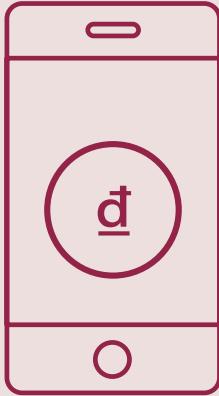


**ASIALINK  
BUSINESS  
ACADEMY**

DIGITAL ECONOMY SERIES



**VIETNAM**

FOUNDATION LEVEL

INTRODUCTION TO  
**eCommerce  
in Vietnam**



# Introduction to eCommerce in Vietnam

Ecommerce has flourished in Vietnam due to rising internet connectivity and smartphone adoption, a technologically savvy young population, and rising disposable incomes. Vietnam's online market has the highest growth rate of the region's major economies and is expected to reach AUD33 billion by 2025.

While there are excellent opportunities for Australian businesses to compete in the rapidly changing Vietnamese eCommerce market, new entrants need a thorough understanding of the local market conditions.

This program is for businesses interested in understanding the eCommerce ecosystem in Vietnam and what it takes to establish an eCommerce presence there.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Raise your level of understanding** of the rapidly evolving eCommerce ecosystem and platforms in Vietnam.



**Understand what it means to navigate and stand out** in this fast-paced digital landscape.



**Gain practical insights and tips** to inform your eCommerce strategy for Vietnam.

## Topics covered

1. Navigate the Vietnamese eCommerce ecosystem.
2. Understand the state of play of eCommerce in Vietnam.
3. Compare and contrast the major eCommerce platforms in Vietnam.
4. Understand the digital landscape and mobile consumers in Vietnam.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Vietnam.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

*This is a Credly certified Asialink Business Academy Program*

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us

 [academy.asialinkbusiness.com.au](http://academy.asialinkbusiness.com.au)

 [academy@asialinkbusiness.com.au](mailto:academy@asialinkbusiness.com.au)



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