

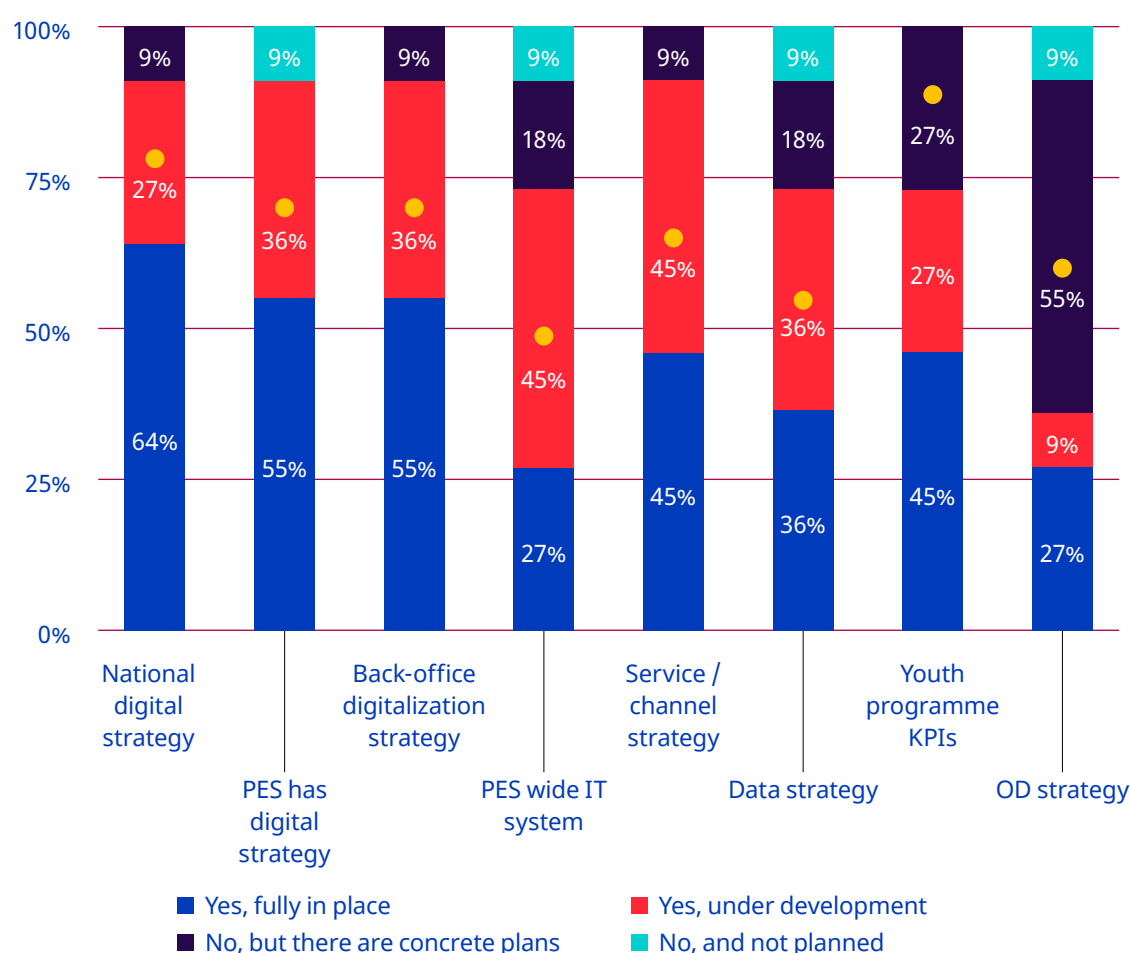
Viet Nam

This country profile on technology in public employment services (PES) for youth is part of the ILO (2023) report on *Technology in public employment services to promote youth employment in Asia and the Pacific*.

Income category	Middle-Income Countries
Egovernment Development Index (2022)	86
PES digital orientation	Digitalization

Digital maturity

The figure below provides an overview of PES digital strategies across five areas (overall strategy, back office, front office, data and organization) for all participants. It shows Viet Nam highlighted.



Viet Nam has all elements under development or planned. Indeed, the country plans to launch many elements in the near future (for example the national portal). However, many other elements need to be addressed in this area, especially the implementation of youth KPIs and an organizational development (OD) strategy Viet Nam could also benefit from efforts to mitigate the main issues it faces:

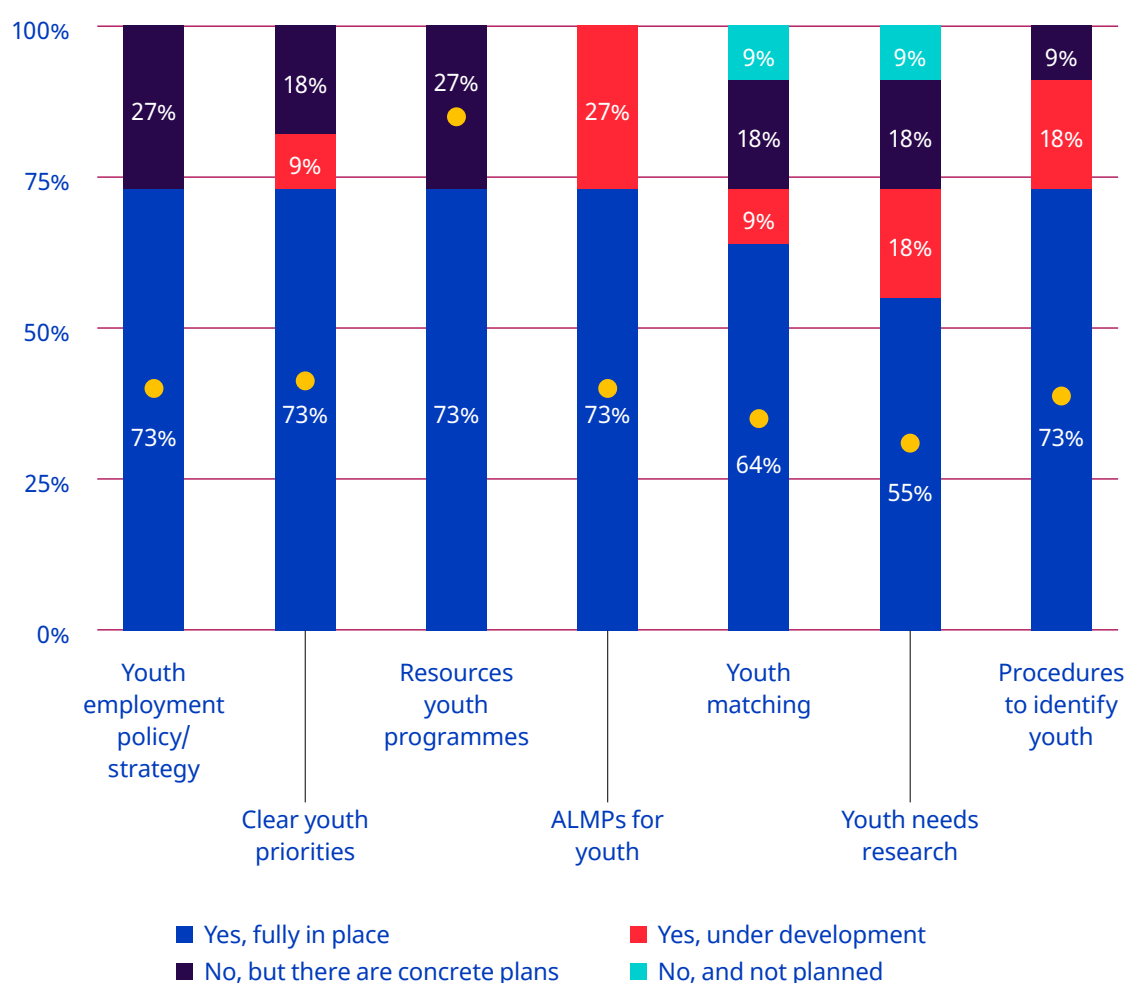
► Siloing

► Lack of channel strategy

- Resistance in the organization
- Insufficient leadership
- Lack of customer insights
- Cybersecurity
- Lack of vision/strategy
- Customer resistance
- Lack of channel strategy
- Lack of subgroup insights
- Privacy protection
- Lack of data
- Lack of integrated processes
- Insufficient digital skills
- IT operability
- Adapting post COVID-19

Youth services and programmes

The following figure highlights key elements of youth services, programmes and approaches, as well as the Viet Nam's position in it. It illustrates the degree to which a wide range of youth services are in place.

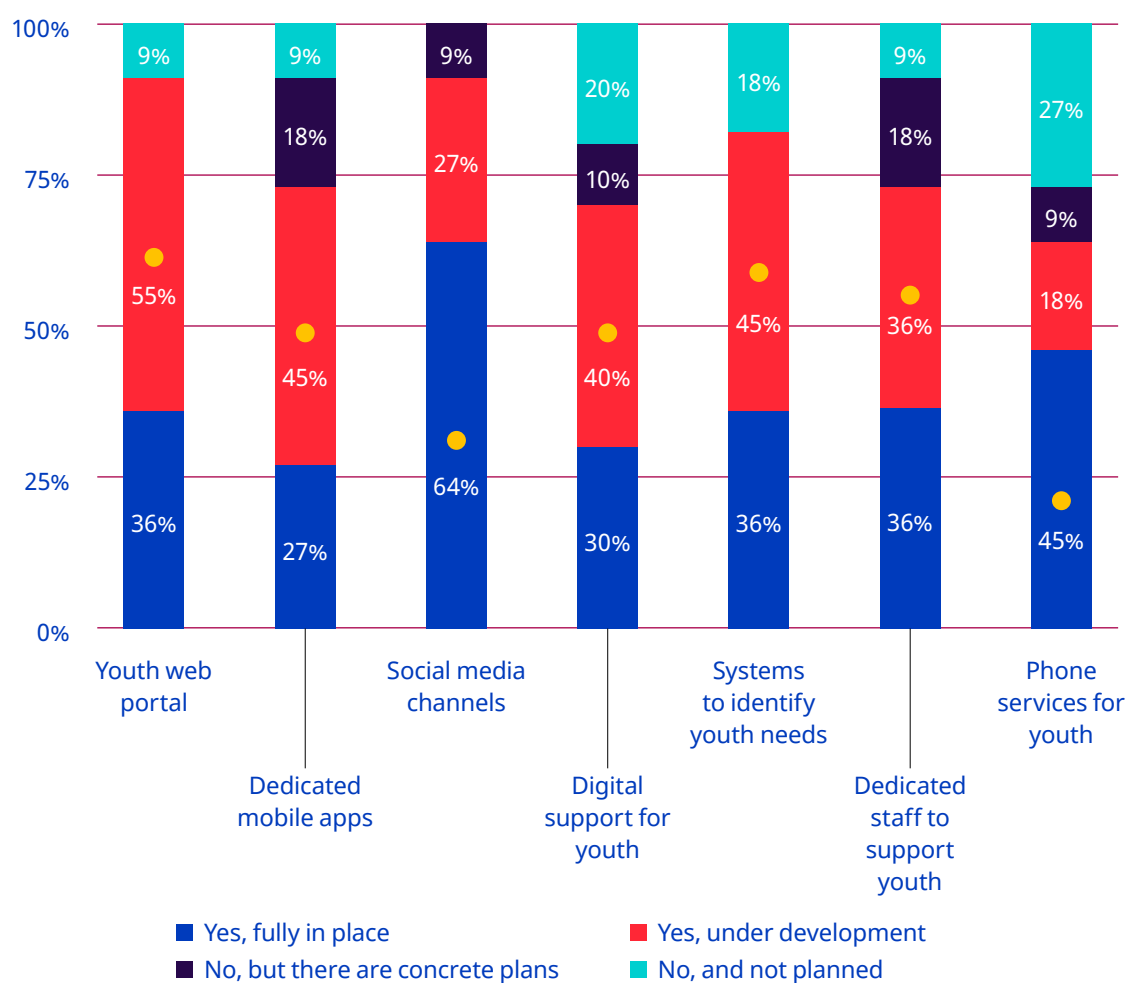


This is an area where Viet Nam is relatively well developed. Underpinning this is the strong legal framework that guides the PES as a whole, as well as youth as an important subgroup. This translates in youth focused programmes such as the startup promotion programme and the National Job Creation

Fund of that promotes youth entrepreneurship and job creation. One area of concern is that the PES currently does not have the resources in place to execute all youth programmes.

Youth technologies

The final area concerns technologies used by PES in their front and back offices. The following provides an overview of key technology areas and Viet Nam's standing in these areas.



This is an area where the PES still has progress to make. While social media channels are in place, all other elements are under development, with the national portal having the highest priority. However, given the lack of resources, the PES should consider whether all technologies should necessarily be implemented at this point in time and set priorities.

Good practices and learning points

The following points are areas where other countries could learn from Viet Nam, followed by areas where the country could improve and/or learn from other PES.

- The PES has relevant youth programmes in place that could provide an inspiration to other PES, such as the startup promotion programme.

Learning points:

- The PES is facing many obstacles and this requires the it to be selective in the challenges it can solve at any one time. It could benefit from clear prioritization guided by strong overall strategies.
- With the PES not having the financial resources to execute all youth programmes, this is also an area where a selective approach and strong business cases could be of benefit.