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Policy and Practice to Build the Next Generation of Women's Entrepreneurship in Vietnam

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Continuity



Change

GOOD FOR THE ECONOMY

- 40 percent of Gross Domestic Product
- 50 percent of employment

GOOD FOR SOCIETY

- Narrowing of gender gap in labor force
- Inspiration to girls and women

GOOD FOR ORGANIZATIONS

- Diverse experience and perspectives
- Improved effectiveness and decline in conflicts

GOOD FOR INDIVIDUALS

- Financial independence
- Increased agency and voice

WOMEN ARE HALF OF THE POPULATION

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**WOMEN SHOULD BE PLACED
AT THE CENTER OF EVERY
POST PANDEMIC RECOVERY
AND DEVELOPMENT EFFORT**

VO THI ANH XUAN
VIETNAM VICE PRESIDENT



2006: GENDER EQUALITY

Article 12: Gender equality in the economy



2017: SUPPORT FOR SMEs

Article 3: Definition of women-owned SMEs
Article 5: Priority for women-owned SMEs and enterprises hiring more female workers

Progress in Legal Framework

for Women's Business & Economic Empowerment

SMEs = Small- and Medium-sized Enterprises

National Initiatives

Project 844: Startup ecosystem in Vietnam

Project 1665: Support students' entrepreneurship

Project 939: Support women's entrepreneurship

27 percent by 2025

30 percent by 2030

NATIONAL STRATEGY ON
GENDER EQUALITY 2021-30

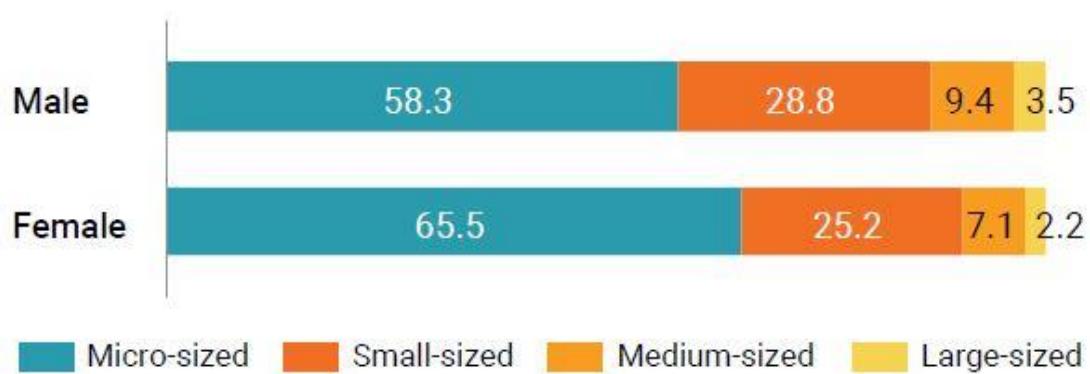
Policies and National Initiatives to Support Women's Entrepreneurship

On the one side



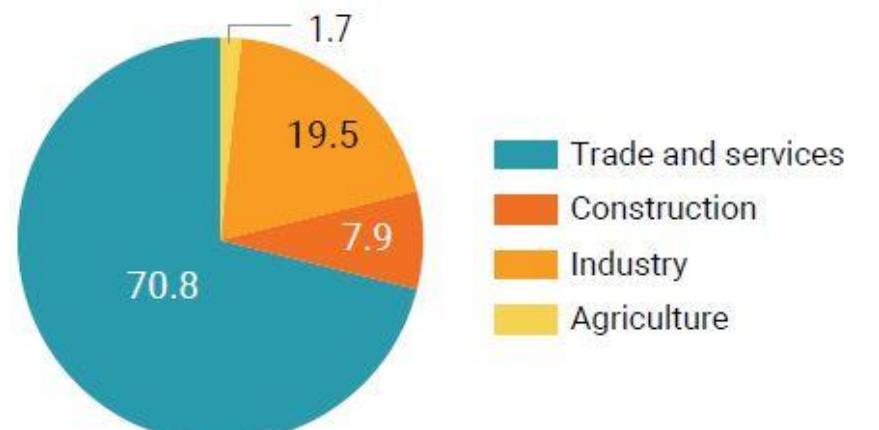
On the other side

FIGURE 1. Percentage of different sized businesses by gender of owner, 2020



Source: Adapted from VCCI 2021.

FIGURE 2. Distribution of women-owned businesses by sector, 2020



Source: Adapted from VCCI 2021.

X2 REVENUE LOSS



50%

SUSPENDED DURING COVID-19

Ranking 44th out of 58 countries

Supporting conditions for
female entrepreneurship

MIWE 2020

NOT GENDER RESPONSIVE

Legislation and policy

NOT DEMAND DRIVEN AND GENDER
RESPONSIVE

Entrepreneurship training program

INSUFFICIENT EVIDENCE

Women's needs for entrepreneurial
capacity building

My Research

- What are the perceived learning needs and interests of Vietnamese women aspiring to be entrepreneurs?
- How do current policies and programs promote or inhibit entrepreneurship capacity building for women?

FUNDING PROVIDED BY THE
UNITED STATES GOVERNMENT



Qualitative Methodology

Interviews with aspiring female entrepreneurs

Interviews with government officials and private sector leaders

Focus group discussion with practicing female entrepreneurs

Review of research and policy documents

ENTREPRENEURIAL CAPABILITIES AS MORE IMPORTANT

Finance
Marketing
Communication
Human Resources

... THAN ENTREPRENEURIAL MINDSET

Innovation
Technology
Risk taking
Problem solving
Leadership

BALANCE OF “FEMININE” AND “MASCULINE” TRAITS

“Sensitivity, prudence,
perfectionism,
softness”

&

“Assertiveness, risk
tolerance, adaptivity,
determination”

INTERNAL CONFLICT

Self-awareness and
self-efficacy

WHAT WOMEN WANT TO LEARN

HOW WOMEN WANT TO LEARN



REAL WORLD CONNECTIONS

Mentoring

Panel talks

Site visits

Peer exchanges



INTENSITY OF INTERACTION

3-12 month

In-person

Hybrid



SINGLE OR MIXED GENDER

Gender dimension

Safe and comfortable

Diverse

What women know and need from current policies and programs

LITTLE INFORMATION

"I have no idea"

LIMITED PREVIOUS TRAINING

Not specifically
designed for
women

FAULTY ASSUMPTIONS, MISTRUST, PERCEIVED BUREAUCRATIC HURDLES

Accessible information
Reduced paperwork
Childcare policies

High-level interviews

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DEFICIENCIES IN POLICY DESIGN AND IMPLEMENTATION

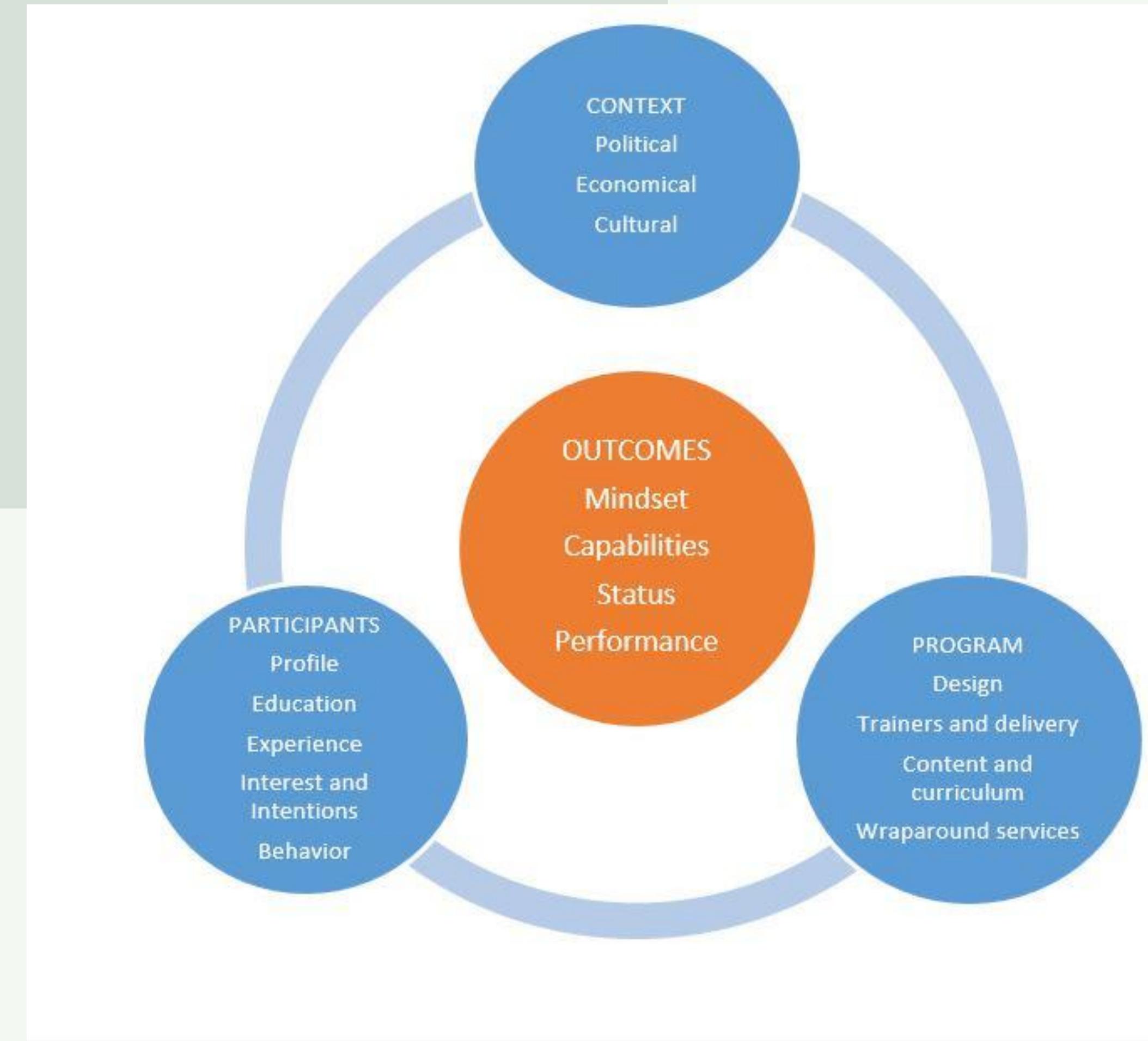
LACK OF

- GENDER-INTEGRATED ENTREPRENEURSHIP POLICIES
- COORDINATION BETWEEN GOVERNMENT AGENCIES
- KNOWLEDGE OF GENDER DIFFERENCES

Recommendations

A 3-pronged approach

Valerio, A., Parton, B., and Robb, A. 2014. Entrepreneurship education and training programs around the world: Dimensions for success. The World Bank.



Create a supportive context for female entrepreneurship

Gender dimensions in
legislation and
policies

A whole of
government
approach

Promotion of
entrepreneurial
culture for women



Understand women entrepreneurs
and design for them

Consider all factors
influencing diverse needs

Identify effects of implicit bias on
participants at the very beginning



Design gender-responsive programs that go beyond learners' immediate needs

BALANCE SHORT-TERM NEEDS AND LONG-TERM GROWTH

CREATE CONTENT AND FORMAT TO NAVIGATE STEREOTYPE THREAT

GUARANTEE REAL-LIFE CONNECTIONS

It is time for
demand-driven and
gender-responsive
policy and practice
to promote female
entrepreneurship in Vietnam

Look forward to continuing
our conversation!

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