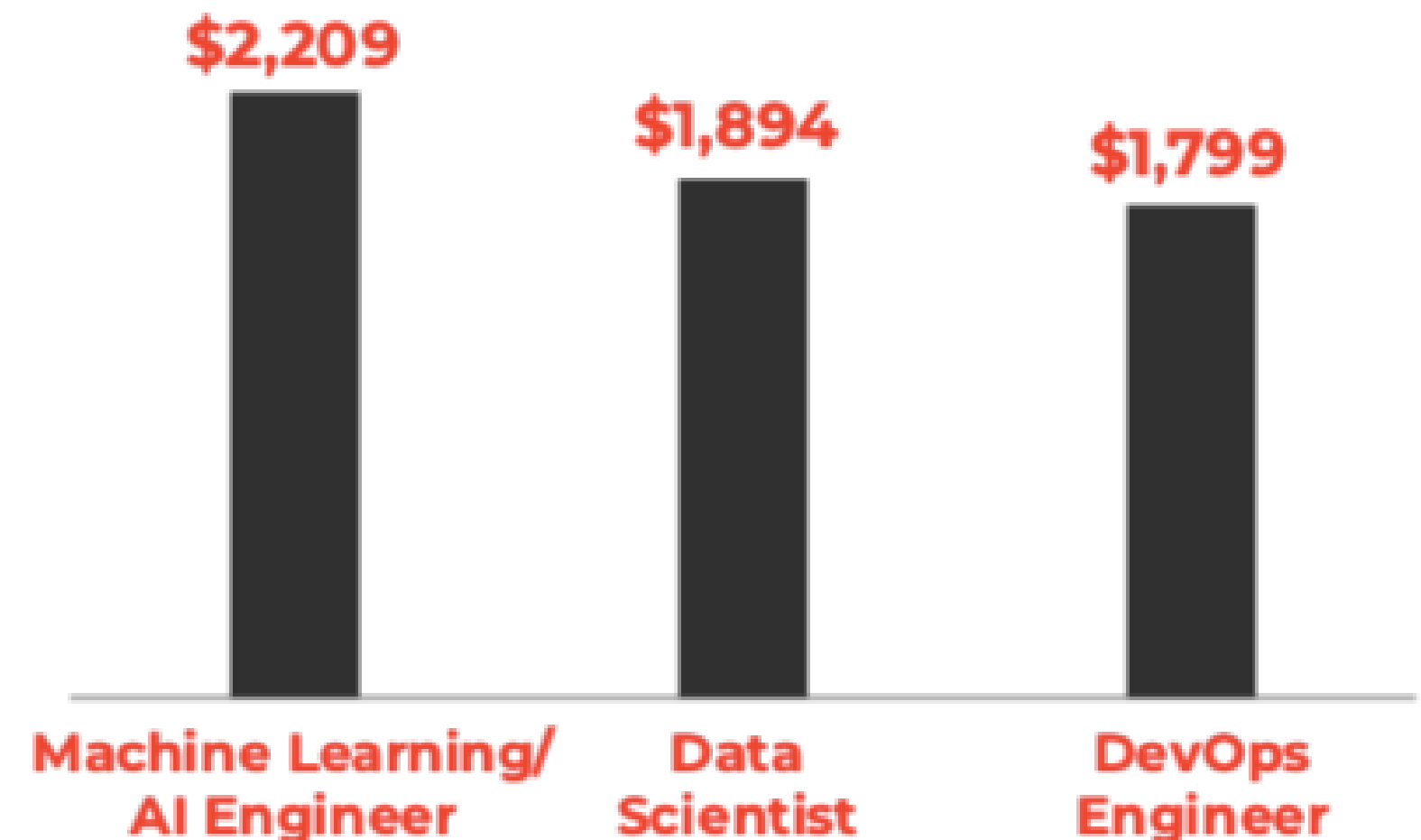
OVERVIEW

3. Future Landscape of the Industry

The most prospective positions in the market

- Top 1: **Machine Learning/AI Engineer**: 73% technology company want to applied AI to their business.
- Top 2: Data Scientist
- Top 3: DevOps Engineer

- Most desired technology sector by the IT engineers:

- Top 1: **Machine Learning/AI**: 25.7%
- Top 2: Big Data/ Data Science: 20.5%
- Top 3: DevOps: 18%

OVERVIEW

4. Reason for IT personnel shortage

- Impractical training for business purposes
- Lack of soft skills
- Lack of language skills (such as English proficiency)
- Outdated curriculum due to fast pace of technological development

Skills

Context

- Rise of **disruptive technologies**
- Technology as **business core**
- Shifts in **demographics** and workforce

Skills

Content skills
Reading Comprehension

Active Listening

Writing

Speaking

Mathematics

Science

Process skills
Critical Thinking

Active Learning

Learning Strategies

Monitoring

Social skills
Social Perceptiveness

Coordination

Persuasion

Negotiation

Instructing

Service Orientation

Complex problem-solving skills
Complex Problem Solving

Technical skills
Operations Analysis

Technology Design

Equipment Selection

Installation

Programming

Operation Monitoring

Operation and Control

Equipment Maintenance

Troubleshooting

Repairing

Quality Control Analysis

System skills
Judgment and Decision Making

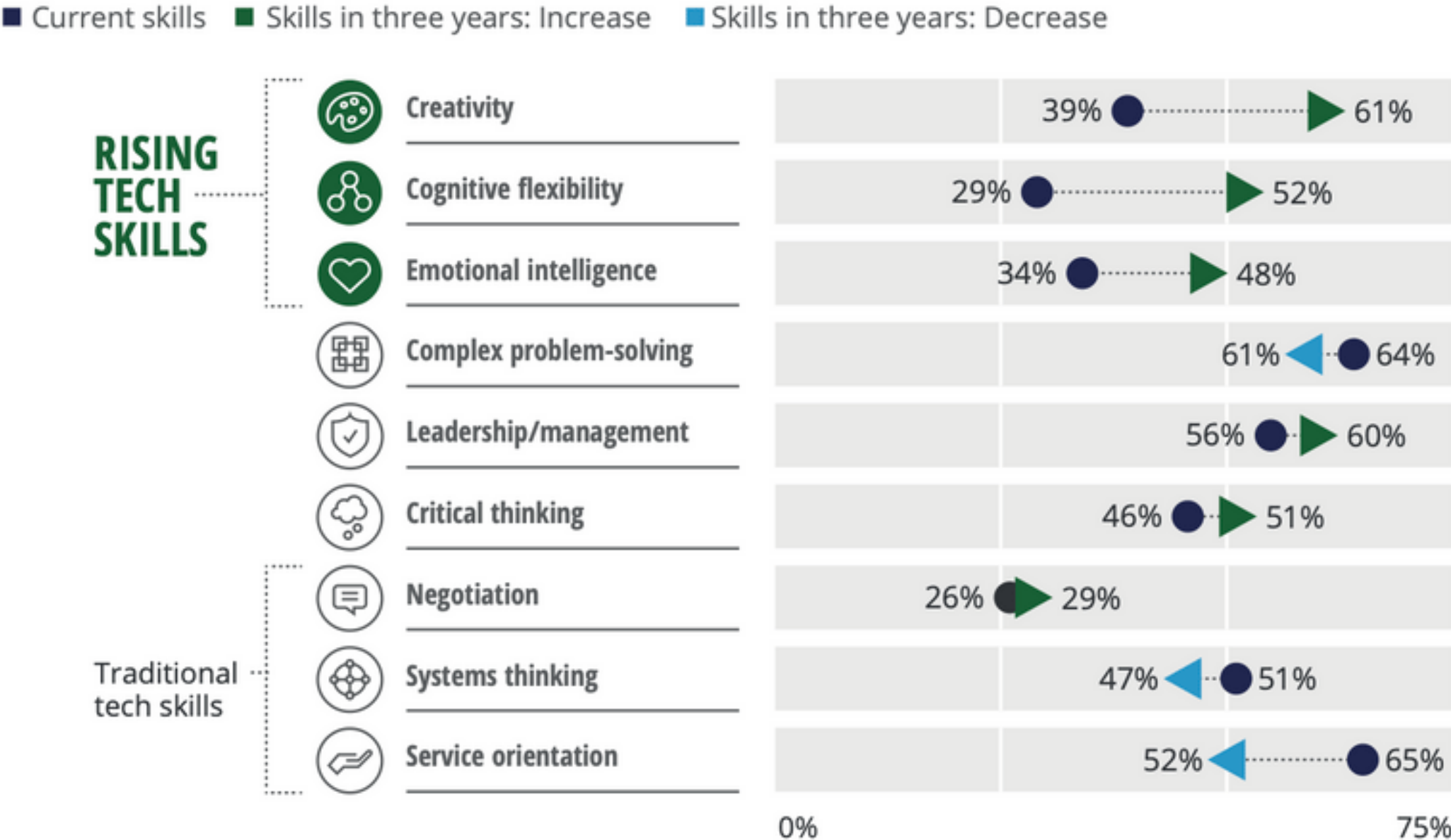Systems Analysis

Systems Evaluation

Resource management skills
Time Management

Management of Financial Resources

Management of Material Resources

Management of Personnel Resources

2020

ICT INDUSTRY

Generic skills

FIGURE 7

CIOs are on the hunt for talent with essential and enduring human skills

What are the most important IT talent soft skills that you plan to hire for your team (currently and in three years)?

■ Current skills   ■ Skills in three years: Increase   ■ Skills in three years: Decrease

RISING TECH SKILLS

	Current skills	Skills in three years
Creativity	39%	61%
Cognitive flexibility	29%	52%
Emotional intelligence	34%	48%
Complex problem-solving	64%	61%
Leadership/management	56%	60%
Critical thinking	46%	51%
Negotiation	26%	29%
Systems thinking	51%	47%
Service orientation	65%	52%

Traditional tech skills

0%   75%

N=980.
Source: 2018 Deloitte global CIO survey.

Generic skills

- Complex problem-solving
- Judgement and decision making
- Systems understanding
- Critical thinking
- Service orientation
- Social intelligence
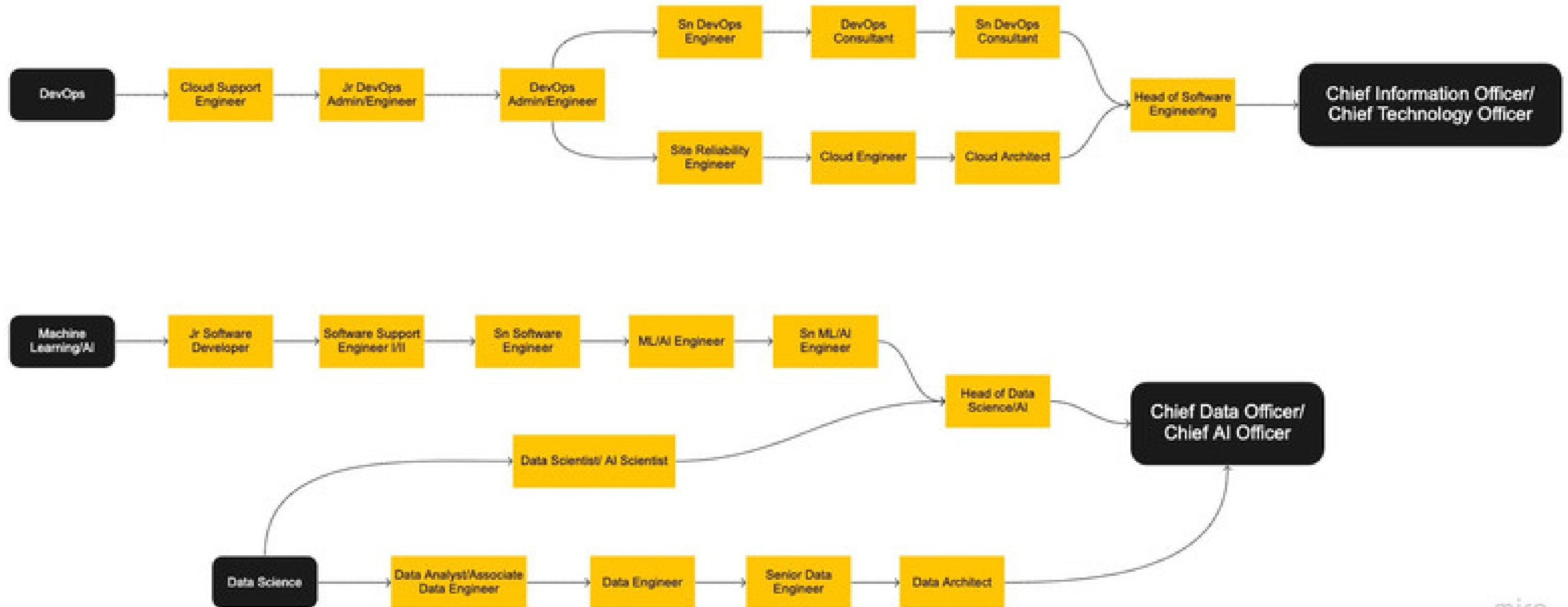- Resilience
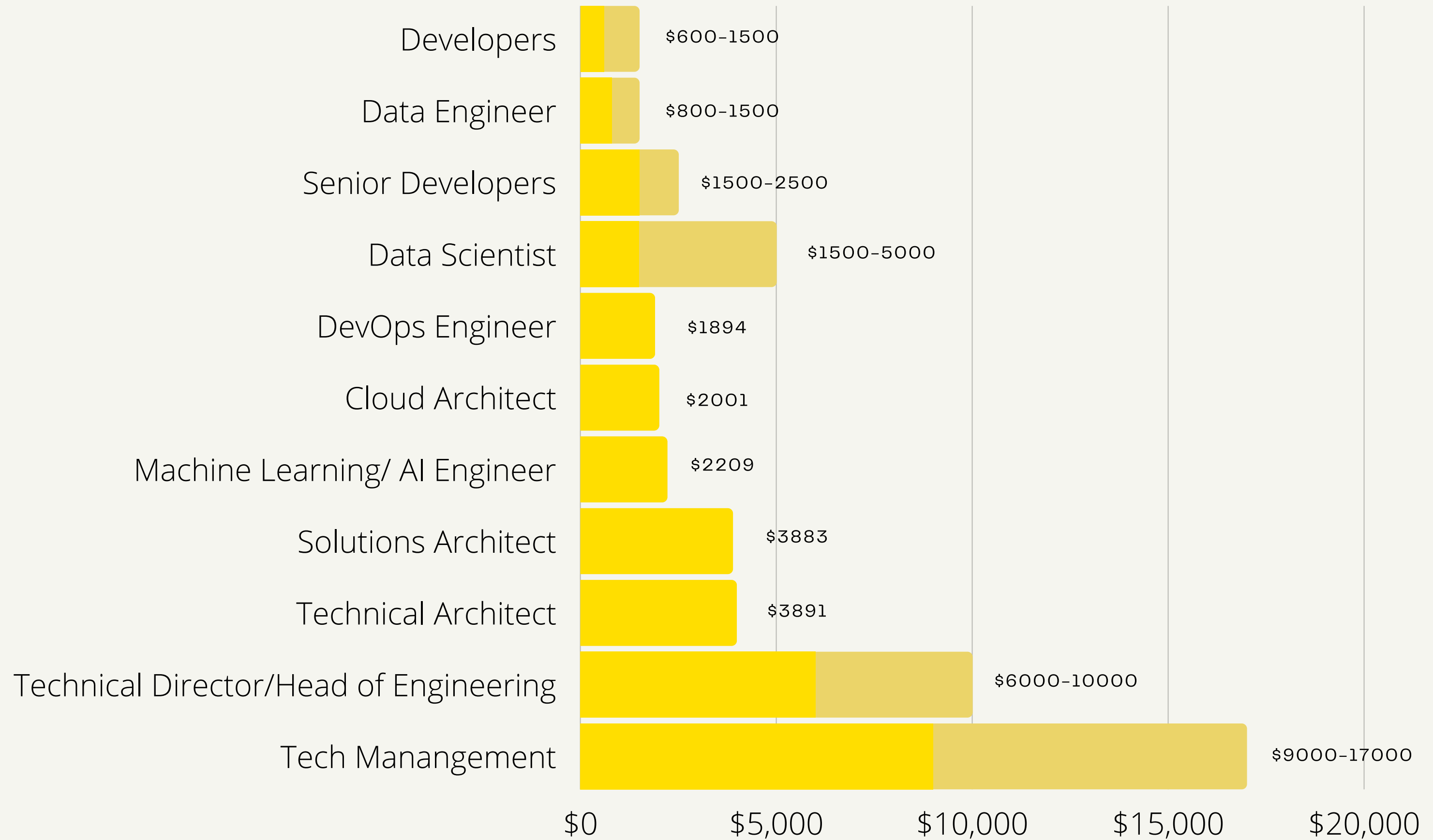- Business acumen

Technical skills

Sectors

Career Paths

DevOps → Cloud Support Engineer → Jr DevOps Admin/Engineer → DevOps Admin/Engineer

- Sn DevOps Engineer → DevOps Consultant → Sn DevOps Consultant → Head of Software Engineering
- Site Reliability Engineer → Cloud Engineer → Cloud Architect → Head of Software Engineering

Head of Software Engineering → Chief Information Officer/ Chief Technology Officer

Machine Learning/AI → Jr Software Developer → Software Support Engineer I/II → Sn Software Engineer → ML/AI Engineer → Sn ML/AI Engineer → Head of Data Science/AI

Data Scientist/ AI Scientist → Head of Data Science/AI

Head of Data Science/AI → Chief Data Officer/ Chief AI Officer

Data Science → Data Analyst/Associate Data Engineer → Data Engineer → Senior Data Engineer → Data Architect → Chief Data Officer/ Chief AI Officer

Data Science → Data Scientist/ AI Scientist

miro

2020

Salary Guide

ICT
INDUSTRY

Role	Salary
Developers	$600-1500
Data Engineer	$800-1500
Senior Developers	$1500-2500
Data Scientist	$1500-5000
DevOps Engineer	$1894
Cloud Architect	$2001
Machine Learning/ AI Engineer	$2209
Solutions Architect	$3883
Technical Architect	$3891
Technical Director/Head of Engineering	$6000-10000
Tech Management	$9000-17000

$0 $5,000 $10,000 $15,000 $20,000

Thank you for listening

Get Social With Us

We'd love to work with you.

Phone Number

123-456-7890

Email Address

hello@reallygreatsite.com

Website

www.reallygreatsite.com

The ABCs of Social Media Marketing

Awareness – Get people interested

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Brand Loyalty – Get people convinced

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Community – Get people engaged

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Traditional Marketing

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

- To create a stunning presentation, it's best to simplify your thoughts.

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Social Media Marketing

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As of January 2020

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

49%

Social Media Penetration

Social Media and Success

A clear business correlation

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Phase 2:
Plan

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Phase 3:
Build

Where to start?

Avoid overloading a slide with too many words and choose a color palette that won't distract the audience.

Pick your platforms

Social Media Marketing Considerations

Reach

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. .

User-friendliness

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. .

Data collection

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. .

Analytics

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. .

Build your audience

Strong growth requires strategy

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more..

Channel your energies

Different channels, different tasks

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.

Decisions to build on

Brand voice

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Platform's purpose

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Social media ecosystem

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

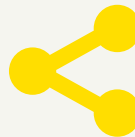# Phase 4: <u>Test</u>

Meaningful Metrics

Views   Clicks   Comments   Shares   Reach
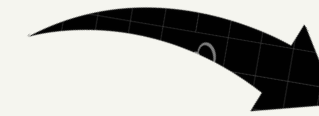
Evaluating effectiveness

**Step 1:
Set up data collection.**

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

**Step 2:
Track and record.**

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

**Step 3:
Analyze impact.**

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Phase 5: <u>Refine</u>

Improve messaging

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images.

Widen reach

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images.

Increase engagement

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images.

Reward loyalty

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images.

Generate leads

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images.

Increase views

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images.

Our Reliable Social Media Channels

ReallyGreatSite

Really Great Site

@reallygreatsite

Summary of Phases

The 5 Phases

Understand

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Plan

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Build

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Test

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Refine

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