

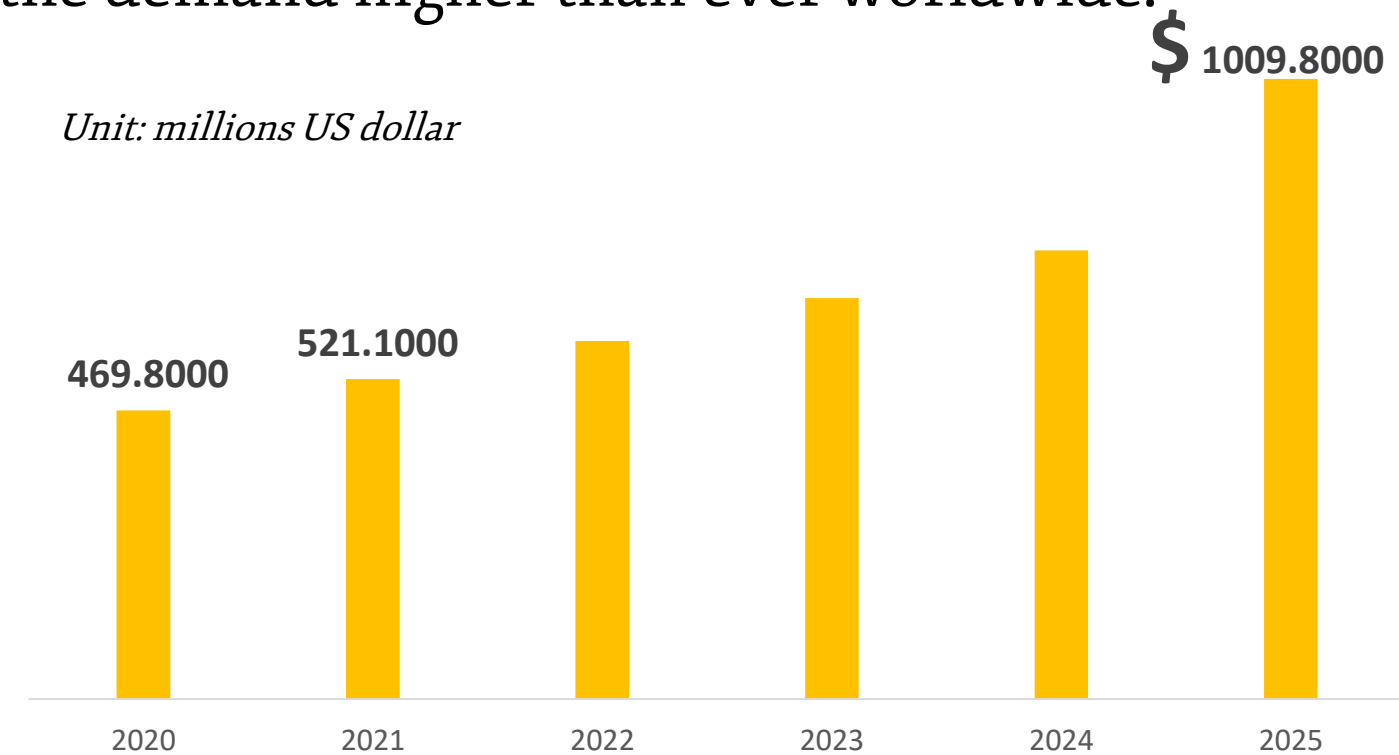
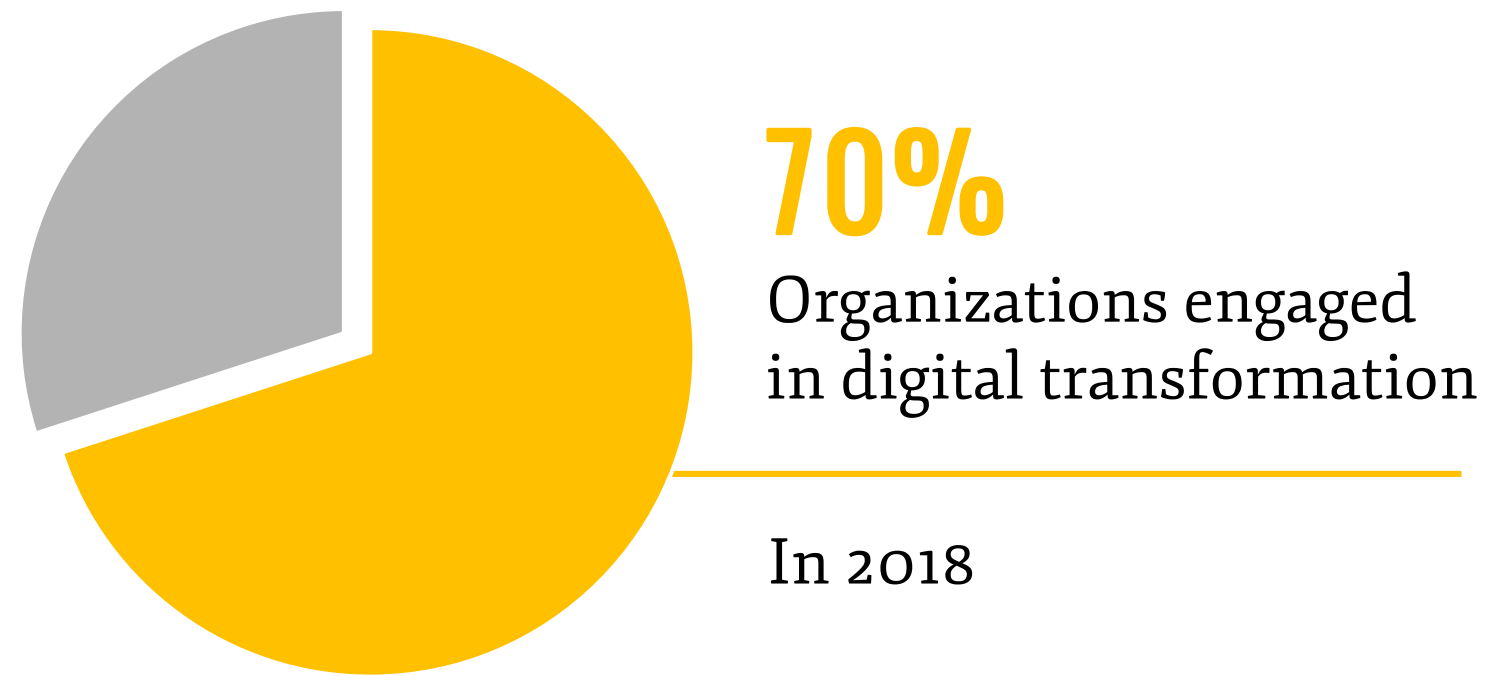


OPPORTUNITIES & NEEDS
FOR
DIGITAL TRANSFORMATION
IN FOREIGN MARKETS

Hanoi, December 2022

Opportunity – Market Overview

Digital transformation has always been the up-and-coming trend of the 21st century. In recent years, the effects of COVID-19 and the rapid growth of technology have increased the demand higher than ever worldwide.



According to recent studies:

- ✓ **70% of organizations** either have a digital transformation strategy or are currently working on one.
- ✓ **40% of all technology spending** is seen to go to digital transformations
- ✓ **\$2 trillion** - The total enterprise spending on digital transformations in 2019 (CIO, 2018).
- ✓ The global digital transformation market is expected to grow to **\$1,009.8 billion** dollars by 2025 from **\$469.8 billion** in 2020.



40%
of all technology spending goes to
digital transformations



\$2 trillion
The total enterprise spending on
digital transformations in 2019

Opportunity– Market Overview

The key elements anticipated to propel the adoption of digital transformation market technology throughout the upcoming period are rising expenditure on investment and CARG of the forecast period.



18%

The estimated CARG (2020-2023) of the direct digital transformation investment



US\$7 trillion

Total direct digital transformation investment in 2023



65%

Global GDP to be digitalized by 2022

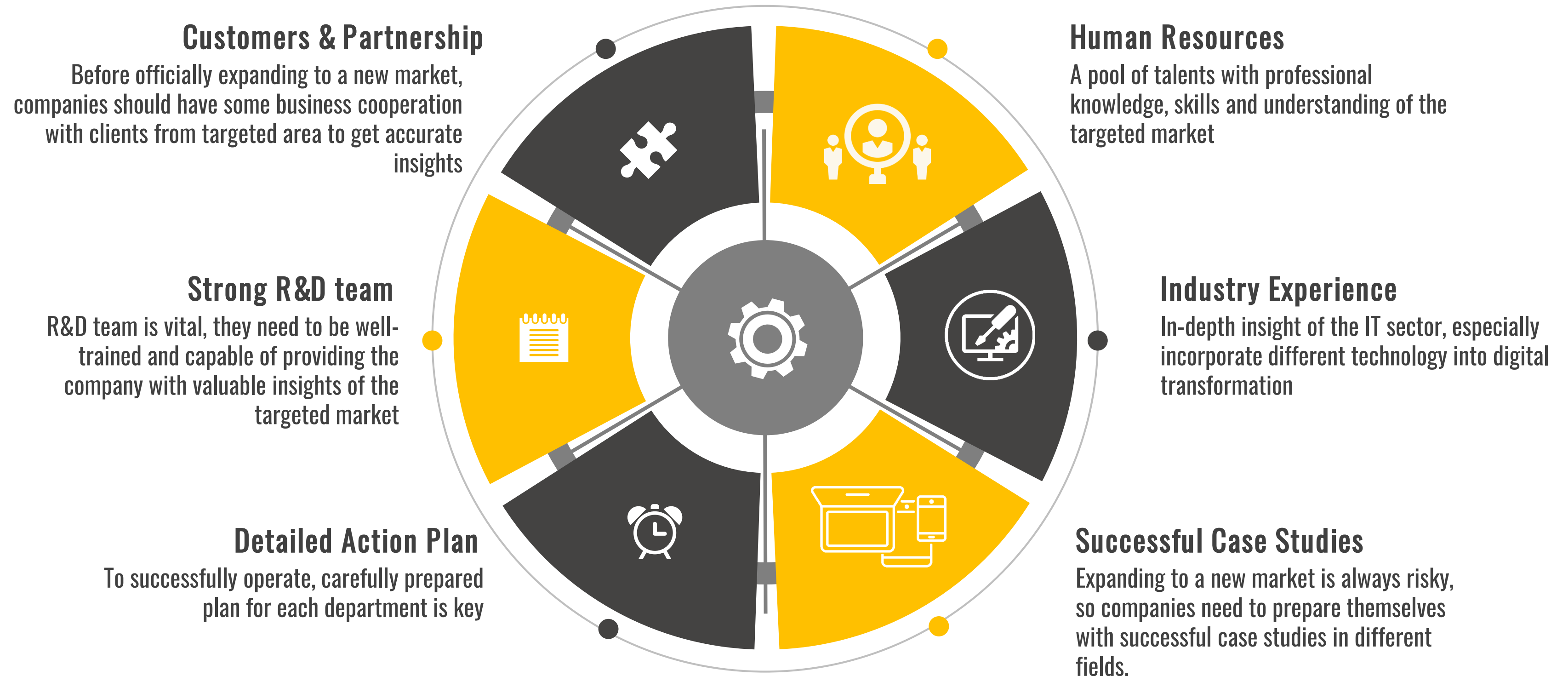


US\$2.45k

average spending per IT employee

Resources and Preparation

Presented with such a prestigious opportunity, numerous companies from different nations have seized the chance to expand to a new market. To successfully thrive, Vietnamese companies need to thoroughly prepare both knowledge and resources. Some key elements are presented below.



Locally Present

To successfully expand to a new market, companies need to be locally present
This helps them quickly sense the market trends and adapt to the new requirements

Human Resource

Human resource is critical to every organization
Each member must be professionally competent, able to communicate in foreign languages, and keen on changes

Government Strategy & Policy

New foreign markets are much more accessible with the support of government strategies and policies

Lessons Learnt





THANK YOU