

Mindset of overseas Vietnamese

With regards to moving back



ROBERT WALTERS

Did you know only



21%

of overseas Vietnamese have no intention of returning to Vietnam?

In fact,



71%

of overseas Vietnamese are looking to relocate back home within the next 5 years (versus **70%** in 2021).

And



60%

of overseas Vietnamese said that the current economic situation has an impact on whether or not to relocate.



Top 5 factors influencing overseas Vietnamese to return to Vietnam

Emotional, social, and cultural connection to Vietnam

62%

(vs **49%** in 2021)

Attractive career opportunities in Vietnam

53%

To take care of aging parents/to be closer to family/spouse/partner in Vietnam

40%

(vs **63%** in 2021)

Better standard of living

29%

Unfavourable economic situation overseas (e.g., tax, take-home pay, cost of living)

14%



Top 5 factors hindering overseas Vietnamese from returning to Vietnam

Compensation and benefit differences

55%

Lower standard of living in Vietnam (e.g., public facilities, security, community...)

42%

Unfavourable work circumstances in Vietnam (e.g., less opportunities, working style...)

41%

(vs **46%** in 2021)

Difficulty in adjusting to culture (e.g., reverse culture shock)

29%

(vs **33%** in 2021)

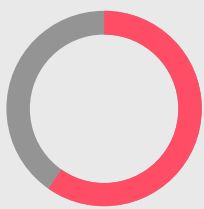
The immediate family has established happiness and adaptability to life overseas

25%

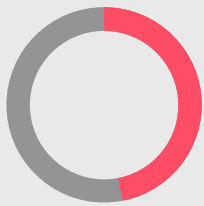
(vs **34%** in 2021)

The impact of economic factors on overseas Vietnamese's desire to return home

Encouraging economic factors



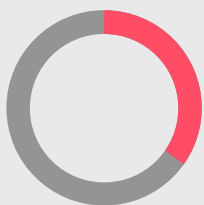
66%
Confidence in Vietnam's economic stability and growth



48%
Better opportunities to develop entrepreneurship/business projects

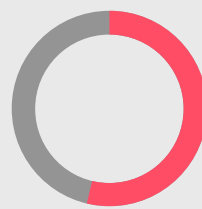


44%
Better salary to cost of living ratio in Vietnam



35%
Growing demand for skillsets in Vietnam

Discouraging economic factors



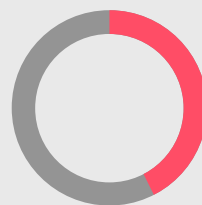
55%
Skillsets are better valued overseas



48%
The economy is more stable overseas



45%
The job market overseas is more attractive

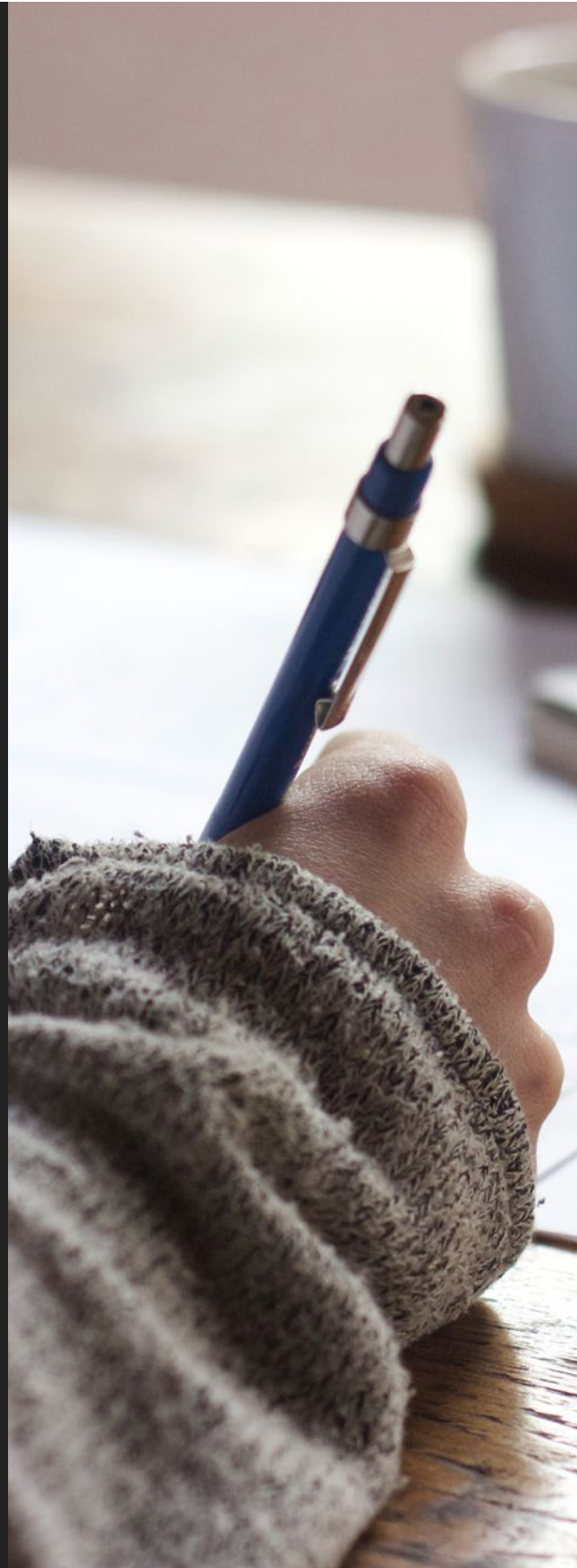


41%
Better salary to cost of living ratio overseas

The impact of careers and salary on overseas Vietnamese' desire to come back

Reasons that would attract overseas professionals to take a job in Vietnam (in order of importance)

- 1 Scope of work and responsibilities
- 2 Salary and overall package
- 3 Company culture and management style
- 4 Career growth within the company
- 5 Company size and nature of the company/industry



Basic compensation package acceptable to overseas Vietnamese if they were to relocate to Vietnam



27%

Okay to consider a 30% or less reduction



26%

Market aligned salary for my experience and the role in Vietnam



22%

Must match my current pay after conversion



19%

Must be more than my current salary



4%

Okay to consider more than 30% reduction

The results are based on data collected from 810 respondents during July 2023, as part of the South East Asia Overseas Professionals survey conducted by Robert Walters.

