

THOMPSON RIVERS UNIVERSITY

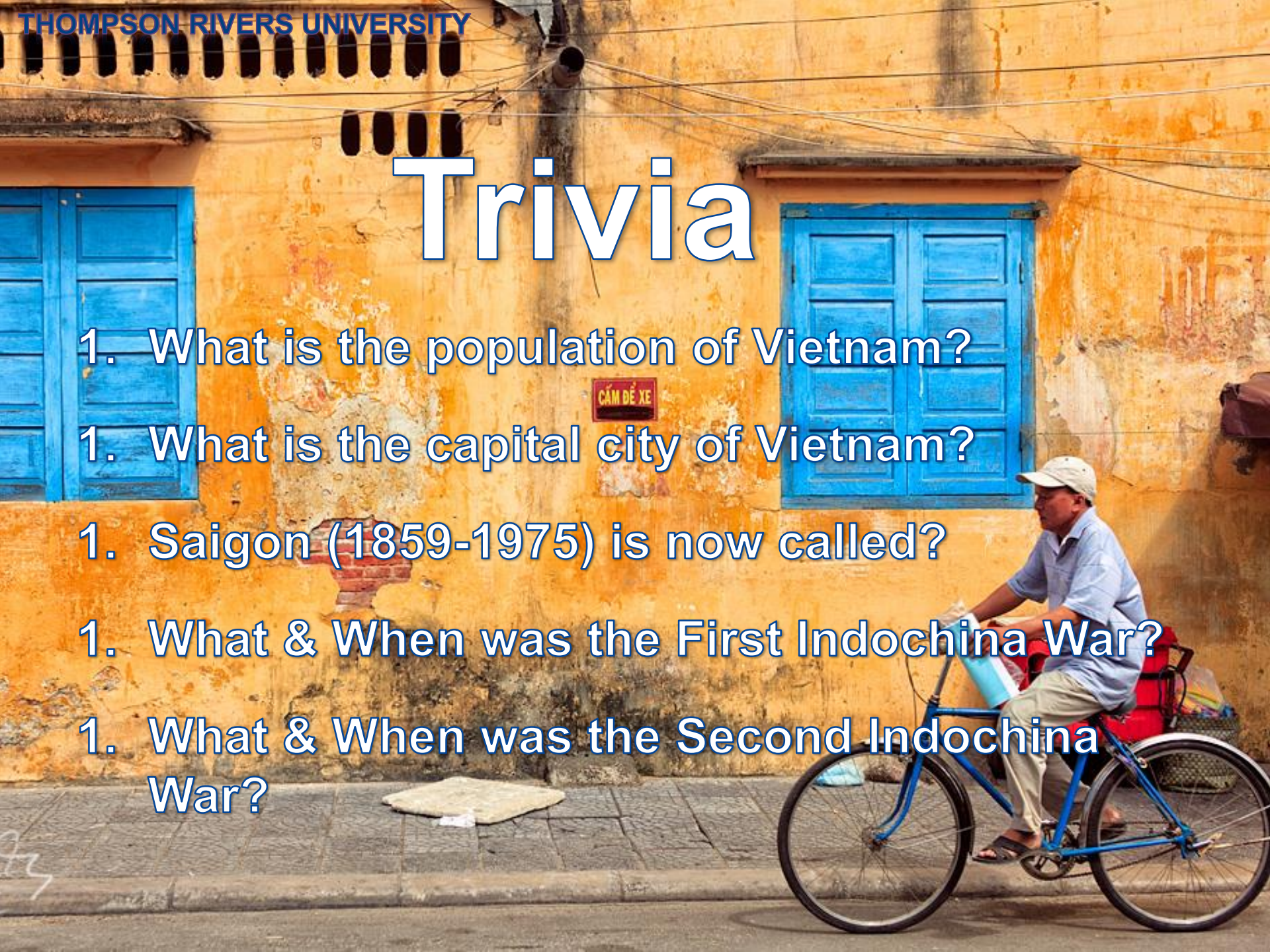
Recruiting in Viet Nam

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Trivia

1. What is the population of Vietnam?
1. What is the capital city of Vietnam?
1. Saigon (1859-1975) is now called?
1. What & When was the First Indochina War?
1. What & When was the Second Indochina War?





GEOGRAPHY

Population of Vietnam: 92 Million

Largest cities:

1. Ho Chi Minh: 7.5 Million
2. Hanoi*: 6.7 Million
3. Haiphong: 1.9 Million
4. Can Tho: 1.2 Million
5. Da Nang: 951,000
6. Hue** 340,000

Ho Chi Minh City and **Hanoi** are the two most important markets generating about 70% of international students for Canada.

Haiphong - most important port city in north.

Danang centrally located

Can Tho – potential market, recognized as the hub of the Mekong Delta and an important economic region in Vietnam.



History



Recently



Education Market

Areas of Study

- Business
- Finance
- Accounting
- Banking
- Internet Technology
- Hospitality
- Health Sciences

Market Trend



School Selection Factors

- Quality of program
- Quality of school
- Reputation of school
- Affordability
- Scholarships

Study Destinations

1. USA 44%
2. UK 20%
3. Australia 19%
4. Singapore 7%
5. France 4%
6. Canada 3%
7. New Zealand 1%



Perception of Canada

Canada by comparison

Country	Annual fees	Cost of living	Annual total (USD)
Australia	25,375	13,140	38,516
US	25,226	10,479	35,705
UK	19,291	11,034	30,325
Canada	18,474	7,537	26,011
Singapore	14,885	9,363	24,248

Study Permits



Opportunities



TRU in Vietnam



FIRST PRIZE

PHAM PHUONG THUY LINH - MAI DIEU QUYNH



THOMPSON RIVERS
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Suggestions

