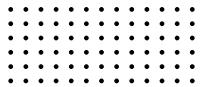


Adapting for Future Tech Relevance

Salary
Guide **2025**



Adapting for Future Tech Relevance



Salary
Guide 2025

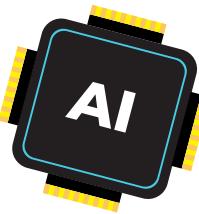


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Open Letter

Hi, I'm Peony, the **COO of JT1 IT Recruitment Firm**. With over 8 years of experience, we've guided our clients through global transformations—particularly within the rapidly evolving IT sector. We remain committed to our mission: to elevate Vietnam's IT industry on the global stage and act as a vital bridge connecting international talent and opportunities. The year 2024 brought immense challenges as the world faced the consequences of war, economic crises, natural disasters, and pandemics. These crises underscored the importance of political and economic stability in ways that we've never seen before. Major global tech hubs have been ravaged by war and political conflicts. Those of us who work directly in the IT industry feel the negative impact on the global technology supply chain most deeply, as well as the slowing progress of human development.

However, challenges also come with opportunities. In 2024, we saw the spotlight shift to the rise of AI and the semiconductor industry. Numerous AI-powered products have been launched, with their applications rapidly expanding across various sectors of life. Alongside this is the rapid growth - both in quality and scale - of the semiconductor industry, driven by the increasing demand for electronic devices and the groundbreaking advancements in new technologies. This rapid development will accelerate globalization, breaking down geographical barriers between nations, and reshaping the global labor market.

With our unwavering belief that "People and technology are the core drivers of humanity's future", JT1 is confident that Vietnam - with a stable political foundation, strong government support for the IT sector, and a young, internationally competitive workforce - will emerge as the next tech hub in Asia, and eventually, the world.

JT1 is proud to be one of Vietnam's leading IT recruitment firms, with a proven track record of providing comprehensive workforce solutions over the years. We are confident that we can be your trusted partner when you seek to explore and invest in Vietnam or source talent from Vietnam and across ASEAN. We warmly welcome you to connect with us for any needs! We look forward to seeing you soon in beautiful Vietnam!

Phuong Dang
COO of JT1 IT Recruitment Firm

A photograph showing a person's hands typing on a silver laptop keyboard. A white Apple Watch is visible on their left wrist. In the background, a smartphone lies horizontally, and a tablet is propped up behind the laptop. The scene is set against a dark, moody background.

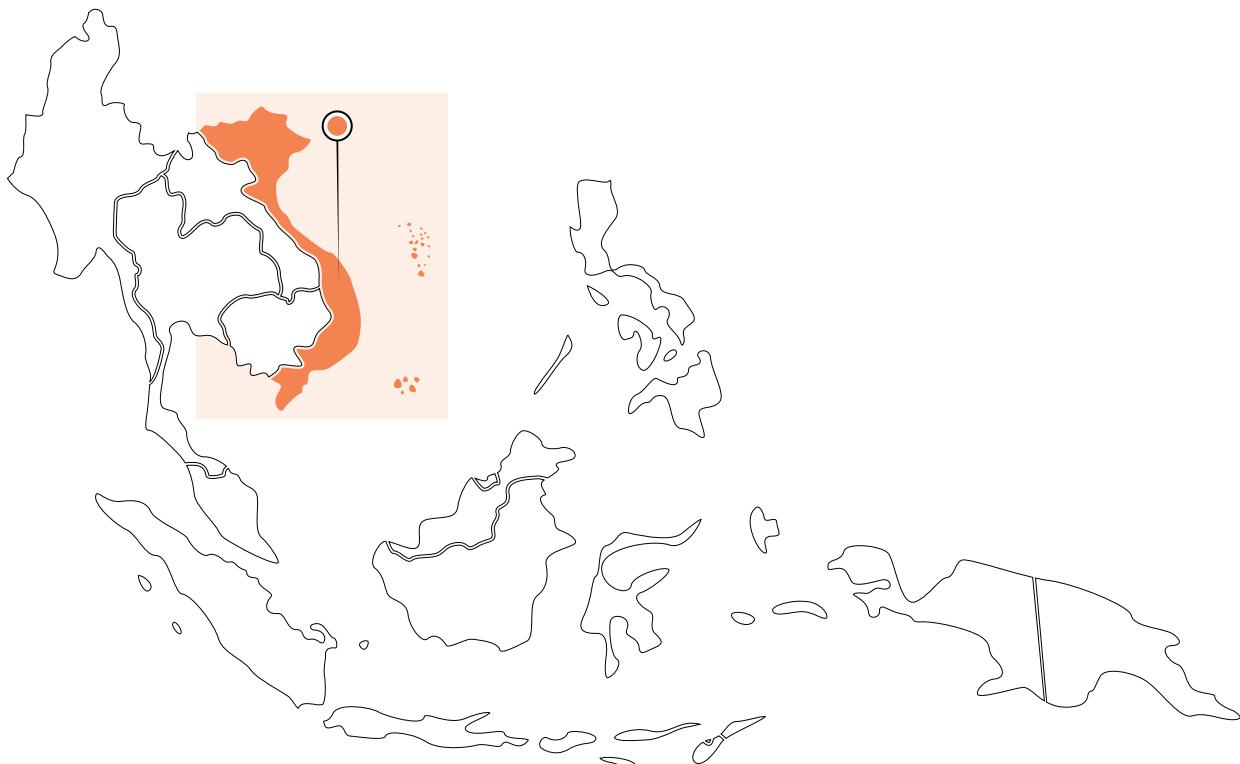
GENERAL DEMAND FOR IT MARKET

Vietnam in the Southeast Asian IT Market

Amid global economic uncertainty and political instability, Vietnam is a beacon of stability and growth for global IT companies. The following analysis highlights Vietnam's unique value proposition for businesses seeking reliable, cost-effective, high-quality IT solutions.

Vietnam's growing competitiveness

While competing with major players like Singapore, Malaysia, Indonesia, and Thailand, Vietnam benefits from lower operational costs and a rapidly improving tech infrastructure. The country is becoming an attractive destination for innovation hubs.



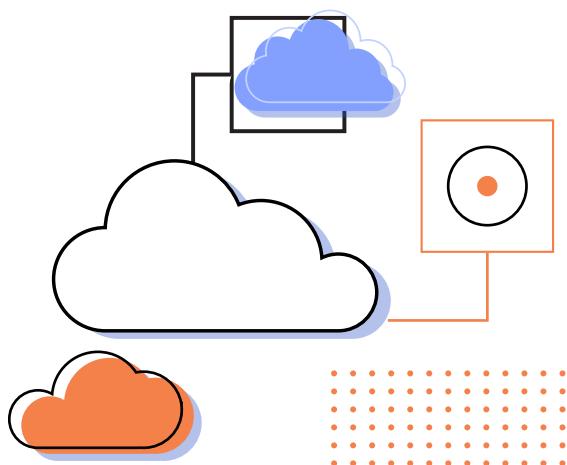
IT Industry Overview

	Vietnam	Southeast Asia	Why choosing Vietnam
Talent pool	<ul style="list-style-type: none">560,000+ IT professionals60,000+ IT graduates/yearTop ranking in Tholons Globalization Index	<ul style="list-style-type: none">Singapore: smaller, highly skilledMalaysia: smallerIndonesia: smallerThailand: talent shortage	Large and growing pool of high-skilled tech professionals, easing home talent shortages.

	Vietnam	Southeast Asia	Why choosing Vietnam
Operational Costs	<ul style="list-style-type: none"> Average Monthly Software Developer Salary: \$1,317 Average Office Rental Price (per sqm) in HCMC: \$32 Average Office Rental Price (per sqm) in Hanoi: \$24 	<p>Average Monthly Software Developer Salary:</p> <ul style="list-style-type: none"> Singapore: \$6,266 Malaysia: \$1,310 Indonesia: \$1,300 Thailand: \$1,500 <p>Average Office Rental Rates (per sqm/month):</p> <ul style="list-style-type: none"> Singapore: \$117 Malaysia (Kuala Lumpur): \$30 Indonesia (Jakarta): \$60 Thailand (Bangkok): \$46 	<p>Reduce operational costs while maintaining quality.</p> <p>Strategic Location: Easy access to regional markets, enhanced connectivity, and proximity to major economic powerhouses like China, Japan, and South Korea, facilitating collaboration and business partnerships.</p>
Government Support	<ul style="list-style-type: none"> Vietnam aims to become a technology leader, targeting a digital economy contributing 30% of GDP by 2030. Tax Incentives: Offers 4 years of corporate income tax (CIT) exemption and a 50% tax reduction for the next 9 years from the first year of taxable income. 	<ul style="list-style-type: none"> Singapore: The "Smart Nation" to become global tech hub Malaysia: "MyDIGITAL" focuses on digital growth Indonesia: "Making Indonesia 4.0" promotes digitalization Thailand: "Thailand 4.0" drives digital innovation 	Benefit from supportive policies, including tax exemptions and long-term tax reductions, for IT investments.
Economic Landscape	<ul style="list-style-type: none"> 2022 Growth: 8.02% 2023 Dip: 5.05% (global demand impact) 2024 H1 Growth: 6.42% 2024 Full-Year Projection: 6.4 - 6.5% GDP Trend: Resilient and consistent 	<p>2024 H1 GDP Growth:</p> <ul style="list-style-type: none"> Singapore: 3.0% Malaysia: 5.1% Indonesia: 5.08% Thailand: 1.9% 	Stable Investment Environment: Economic resilience amid global uncertainties fosters long-term investments and partnerships.
Technology Infrastructure	<p>Internet & 5G:</p> <ul style="list-style-type: none"> 79.1% penetration, 78.4M users Nationwide 5G, speeds 700 Mbps - 1 Gbps <p>Data Centers:</p> <ul style="list-style-type: none"> 27 centers <p>Cybersecurity:</p> <ul style="list-style-type: none"> ITU Tier 1, score 99.74 Cybercrime prevention, digital protection, and response teams <p>Cloud Services:</p> <ul style="list-style-type: none"> AWS, Microsoft, Google, local providers Key sectors: IT, telecom, banking, healthcare 	<p>Internet & 5G:</p> <ul style="list-style-type: none"> Singapore: high-speed and maturity Malaysia & Thailand: Progressing Indonesia: Challenges in penetration & rollout <p>Data Centers:</p> <ul style="list-style-type: none"> Singapore: Established but costly market Malaysia & Indonesia: Catching up Thailand: In development <p>Cybersecurity:</p> <ul style="list-style-type: none"> Singapore: Leader in maturity Malaysia & Indonesia: Improvements underway Thailand: Developing, lower public awareness <p>Cloud Services:</p> <ul style="list-style-type: none"> Singapore: Region leader, advanced adoption Malaysia & Indonesia: Lagging behind Thailand: Building momentum 	Cost efficiency, high-speed internet, strong cybersecurity, growing cloud services, and government-supported infrastructure.

Key growth sectors

Cloud computing, Generative AI, Semiconductor, Digital transformation, eCommerce, fintech, and cybersecurity continue to lead the charge in Vietnam's digital economy. This is driving a significant need for software developers, DevOps engineers, AI specialists, and cybersecurity experts.



Generative AI

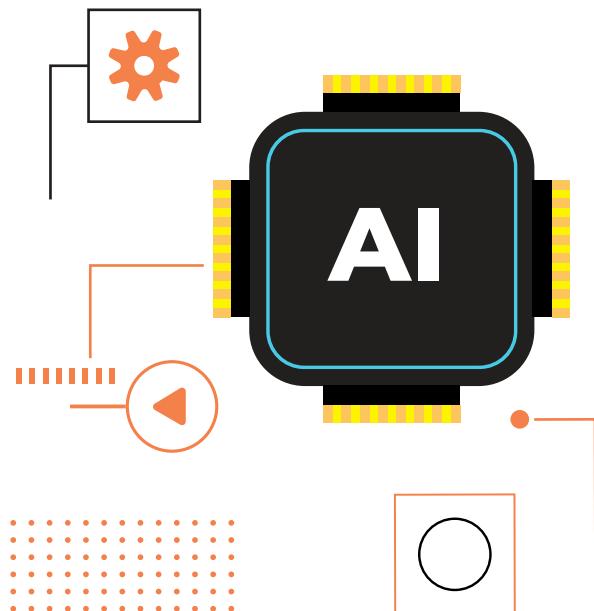
- Partnerships with global tech giants like NVIDIA, Google, Qualcomm, AWS are advancing Vietnam's generative AI capabilities.
- A \$200 million AI factory investment aims to enhance local AI capabilities and deliver regional AI solutions, with a focus on data privacy.
- Vietnam's National AI Strategy (2021) supports AI innovation as a key economic driver by 2030.
- Vietnam ranks 59th globally and 5th in ASEAN for AI readiness (2023 Oxford Insights).
- Government efforts focus on developing AI solutions tailored to local and regional needs, respecting data privacy.

Semiconductor

- The increasing need for semiconductors driven by AI and IoT technologies is propelling Vietnam's expansion in the sector.
- Vietnam currently has 8,000-10,000 trained semiconductor engineers.
- The government aims to train 50,000 semiconductor engineers by 2030 to meet global demand.
- The government's focus on improving infrastructure, power supply, and clean water has made Vietnam an attractive location for semiconductor companies.
- Vietnam's stable political environment and strategic neutrality attract long-term foreign investment, offering diplomatic flexibility with major global powers.

Cloud Computing

- Cloud market expected to surpass \$1.2 billion by 2030, with 11-12% annual growth.
- Cloud adoption grows across sectors like banking, retail, IT, BFSI, government, and manufacturing.
- Local and global tech firms are boosting cloud infrastructure in Vietnam.
- New regulations, including the Telecoms Law (2025), simplify cloud provider operations.
- Relaxed foreign ownership caps enhance Vietnam's cloud investment appeal.



Cybersecurity

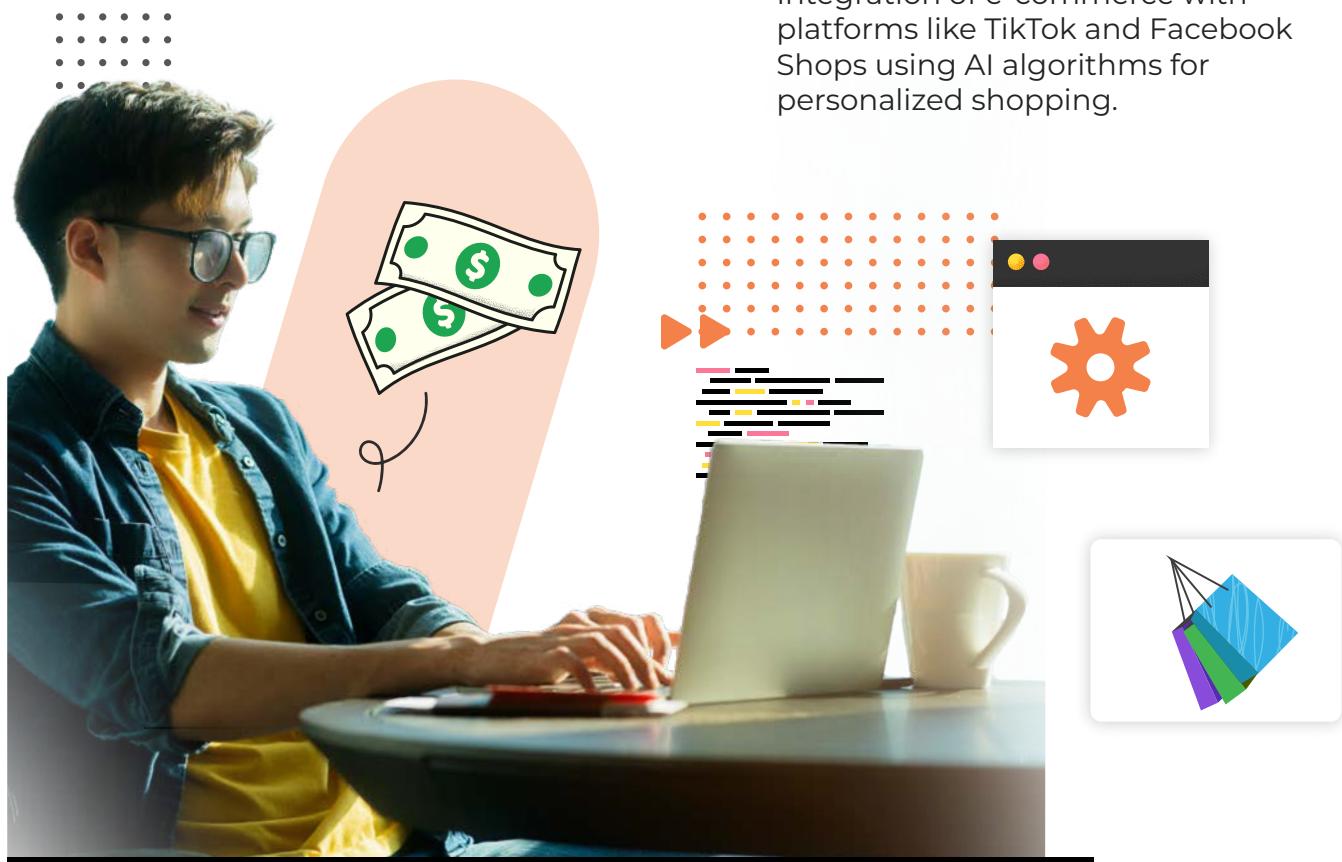
- The market is projected to reach US\$293.50 million in 2024.
- Expected to grow at a CAGR of 20-30% through 2030, positioning Vietnam as a key player in global cybersecurity.
- Global Ranking: Tier 1 of the ITU Global Cybersecurity Index with a score of 99.74 in 2024.
- The government promotes cybersecurity awareness, including a partnership between AIS and Google to educate elderly citizens on safe internet practices.
- Viettel Cyber Security won the prestigious Pwn2Own competitions in both 2023 and 2024.

Financial Technology

- Market size will reach \$18 billion by 2024, making it one of the fastest-growing markets in Southeast Asia, after Singapore.
- International fintech companies are expanding in Vietnam, such as KBTG, Standard Chartered, Ant Group. Sequoia India and Tiger Global have invested in local fintech companies like MoMo and ZaloPay.
- Vietnam's National Strategy for Financial Inclusion promotes mobile money. Creating clear guidelines for blockchain and peer-to-peer lending.
- Rise of ESG (Environmental, Social, and Governance) fintech.
- Growth in digital identity verification and biometric authentication.

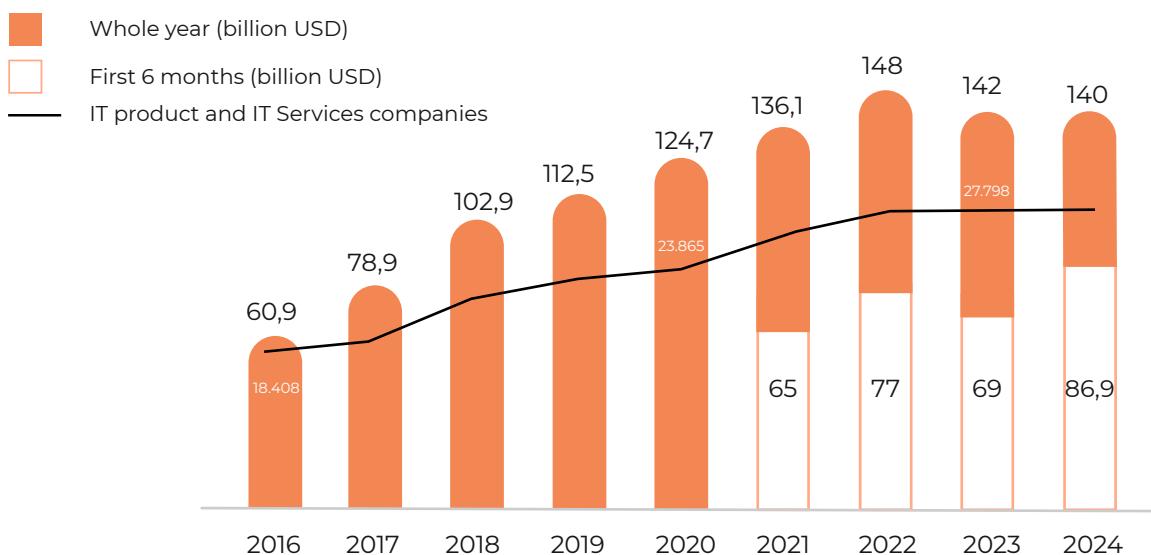
E-commerce

- The market is expected to reach \$32 billion by 2025, with a 9% annual growth rate.
- E-commerce platforms use AI, big data, and chatbots for personalized services and efficient operations.
- Investment in AI, smart warehouses, and last-mile delivery innovations to optimize logistics.
- E-commerce businesses leverage cloud platforms for scalability and data handling, like Shopee and Lazada.
- Integration of e-commerce with platforms like TikTok and Facebook Shops using AI algorithms for personalized shopping.



Vietnam IT market overview

Vietnam ICT Revenue 2016 - 2024



Information Technology Companies

67.494

Digital technology companies

5.097

Hardware companies

27.890

IT product and IT services

Digital Economic Growth

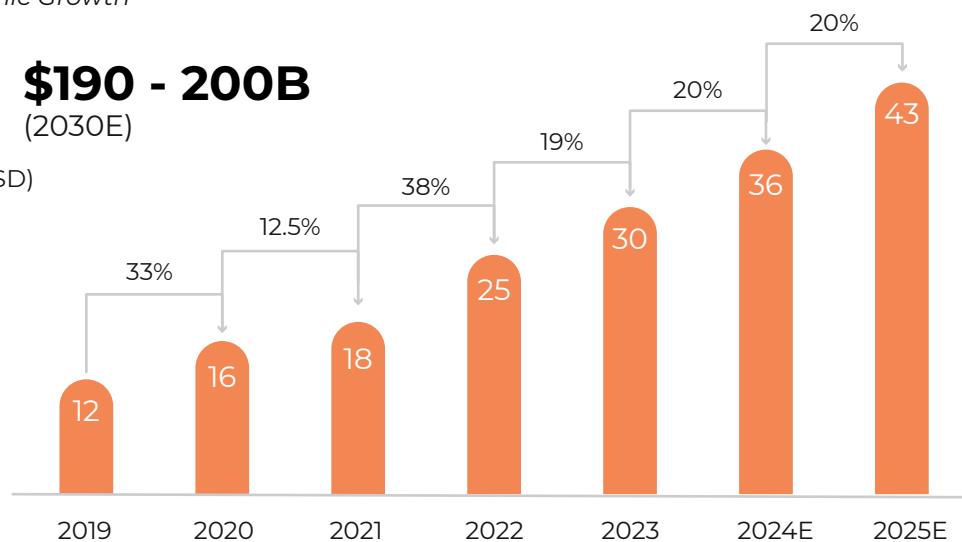
\$43B

(2024E)

\$190 - 200B

(2030E)

GMV (tỷ USD)



78,44M (Jan/2024)

Internet users (79,1% of the population)

119,5 (Jan/2024)

Internet usage index compared to global average

95,7% (Jan/2024)

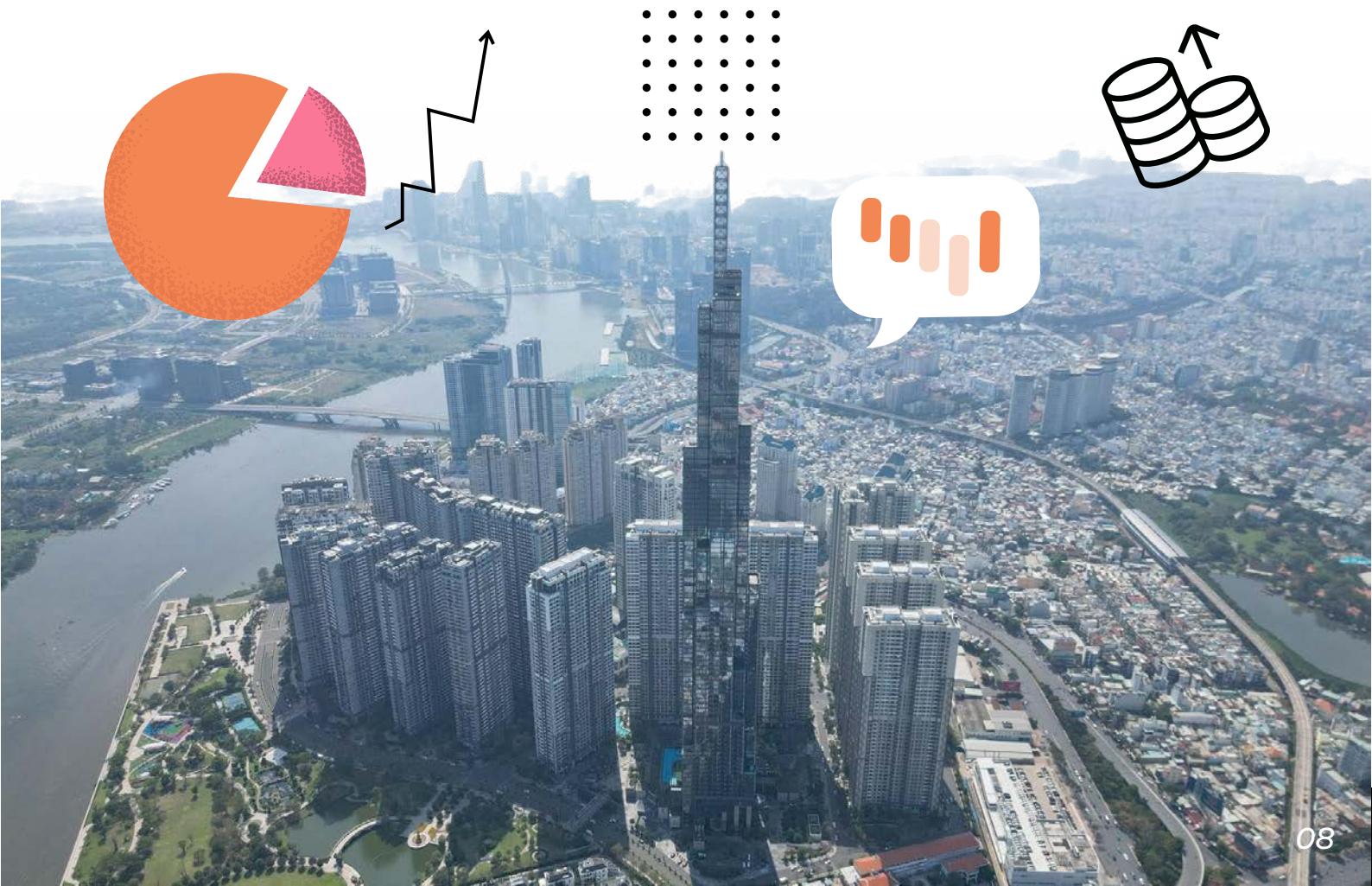
of the population owning mobile phones

84,45% (Jan/2024)

Mobile web traffic

Vietnam's IT Sector in 2024

- **Booming Growth:** Vietnam's IT sector continues to thrive, fueled by a growing talent pool and strong investor interest. It presents a cost-effective alternative to developed markets facing inflation and talent shortages.
- **Skilled Workforce:** Vietnam is renowned for its software development, IT services, and back-office operations, providing valuable tech talent for global companies.
- **Digital Transformation Roadmap (2024):** A national initiative to drive digital advancement, with 20% annual growth in the digital economy and 67,000 digital tech firms.
- **Government Support:**
 - Tax Incentives: Offers 4 years of corporate income tax (CIT) exemption and a 50% tax reduction for the next 9 years from the first year of taxable income.
 - Key programs like Project 844 aim to foster innovation and support startups with funding (over \$88 million by 2025) and policy reforms.
- **Tech Unicorns:** Vietnam now boasts 4 tech unicorns (VNG, VNLIFFE, MoMo, Sky Mavis) and over 10 startups valued at \$100M+, ranking third in Southeast Asia for unicorns.
- **Cybersecurity Focus:** The government is investing in robust cybersecurity, reducing cyberattacks by 53.2% in 2024, with a strengthened national cybersecurity framework.
- **Education & Training:** IT education is growing, with 80,000+ annual IT graduates, and increasing international collaborations for enhanced curriculum and training.
- **Global Collaborations:** Multinational firms like Intel, IBM, and Samsung are helping elevate Vietnam's IT capabilities, contributing to the 20-30% annual growth of the IT industry.



Foreign Direct Investment (FDI) impact

Economic Impact



FDI Growth

\$21B by August 2024, with a focus on high-tech investment.



Strategic Partnerships

Technology transfers and collaboration with South Korea, Japan, and the U.S.



Future Goals

100,000 digital tech firms by 2025; digital economy to comprise 30% of GDP by 2030.

→ Access to a rapidly expanding, stable market.

FDI-Driven Growth



MNC Presence

Companies like Samsung, Intel, AWS, and Microsoft establish R&D hubs in Vietnam.



Investor Confidence

Over \$473.1B FDI registered in early 2024; 39,000+ valid projects.

→ Globally trained talent ready for core team roles, reducing cultural gaps.



Outsourcing Hub



Cost-Effective & Skilled

Recognized as a top global outsourcing destination.



Revenue Growth

From \$601.2M in 2023 to an expected \$1.2B by 2029.

→ Flexible Models to support 24/7 operations and adaptable engagement for core teams.

Demand for IT Talent



Growing Sectors

Software development, AI, automation, and semiconductors.



Digital Economy Expansion

Grew by 20% in 2024, reaching \$36 billion; Intel employs 6,500+ high-tech workers, enhancing Vietnam's role in the semiconductor field.

- Expertise in key and future technologies, easy to find specialists for industry-specific roles.

Government Support



Incentives & Policy

Tax breaks, investment incentives, and specialized high-tech zones attract FDI.



Strategic Partnerships

Collaborations with Meta, Google, and other tech giants strengthen Vietnam's digital infrastructure.

01

Government-backed IT education programs ensure a steady supply of skilled professionals.

02

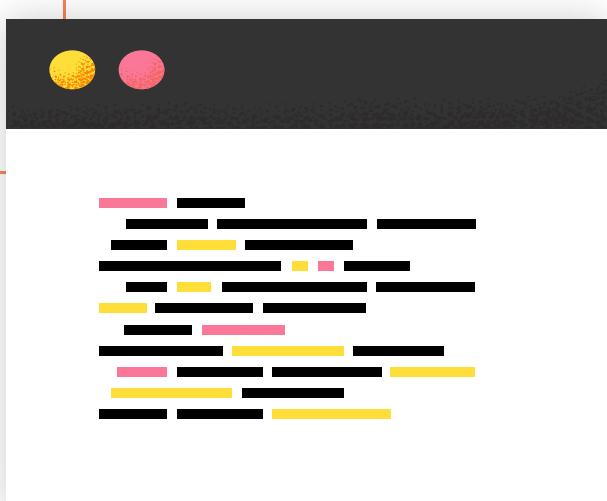
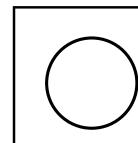
Infrastructure for seamless collaboration

03

Tax incentives for company setup

04

Government support for long-term IT growth

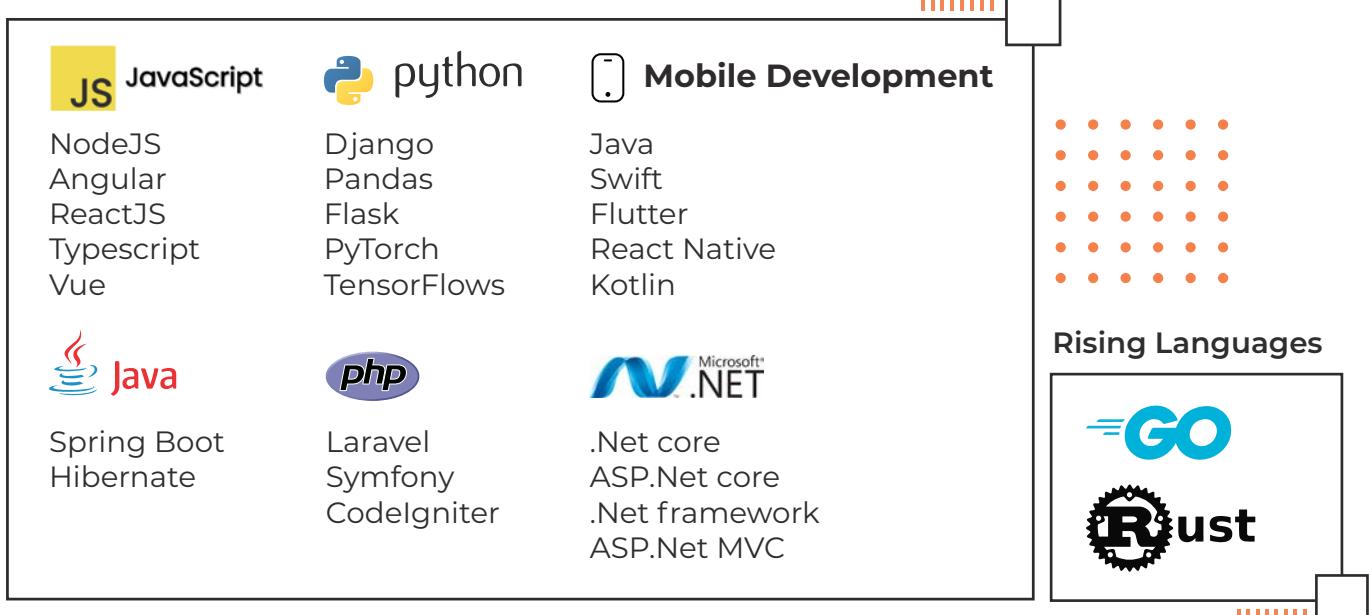


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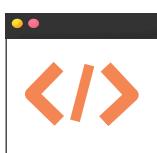
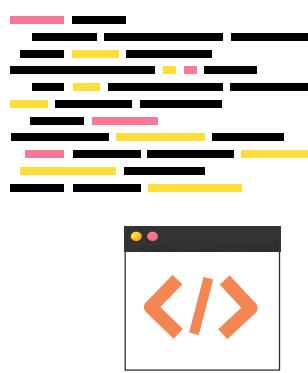
IT Skills in Demand for 2024

Software Development

Popular Programming Languages



AI/Machine Learning



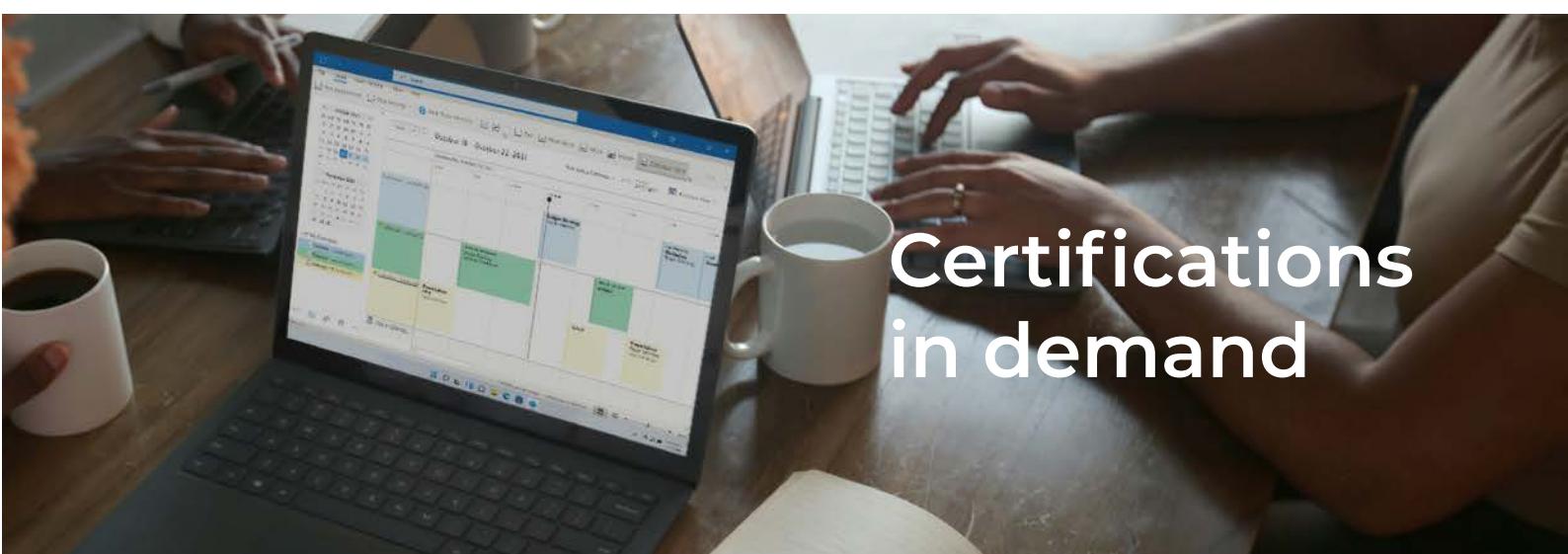
Data Analytics

- Programming: Python, SQL, R
- Data Visualization: Tableau, Power BI, Excel
- Big Data Tools: Hadoop, Spark
- Cloud Platforms: AWS, Google Cloud, Azure
- Statistical Analysis: Predictive analytics, machine learning basics
- Data Governance: Compliance and data quality management
- Business Acumen: Industry-specific knowledge, strategic insights

- Programming: Python, R, Java
- Frameworks: TensorFlow, PyTorch, Keras
- Big Data: Hadoop, Spark, SQL, NoSQL
- NLP: Text preprocessing, sentiment analysis
- Computer Vision: OpenCV, image classification
- Cloud AI: AWS SageMaker, Azure ML, Google Cloud AI
- Mathematics and Statistics: Linear algebra, probability, statistics

Cloud Engineering - DevOps:

- Cloud Platforms: AWS, Azure, Google Cloud
- Containerization: Docker, Kubernetes
- Infrastructure as Code (IaC): Terraform, AWS CloudFormation
- DevOps Tools: Jenkins, GitLab CI/CD, Ansible
- Automation: Puppet, Chef, PowerShell
- Monitoring & Logging: Prometheus, Grafana, ELK Stack
- Serverless Computing: AWS Lambda, Azure Functions
- Networking: VPC, VPN, load balancers
- Security: IAM, firewalls, encryption
- Storage Solutions: S3, Azure Blob, Google Cloud Storage
- Data Management: RDS, BigQuery, Cosmos DB



Certifications in demand

- Cybersecurity: CISSP, CEH, CompTIA Security+, CISA
- Cloud: AWS Certified Solutions Architect, Azure Administrator, Google Cloud Cloud Architect
- Networking: CCNA
- Project Management: PMP, CSM
- Data & Analytics: CDP, Google Data Analytics
- DevOps: AWS, Docker
- Agile: Certified ScrumMaster (CSM)



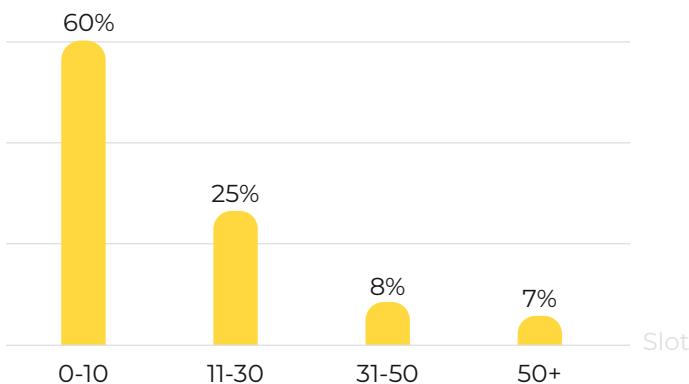
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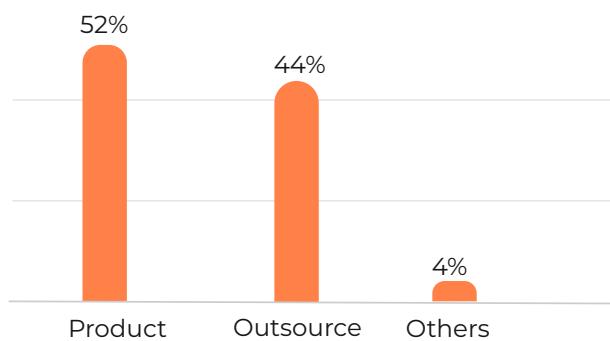
REPORT



IT Recruitment Market Report



2024 Recruitment plan of surveyed technology companies



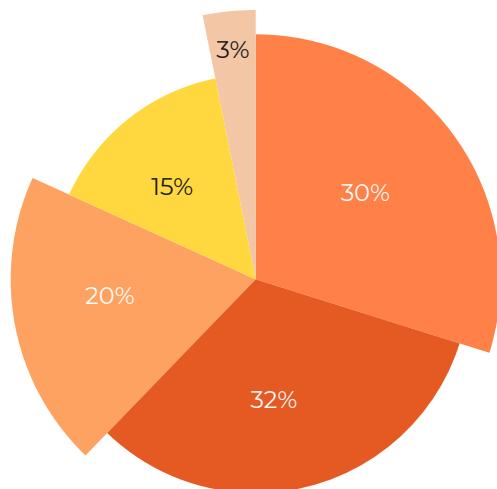
Types of companies with recruitment needs in 2024

Following the surge in demand for digital goods and services during the pandemic, many high-growth tech companies were on an aggressive hiring spree, offering lucrative salaries and benefits. However, with the onset of a global recession in late 2022, this trend began to slow. Since 2023, companies have scaled back their hiring efforts, particularly in response to the global wave of layoffs and the post-pandemic stabilization of Vietnam's IT sector.

2024 is viewed as a year for recovery, and the IT recruitment landscape in Vietnam is expected to stabilize. From 2025 onward, the demand for IT talent is projected to grow steadily, driven by sectors like software development, fintech, banking, e-commerce, and the expansion of data and cloud centers. Additionally, Vietnam is emerging as a new tech hub, attracting an influx of global companies. The country boasts over 300 educational institutions offering IT programs, producing an estimated 60,000 IT graduates annually. This talent pool is bolstered by national initiatives aimed at enhancing technology skills and digital literacy, focusing on high-demand areas such as AI, blockchain, and data science.

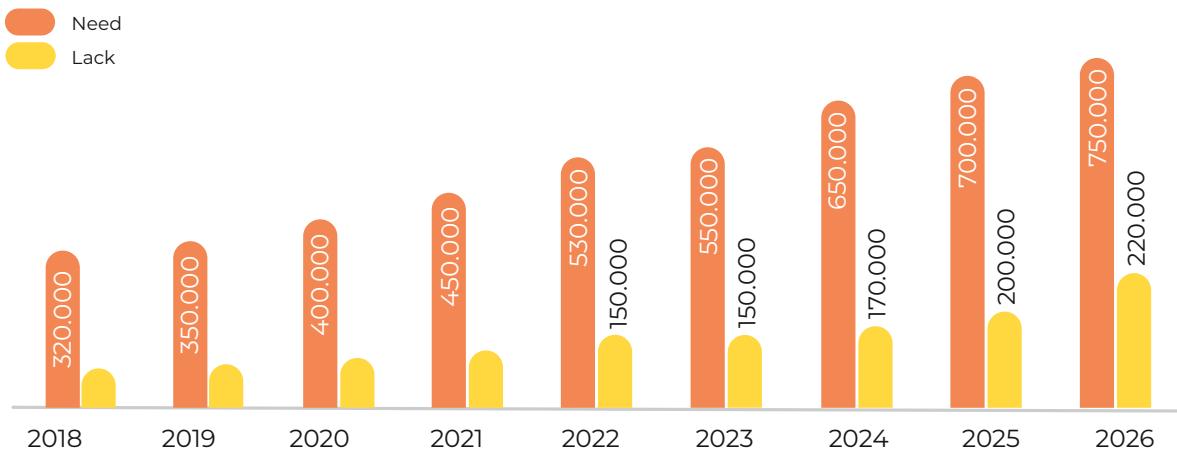
Working location

Both Vietnamese companies and foreign firms with established offices in Vietnam typically prefer onsite or hybrid work models. Full-time remote work is mostly offered by international companies testing offshore teams or integrating local talent into their core teams.



Hiring challenges

Vietnam's tech talent pool is growing rapidly, yet demand is rising even faster, especially for professionals skilled in emerging fields like AI, blockchain, cybersecurity, and semiconductors. This has created intense competition among companies for top talent, driving up salaries, benefits, and employee development plans.



The Vietnamese IT industry is projected to need approximately 700,000 tech professionals by 2025, with a potential shortfall of 200,000. This gap highlights the increasing demand not only for entry-level graduates but also for experienced professionals who can make an immediate impact in high-growth areas. Large foreign investments, including expansion by companies like Alchip Technologies and Marvell (seeking around 500 hires by 2026), further underscore the need for advanced technical skills such as machine learning, cloud computing, and data science.

The rising sophistication of cyber threats also emphasizes the importance of skilled cybersecurity professionals who can ensure compliance with network security and data protection standards. However, talent availability remains a challenge; many skilled professionals consider relocating internationally for better compensation and growth prospects

57%

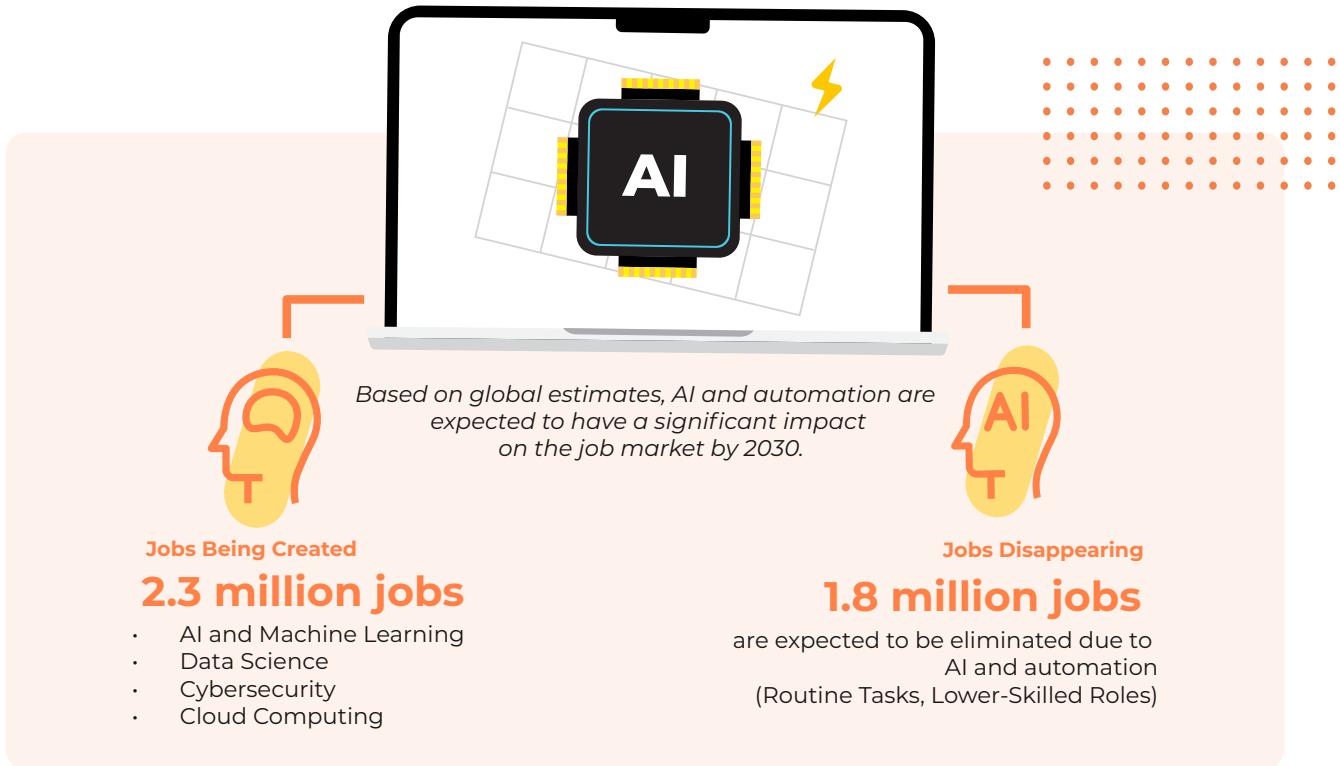
Surveys showing

of AI and blockchain professionals would move abroad if possible.

“

In response, companies in Vietnam are focusing on strategic recruitment and robust internal training programs to attract and retain a qualified workforce, aiming to build a sustainable talent pipeline for the future.

Impact of AI and automation



While automation is enhancing productivity across industries, it's also reshaping the workforce. Junior-level IT roles are facing pressure due to automation, but there's a growing need for senior specialists in AI, machine learning, and data science.

Enhanced Productivity through Automation

Automation is boosting productivity across industries, with McKinsey projecting AI could add \$2.6 to \$4.4 trillion annually to the global economy. Companies like Google and IBM are increasingly hiring data scientists and machine learning engineers to advance their AI capacities. Automation enables skilled IT professionals to transition from routine tasks to roles in system architecture, software design, and workflow optimization, as seen with DevOps teams using tools like Jenkins and Ansible.

Impact on Junior IT Roles

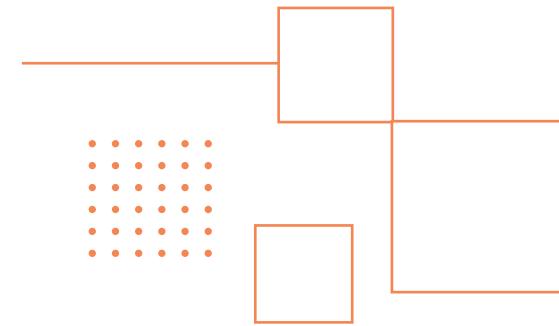
Automation pressures junior roles by replacing routine tasks such as coding and monitoring. However, upskilling initiatives are key to helping entry-level professionals shift to advanced roles that AI can't replicate. Training in advanced programming, data analytics, and machine learning keeps these workers competitive in a changing market.



Company & Business Trends

Recruiting strategy 2024

Companies in Vietnam are increasingly focusing on upskilling existing employees and offering competitive compensation packages to attract new talent.



Salary and upskilling trends

Salaries have improved compared to 2023, though they remain below the peaks of 2020-2021. Increased automation is reducing entry-level roles, creating higher demand for mid- and senior-level professionals. Specialized roles like AI and cybersecurity are seeing rising salaries due to their growing importance.

The salary gap between general tech roles and specialized positions poses both challenges and opportunities. While competition for niche skills is intense, companies investing in targeted upskilling programs for high-demand areas are positioned to build a robust and capable workforce.

Working models



Company Work Models

Many companies with physical offices now require employees to be onsite.
3 days per week

Many companies are returning to a **100% full-time onsite model**

Foreign companies without local offices allow employees to **work remotely, collaborating with overseas teams.**

Opportunities for Foreign Companies

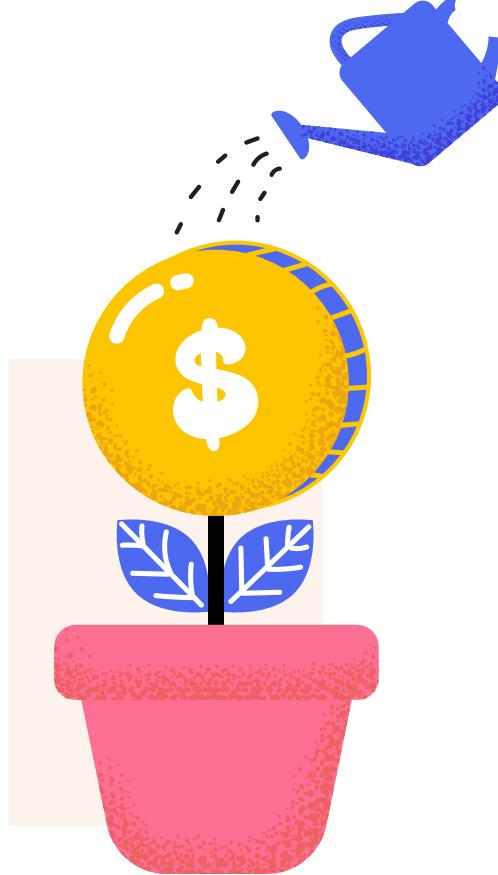
Offering flexible work options enables foreign companies to tap into a wider talent pool beyond major tech hubs like Ho Chi Minh City and Hanoi.

Thriving in a competitive market

Intense Competition Between Large and Small Companies

Market Share: Larger companies are leveraging their extensive resources to capture a larger market share, often through mergers and acquisitions.

- Major tech firms like Microsoft and Amazon have been acquiring smaller startups to expand their cloud computing and AI capabilities.



Innovation: Smaller companies are focusing on niche innovations to differentiate themselves.

- Startups like UiPath in the RPA (Robotic Process Automation) space are gaining traction by offering specialized solutions.



Funding: Larger companies have more access to capital, allowing them to invest heavily in research and development. In contrast, smaller companies often struggle to secure funding, impacting their ability to compete.

Talent Acquisition: Big tech firms can attract top talent with competitive salaries and benefits, while smaller companies may find it challenging to retain skilled employees.

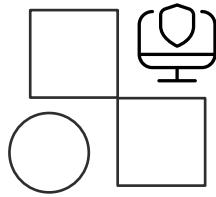
Customer Base: Larger companies have established customer bases and brand recognition, making it easier to attract new clients. Smaller companies need to work harder to build their reputation and customer trust.

Competitive Dynamics

Cloud Computing: Companies like Amazon Web Services (AWS) and Microsoft Azure are in a fierce competition to dominate the cloud computing market. AWS has been expanding its services and infrastructure, while Azure is focusing on hybrid cloud solutions.

AI and Machine Learning: Tech giants like Google and IBM are investing heavily in AI and machine learning technologies. Smaller companies like OpenAI and DataRobot are also making significant strides, often through innovative approaches and partnerships.

Cybersecurity: Established firms like Cisco and Palo Alto Networks are continuously innovating to stay ahead of cyber threats. Meanwhile, emerging companies like CrowdStrike and Zscaler are gaining market share by offering advanced threat detection and response solutions.



→ This competitive landscape is driving rapid innovation and growth in the IT industry, but it also presents challenges for smaller companies trying to compete with well-established giants.

Key Strategies for Business Success: Optimizing Cash Flow, Enhancing Workforce Efficiency, and Retaining Talent

Key Areas	Facts & Insights	Analyst Advice
Operational Efficiency	<ul style="list-style-type: none"> Productivity is a top priority, with companies exploring new methods to enhance outcomes. Efficient operations support cost savings and adaptability in market disruptions. 	<ul style="list-style-type: none"> Optimize Core Operations: Streamline processes, focus on high-impact activities, and implement sustainable practices for long-term stability.
Cash Flow & Financial Stability	<ul style="list-style-type: none"> Sustainable cost structures allow firms to maintain stability and pursue growth, even in fluctuating markets. Prioritizing cash flow helps support resilience against financial uncertainty. 	<ul style="list-style-type: none"> Strengthen Financial Foundations: Emphasize cash flow optimization and cost-saving initiatives to build a stable financial base.
Talent Management	<ul style="list-style-type: none"> Productivity is a top priority, with companies exploring new methods to enhance outcomes. Efficient operations support cost savings and adaptability in market disruptions. 	<ul style="list-style-type: none"> Invest in Talent: Prioritize strategies to attract, retain, and develop employees through professional growth, a supportive work environment, and flexible work models.
Employee Development	<ul style="list-style-type: none"> Companies investing in workforce training and development experience higher employee engagement and performance. Upskilling can help meet productivity goals. 	<ul style="list-style-type: none"> Enhance Workforce Efficiency: Adopt continuous development programs that improve skills and align with company goals to enhance productivity.



Employee retention trends

	Facts & Insights	
Professional Development	Companies are implementing more professional development programs to upskill employees and support career growth.	Continuously invest in employee development to keep the workforce skilled, motivated, and engaged.
Wellness Initiatives	Mental health support, fitness programs, and wellness initiatives are being widely adopted to improve employee satisfaction.	Focus on well-being: Prioritize wellness initiatives to enhance retention and overall job satisfaction.
Flexible Work Arrangements	Hybrid and remote work models are central to employee retention, providing flexibility.	Adopt flexible work policies to attract and retain top talent in a competitive market.
Higher Salaries	Employees are increasingly seeking higher compensation, but companies are balancing this with cost optimization.	Balance cost and compensation: Find the right mix of competitive salaries and financial efficiency.
Company Culture	Beyond salary, employees prioritize company culture, work-life balance, and alignment with leadership's vision.	Invest in company culture to align leadership with employees' values, enhancing loyalty and satisfaction.

Candidate Report

Candidate Preferences in 2024



Workplace Culture

90%



Greater job satisfaction

84%



Improve job performance

81%



Less likely to leave

78%



Increased respect for the company

Cultural Fit & Professional Relationships

- 98% of employers and 97% of professionals agree that cultural fit is critical for success.
- 81% of hiring managers believe strong cultural fit reduces employee turnover.
- 85% believe cultural fit leads to better job performance.

Diversity, Inclusion & Work-Life Balance

- 76% of job seekers prioritize diversity in companies.
- Employers should embrace diversity while ensuring cultural alignment with core values.
- Work-life balance is essential for candidates; flexible work environments boost satisfaction and retention by 25%.

Stability in Employment

- Candidates seek stable work arrangements and companies with a strong reputation.
- Employers should communicate long-term vision and commitment to employee welfare."

Career Development

- IT professionals seek employers who invest in career growth (structured paths, mentorship, learning).
- 2/3 of professionals are exploring new opportunities, prioritizing career advancement over salary.

Flexible Work Arrangements

- 93% prefer remote or hybrid work; only 7% want full-time office work.

Job Security & Stability

- 40% of job seekers prioritize salary and job security, not for wealth but family stability.

Competitive Compensation

- Competitive salaries and benefits are crucial for job seekers.
- Employers should align compensation with market trends and optimize costs through outsourcing and tech.

Exposure to Technology

- Candidates favor employers that ad

Skill Gaps in Vietnam

Vietnam's IT sector is experiencing notable growth but continues to face challenges in closing skill gaps in advanced fields such as artificial intelligence (AI), semiconductors, cybersecurity, and data science. These gaps are influenced by rapid technological advancements and the increasing demand for specialized expertise across industries.



Key Areas of Concern

AI and Semiconductors: Vietnam is emerging as a semiconductor hub, with companies like FPT Semiconductor designing commercial chips and attracting global manufacturers. However, the sector requires a substantial increase in skilled professionals to meet global demand and sustain competitiveness.

Data Science: The demand for data analytics expertise continues to grow, especially in sectors like finance and retail, where insights from big data drive business strategies.

To address these challenges, Vietnam is focusing on upskilling initiatives, professional certification programs, and collaboration with global tech companies to enhance its talent pool. These efforts aim to ensure Vietnam remains competitive in the regional and global tech landscape.

AI and Semiconductors: As digital transformation accelerates, Vietnam struggles with a shortage of qualified cybersecurity specialists. This has made workforce training and collaboration with international partners a priority.



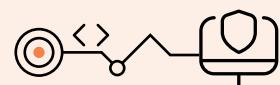
Upskilling Initiatives in Vietnam

Semiconductor and AI Development



Vietnam is establishing specialized centers to train 20,000 chip design engineers in five years, supported by scholarships like the Vietnam Semiconductor Hub for Education and Taiwan's INTENSE program.

Cybersecurity Focus



With over 90% of cybersecurity products made domestically, Vietnam is advancing its digital security infrastructure, backed by goals set by the Ministry of Information and Communications to expand the sector's market value.



Workforce Adaptation

These initiatives address job risks from automation, ensuring Vietnam's workforce remains competitive in the digital era.



Data Science Expansion

Institutes like VinUniversity's Data Science Institute and certification programs (e.g., Azure Data Scientist) aim to enhance expertise in big data and analytics for high-demand industries like finance and retail.

Global Partnerships

Collaborations with Microsoft, Google, and other firms provide hands-on training and certifications, integrating global standards into Vietnam's workforce development.



Growth of Vietnamese Candidates



Improved English Proficiency

Many Vietnamese IT professionals are enhancing their English skills, with top talent at a fluent level.

English Proficiency Rankings 2024:

- Global Rank: 63/113 countries.
- Asia Rank: 8/23 countries.
(behind Singapore, Philippines, Malaysia, South Korea)
- Top Cities: Hanoi, Ho Chi Minh City, Da Nang - key tech hubs with high English proficiency.



Economic Impact of English:

- 80% of mid-level jobs require English.
- 30-50% higher salaries for fluent candidates.
- Essential for career growth in Vietnam's economy.



Product Development Mindset:

Vietnam's growing product company sector has fostered a stronger product development mindset, making its candidates more product-focused than peers in Malaysia and Indonesia.

- International companies in Vietnam introduce global best practices.
- Startups foster skills in market understanding and product development.
- 75% of employers seek candidates with both technical expertise and client engagement skills.
- Dual expertise in technology and market insights makes Vietnamese professionals highly competitive.



These trends highlight a workforce evolving to meet global standards, driven by continuous learning and tech advancements.



Tech and Programming Trends:

Vietnamese professionals stay ahead with the latest technologies and programming languages, making them competitive globally.

- Tech growth promotes continuous learning and adaptability.
- 79% of employees report that upskilling boosts salaries and bargaining power.
- 88% of workers feel supported in upgrading digital skills.
- Strong national commitment to workforce development.

SALARY RANGE



SALARY RANGE IN HO CHI MINH CITY

Here is the salary reference that JTI has compiled for the year 2024 and the salary predictions for positions in 2025.

Role	Average Salary Per Month USD(\$)		
	0-3 years exp	3-5 years exp	5-10 years exp
CTO	-	10000	14000
Head of Engineering	-	7000	12000
Director of IT/IT Operations	-	7000	12000
Product Manager (Tech)	1800	2800	3200
Project Manager	1500	2500	3000
Solution/Enterprise Architect	2800	4000	5500
Cloud Architect	2500	3200	5000
Fullstack Developer	1800	2800	4000
Backend Developer	1500	2500	3500
Frontend Developer	1200	2000	3000
Mobile Developer	1200	2200	3200
Blockchain Developer	2000	3500	4500
Embedded Systems Engineer	1300	2000	3000
Automation Test/QA/QC Engineer	1300	2000	3000
Manual Test/QA/QC Engineer	1000	1500	2200
Scrum Master/Agile Coach	1200	1800	2800
UI/UX Designer	1000	1500	2500
AI/ML Engineer	1500	2500	3500
Data Scientist	1500	2800	5000
Data Engineer	1500	2500	4500
BI Analyst/Data Analyst	1200	2200	3000
Database Administrator (DBA)	1200	2000	2800
DevOps Engineer	1800	2800	4000
Site Reliability Engineer (SRE)	2000	3000	4200
Cloud Engineer	1800	2800	3500
Network Engineer/Administrator	1100	1500	2500
Systems Administrator	1000	1500	2000
Cybersecurity Engineer	1500	2500	3500
Security Engineer	1500	2500	3500
Information Security Manager	2500	4000	6500
Ethical Hacker/Penetration Tester	1800	2800	3500
Delivery Manager	2500	3500	4500
Bridge System Engineer (BrSE)	1800	2500	3500
IT Communicator	800	1300	1800
IT Consultant/IT Business Analyst	1200	2000	2800
SAP Consultant (ABAP/Functional)	1800	2500	3500
Presales Consultant	1000	1500	2200
IT Service Desk/ IT Support	1000	1500	2200
Unity Engineer	1300	2300	3000

SALARY RANGE IN HANOI CAPITAL

Here is the salary reference that JT1 has compiled for the year 2024 and the salary predictions for positions in 2025.

Role	Average Salary Per Month USD(\$)		
	0-3 years exp	3-5 years exp	5-10 years exp
CTO	-	8000	12000
Head of Engineering	-	6500	10000
Director of IT/IT Operations	-	6000	8000
Product Manager (Tech)	1500	2500	3000
Project Manager	1200	2000	3000
Solution/Enterprise Architect	2500	3600	4500
Cloud Architect	2300	2800	4000
Fullstack Developer	1500	2500	3500
Backend Developer	1200	2200	3000
Frontend Developer	1000	1800	2800
Mobile Developer	1000	2000	3000
Blockchain Developer	1500	3000	4000
Embedded Systems Engineer	1200	1800	2500
Automation Test/QA/QC Engineer	1200	1800	2800
Manual Test/QA/QC Engineer	1000	1400	2000
Scrum Master/Agile Coach	1000	1500	2300
UI/UX Designer	800	1400	2200
AI/ML Engineer	1300	2300	3300
Data Scientist	1300	2500	4500
Data Engineer	1300	2300	4000
BI Analyst/Data Analyst	1100	2000	2600
Database Administrator (DBA)	1100	1800	2400
DevOps Engineer	1500	2500	3500
Site Reliability Engineer (SRE)	1800	2800	3800
Cloud Engineer	1500	2500	3200
Network Engineer/Administrator	1000	1300	2300
Systems Administrator	900	1400	1800
Cybersecurity Engineer	1200	2200	3200
Security Engineer	1200	2200	3200
Information Security Manager	2200	3800	6000
Ethical Hacker/Penetration Tester	1500	2500	3200
Delivery Manager	2200	3200	4000
Bridge System Engineer (BrSE)	1600	2400	3200
IT Communicator	800	1300	1800
IT Consultant/IT Business Analyst	1000	1800	2500
SAP Consultant (ABAP/Functional)	1500	2200	3200
Presales Consultant	800	1200	1800
IT Service Desk/ IT Support	900	1500	2200
Unity Engineer	1200	2000	2800

SALARY RANGE IN STAFFING

Below is the reference cost of manpower services provided by JTI for 2024, along with the projected costs for positions in 2025.

Role	Experience	Cost (USD / month)	
		Min	Max
Front-end Developer	0-3 years	1500	1800
	3-5 years	1800	2500
	5+ years	2500	3300
Back-end Developer	0-3 years	1700	2100
	3-5 years	2100	2700
	5+ years	2700	3700
Full-stack Developer	0-3 years	1700	2400
	3-5 years	2400	2800
	5+ years	2800	4000
Mobile Developer	0-3 years	1500	2000
	3-5 years	2000	2500
	5+ years	2500	3300
UI / UX Designer	0-3 years	1400	1800
	3-5 years	1800	2500
	5+ years	2500	3000
QA / QC / Tester	0-3 years	1300	1600
	3-5 years	1600	2400
	5+ years	2400	3200
Data Engineer	0-3 years	1300	1800
	3-5 years	1800	2500
	5+ years	2500	3200
DevOps / Infractucture / SRE	0-3 years	2300	2700
	3-5 years	2700	3700
	5+ years	3700	4500
PM / PO / Scrum Master	0-3 years	1800	2100
	3-5 years	2100	2800
	5+ years	2800	3500
Business Analyst	0-3 years	1500	1800
	3-5 years	1800	2500
	5+ years	2500	3200
Technical Support / IT Helpdesk	0-3 years	1300	1600
	3-5 years	1600	2200
	5+ years	2200	2500

Factors Influencing Staffing Costs

- Working Mode & Location: Remote, Hybrid, Onsite
- English Proficiency
- Candidate Experience
- Programming Language
- Project Size & Special Requirements

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Forecast for 2025



High-Demand Roles & Salary Growth

Rising global investments in emerging technologies.

→ Top Field:



**AI/ML, Cybersecurity,
Data, Cloud, Blockchain**



Semiconductor Specialists

Critical demand due to tech hardware growth.

Hot Programming Languages



python
AI/ML &
data analysis.

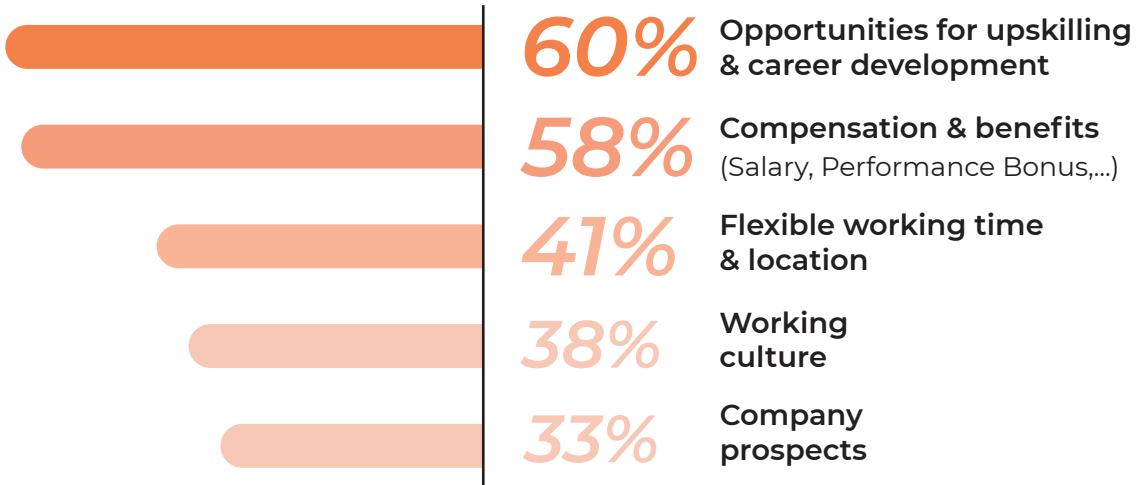


Rust
Secure systems
& cybersecurity.



GO
Scalability for cloud and
blockchain applications.

What Tech Workers Want



Global Trends Impacting Vietnam



Foreign Companies Hiring Local Talent

- Prefer high-productivity developers.
- Offer remote work and higher salaries than local firms.



Implications for Local Businesses

- Increase budgets for salaries and training.
- Introduce flexible work policies.
- Provide performance-based rewards to retain top talent.

The Openness of the Market

Vietnam is increasingly recognized as a global IT hub:

Government Support: Policies fostering innovation and attracting foreign investment.

Emerging Startups: A surge in blockchain and AI startups is driving innovation.

Flexible Work Models:

- **Working Time & Location:** Candidates prefer companies offering **flexible work arrangements**, including remote and hybrid models.
- Employers are adjusting salary structures for remote roles, adopting **location-based pay scales**.

Freelance & Contracting:

- The freelance IT workforce is expanding, particularly in **project-based roles**.
- Businesses are increasingly hiring contractors to save costs, creating a dynamic shift in salary negotiations and project-based compensation.



The Future of IT

Vietnam is increasingly recognized as a global IT hub:

AI & Automation reshaping industries:

- Entry-level jobs automate; advanced roles surge in demand.

Projected Trends by 2030:

- New opportunities in AI, data, and cybersecurity.
- Continuous learning will be essential to stay competitive.
- Vietnam positioned as a leader in tech innovation in Southeast Asia.

CONCLUSION



Summary

Current State of Businesses

Talent acquisition in Vietnam:

- Companies are increasingly focusing on upskilling existing employees to address the talent shortage.
- Offering competitive compensation packages and flexible work models helps attract top talent, especially in a candidate-driven market.
- While salaries have improved, they still haven't reached the highs of 2020-2021, making it vital for companies to be transparent about pay to attract skilled candidates.

Market competitiveness:



- Large companies are thriving while smaller ones struggle. Thus, optimizing cash flow and workforce efficiency is necessary for survival.
- Companies with strong operations and effective people management will have an edge in attracting and retaining talent, which helps with long-term success.

Employee retention strategies:

- In Vietnam, retaining top talent involves implementing professional development programs, wellness initiatives, and flexible work arrangements to enhance job satisfaction.
- Beyond salary, employees value company culture, work-life balance, and alignment with leadership's vision, making it important for businesses to foster a supportive environment.
- A focus on upskilling helps retain employees and strengthens the overall resilience of the organization in a competitive landscape.



Key Changes Businesses Need to Make



- **Long-term financial strategy:** Essential for building employee trust and business sustainability. Focusing on revenue growth and cost reduction provides stability, while leveraging Vietnam's skilled, cost-effective workforce can enhance efficiency and reinvestment opportunities.
- **Workforce structure:** Must be streamlined and adaptable to market changes. Partnering with expert headhunters helps attract top talent, driving innovation and securing a competitive edge.
- **Business development strategy:** Should prioritize adaptability to market trends. Incorporating advanced staffing solutions safeguards against talent shortages, reduces hiring risks, and ensures operational resilience.

Key Changes Candidates Need to Make

- **Harnessing AI:** Master skills like prompt engineering, data analysis, and AI ethics to stay competitive. As AI transforms industries, professionals who leverage these tools will be in high demand.
- **Focus on personal growth:** Avoid frequent job-hopping and prioritize skill enhancement within your current role. Stability and continuous development are critical for long-term career success.
- **Financial preparedness:** Set clear goals, create a budget, and build an emergency fund to reduce financial stress and improve job performance and well-being.

→ Key takeaway

Businesses and candidates must adapt to meet in the middle, balancing strategic planning with skill growth for mutual success.

Why Build Your Team in Vietnam

- Skilled Workforce: IT professionals with a product mindset, strong technical skills, and English proficiency.
- Supportive Environment: Pro-business government policies and a stable political climate fostering IT industry growth.



Why Choose JT1:

Deliver Strong Results, Build Strong Partnerships & More

JT1 specializes in overcoming recruitment challenges through tailored, client-focused solutions. With experience serving 90% of our clients in developed countries, we have a proven track record of understanding and addressing the complexities of:

- **Corporate Culture:** We understand internal dynamics and decision-making processes to align talent with business goals.
- **National Culture:** Ensuring seamless adaptation to local customs and effective communication.
- **Legal Compliance:** Mitigating risks by adhering to international and local regulations.
- **Industry-Specific Needs:** Leveraging expertise to overcome unique challenges and drive performance.

Headhunting Service Strengths

- **Expert Talent Acquisition:** A dynamic, tech-savvy team focused on recruiting core roles such as CTOs, Engineering Managers, and other key positions.
- **Operational Efficiency:** Build a stable team without the need for establishing a legal entity or incurring operational overheads. Our end-to-end services streamline human resource management.
- **Holistic Support:** Beyond recruitment, we offer extended HR solutions, including payroll, EOR (Employer of Record), and office setup, ensuring seamless team operations.
- **Cost-Effective Talent:** Access quality professionals while saving up to 30% compared to hiring in developed countries.

Staffing Service Strengths

- **Rapid Resource Deployment:** Find the right talent quickly for urgent projects, ensuring business continuity.
- **Flexibility and Compliance:** Provide short-term staffing solutions with EOR services, eliminating the need for legal entity establishment or cultural integration efforts.
- **Financial Optimization:** Pay only for the hours or months needed, with no fixed costs during downtime. Immediate productivity without training investments.

WHY CLIENTS LOVE US

Flexible

We know that you have your preferences and goals, and we respect that. Hence, we offer flexible pricing that matches your needs.

Accountable

We stand by our candidates for 60 days and offer you a free replacement if they are not the right fit or leave the company within that period.

Transparent

You only pay for the results you get. When you hire a candidate from us, you pay nothing more.

WE DON'T STOP THERE

We keep improving. Traditional methods of recruitment are not enough to meet the changing needs of today's world. Thus, we combine them with the latest methods, scrutinize the data, and leverage our experience to make smart adjustments that amplify our performance and results. We go beyond headhunting; we are your partners in success.

100%

SATISFACTION

From all our clients since 2016



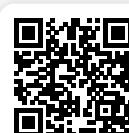
Fast



Global



Accurate





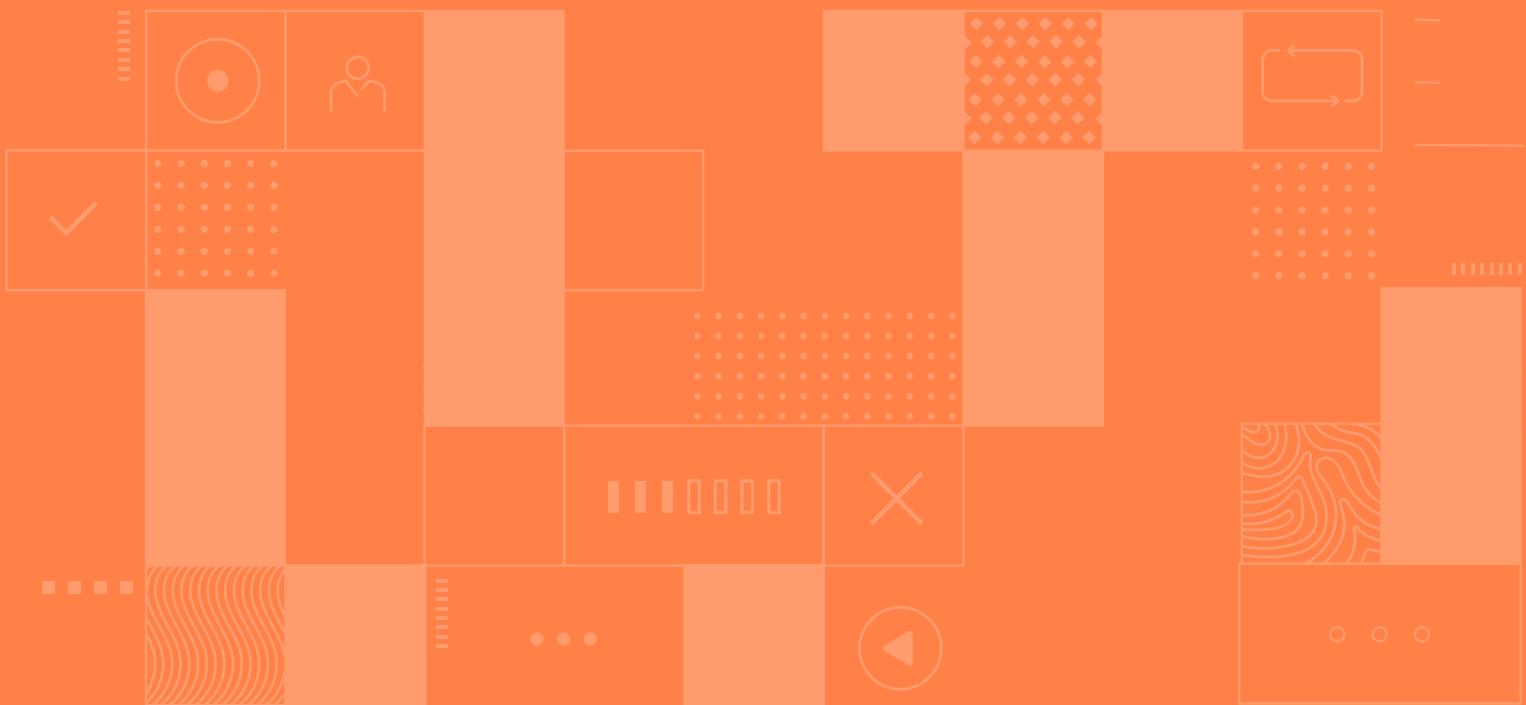
Adapting for Future Tech Relevance



Salary
Guide 2025








Adapting for
Future Tech Relevance

Salary Guide 2025