



Viet Nam & New Zealand at **50**

—
The next chapter

 Asia New Zealand
Foundation
Te Whaitu Tūhono

 **VIET NAM &
NEW ZEALAND**
50
1975-2025
CELEBRATING 50 YEARS OF DIPLOMATIC RELATIONS

About the author

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Since 2017, Haïke has been based in Ho Chi Minh City, where he founded LightPath Consulting Group, a consulting business supporting international education providers to engage effectively in Viet Nam. In 2021, LightPath was acquired by Acumen, another international education consulting business. Haïke subsequently joined Acumen to spearhead their expansion throughout Southeast Asia.



About the Asia New Zealand Foundation Te Whītau Tūhono

The Asia New Zealand Foundation Te Whītau Tūhono is New Zealand's leading nonpartisan, non-profit authority on Asia. We provide experiences and resources to help New Zealanders build their knowledge, skills, connections and confidence to thrive in Asia. We work in partnership with influential individuals and organisations in New Zealand and Asia to provide high level forums, cultural events, international collaborations, educative programmes and professional development opportunities.

Find out more at www.asianz.org.nz.

About the Asia New Zealand Foundation's research programme

The Asia New Zealand Foundation's research programme commissions studies that support informed public conversations about New Zealand's relationship with Asia. Our aim is to generate research that is useful, relevant and authoritative for our stakeholders and beyond.

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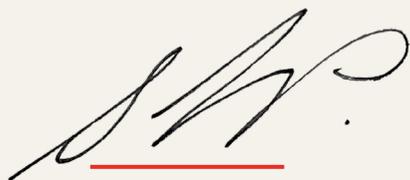
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Introduction

In 2025, New Zealand and Viet Nam celebrate 50 years of formal diplomatic relations. Both governments share the ambition of elevating the relationship to a “Comprehensive Strategic Partnership” — a status that only a handful of countries enjoy with Viet Nam. This partnership reflects the depth of connection that has been forged between the two nations by our businesses, academics, scientists, development experts, students, tourists, artists and diplomats.

The Asia New Zealand Foundation Te Whītau Tūhono commissioned this report, which updates *Viet Nam & New Zealand: Let's Go* published in 2020, to celebrate these connections. The report looks at our history and the people who have brought us together. It explores the opportunities that an energetic and fast-growing Viet Nam offers young New Zealanders, and what New Zealand can offer young Vietnamese eager to explore, learn, or do business. Finally, the report looks to our shared future and the opportunities to work together in the coming decades.



Suzannah Jessep
Chief Executive
Asia New Zealand Foundation
Te Whītau Tūhono

Viet Nam sits at the easternmost edge of Southeast Asia, bordered by China, Laos, Cambodia, and the Pacific Ocean. Viet Nam is now the world's 16th most populous country, with 54 ethnic groups making up a population of 100 million. Viet Nam is an increasingly urban country, with 40 percent of its population now living in the nation's vibrant cities and towns.¹

Colonisation and conflict characterised Viet Nam's experience of the first half of the 20th century before a reunified country emerged in 1975. That year, New Zealand was one of the first nations to establish ties with the new republic.

Viet Nam, like New Zealand, undertook significant economic reform in the 1980s to liberalise its economy and open up to the world. Economic progress has been complemented by social progress. Viet Nam's strong commitment to education has driven social, economic, and technological development. It has transformed from a low to middle-income country and has been a global success story in lifting most of its population out of poverty.²

Modern Viet Nam is a mix of captivating natural beauty, urban dynamism, and national optimism. As cone hats and rice paddies give way to technology unicorns, innovation centres and hi-tech manufacturing, this fast-changing Southeast Asian nation presents many opportunities for New Zealanders.



“As cone hats and rice paddies give way to technology unicorns, megacities and hi-tech manufacturing, Viet Nam presents lots of opportunities for New Zealanders.”

Same same but different

New Zealand and Viet Nam in a snapshot

Country size



New Zealand
268,000
sq km

Viet Nam
331,000
sq km

GDP size 2024 in NZ dollars



New Zealand
\$420B

Viet Nam
\$780B

Literacy 15 years +



New Zealand
99%

Viet Nam
96.1%
(2022)

Beer consumption per capita



New Zealand
60
litres (2021)

Viet Nam
43
litres (2021)

Same same but **different**

New Zealand and Viet Nam in a snapshot

Total population in 2024



New Zealand

5,340,000



Viet Nam

100,770,000

Price for a bowl of pho noodles in NZ dollars



GDP per capita in 2024 in NZ dollars



Population of the largest city



Sources:
GDP and population figures from Statistics NZ and the International Monetary Fund (IMF).
City population figures taken from Infometrics NZ and United Nations (UN) Population estimates.
→





1—

Sapa rice fields.



Building enduring connections

Connections forged through history

Vietnamese patients in Binh Dinh with a member of the New Zealand medical team, circa 1963. Credit: New Zealand Viet Nam Health Trust.
→

Rewind to the early 1960s. Conflict in Viet Nam was intensifying, with a growing human toll, and the United States had begun escalating its military presence. In 1963 New Zealander Dr Michael Shackleton and his small civilian surgical team arrived in Binh Dinh, a small coastal province in Viet Nam, to provide medical assistance. Unrest, uncertainty and confusion were all around. The New Zealanders quickly made a name for themselves for their professionalism and their insistence on treating everyone, regardless of which side of the conflict their patients were on.

The legacy of Shackleton's medical team endures thanks to the ongoing efforts of the New Zealand Viet Nam Health Trust, which continues to support Binh Dinh's health needs today [see *Lifesavers*, page 9].

Close connections between New Zealand and Viet Nam have also been forged through education. Hundreds of Vietnamese students received scholarships to study in New Zealand from 1957 onwards under the Colombo Plan, a Commonwealth initiative to support development in Southeast Asia. Colombo Plan alumni have made a significant contribution to the New Zealand-Viet Nam relationship, serving as informal ambassadors and — for many — investing their time and energy across both countries [see *First contact*, page 11].

Fast forward to 2025 and Viet Nam has changed beyond recognition, yet our historic connections continue to resonate in the present.



Teaching staff in the haematology laboratory at Province Hospital with NZ Haematologist.
→



Lifesavers

The New Zealand Vietnam Health Trust

One of New Zealand's most enduring links with Viet Nam is in healthcare.

In 1963, New Zealand Prime Minister Keith Holyoake agreed to send a civilian surgical team to Binh Dinh, a province in southern Viet Nam.

Led by Dr Michael Shackleton, the New Zealand surgical team set up a unit at Binh Dinh Province Hospital, and provided treatment to anyone who needed medical help — whether civilians or soldiers.

From 1963 to 1975, a large number of Kiwi medical and nursing professionals (as well as support staff such as drivers and mechanics) supported the surgical unit, enabling it to operate under extreme conditions with very rudimentary equipment.

The deep relationships formed between the locals and Kiwis during that time provided the foundation for future work by the New Zealand Red Cross, Volunteer Service Abroad, and, since 1995, the New Zealand Vietnam Health Trust.

More than six decades on, Health Trust volunteers — dedicated Kiwi medical professionals — continue to work in areas such as paediatrics, orthopaedics, nursing education, mental health, and haematology.

“Our approach is to support local medical teams to build their own skills,” says Anne de Bres, chair of the Health Trust. “Standing alongside our Vietnamese colleagues in their facilities, and sharing and problem solving together, is far more powerful than telling.”

The impact has been huge. To take one example, newborn mortality rates in the area have dropped dramatically, from 13 percent of admissions to intensive care in 2005 to just four percent in 2018 and less than 2 percent in 2023.³

The focus is now on inspiring the next generation of Kiwis to take up the baton. In the coming years, de Bres hopes to bring new batches of young medical professionals (and students) to do short term locums in Viet Nam, and also to bring their Vietnamese counterparts to New Zealand.

Three medical teams will spend time in Viet Nam in 2025, as the Trust celebrates 30 years of operations. “In the areas we work, access to healthcare is still limited compared to the big cities in Viet Nam,” says de Bres. “While I hope one day we are redundant, our job is not yet done.”

A 50-year partnership

New Zealand's Prime Minister Christopher Luxon greets Viet Nam's Prime Minister Pham Minh Chinh in March 2024.

→

Connections between New Zealand and Viet Nam have expanded considerably since diplomatic ties were first formally established in 1975.

With a population of over 100 million people, and an average annual economic growth rate of more than six percent over the last 24 years, Viet Nam is attracting serious attention from New Zealand (and many other countries) as one of the world's most dynamic economies. Viet Nam's growth has been strong post-pandemic, shaking off the economic blues that some other countries have faced.

In recent years, young Vietnamese — more connected and mobile than ever before — have been discovering New Zealand through education, films, food and tourism.

Vietnamese students have been attending New Zealand schools and universities in increasing numbers, and becoming 'Ambassadors for Life' like their Colombo Plan predecessors [see *Spotlight on education*, page 35].⁴

The Vietnamese community in New Zealand, now numbering an estimated 15,000, has more than doubled in the past decade.⁵

In the other direction, the number of Kiwis visiting Viet Nam in 2024 exceeded pre-pandemic levels, with more than 40,000 Kiwis enjoying Ho Chi Minh City's bustle, Hanoi's delicious street food, Hoi An's history and Ha Long Bay's stunning beauty.⁶

Viet Nam now ranks fourth-equal for countries in Asia that New Zealanders want to learn more about.⁷



First contact

**Mr Tran Huu Chinh,
Colombo Plan alumni**


Tran Huu Chinh (left)
in Christchurch circa
1967, and today.
→

It didn't take long for Tran Huu Chinh and his fellow students to discover the culinary high points of 1960s New Zealand: fish and chips and Tip Top ice-cream. These quickly became firm favourites for Chinh and his friends, who arrived in New Zealand in 1967 on Colombo Plan scholarships.

The Colombo Plan was established in 1951 and over many years provided scholarships for hundreds of students from Asia, including from Viet Nam, to receive higher education in New Zealand.

Chinh knew nothing about New Zealand when he applied for the scholarship, but the New Zealand Embassy staff (based in Saigon in those days) were friendly and helpful, including with English language study. "But we still couldn't understand a word when we arrived!"

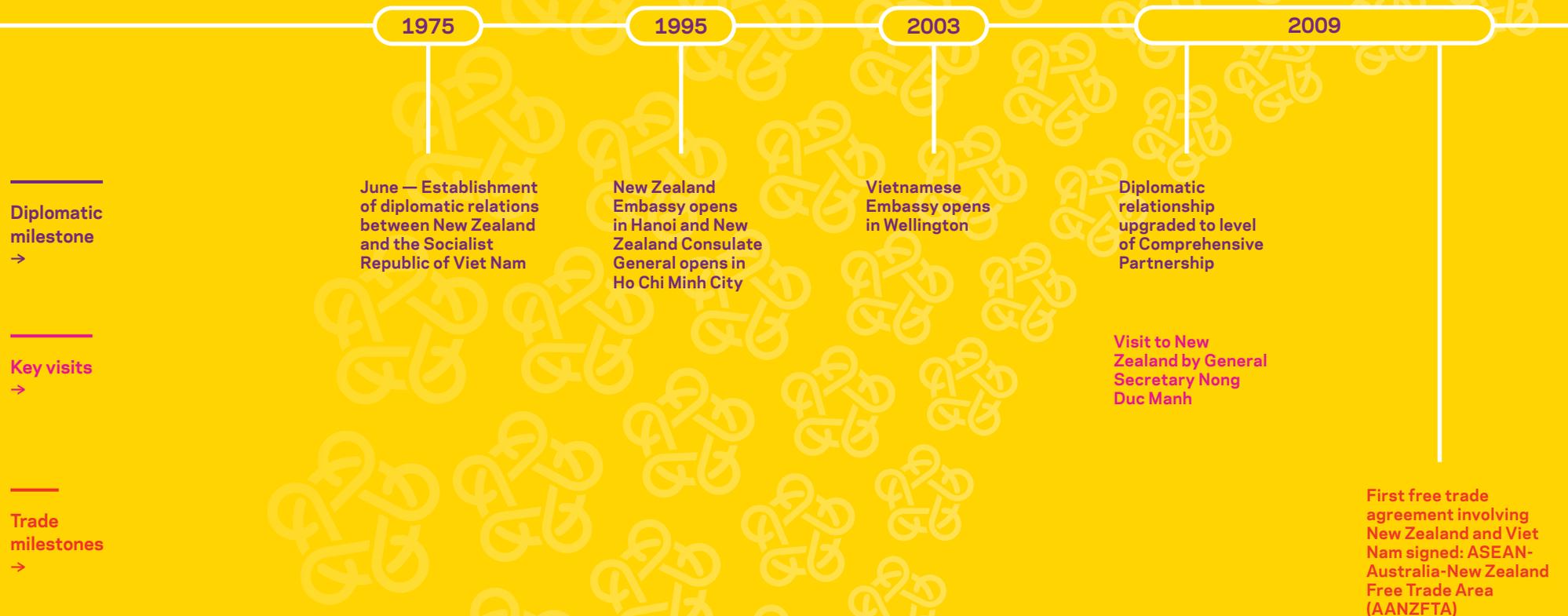
Chinh studied chemical engineering at the University of Canterbury from 1967 to 1971 and returned to Viet Nam confident in the knowledge and skills gained from study in New Zealand. He has subsequently led a successful career in multiple businesses — real estate, seafood and trading.

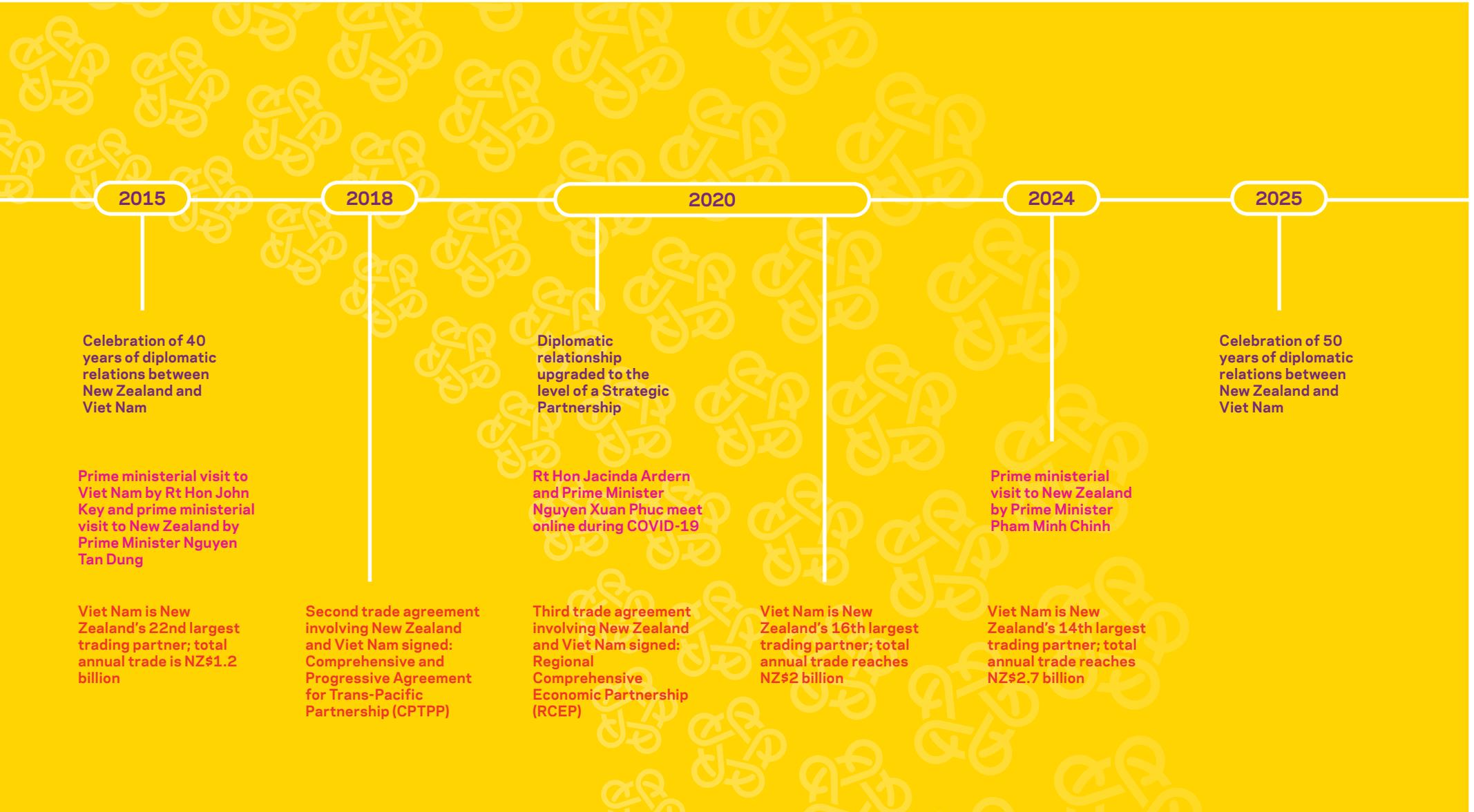
Chinh's connection with New Zealand has remained strong in the 50 years since his life-changing study in Christchurch. He has advised New Zealand companies in Viet Nam and has supported generations of New Zealand Embassy officials. "Now the relationship has become beautiful, and good for both countries."



A timeline

50 years of diplomatic engagement



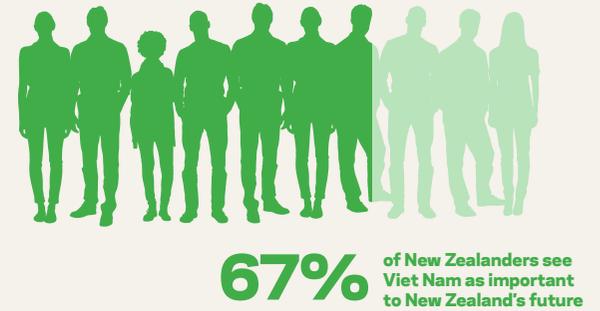


New Zealand -Viet Nam: By the numbers

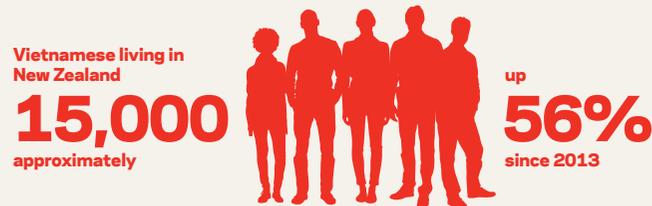
Tourism



Importance for New Zealand's future



Population



New Zealand development assistance to Viet Nam (NZ dollars)



Sources:
 Statistics New Zealand,
 New Zealand Embassy in
 Viet Nam, Education NZ,
 Asia New Zealand
 Foundation, *Perceptions
 of Asia and Asian Peoples*,
 released June 2024.
 →

Education



1,736

Vietnamese students studying in New Zealand in 2023

9th largest

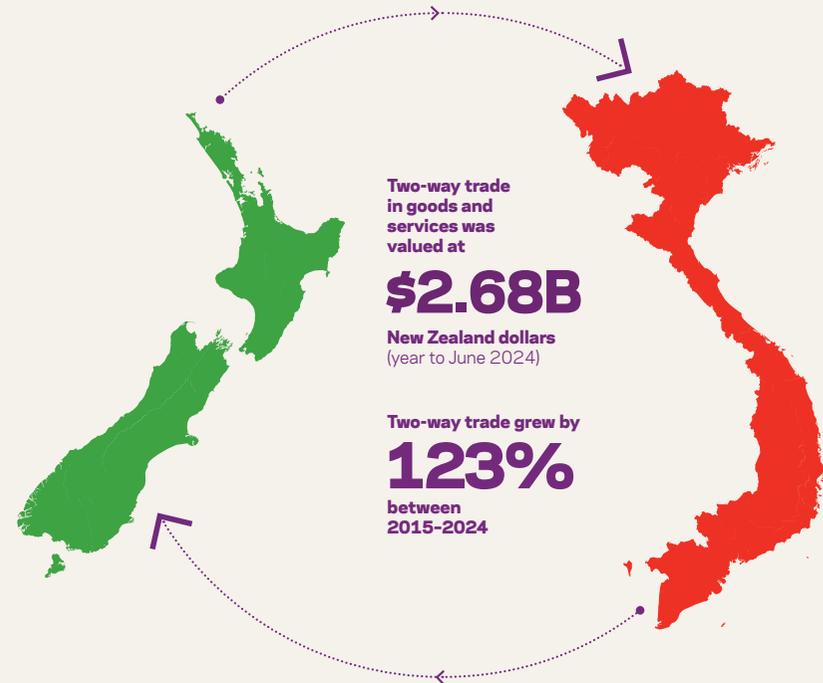
source market for international students in New Zealand

Worth approximately **\$100M**

New Zealand dollars to our economy

Trade

Viet Nam is New Zealand's 14th largest trading partner globally



Trade, development and security

“New Zealand and Viet Nam both want to see a predictable, stable security environment in the region, which is critical to the future prosperity of both countries.”

David Capie,
Director, Centre for
Strategic Studies,
Victoria University
of Wellington

Growing trade is a key focus for both countries. The signing of regional trade agreements has spurred 42 percent growth in trade between New Zealand and Viet Nam over the past five years, with Viet Nam now New Zealand's 14th largest trading partner globally.^{8,9}

New Zealand dairy, apples, kiwifruit and cherries are in demand from Viet Nam's wealthier consumers. Meanwhile, New Zealanders are discovering Vietnamese coffee, shrimp, dragon fruit, furniture, clothing, electronics and smartphones.

“Our high-quality, safe, and nutritious products like dairy and fruit have earned the trust of Vietnamese consumers, especially as health-conscious choices continue to grow in demand. But Viet Nam's focus on growth and innovation presents an ideal environment for new businesses to enter the market, particularly in areas like digitisation, climate mitigation, and agriculture, where Viet Nam is working hard to make significant strides,” explains Scott James, New Zealand's Trade Commissioner based in Ho Chi Minh City.

There is high ambition for further growth, with prime ministers of both countries recently reiterating the goal of lifting trade to US\$3 billion in 2026.

New Zealand's Ambassador to Viet Nam, Caroline Beresford, describes a thriving relationship, highlighting the steady stream of visitors from Viet Nam to New Zealand as a demonstration of the interest in New Zealand and what it can offer. “New Zealand will always be an important source of high quality safe and sustainable food for Viet Nam, so there's a natural future in that, just as there is for our education connections. But where we have real potential growth is in trade in services delivered via digital platforms.”

“Our development work has also been a significant strand of the relationship. We have focused on sharing our know-how in areas where we have real strengths, for example in agritech and food safety, disaster risk management, and in education,” says Beresford.

Larger powers like the US, China, and Russia recognise Viet Nam's growing economic importance and are deepening their relationships with Hanoi. This also reflects the country's growing influence in regional security.

Viet Nam and New Zealand are working together on defence and security, including in peacekeeping and maritime cooperation. A visible demonstration of this cooperation is regular visits by the Royal New Zealand Navy to Viet Nam, most recently by the HMNZS Te Mana and HMNZS Aotearoa in late 2023.

What do we trade?

Exported from New Zealand to Viet Nam

Year to June 2024

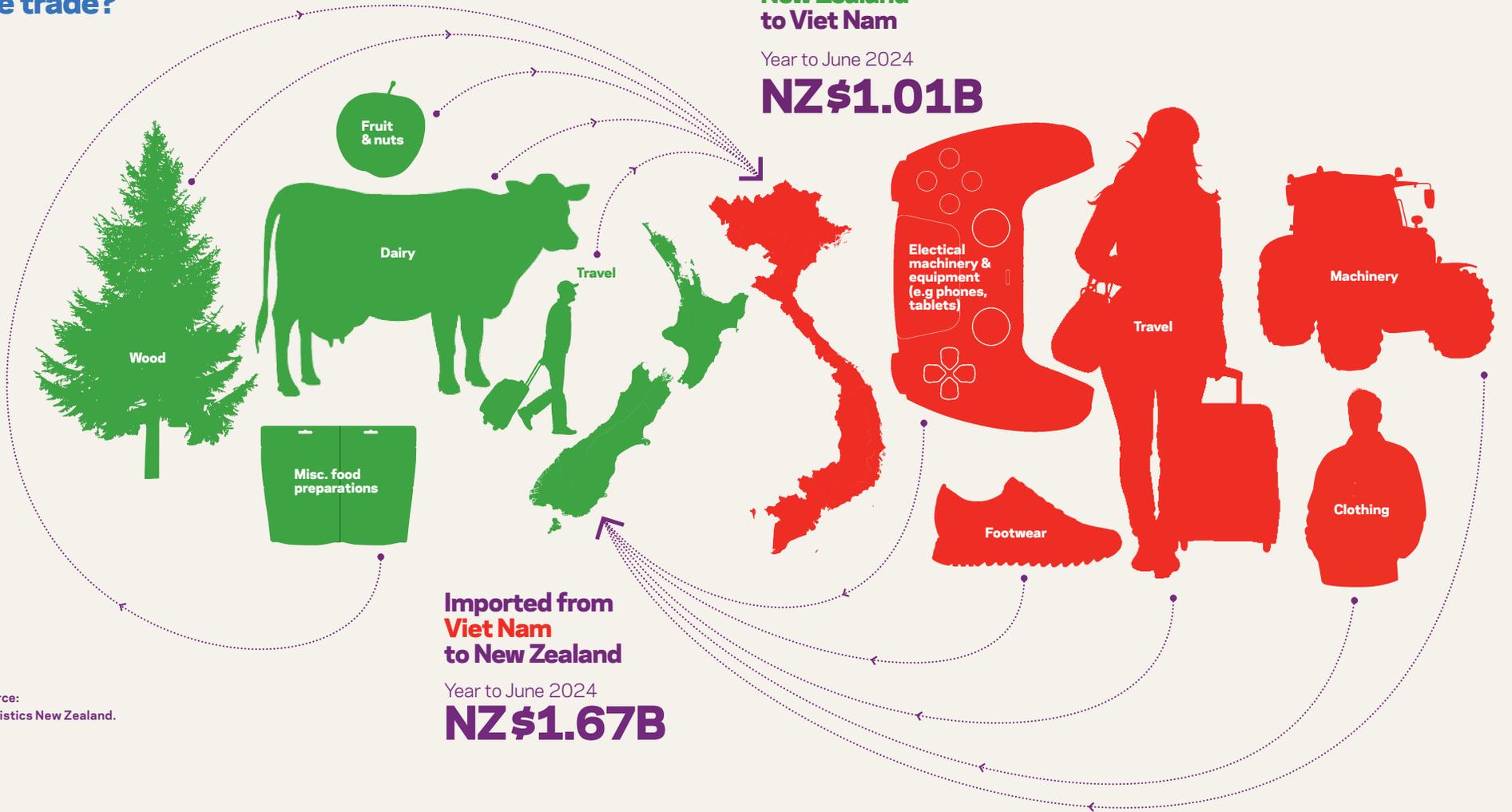
NZ\$1.01B

Imported from Viet Nam to New Zealand

Year to June 2024

NZ\$1.67B

Source: Statistics New Zealand.
→



Helping the dragon fly

Plant & Food Research

Drive through parts of southern Viet Nam at night, and you'll see otherworldly scenes of row upon row of large truffid-like plants, being grown under floodlights. Dragon fruit is an extraordinary plant, producing extraordinary fruit. And New Zealand scientists from Plant & Food Research have been working with Viet Nam to make it even more extraordinary.

Funded over the past decade through the New Zealand government's development programme with Viet Nam, the Plant & Food Research team have been working with Vietnamese partners to improve the taste of dragon fruit, as well as improve production and commercialisation models. New Zealand's assistance is based on its own success with kiwifruit, apples and blueberries.

Dragon fruit is a cactus originating from central America and introduced by the French into Viet Nam more than a century ago. But it's become an iconic national fruit, a Vietnamese version of kiwifruit.

The goal is to take dragon fruit global. In 2024, Viet Nam exported an estimated NZ\$1 billion worth of dragon fruit, making it the world's largest exporter and producer of the product.¹⁰ These days you can find dragon fruit on New Zealand supermarket shelves. But the industry is vulnerable to disease and competition.

Plant & Food Research's project is starting to bear fruit: three new varieties with an enhanced flavour profile are currently being commercialised on a licensing and controlled production model, like that used for the well-known Jazz™ and Envy™ brands of apples.

This will generate downstream royalty revenues for Plant & Food Research as well as their local partners. Vietnamese farmers meanwhile are benefiting from the work done to enhance disease resistance and improve post-harvest processes, which is essential for cracking open new international markets.

Building on this success, in 2024, New Zealand announced a new five year, NZ\$6.24 million project to develop passionfruit in Viet Nam. Plant & Food Research will work with Vietnamese research counterparts, small farmers, as well as a Vietnamese commercial partner on the "VietFruit" project.

"Benefits include increased incomes for smallholder farmers, distributors and exporters, improved fruit quality and more efficient growing and postharvest practices. Overall, the project will achieve a real lift in environmental and economic sustainability for Viet Nam's passionfruit sector. It will be a high-value export for Viet Nam," says Dr Suzie Newman, Plant & Food Research's Director for International Development.

The success of Plant & Food Research's engagement in Viet Nam is down to the strong, long-term relationships built between the New Zealand team and their Vietnamese partners. "These are genuine partnerships, built over 20 years," says Dr Newman. "And we see lots of opportunities to share our expertise in future, to deliver mutually beneficial commercial outcomes for both countries."



Vinamilk's CEO
Madam Mai Kieu
Lien with Miraka
kaumātua Eru
George in 2011.
→



Trading places

Miraka and Vinamilk

Vinamilk is a household name in Viet Nam. More than that, the Viet Nam-owned dairy and beverages giant is regularly ranked as one of Viet Nam's top brands.

Vinamilk has also been at the forefront of the next phase of Viet Nam's international integration: outward Vietnamese investment. In 2010, Vinamilk made its first ever foreign direct investment offshore. It chose Māori-owned company, Miraka, based in Taupo, acquiring a minority share in the company.

Miraka produces a range of ingredients (such as milk powders) and consumer packaged products (such as long-life milk) for various global brands and has a strong export focus.

Aside from providing initial capital, the 15-year relationship has enabled Miraka to build its export business with Viet Nam by selling ingredients (milk powders) to Vinamilk.

Karl Gradon, Miraka's CEO, highlights another key benefit of the relationship: knowledge sharing with Vinamilk. "New Zealand is great at food, but we don't have all the answers. One of the things I most value in our relationship with Vinamilk is what are learning together in product innovation, on-farm practices and how to improve our sustainability indicators. For example, our quality manager has recently been to Vinamilk to understand how they achieve their leading food quality standards. It is a two-way street for knowledge sharing."

As a Māori-owned business, Gradon believes that the cultural focus on relationships resonates strongly in Viet Nam. "We take an inter-generational approach to business," says Gradon. "Vietnamese also place a lot of value on long term relationships, so there's a great cultural fit. It's easy for us to have a kōrero with them when we visit Saigon; they respond strongly to our authentic story."

Gradon is a long-time fan of Viet Nam and thinks more Kiwi businesses should take a look at the market: "Viet Nam is growing in front of our eyes — and growth provides opportunity. The Vietnamese are great people to deal with, and the food is fabulous!"





2—

Globally connected Viet Nam

Crossing the road on
a Saturday night in
Ho Chi Minh City.
←

A country on the move

Viet Nam is currently the fastest growing economy in Southeast Asia, with gross domestic product (GDP) growth of seven percent in 2024.

By 2050, Viet Nam is forecast to be one of the world's top 20 economies, larger than Malaysia, Thailand and the Netherlands.¹¹

Optimism, dynamism and scale are what the world sees in Viet Nam, which remains a favoured destination for foreign direct investment. Indeed, Viet Nam is forecast to register some of the fastest growth in per capita income in the world over the next 10 years.¹²

Economic progress is being felt at street level, with more wealth and disposable income evident. When Japanese clothing retailer Uniqlo opened its first Viet Nam store in downtown Ho Chi Minh City in December 2019, it couldn't have imagined the response from Viet Nam's consumers. In scenes reminiscent of an Apple store when a new iPhone is released, crowds of young Vietnamese lined up overnight to be first in the new store. In the days that followed, people queued for an hour or more to get in the doors. Five years on, Uniqlo now has 25 stores, with further expansion planned in new provinces and cities across Viet Nam.

Viet Nam's international connectivity is growing too; by some measures Viet Nam is now the most globalised economy in modern history.¹³ The country has negotiated a raft of free trade agreements with partners from across the globe and is becoming a global hub for manufacturing and services.

Viet Nam is one of the most digitally connected countries in the region, with some of the best digital infrastructure in Asia and a digital economy estimated to be growing at 20 percent each year.¹⁴ At street level, some food vendors now only accept digital payments for their noodles!

Viet Nam is becoming an incubator for aspiring tech talent and start-ups, with a vibrant e-commerce and hospitality scene. Ever improving English skills, coupled with the digital infrastructure to support global clients through digital services mean Viet Nam's economy is, more than ever, globally connected.

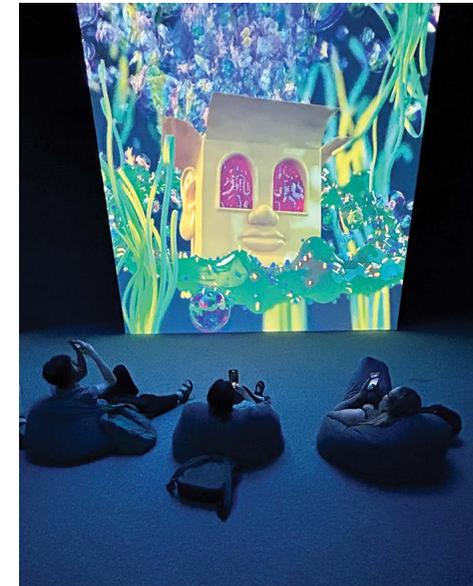
A country on the move, continued

“Over the next 10 years, Viet Nam is forecast to register some of the fastest growth in per capita income in the world.”

Viet Nam’s art sector, too, is undergoing rapid transformation. Artists are blending traditional practices including silk painting and lacquerware with contemporary innovations such as interactive digital projection technology. This ambition is being driven not just by the public institutions but also by private collectors who are investing strongly in publicly accessible art museums. Viet Nam’s rapidly developing art market is now being taken seriously, with auction house Sotheby’s first Viet Nam exhibition taking place in 2022.

These developments align with New Zealand’s own efforts to elevate the arts on a global stage. The relationship between New Zealand and Viet Nam’s arts sectors is poised to deliver lasting benefits, thanks to initiatives like the Asia New Zealand Foundation’s 2024 Emerging Arts Curators Tour. A delegation of six emerging New Zealand curators explored Viet Nam’s vibrant arts community and this has set the stage for meaningful collaboration and exchange. Co-curated exhibitions, artist exchanges, and joint residencies, enriching the creative practices of both nations are already being planned for 2025. The experience also underscored opportunities for knowledge sharing, particularly in areas like private investment models and integrating historical narratives into contemporary art.

As the Foundation’s Director Arts Craig Cooper points out, “This growing partnership not only enriches the arts but also contributes to deeper understanding and goodwill between the two nations, showing the enduring value of cultural exchange.”



A hub for global business

“ Viet Nam’s smartphone exports in 2024 were almost five times the size of New Zealand’s dairy exports, our biggest trade item.”

These days, if you own a Samsung smartphone or AirPods, the chances are that they were made in Viet Nam. South Korean electronics giant Samsung is one of the most recognised major investors in Viet Nam. To date, the company has channelled a cumulative NZ\$37 billion of investment into the country.¹⁵ In 2023, Samsung exported NZ\$93 billion dollars’ worth of smartphones and electronics, making it Viet Nam’s largest single exporter.¹⁶

Viet Nam is now the second largest exporter of smartphones globally, second only to China.¹⁷ Viet Nam’s smartphone exports in 2024 were almost five times the size of New Zealand’s dairy exports — our biggest goods export category.

Viet Nam’s economic dynamism is drawing in billions of dollars of foreign investment — particularly from Asia — into sectors such as manufacturing, retail, real estate and energy. Japan and South Korea are major investors, with Singapore and Hong Kong also making big contributions. Japanese investors rank Viet Nam as one of their top investment destinations: a 2024 survey indicated that 57 percent of Japanese companies planned to expand their operations in Viet Nam within the next one-to-two years.¹⁸

Koreans meanwhile are flocking to Viet Nam to take advantage of the business opportunities: more than 175,000 Koreans now call Viet Nam home. This is more than the number of Koreans residing across all other Southeast Asian countries combined.¹⁹



“Our customers get New Zealand values and service alongside lower costs and high-quality production from our Viet Nam factory — that’s great synergy.”

**Andrea Young,
Global Safewear**

Pam & Andrea in
Factory in Cu Chi.



High visibility

The Global Safewear story

The next time you drive past a person holding the Stop/Go sign on the road, take a closer look at their high vis clothing. Chances are it was made in Viet Nam, in a factory operated by a proud New Zealand company, Global Safewear.

Global Safewear’s Viet Nam story is a 30-year story of perseverance and adaptability.

In 1996, Pam Brewer, Andrea Young and Kean Phu were encouraged to consider shifting some of their fast fashion manufacturing from New Zealand to Viet Nam. At that time, most apparel manufacturing was shifting to China, but they “had a feeling” that Viet Nam could be a good option.

Viet Nam in 1996 certainly ticked the box when it came to lower cost, but it also came with its own challenges. For example, there were no domestic suppliers of many key inputs — such as buttons, zips, threads, eyelets — so these had to be imported from New Zealand. There were communication challenges too: “We received great training on how to be flexible,” recalls Andrea.

Over the next few years, as margins on fast fashion continued to decline, Pam, Andrea and Kean shifted their focus onto specialised safety and industrial wear — think sturdy overalls for factory workers, construction and mine workers, waterproof clothing for fishermen or high visibility clothing for road construction crews. They quickly built up a solid client base in New Zealand and then Australia.



Quality control and compliance with safety wear standards is paramount, particularly for international clients. With this in mind, in 2007 the Global Safewear team decided to set up their own company in Viet Nam to better control their supply chain.

Fast forward 18 years and Global Safewear is now successfully exporting to 10 countries around the world, with more opportunities in the pipeline. Viet Nam is now a well-known and popular manufacturing base, with many major global brands — Nike, Adidas, Under Armor, Uniqlo — producing under contract in Viet Nam.

The key to their success? “Having the right people on the ground, and the right relationships is critical,” says Pam. Global Safewear now employs around 100 staff in Viet Nam, with many of them long term, loyal employees of the company.

Thirty years on, Pam, Andrea and Kean are confident that Global Safewear, with its combination of Viet Nam’s cost-effective production base and Kiwi values, is set up well to expand into international markets.

It’s a low visibility Kiwi success story conquering a high visibility world.

Turntables & Turbines

Giles Cooper



Giles Cooper at the turntables. →

If you're looking for a heady mix of modern and retro Hanoi, Standing Bar may be the place for you. Founded by Kiwi Giles Cooper, long time resident of Hanoi, here you can sip some of the best craft beer in the city while listening to young Vietnamese DJs mix their beats on vintage vinyl turntables.

It's a far cry from the Hanoi Giles recalls upon his arrival in 1999: "I got picked up by my friend on this old Soviet motorbike [a Minsk]; there were almost no private cars and only one traffic light in the city when I first arrived. But there was so much heat and noise! It was like a different planet, coming from New Zealand."

Twenty-five years on, Hanoi has changed out of sight: today's Hanoi is a city of almost 10 million people with a rapidly evolving skyline and nascent metro system.

Like many visitors to Viet Nam, Giles never left.

Giles' day job these days is managing partner at Allens, an international law firm. He specialises in the energy sector, particularly renewable energy, advising international developers and investors on opportunities in Viet Nam. Giles has also advised the Vietnamese government in recent years on renewable energy regulation.

Viet Nam's energy generation needs are expected to double by the end of this decade, reflecting the rapid growth of the economy. At the same time, in 2021 Viet Nam's prime minister committed Viet Nam to a net zero target by 2050. Ensuring energy security while addressing climate change concerns is tricky.

In July 2024, Viet Nam approved a policy which for the first time enables private companies to buy and sell renewable energy directly — a potential game changer for the renewable energy sector.²⁰

Growth of renewable energy supply is critical if Viet Nam wants major international corporates like Adidas, Nike, Apple and Lego to manufacture in Viet Nam, reflecting the greening of global supply chains.

Giles predicts Viet Nam will see dramatic growth in renewables in the coming years as policies become clearer and as solar and wind production costs drop. This will give consumers in Viet Nam freedom to choose in the future how they power their homes and motorbikes. And their vintage vinyl turntables.

“Corporates like Lego and Apple need to respond to the environmental concerns of their customers, which means they are looking for renewable energy to power their factories in countries like Viet Nam.”

Giles Cooper

Viet Nam on the world stage

World leaders at
APEC 2017.
→

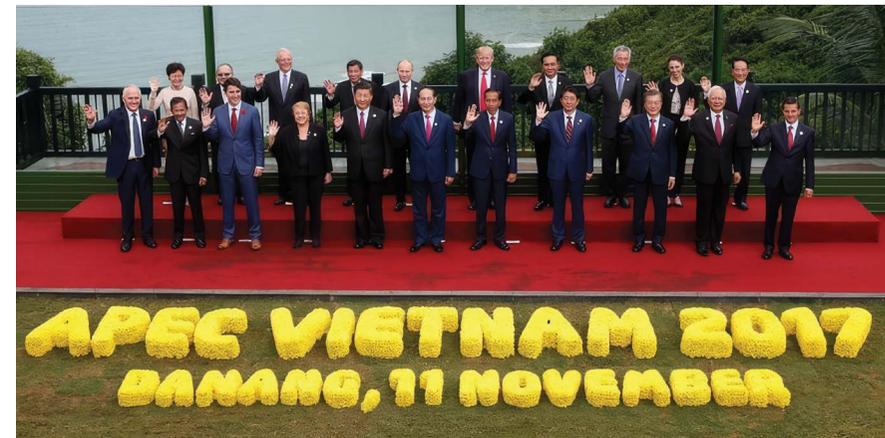
While Viet Nam's "tiger economy" rightly attracts a lot of attention, the story doesn't end there. In recent years Viet Nam has become an increasingly confident regional and global player. At a time when some countries have turned inward, it continues to embrace international and regional cooperation, encouraging nations to keep their economies open.

In recent years, Viet Nam has contributed to United Nations (UN) Peacekeeping missions and has served as a non-permanent member of the UN Security Council.

At the regional level, Viet Nam has twice hosted the Asia-Pacific Economic Cooperation (APEC) forum, one of the most important regional inter-governmental organisations,²¹ and acted as a regional trouble-shooter — famously hosting talks in Hanoi between the United States and North Korea.

Viet Nam's historic, political and cultural ties with China are an important part of the regional picture. So too are the differences between China, Viet Nam and other Southeast Asian countries over territorial claims in the South China Sea. Effective management of these security tensions is critical to the region's peace and security.

New Zealand's trade, education, political and security interests in Southeast Asia also depend on a stable and peaceful regional environment. Emerging powers such as Viet Nam will become increasingly influential in ensuring that stability and security are maintained.







3—

Ba Son Bridge,
Ho Chi Minh City.
←

New horizons

A flourishing relationship

“ Viet Nam has a highly tech savvy and relatively young population with an appetite for innovative services and platforms. So for me, digital trade and digital connectivity are exciting for the future of our relationship.”

**Caroline Beresford,
New Zealand
Ambassador
to Viet Nam**

In July 2020, the prime ministers of New Zealand and Viet Nam took the important step of announcing a “Strategic Partnership” — a diplomatic ‘upgrade’ in the relationship.²²

New Zealand Ambassador Caroline Beresford notes the importance of New Zealand committing ‘comprehensively’ to all aspects of the relationship with Viet Nam, beyond direct connections such as trade and education. “Both countries depend on regional cooperation and international rules for peace and stability in our neighborhood; we need to work with countries like Viet Nam to maintain and strengthen these rules.”

Viet Nam’s Ambassador to New Zealand, Nguyen Van Trung, sees untapped potential in the relationship, which justifies the diplomatic elevation of ties. While education and trade are foundational stones in the relationship, there is scope to grow beyond these traditional areas of cooperation. “We also want to execute a future looking agenda with New Zealand: digital transformation, the blue economy [such as fisheries management], energy transitions, high tech agriculture are all critical to Viet Nam’s future and these are areas where we can work together.”



Ambassador
Beresford meeting
Vietnamese Prime
Minister Chinh.

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Glimpsing the future

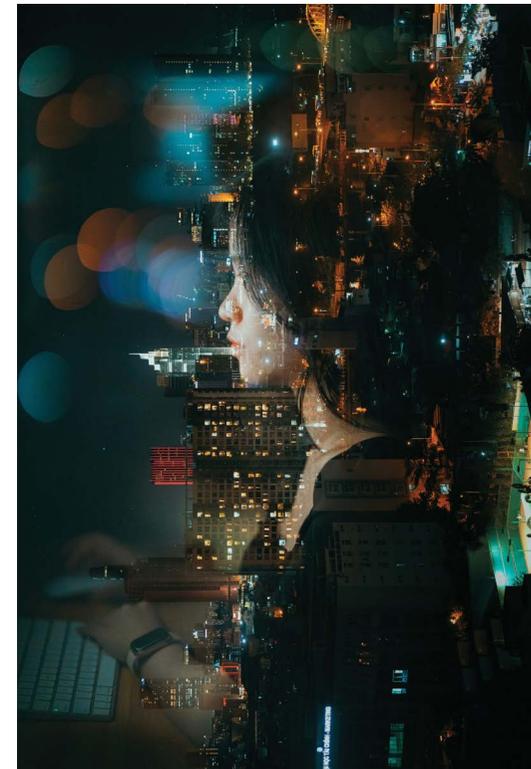
“ Viet Nam’s numerous growth drivers — including a young workforce, strategic geographic location, and favourable trade policies — position it as the next Asian Tiger, following in the footsteps of South Korea and Taiwan.”

Brook Taylor,
Author of *Viet Nam:
Asia’s Rising Star*

In the past decade, Viet Nam has jumped eight places in the rankings of New Zealand’s top trading partners, from 22nd in 2013 to 14th in 2024, with current two-way trade approaching NZ\$3 billion per year.^{23, 24}

As Viet Nam becomes a larger and more globally dominant manufacturer, demand for New Zealand’s raw materials such as timber, fibre, ingredients and unprocessed foods will continue to increase — first for processing and then for re-export to the world.

And as New Zealand businesses become more familiar with the opportunities in Viet Nam, and Vietnamese get to know New Zealand better, trade ties look set to expand further. Based on recent growth, by 2035 two-way trade could hit NZ\$5 billion a year.²⁵



Views from New Zealand and Viet Nam

“New Zealand should aspire to be a “quality partner” for Viet Nam as it transitions to an environmentally sustainable economic growth model.”

Madame Ton Nu Thi speaking at the NZ-ASEAN 40th Anniversary Awards in 2015.

Madame Ton Nu Thi Ninh speaking at NZ ASEAN 40 awards 2015.

→

We asked one prominent Kiwi in Viet Nam, Warrick Cleine, and one prominent Vietnamese citizen, Madame Ton Nu Thi Ninh, about their views on the future directions of the relationship.

As the Chair of the New Zealand Chamber of Commerce in Viet Nam, Warrick Cleine notes, “The China+1 trend is set to continue with more investment and manufacturing capacity shifting from China to Viet Nam — which will change New Zealand’s relationships with both countries.” [see *View from the top*, page 33].

Madame Ton Nu Thi Ninh is the former Vice Chair of the Foreign Affairs Committee at Viet Nam’s National Assembly, and now President of the Ho Chi Minh City Peace and Development Foundation (HPDF). In 2015, she was recognised by the New Zealand government for her contribution to the New Zealand-Viet Nam relationship. Madame Ninh believes that cooperation on regional peace and security will be one of the defining features of the future relationship: “New Zealand and Viet Nam share a natural inclination towards a peaceful and cooperative regional environment. Given the complex realities of the region, the importance of this common ground should not be underestimated.”

Madame Ninh also sees significant potential for New Zealand to be a “quality partner” for Viet Nam as it transitions to an environmentally sustainable economic growth model. “This is a key strategy for Viet Nam — green growth will underpin our future prosperity.”

Finally, Madame Ninh expects that Viet Nam will increasingly turn its attention to nation branding, which draws on the core of Viet Nam’s national identity. This is another area where New Zealand’s experience may have real value to Viet Nam in the future.

In whatever way that brand is expressed, Viet Nam in 2025 is a confident, increasingly sophisticated and rapidly changing country, and its impact on New Zealand and the region will only continue to grow.



View from the top

Warrick Cleine, KPMG Viet Nam and New Zealand Chamber of Commerce



We asked Warrick Cleine, Chair of New Zealand Chamber of Commerce in Viet Nam and Chairman of KPMG Viet Nam, how he sees the country's future and future opportunities for New Zealand.

What changes have you seen in Viet Nam during your time here?

I first arrived in 1997 — it was a different world then. Ho Chi Minh City was transitioning to a post-conflict city — anyone in their 30s or 40s had been through the war. The foreign population was very small. The city was also a lot smaller, around four million people [compared to the almost 10 million today]. Twenty-five years on, it's a very different city, it's much more international.

Why does Viet Nam matter to New Zealand and how do you see Viet Nam becoming more relevant for the country in future?

New Zealand is on Asia's doorstep and that's where the economic future lies — this is the Asian Century. But Asia is many different stories — and even within the 11 countries of Southeast Asia there are big differences. As well as a growing demand for New Zealand products and services, Viet Nam is also playing an increasingly important role in maintaining regional stability and security.

Maintaining peace is essential for trade and economic ties to grow, so New Zealand should work hard in its relationship with Viet Nam to support efforts to protect peace and security in the region.

What are the key economic and investment opportunities for New Zealand in Viet Nam in the future?

I think we're going to see an amplification of existing ties. Viet Nam will be a good market for New Zealand consumer products, good for education services. If you look at the last five years and post-pandemic, Viet Nam is consistently outperforming other economies in the region, which means a disproportionately greater opportunity for New Zealand here in future. The China+1 trend is set to continue with more investment and manufacturing capacity shifting from China to Viet Nam — which will change New Zealand's relationships with both countries.

The challenge is for New Zealand exporters to "step up" and take the opportunity in front of them. Our exporters will need to do their homework and build market specific knowledge to trade with the likes of Viet Nam. They will need to be clear on their channel to market and articulate why a Vietnamese consumer should buy their product.

What do you think Viet Nam will look like in 2035?

The country will be richer, more important, and ever more relevant in global supply chains; it will be higher up the value chain, meaning it will be making more and more sophisticated things and delivering high value services. It is also 10 years away from an inflection point on demographics and dealing with an ageing population. This means big changes in financial products such as savings, pensions and insurance, massive growth in private healthcare, and the development of some sort of welfare state.

Warrick Cleine.



From Silicon Valley to Saigon



Mitchell Pham believes the tech sector will play a big role in the New Zealand-Viet Nam relationship.

↑

A 2024 joint report by Google, Temasek and Bain & Co highlights the rapid growth of digital economies across Southeast Asia, and Viet Nam is no exception.²⁶ The report notes Viet Nam is rapidly going cashless and describes it as a “hotbed for innovation” in the mobile gaming sector. As of October 2024, Viet Nam was home to eight tech unicorns (start-ups valued at US\$1 billion or more), up from just two unicorns in 2019.²⁷

Mitchell Pham, a proud Vietnamese-Kiwi technology entrepreneur, member of the APEC Digital Trust Advisory, and former chair of the Digital Council for Aotearoa New Zealand as well as NZTech, believes tech will be a big part of Viet Nam’s future as well as for the New Zealand-Viet Nam relationship. Pham describes Viet Nam’s technology ecosystem as “inherently international by nature, whereas New Zealand’s is more homegrown.” In the past five years, large Vietnamese corporates have started investing in the region and beyond — and are looking for innovation and IP from places like New Zealand to drive expansion.

The New Zealand tech sector is also growing strongly and is now the third largest export earner for New Zealand after dairy and tourism.²⁸ Pham argues that New Zealand tech companies should be increasingly orienting their products and services to the Asian markets, and Viet Nam offers a great base: “The closer to the market you innovate, the better your product is going to be. The real opportunity is to collaborate in Asia, and to customise to Asian markets.”

Viet Nam has emerged as an offshore development and operations hub, due to cost advantages, and a talented tech workforce with rapidly improving English language capabilities. Massive improvements in online collaboration tools and acceptance of remote working are also driving this trend. The National Australia Bank has established one of its two global innovation centres in Viet Nam, employing hundreds of software developers, data scientists, digital designers, software engineers, and data analysts to support their global operations.

New Zealand’s secret weapon for connecting to Viet Nam in the future? A small but rapidly growing pool of talented Vietnamese tech professionals in New Zealand, offering a direct and powerful connection back to the tech sector in Viet Nam.

Pham’s top tips for Kiwi tech firms considering Viet Nam are:

- Visit the market to build confidence and open up mindsets.
- Collaborate with New Zealand or foreign companies with existing in-market capabilities.
- Prepare existing staff for the journey so they see opportunity rather than threat.

“We have a great opportunity to co-create and build new solutions together for global markets,” says Pham. “It’s less about how big we are, but how big we think.”

Spotlight on education

“We also need to bring our programmes to Viet Nam, so Vietnamese students can begin their journey for a New Zealand degree in Viet Nam.”

Brett Berquist, Assistant Vice Chancellor (Engagement), University of Canterbury

New international students (including Vietnamese students) at University of Canterbury orientation day, 2024.

→

As the legacy Colombo Plan scholarship demonstrates, education is a powerful conduit for connecting the two countries. New Zealand continues to welcome students from Viet Nam to attend its schools and universities. Vietnamese students return with goodwill towards New Zealand, leading to new business and social connections between the two countries.

There is also a major economic benefit: Viet Nam is one of New Zealand's most important sources of international students, with Vietnamese students contributing almost NZ\$100 million per year through studying in and exploring New Zealand.

International education was hit hard by the pandemic, as students from Viet Nam and elsewhere were unable to travel to New Zealand. Since 2023, however, the number of Vietnamese students enrolled at New Zealand universities has bounced back and now exceeds the record levels of 2019.

New Zealand education institutions — led by the university sector — have also started to explore deeper education partnerships in Viet Nam, including the delivery of degree programmes partly or fully in Viet Nam. While Victoria University of Wellington and Auckland University of Technology (AUT) have pioneered this effort, other New Zealand universities are also actively engaged. For example, Waikato University now offers full Bachelor of Business degrees with majors in Digital Business or Supply Chain Management, in partnership with the National Economics University in Hanoi.

The University of Canterbury is also increasingly active in Viet Nam. “When you look at Southeast Asia, Viet Nam stands out,” says Brett Berquist, Assistant Vice Chancellor (Engagement). “Not only do large numbers of Vietnamese students go abroad for study, they are also high quality, disciplined students.”

The economic growth and young population of Viet Nam offer many areas for collaboration. New Zealand universities are exploring research and collaborative delivery of degree programmes, where students can begin their journey to a New Zealand degree while still in Viet Nam.



Connecting cultures

Hoa Pham

Hoa Pham & Kerry Duncan at Paparangi Kindergarten in Wellington.

→

From 2017 to 2021, Hoa Pham pursued her PhD in Early Childhood Education at the University of Auckland supported by a scholarship from the Vietnamese government and the Marie Clay Literacy Trust Association of New Zealand. Her top ranked thesis was about young Vietnamese children's identities through the stories they tell.

Now back in Viet Nam, Hoa is a lecturer at Hanoi National University of Education and has also opened a New Zealand-inspired kindergarten with two campuses in Hanoi. We asked Hoa about her experience in New Zealand and the connections she has made.

What did you particularly enjoy about your time in New Zealand?

Firstly, the stunning beaches, refreshing winds, and majestic mountains are amazing. My son often says that his childhood in Auckland was the best time of his life, surrounded by such lovely nature.

The second thing is the kindness I experienced from my PhD friends on campus, my supervisors, and the people I met throughout my journey in New Zealand. They all reminded me of the importance of "paying it forward."

What do you see as the essence of a New Zealand education?

The first is the focus on wellbeing. Kiwis place great importance on work-life balance. My university and supervisors paid close attention to my wellbeing, particularly my mental health during the COVID-19 pandemic when I was separated from my family in Viet Nam. Wellbeing is also a central learning strand in New Zealand's Early Childhood Curriculum, Te Whāriki.

The second key characteristic is the emphasis on encouraging critical thinking. For example, I've learnt to interconnect global ideas of childhood with Vietnamese indigenous values of children to make my case.



Connecting cultures, continued

Ako Kindergarten
in Hanoi.
→

Tell us about the New Zealand kindergartens you have set up in Viet Nam.

Ako Kindergarten is first early childhood education centre in Viet Nam following the New Zealand early childhood education curriculum. Ako means “children as teachers, and teachers as learners,” and this is the approach we take. We hope to inspire young minds to develop their paths of learning in their own ways. We currently have two campuses in Hanoi with over 100 children aged one to six years old.

How can education ties be strengthened between the two countries?

The New Zealand education system is increasingly recognised in Viet Nam, particularly early childhood education. So, I hope that New Zealand organisations will increase their investments in early childhood education in Viet Nam.

In addition, Viet Nam’s universities are hungry to establish international connections; they will be good partners for New Zealand in the future. For example, my university is actively seeking collaboration opportunities with New Zealand universities in teacher education and joint research projects.

“Ako Kindergarten is the first centre in Viet Nam to follow New Zealand’s early childhood curriculum, according to the principle of ‘children as teachers, and teachers as learners.’”



Feeding the future

Bicky Nguyen

Where does your protein come from? According to Bicky Nguyen, a young Vietnamese entrepreneur and co-founder of Cricket One, an increasing number of us are now turning to insect protein for health and sustainability reasons. “It tastes nutty and earthy, with a hint of shrimp,” says Bicky, describing the flavour profile of crickets.

In 2015, Bicky set about building the biggest cricket protein company in the world. Cricket One is now the largest insect protein producer globally, operating two factories in Viet Nam with a 1,000 tonne/year finished protein capacity. That’s hundreds of millions of crickets!

Bicky visited New Zealand in 2018 as part of the Asia New Zealand Foundation Young Business Leaders Initiative to learn about agriculture and food production. “The programme was really beneficial — before I only knew about kiwi, dairy; now I know a lot more,” she says. Bicky returned to New Zealand in June 2024 and delivered a keynote address at the ASEAN Forum in Auckland.

Cricket One is now increasingly focused on consumer-ready products “that bring cricket protein closer to the dining table of consumers.” Those attending the conference in New Zealand got to try cricket flavoured chips. “It was unbelievable,” says Bicky. “People’s jaws were dropping, and their eyes were widening as they tasted our chips and discovered they loved them!”



For Cricket One, it seems the sky’s the limit. In April 2024, at The Liveability Challenge, a global innovation competition sponsored by Temasek in Singapore, Cricket One beat 1,000 entrepreneurs from over 100 countries around the world to win a cash prize of \$1 million.

Bicky sees a real opportunity in Viet Nam for New Zealand to promote our agriculture and food production know-how, including food technology to produce new nutritious foods. She is keen to develop and test new probiotic products in New Zealand, with an eye to global markets.

So what should young Kiwis know about Viet Nam? “Vietnamese young people are very active and daring! These days they are more open-minded and internationally oriented. Sustainability is also important: the younger generation is ready to change their habits, to do their bit for the planet.”

“Crickets have a carbon footprint 100 times smaller than beef, making these insects a much more climate-friendly food source.”

Bicky Nguyen,
co-founder of
Cricket One

Future discovery

“67 percent of New Zealanders surveyed agree that Viet Nam is either very important, important or somewhat important to New Zealand’s future.”

Asia New Zealand Foundation, *Perceptions of Asia and Asian Peoples*, released June 2024

By 2050 Viet Nam’s population is expected to approach 110 million.²⁹ As per capita incomes have grown, so too has expenditure on luxury goods and services, including international travel. In the longer term, Vietnamese are expected to continue to represent a growing share of New Zealand’s tourism market.

Research conducted by the Asia New Zealand Foundation in 2019 supports this assessment. More than 70 percent of young Vietnamese surveyed said that New Zealand featured in some way in their future plans, whether for holiday, study or work.³⁰

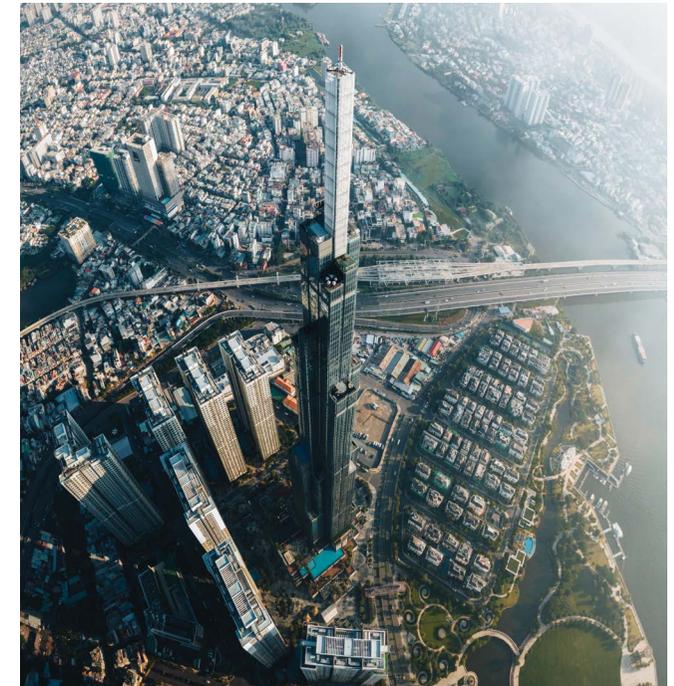
As tourism grows, it’s also likely we’ll see a growing community of Vietnamese keen to call New Zealand home.

Tourism and education are key connection channels for young people from both countries. According to the 2024 Asia New Zealand Foundation *Perceptions of Asia* survey, the majority of New Zealanders who were familiar with Viet Nam said they gained this knowledge through visiting the country. There are several excellent programmes for young New Zealanders to engage with Viet Nam through working holiday opportunities, education or business exchanges, and internships [see *Connect with Viet Nam*, page 40].

Modern Viet Nam offers young New Zealanders a chance to see the Asian Century taking shape in front of their eyes.

Fast forward to 2035 and imagine New Zealanders and Vietnamese increasingly connecting, experiencing what each country has to offer, and co-creating products and services to take to the world.

Anything is possible.



Connect with Viet Nam!

Numerous avenues exist for young New Zealanders to get a great study or professional experience in Viet Nam, including through the various programmes below.

Young Business Leaders Initiative

A programme run by the Asia New Zealand Foundation for young New Zealand entrepreneurs to better understand and connect with Asia. To date, 15 New Zealand entrepreneurs have visited Viet Nam, and 26 Vietnamese entrepreneurs have visited New Zealand, covering tech, tourism, sustainability, social enterprise and agribusiness sectors.

Working Holiday Scheme

Up to 100 New Zealanders between the ages of 18 and 30 can get a working holiday visa to live and work in Viet Nam for up to 12 months. As Viet Nam becomes more connected globally and tourists flock to Viet Nam, opportunities for English-speaking candidates continue to increase. In the other direction, each year 200 young Vietnamese now can live and work in New Zealand under the Working Holiday Scheme.³¹

Internships

An increasing number of internships are available for both students and graduates. Many New Zealand universities have arrangements with international internship organisations offering internships in Viet Nam. The Asia New Zealand Foundation also has a long-standing internship programme for law or accounting students with KPMG Viet Nam, providing a unique opportunity to apply academic knowledge in a professional setting and build skills in a global business setting.

Prime Minister's Scholarship for Asia

Under this programme, a sizeable number of scholarships are available each year for New Zealand university students to study or intern in a range of locations in Asia, including Viet Nam.

Asia New Zealand Foundation Track II Programme

The Asia New Zealand Foundation has had regular Track II engagements with the Diplomatic Academy of Viet Nam since 2009 through a reciprocal annual exchange and at regional flagship events.

Asia New Zealand Foundation Arts Programme

This programme inspires New Zealand arts professionals to grow their connections and knowledge of Asia. It also supports the presentation of Asian arts in partnership with New Zealand arts organisations and events. In 2025 three New Zealand artists will spend one month in residency creating works to be included in the 50th Anniversary of New Zealand-Viet Nam relations.



Endnotes

1. World Bank, Urban Population Data, 2023
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3. Figures supplied by New Zealand Viet Nam Health Trust, representing percentage of admissions to Binh Dinh newborn intensive care unit
4. ENZ figures for year ended Dec 2023 show Viet Nam is the most important market for NZ universities in Southeast Asia
5. Vietnamese Embassy statistic mentioned during March 2024 meeting between NZ and Viet Nam Prime Ministers. Statistics New Zealand, Census 2018 shows 10,086 Vietnamese and 612 Chinese Vietnamese; compared to 6,660 in the 2013 Census
6. Viet Nam National Authority of Tourism
7. ANZF Perceptions of Asia Survey 2023
8. Including the ASEAN-Australia-New Zealand free trade agreement (AANZFTA, 2009) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), 2018
9. Statistics NZ Dashboard, comparing June 2019 to June 2024 export values
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28. NZ Tech figure based on Statistics New Zealand data
29. World Bank estimates
30. Asia New Zealand Foundation and Research New Zealand, Viet Nam-New Zealand survey, December 2019
31. Immigration NZ

Image credits

Imprint: Haïke Manning portrait, source Haïke Manning. Page 3: Rice terraces by Tuệ Nguyễn, Unsplash. Page 21: Ba Son Bridge by Tieu Bao Truong, Alamy. Page 6: Sapa by Krisztian Tabori, Unsplash. Page 10: NZ PM Christopher Luxon greets VN PM Pham Minh Chinh, source Baochinhphu. Page 11: Tran Huu Chinh circa 1967 and today, source Tran Huu Chinh. Page 18: Dragon fruit, source Shutterstock. Page 19: Madam Mai Kieu Lien with Miraka kaumātua Eru George, source Miraka. Page 20: Crossing the road on a Saturday night in Ho Chi Minh City, by Matthew Nolan, Unsplash. Page 23: Emerging Curators Tour to Viet Nam, source Asia New Zealand Foundation. Page 24: Samsung Electronics mobile phone factory, source Samsung. Page 25: Pam & Andrea in Factory in Cu Chi, source Haïke Manning. Page 26: Giles Cooper at the turntables, source Giles Cooper. Page 27: World leaders at APEC 2017, source APEC. Page 28: Ba Son Bridge, by Tieu Bao Truong, Alamy. Page 30: Ambassador Beresford meeting Vietnamese Prime Minister Chinh, source NZ Embassy. Page 31: Technology worker in Ho Chi Minh City, by Tron Le, Unsplash. Page 32: Madame Ton Nu Thi Ninh speaking at NZ ASEAN 40 Awards 2015, source NZ Embassy. Page 33: Warrick Cleine, source Warrick Cleine. Page 34: Mitchell Pham portrait, source Mitchell Pham. Page 35: New international students (including Vietnamese students) at University of Canterbury orientation day, 2024, source University of Canterbury. Page 36: Hoa Pham & Kerry Duncan at Papararangi Kindergarten in Wellington, source Hoa Pham. Page 37: Ako Kindergarten in Hanoi, source Hoa Pham. Page 38: Cricket One product, source Cricket One. Page 39: Landmark 81 – the tallest building in Viet Nam, by jet dela cruz, Unsplash. Page 40: Emerging Curators Tour 2024 visit to Songlab, Hue, source Asia NZ Foundation.

Note on methodology

The quotes used throughout this report are from interviews with subject matter experts, unless otherwise stated.



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