MARKET EXPANSION AT KENAN FOUNDATION ASIA

PROGRAMS
- STEM education
- Digital training, improving labor practices, women in business, and vocational training for people with disabilities.

COMPETITORS
There are 3 takeaways from our competitor analysis:
1. There is a gap in disability inclusion programs.
2. Digital literacy for SMEs is a growth area.
3. Government partnerships are important.

INTERVIEWS
We interviewed the following companies:
- IBM
- Google
- Facebook

DONORS
- Donors value strong relationships with Vietnamese government.
- Facebook is a good partner for education and community initiatives.
- Tech companies prioritize funding STEM education and economic equality initiatives.

RECS FOR KF ASIA
- Partner with Vietnamese Assistance for the Handicapped (VNAH).
- Utilize UNC connections for grant assistance and financial support.
- Leverage international STEM curriculum.

REFLECTIONS
- Networking with potential donors is highly beneficial.
- Identifying social issues in Vietnam was insightful.
- Communication is key in global experiences.

CONCLUSION
To summarize, through our research, we have identified the needs of the Vietnamese market in the following areas: Digital Training, Labor Practices, Women’s Economic Empowerment, Vocational Training for People with Disabilities, and STEM education. These areas all line up with donor interests and Kenan Foundation Asia’s current expertise.

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