

# Canadian Education

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## 1. Overview:

### 1.1. General profile:

As one of the countries that are considered tigers on the rise in the financial race, it's no surprise that Vietnam is currently one of the most desired destinations for investment and financial support. Given the fact, Canada is also lending a hand in bringing out the potential of the country as one of the most dynamic patrons. As a result, the Canadian Chamber of Commerce – also known as CanCham for short – has been found with the clear objective of support, enhance, and create new business opportunities for our members in Canada and Vietnam. By encouraging collaboration and cooperation between businesses, government, residents and other stakeholders, the organization helps create an active playground whereas all participants can have different customs and methods to realize their own business goals. Moreover, CanCham takes pride in supporting the overall social quality improvement by donating all the excess funds to separate charitable organization in Vietnam (2019). In this essay, we will conduct deeper research about the influence of the association as well as their activities; all the while provide some analysis and insights on their business.

### 1.2. Activities and brand communications:

The Canadian Chamber of Commerce acts as a representative about all things Canadian in Vietnam. As an ambassador, CanCham not only provides financial related events but also cover educational ones. Since its foundation in 1994, the association has always been a beacon of social as well as business related events that greatly influences both young entrepreneurs and business leaders, along with students or people who are interested in the education or career in Canada. Aiming both at businesses and young, open-minded people alike, CanCham established their presence in both Hanoi and Ho Chi Minh City, creating opportunity for the said group to extend their knowledge as well as broaden the connection and gain access to the Canadian and international business community. Focus mainly on strengthening and enhancing business relations, the association is famous for holding events such as breakfasts and luncheons revolving around the topics of how international and Canadian companies or entrepreneurs can conduct a successful model here in Vietnam. For instance, the renowned annual “Crystal Ball” luncheon – “The Year Ahead: Executive Summary and Outlook”, which has been held consecutively for eight

years of till this point is typically the first business luncheon to start a new year. The event features 200 participants each year, with around five to six well-known CEO level speakers from various industries discussing about the opportunity of doing business in Vietnam. The Canadian Chamber of Commerce is also a member of the Vietnam Business Forum – VBF for short – which gives its members the chance to communicate on behalf of their respective industries about doing business with the government of Vietnam.

The organization is also a member of the Advisory Council on Administrative Procedure Reform, a participant in the Anti-Corruption Dialogue and is a Honorary Member of the Canada-ASEAN Business Council (CABC), which is a collaboration of Canadian companies and Canadian chambers that operates to complete the goal of enhancing Canadian interest in Vietnam’s business scene as well as the region itself in general. In addition to the regular events surrounding the business topics, CanCham also hosts a wide range of social and educational events (2019). The Canadian Education International (CEI) is also establishing their yearly Educational Fair, which consists of almost 100 education institutions to meet and greet with students or people who are interested in taking the next step of their educational path to a new country. Furthermore, their CSR (Corporate Social Responsibility) has also been a significant part of their public image with tons of events focusing on enhancing the quality of life such as the “Beach Clean Up day” or the “Charity Cycle Adventure” which has been held in Saigon. Also, recreational events like the “GBA Oktoberfest” are both a chance to raise the organization’s reputation as well as creating the opportunities for companies and individuals to communicate in a relaxed manner (2019).

### 1.3. Competitors:

The competitors of the Canadian Chamber of Commerce are, of course, other Associations of different countries. These are most likely the partners of VCCI (Vietnam Chamber of Commerce and Industry) and to name a few, there should be the following organizations:

- The American Chamber of Commerce (AMCHAM VIETNAM)
- The Australian Chamber of Commerce in Vietnam (AUSCHAM VIETNAM)
- The British Business Group Vietnam (BBGV)
- The China Business Association Ho Chi Minh Branch (CBAH)
- The European Chamber of Commerce in Vietnam (EUROCHAM VIETNAM)
- The Japanese Business Association of Ho Chi Minh City (JBAH)

- The Hong Kong Business Association Vietnam (HKBAV)
- The Korean Chamber of Commerce and Industry (KOCHAM VIETNAM)
- The Italian Chamber of Commerce in Vietnam (ICHAM)
- The Indian Business Chamber in Vietnam (INCHAM)
- The Malaysia Business Chamber Vietnam (MBC)
- The Nordic Business Association in Ho Chi Minh City (NORDCHAM VIETNAM)
- The Singapore Business Group Ho Chi Minh City Vietnam (SBG)
- The Thai Business (Vietnam) Association (TBA)

These are the biggest entities that has the same model and functionality as CanCham in Vietnam, which all pursue the main goal of enhancing the business knowledge of the foreign countries toward Vietnam's business scene and vice versa (2019).

## 2. In-depth analysis:

### 2.1. In-depth environment scan & competitors/industry trends:

As stated on the paragraph above, the main competition of the Canadian Chamber of Commerce should be other countries' business associations. The main activities of these organizations tend to be focusing on strengthening and enhancing the knowledge of both the hosted countries toward Vietnam's business trend and educational trend as well as vice versa. Accordingly, the main activities of these organizations include events that give its members a chance to communicate with each other. For example, the Australian Chamber of Commerce in Vietnam hosts a wide variety of events such as "Commonwealth Networking Drinks Night" or the famous "Sundowners" happy hour event which is hosted annually. Also, the yearly Australian Business Awards is also a place where tons of the most potential and well-known business owners come together and honor the worthy representatives in the prior year. Along with these business-oriented events, there are along recreational events such as "Women's Day at Windsor Plaza Hotel" or the Alumni Talk "The Start-up Story: from Pain to Gain". The events is, of course, still focus on creating a chance for the members of the organization to meet and greet, but in a more relaxed manner compare to the formal business meetings (2019).

Additionally, education-oriented events are also established to promote the outstanding students such as Mr. Van Long Nguyen on the special dinner night to honor him as the "Outstanding RMIT Postgraduate Ambassador for 2017" (2017). Another prime example of the same association should be the American Chamber of Commerce in Vietnam. Having a similar role as the said organizations, the AmCham offers a wide variety of social events as well as business events such as the "APCA Business Summit 2019" or the "Power Breakfast to discuss US trade policy in Asia" which aim for the topic of the relationship between president trump and the rising Asian countries, most noticeably China. The event will feature the guest speaker Matthew Goodman who is the senior adviser for Asian economics and holds the William E. Simon Chair in Political Economy at CSIS. Also, there are tons of recreational events for the members of the association such as the AmCham Gala, sports-viewing events, American Independence Day, golf weekends, networking happy hours, and off-site weekends like the famous National Issues Retreat (2019).

## 2.2. In-depth target analysis:

The Canadian Chamber of Commerce in Vietnam focus a fair amount of their activities into promoting the opportunity of developing a strong business bound between the two countries: Vietnam and Canada. Their ultimate goal is to expand the knowledge and among the Vietnamese businessmen as well as people in general about Canada and vice versa. Therefore, loads of community events have been established for its member as a chance for them to do a lot of meet and greet hence creating more business opening. Most of their activities are announced through their official website and it also acts as a mean of invitation for the members to take notice of and participate in the said events. There are a lot of activities each month, which will be publicized ahead of time in order for the members to sort out their personal timetable and arrange a suitable plan to attend them.

In these events, sometimes there will be an announcement about a winner of a business competition, the other time is all about having leisure time in dinners and luncheons. Other than business related get-togethers, they also make sure to cope with their CSR by hosting a wide variety of social events such as golf championships or green day events as a part of their social respond message. Additionally, education also plays a big part of their brand recognition as the CEI center provide free and detailed consultations to students who are looking for a chance of studying abroad in Canada.

## 2.3. In-depth media and communications audit:

There is no doubt the use of internet media plays a big part in the activities of CanCham. The CanCham website and Facebook page are noticeably the main drive of their community. Covering almost all things Canadian to interested people, their official website acts as a mean of providing information such as business news, social events invitation, seminar hosting. By creating contents in all aspects of life, the website and Facebook page have become a go-to place for people to get their daily source of knowledge about Canadian-Vietnam related issues, forming a sense of loyalty to their own brand. The tone of their articles also plays an important part in retaining their public image. Compare to other foreign commerce organizations, CanCham has a friendlier attitude toward their members rather than creating a formal atmosphere. In short, by creating a portal that contains all the needed information for the participants, CanCham has attracted a good number of loyal members which ensure the solidness of their public figure.

#### 2.4. In-depth analysis using listening tools/analytics:

One of the more focused aspects that CanCham take notice of right now in Vietnam is education, which has been shown to be effective by the use of The CEI center. According to statistics, Vietnamese students in Canada grew 89% in 2017, making them the fastest growing market for international education in the country.

Student from Vietnam in the North American country amounted to nearly 15,000 last year, a nearly triple increase from 2015, according figures from the Immigration Refugees and Citizenship Canada, as cited by the Canadian Bureau for International Education.

They now account for 3 percent of international students in Canada, ranking fifth following China (28%), India (25%), South Korea (5%), France (4%), and are as big as the group from the United States (Nga, 2018).

### 3. Insights and recommendations

Looking at the general picture of the market at the moment, we can see that CanCham is gearing towards a correct path of expanding their social image. The effectiveness of their public relation business can easily be seen as the number of students from Vietnam who choose Canada as a place to study abroad has tripled from 2015 to 2017 (Nga, 2018) and is still rising as one of the strongest among peer countries. If I were to make some improvement, there should be some recommendations according to my personal idea:

- Creating a public forum rather than a closed group of members: There are no doubts that creating a forum with only the registered members will filter out undesired guests and create a more personal space for people who actually interested in Canada as a topic, a public forum where non-members can visit and gain knowledge about all things Canadian should help in creating a wider pool of participants.
- Write more engaging articles on Facebook: As of now, we can see that the CanCham Facebook page is merely a place where they announce new events or posting images of meetings. However, they can clearly take advantage of this platform to create more engaging topics such as a question about one current issues or event that is recently famous and have members debate online to create a sense of belonging for those who are constantly monitoring their activities.

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