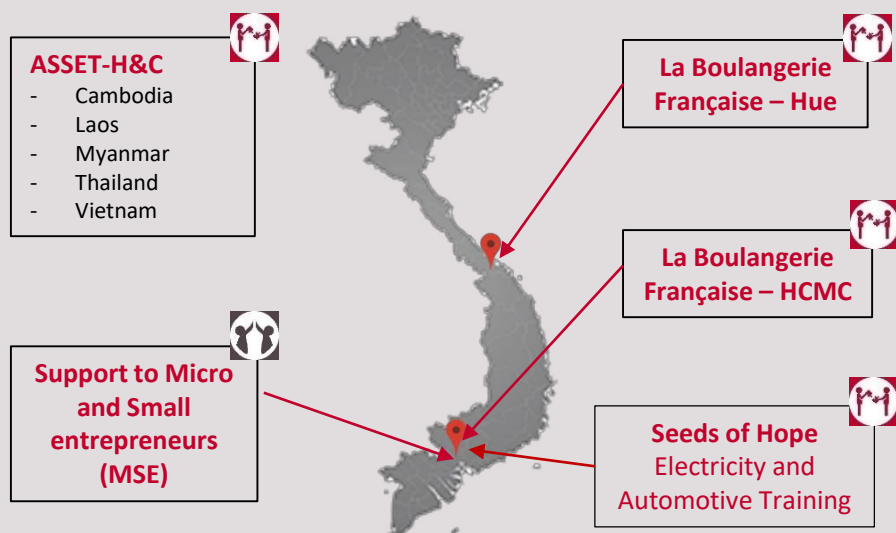


# IECD VIETNAM Newsletter

Quarter 1 - 2019



## HIGHLIGHTS

### LA BOULANGERIE FRANÇAISE – HCMC : STUDENTS' FIRST STEPS TOWARDS PROFESSIONAL INTEGRATION

After twelve months of training at La Boulangerie Française, 10 students were considered ready to pass their final exam and to go on the end-of-course internship. The team carefully selected the host companies, with the objective of ensuring students' capacity building during this experience to favour their employability. The host companies include AccorHotels, Auchan, Marou Chocolate, and premium bakery or pastry shops in Ho Chi Minh City. They are very satisfied with students' technical skills and professional behaviours and most of them have already offered a full time job to their interns!

At the same time, ten new students were recruited on socio-economic criteria to join the training and benefit from the experience of the 10 students remaining from the first batch. The next wave of interns and new recruits will happen in May 2019, and applications are open until April 21<sup>st</sup>, 2019.



La Boulangerie Française's breads and pastries are available at [Zuzu Concept Store](#) and [Cafe Marcel](#)

### LAUNCH OF THE SOCIAL ENTERPRISE

After working for several months with a local law firm - Indochina Legal – La Boulangerie Française was officially registered as a social enterprise in early 2019, with a Business to Business license! It is a key milestone to ensure the training centre's sustainability: the breads and pastries crafted by students during their training are now put to market, and the profits will then be used to cover training costs and overhead.

To accompany this development and offer the baked goods to the final customers, the school selected key partners in Ho Chi Minh City, who share the same objective of promoting sustainable development.

Your business can also support vulnerable youth's training and promote future successes in their social and professional lives by ordering breads and pastries.



Thanh Tuyền (right), interning at Marou Chocolate



Operating for over 6 years in Ho Chi Minh City, the MSE project has supported more than 1,500 small entrepreneurs, pioneering in educating individual households with vital business skills. This year, IECD welcomed a new representative in Vietnam, Mrs. Van Hardiville. She has more than 10 years of management experience and a will to bring new energy to the organization's activities.

In 2018, thanks to a partnership with the Norwegian Mission Alliance Vietnam, IECD was for the first time able to bring the MSE program outside of Ho Chi Minh City's borders. IECD team provided training to trainers from the Women's Union of Tien Giang (Mekong Delta), who are now able to provide support to individual business households. IECD will study the opportunity to develop this type of partnership, as it is a great lever to further support vulnerable entrepreneurs in Vietnam.

Pursuing its vision to become a key regional player in sustainable tourism, ASSET-H&C joined as a speaker the panel discussion "Women's Roles in Developing Tourism Markets" during the Travel & Tourism Research Association Asia Pacific Chapter 2018 Annual Conference held on December 3<sup>rd</sup>, 2018. On January 17<sup>th</sup>, 2019, it also presented its Eco-Guide for Hospitality Businesses and Schools at the Vietnam Sustainability Forum held at the Academy of Policy & Development in Hanoi.

In March 2019, ASSET-H&C Coordination also visited 5 member schools located in Sihanoukville and Siem Reap (Cambodia). It was the opportunity to exchange with the schools' teams, to see first hand students' dedication to make their dreams come true and to enjoy the services offered by the schools' social businesses, which reflect the quality of the training they provide to vulnerable youth.

Two twinning partnerships have been signed between the Seeds of Hope project, the Paris Academy, the Vietnamese partner schools TDC and HOTECH and two French schools Camille Jenatzy and Gaston Bachelard.

Two twinning missions – one automotive and one electricity – were organized in Paris in November 2018 and January 2019, benefitting 8 trainers from HOTECH and TDC.

They attended theoretical and practical training sessions, exchanged good practices with their French counterparts, and learned about the French internship process. This was also an opportunity to learn new pedagogical techniques and a valuable illustration of the knowledge transfers organized in Vietnam.

The teachers identified ideas that could be implemented in Vietnam and are currently working on the next steps of a hopefully fruitful and long-lasting partnership.

**“** I joined IECD team in November 2018. Being myself a Vietnamese, living in France since I was 9, I have nurtured since my youngest age the determination to come back to Vietnam to do something meaningful and helpful to people in need. That is the reason why in 2017 alongside with my husband and our three kids, we decided to settle back in Vietnam.

*With IECD and the MSE project, I can finally use my competencies to support the people in need and help them in setting up, developing or growing the business they run. ”*

*–Thuy Van Hardiville, MSE Project Manager and Country Representative of IECD Vietnam*



## Our financial sponsors



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