



Vietnam - June 2026

AAE Virtual Student Recruitment Fair

Join 10+ top institutions to engage 200+ pre-screened Vietnamese students and parents. Leverage AAE's 17-year expertise to navigate 2026 recruitment challenges and boost enrollment - all without travel costs.

Register at: [aae.us.com](https://www.aae.us.com)





Why Vietnam?

- **Largest Growth in U.S. Bound Students:** Vietnam saw the world's largest absolute increase in U.S. F-1 student visas (+2,485) in the latest 12-month cycle, maintaining its #1 position in ASEAN. (*U.S. Dept of State 2025/26*)
- **Economic Outperformer:** Vietnam is projected to hit 6.3% GDP growth in 2026, the highest in the East Asia and Pacific region, fueling a middle class expected to reach 44 million. (*World Bank Global Economic Prospects 2026*)
- **Leading Source of Talent:** With over 137,000 students abroad, Vietnam is the largest source of international students in Southeast Asia and ranks #9 globally for outbound tertiary mobility. (*UNESCO 2026*)





Why Vietnam?

- **Strategic STEM Focus:** The Vietnamese government has mandated that 35% of all higher education enrollment be in STEM by 2030, with specific 2026 scholarship initiatives targeting semiconductors and AI. (*Vietnam Gov Decree / Bao Chinh Phu 2025*)
- **Resilient Self-Funding:** Unlike other emerging markets, over 90% of Vietnamese outbound students are self-funded, driven by high family investment in global prestige and high-tech career pathways. (*MOET Landscape Report 2025*)





2026 Recruitment Realities

- 1. Visa Policy Complexity:** New fixed 4-year admission periods and a 30-day OPT window require institutions to provide high-touch, real-time guidance via virtual platforms. (*DHS Regulatory Update 2026*)
- 2. Market Resilience:** Despite a 36% global drop in U.S. visa issuance, Vietnam outperformed major hubs like India and Nepal with only a 25% decline, proving its stability. (*U.S. Dept of State / PIE News 2026*)
- 3. Hybrid Engagement Mandate:** With a 16.5% YoY growth in digital education, Vietnamese students now expect virtual "authenticity checks" before committing to study abroad. (*Technavio Vietnam Report 2026*)



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AAE's Solution: Virtual Student Fair



17+ years of
Vietnam-specific
recruitment expertise



Pre-screened
students aligned
with your programs



Post-event
lead nurturing
system



Cost-effective
recruitment
solution



Easy-to-access
via Zoom
Application

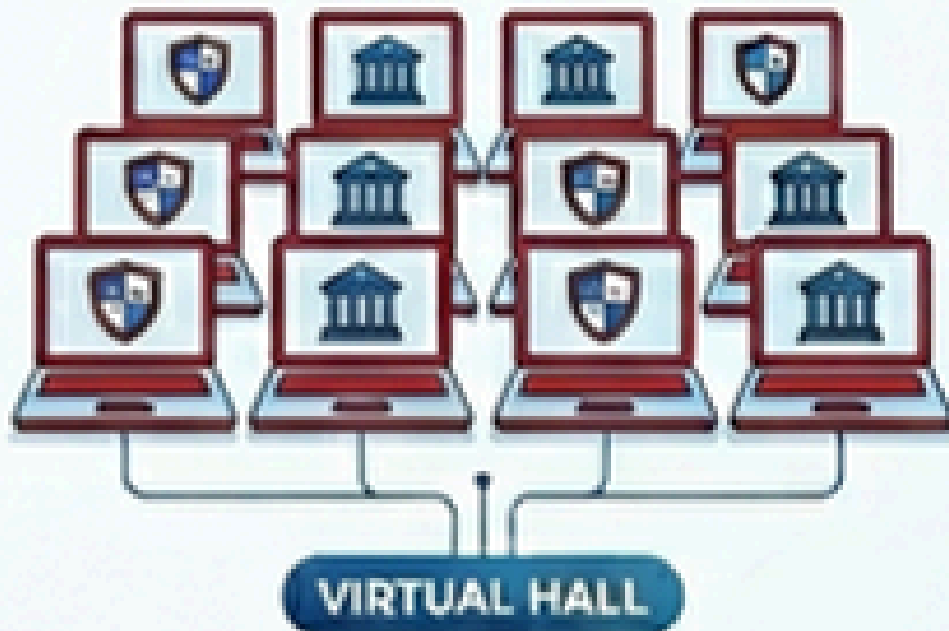


Dedicated
bilingual
support team

VIRTUAL FAIR EVENT FORMAT: CONCURRENT VIRTUAL BOOTHS

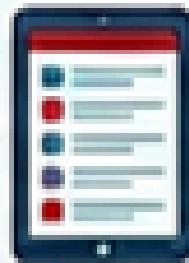
MAXIMIZE ENGAGEMENT & ROI WITH HIGH-QUALITY, PERSONALIZED INTERACTION

12 DEDICATED ZOOM BOOTHS

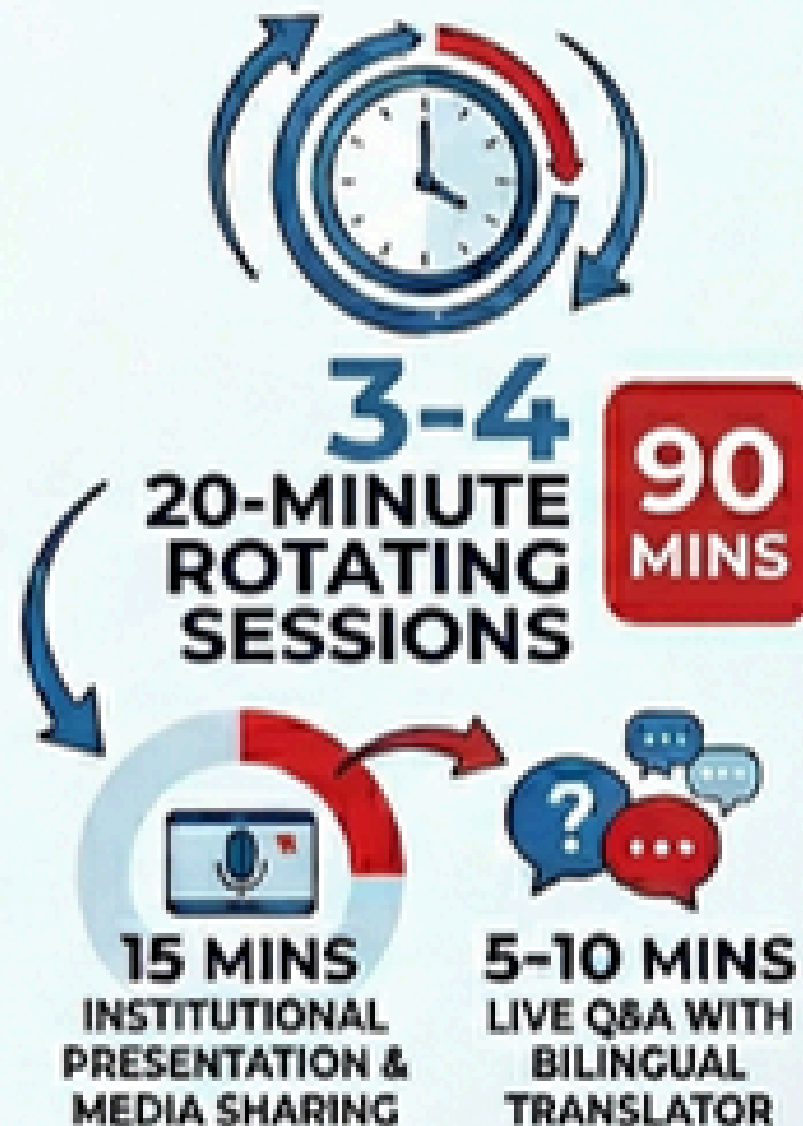


UP TO 12 INSTITUTIONS (COLLEGES & HIGH SCHOOLS) HOST PRIVATE, CONCURRENT ZOOM ROOMS.

STUDENTS/PARENTS RECEIVE DIGITAL DIRECTORY WITH LINKS. NAVIGATE FREELY BASED ON ACADEMIC INTERESTS.



STRUCTURED ROTATING SESSIONS



FLEXIBLE ATTENDEE FLOW



THE 90-MINUTE WINDOW ENSURES VISIT TO MULTIPLE INSTITUTIONS. FOR DEEP-DIVE DISCUSSIONS. EXPLORE ALL OPTIONS.

KEY SUPPORT & RESULTS



BILINGUAL TRANSLATOR REMAINS IN YOUR ROOM THE ENTIRE TIME. FACILITATES SEAMLESS COMMUNICATION.



LEAD COLLECTION MAXIMIZE LEAD GENERATION. HIGH-VALUE PROSPECTS FOR POST-FAIR FOLLOW-UP.



Schedule & Registration

Date	Time	Number of Exhibitors	Price
Sunday, June 21, 2026 <i>Vietnam time</i>	9:30AM - 11:00AM <i>Vietnam time</i>	Up to 12 <i>Concurrent Zoom rooms</i>	\$700 <i>*Early Bird: \$650 until May 21, 2026</i>

The standard participation fee includes:

- Well-trained translator during the fair.
- Marketing and communication.
- Post-event data (leads) from all the registrants and attendees who joined the fair.

Optional paid add-ons:

Exclusive Pre-fair Lead Generation (+\$400)
Maximize your ROI by securing a targeted list of pre-qualified leads before the event begins.

For further information please contact us:

Kenneth Cooper: ken@aae.us.com | 856 308 5426

Trang Nguyen: trangnguyen@aaevietnam.com | Zalo: 0927 707 377

Register at: aae.us.com



What You Need to Do

1

Pre-Fair:

- Register at aae.us.com
- Submit your marketing materials (videos, PDFs) by June 6, 2026.
- Submit your Zoom Meeting link by June 16, 2026.

2

During Fair:

- Your rep hosts live presentation session (slides, Q/A).
- Engage in chat/polls (AAE translator assists).

3

Post-Fair:

- Follow up within 7 days (AAE will send lead reports within 48 hours).

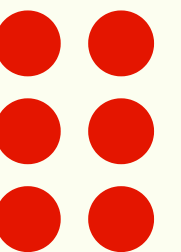


Zoom Engagement Platform

Interact with attendees via Zoom, enabling group discussions through public chat and multi-user engagement. Representatives can present, share media/files, and conduct live Q&A - all requiring only a standard laptop and stable internet. A pre-event guide will optimize your use of platform features for maximum impact.

Key features:

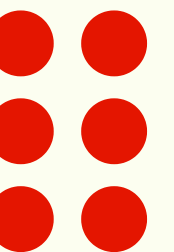
- AAE translator assists
- Real-time presentation & media sharing
- No specialized tech requirements
- Full attendee interaction capabilities





Marketing Reach & Support

AAE Virtual Fair receives nationwide promotion through our 30,000+ newsletter subscribers, 37,000+ [social media](#) followers, and targeted digital campaigns. We provide U.S. institutions with comprehensive Vietnamese market intelligence and student data analytics. Our proven digital marketing strategy effectively connects you with qualified Vietnamese candidates.

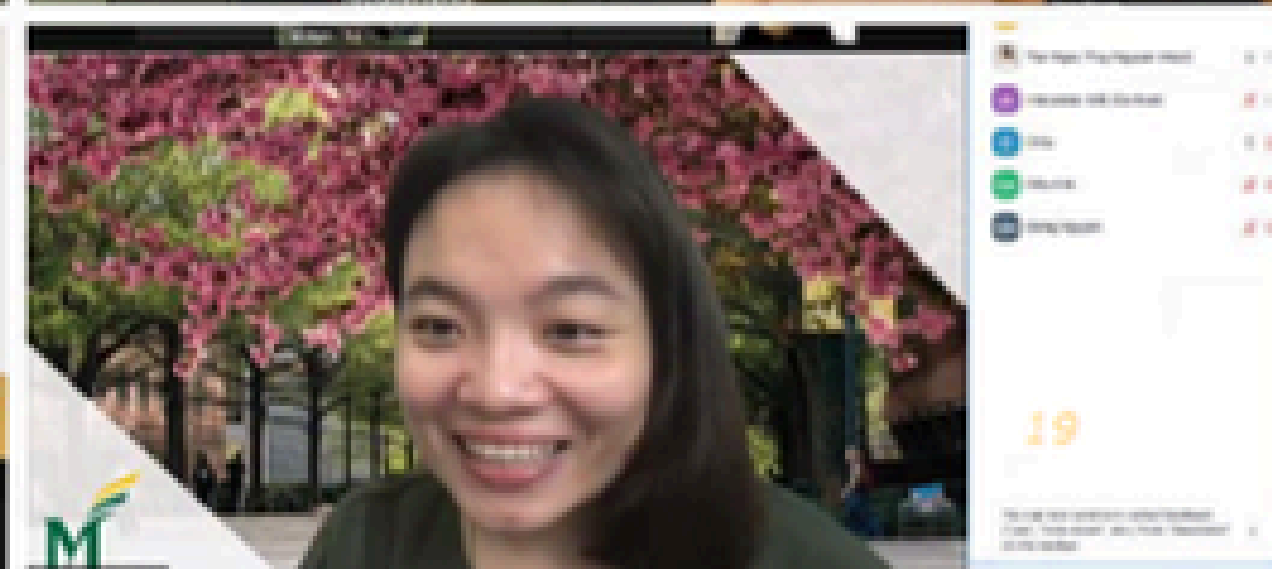
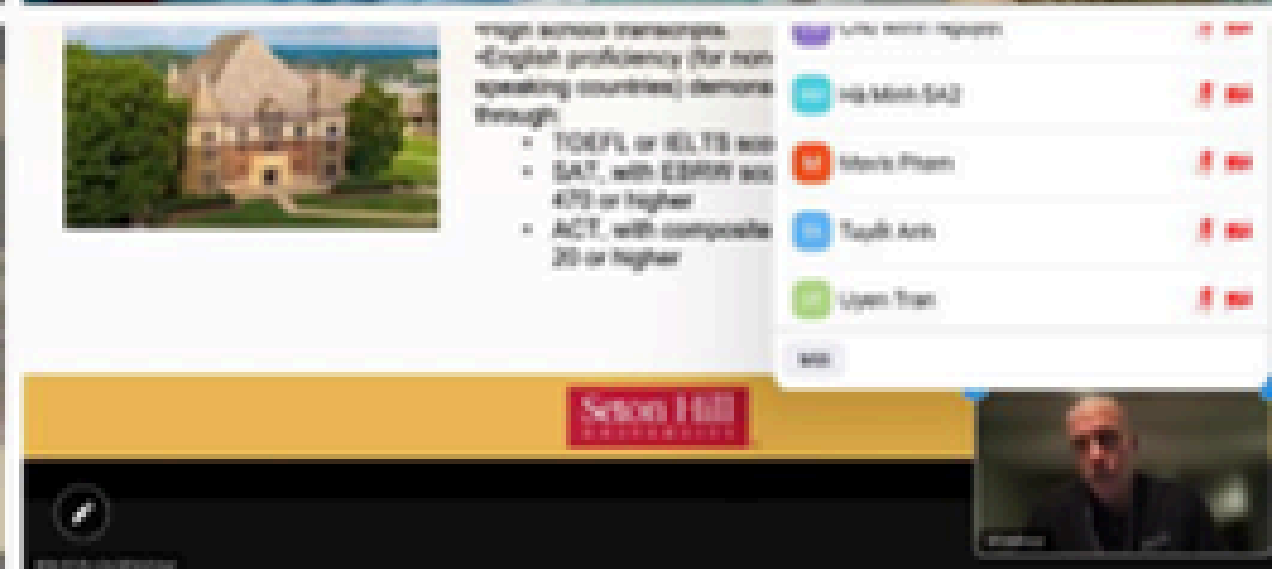
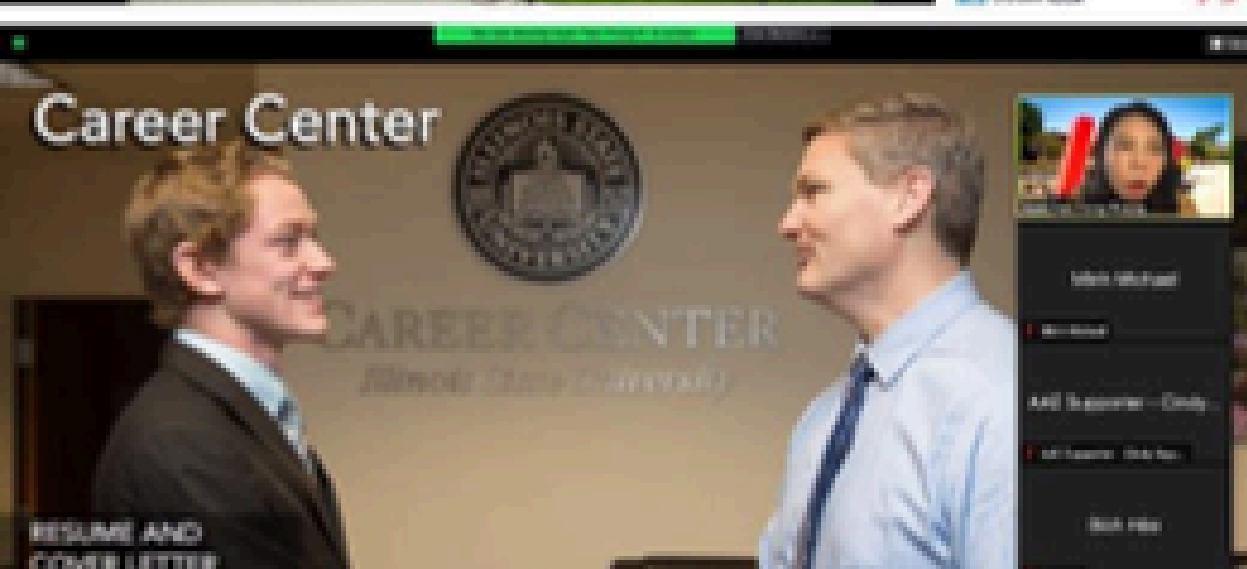
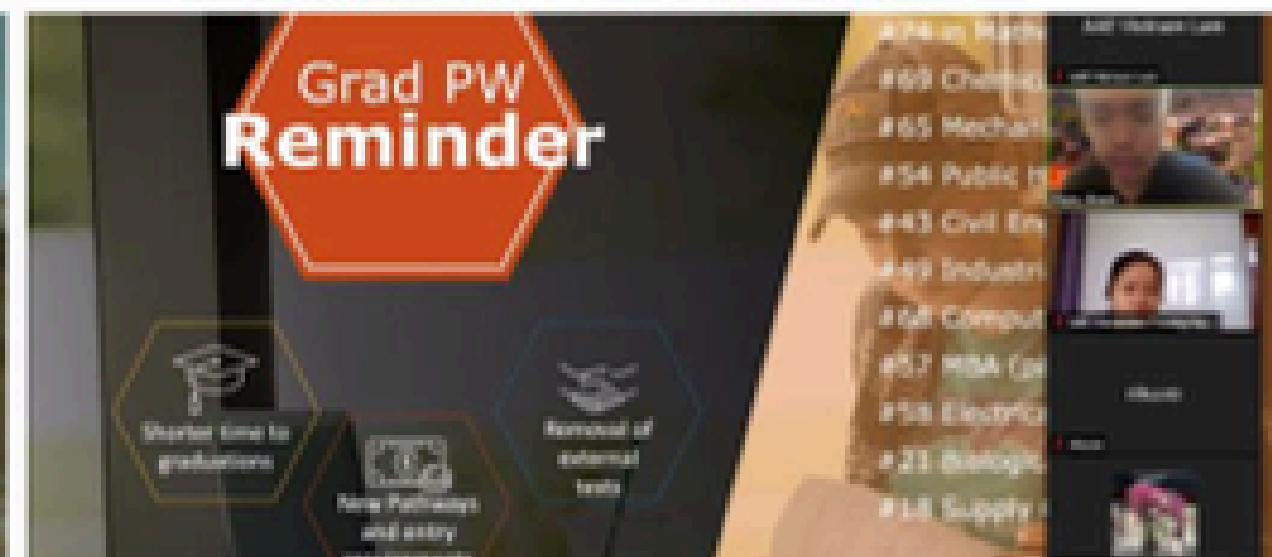
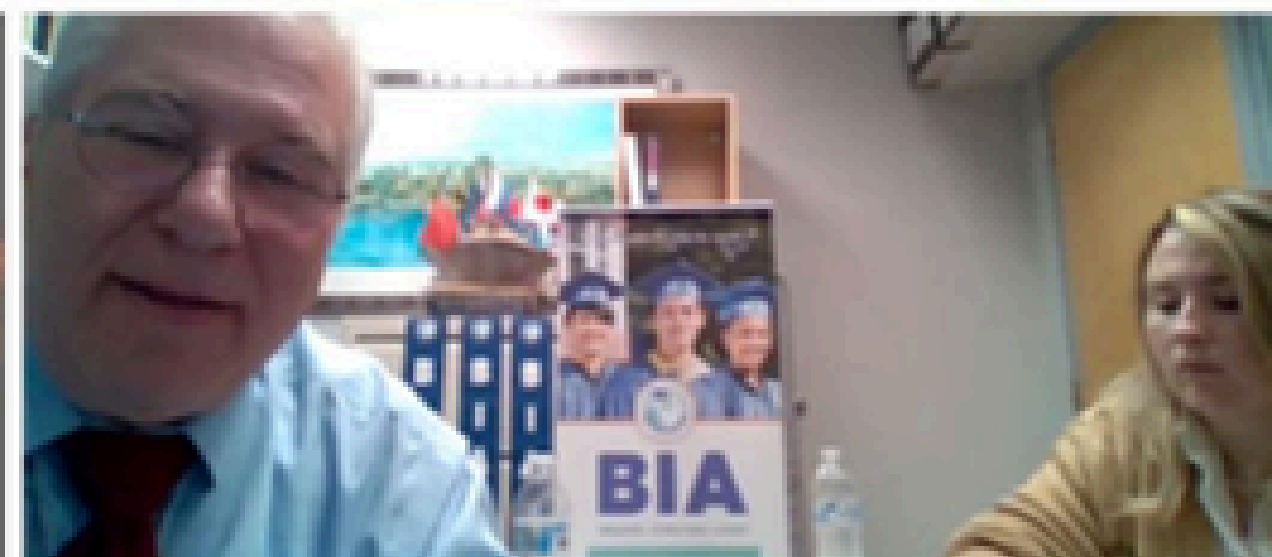
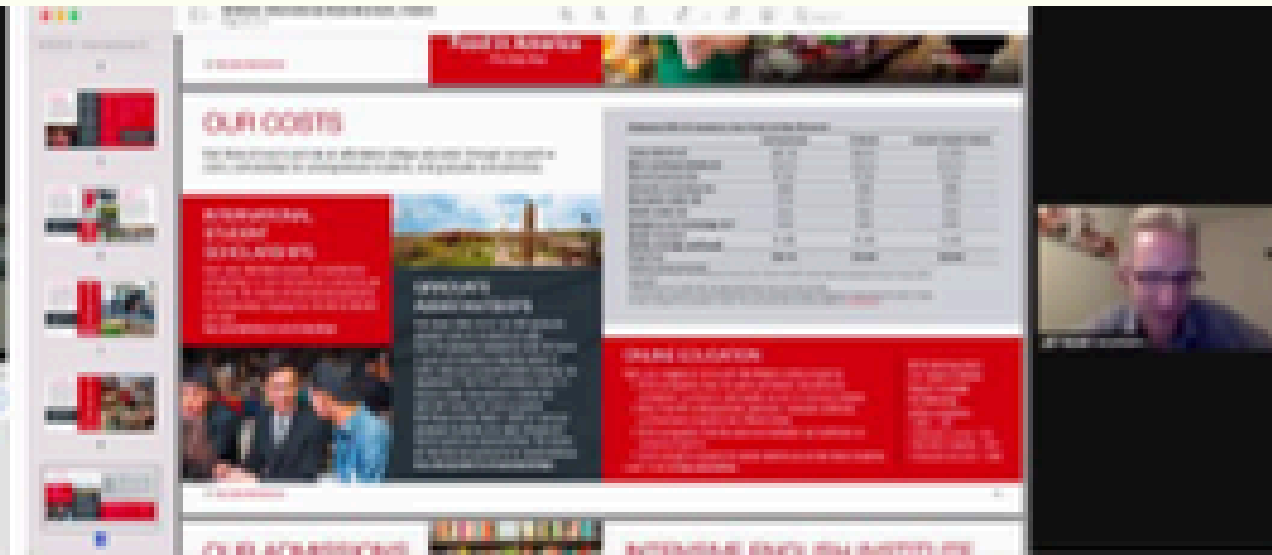
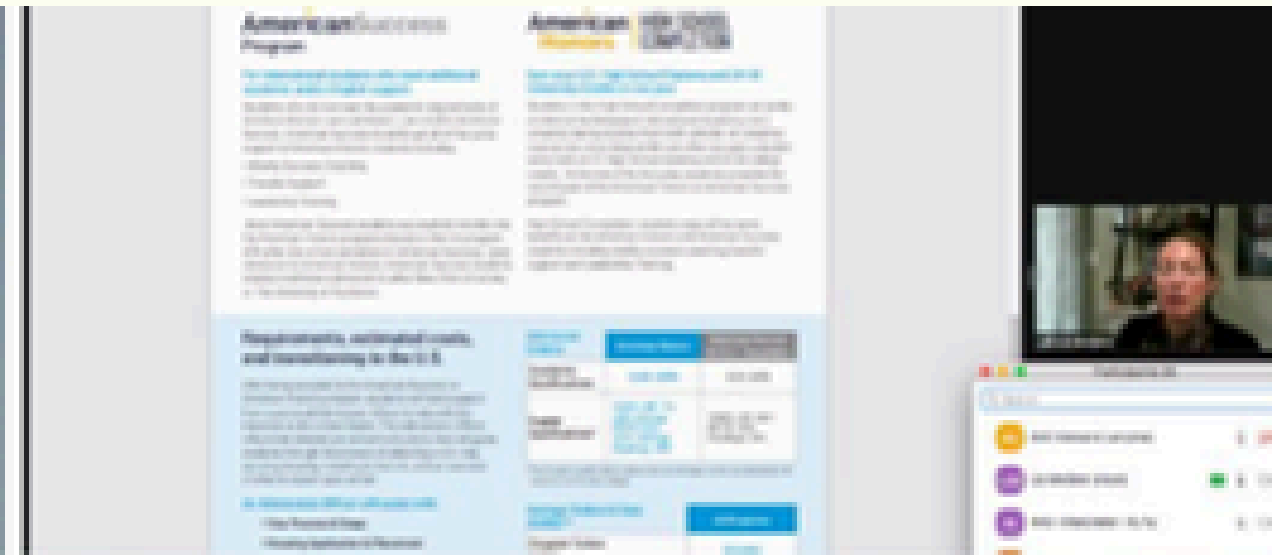
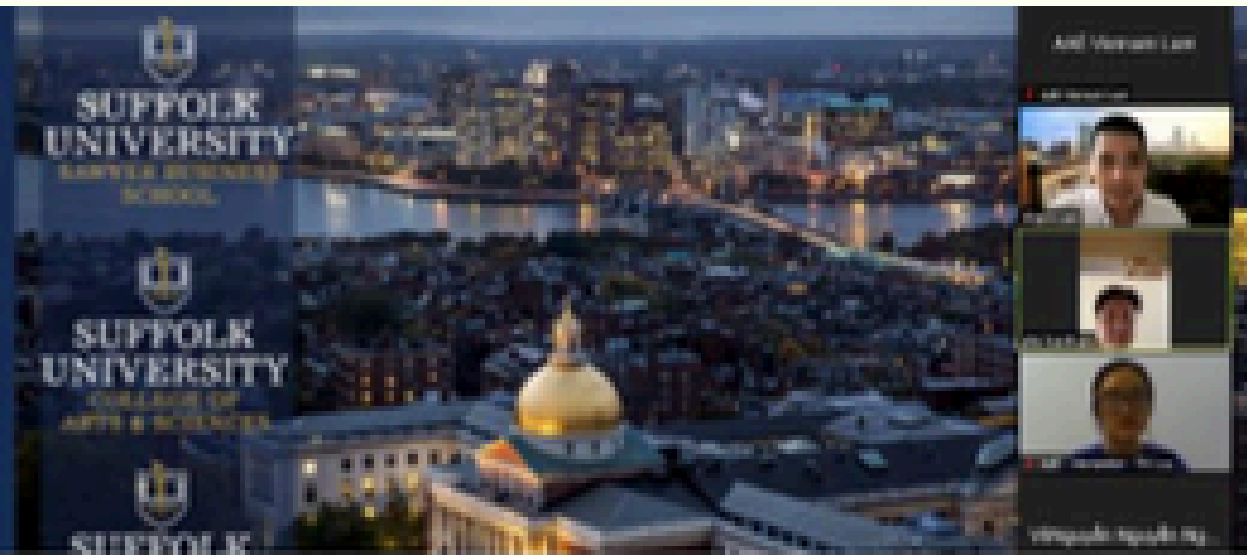


Key advantages:

- Multi-channel promotional campaigns
- Data-driven market insights
- Targeted student recruitment



AAE Virtual Fairs Flashback



Register at: aae.us.com



Lastest Report

JUNE 2025 VIRTUAL FAIR IN NUMBERS

Scan or [Click here](#)
to view the
latest report



14

INSTITUTIONS

150

LEADS COLLECTED

65

ATTENDEES

1.3M+

SOCIAL MEDIA REACH





About Us

As Vietnam's only [AIRC-certified](#), full-service recruitment agency with dual Vietnamese-American ownership, we offer unmatched local market insight combined with U.S. institutional expertise. We specialize in connecting qualified Vietnamese students with U.S. institutions through culturally informed strategies and tailored recruitment solutions.

Key Strengths:

- [AIRC-certified](#) expertise
- Unique bicultural ownership & specialist team
- Data-driven recruitment strategies
- Deepest local market understanding



Kenneth Cooper
Founder and Chairman
ken@aae.us.com



Duyen Nguyen
General Director
and Founder



Chris Runckel
Consultant and Government
Relations Specialist



Judy Irwin
Senior Global Sales
Director



Dung Tran
Senior Student
Advisor



Lan Vu
Chief Financial
Officer



Cindy Nguyen
Senior Student
Advisor



Trang Nguyen
Marketing
Director



Vanessa Tran
Student
Advisor



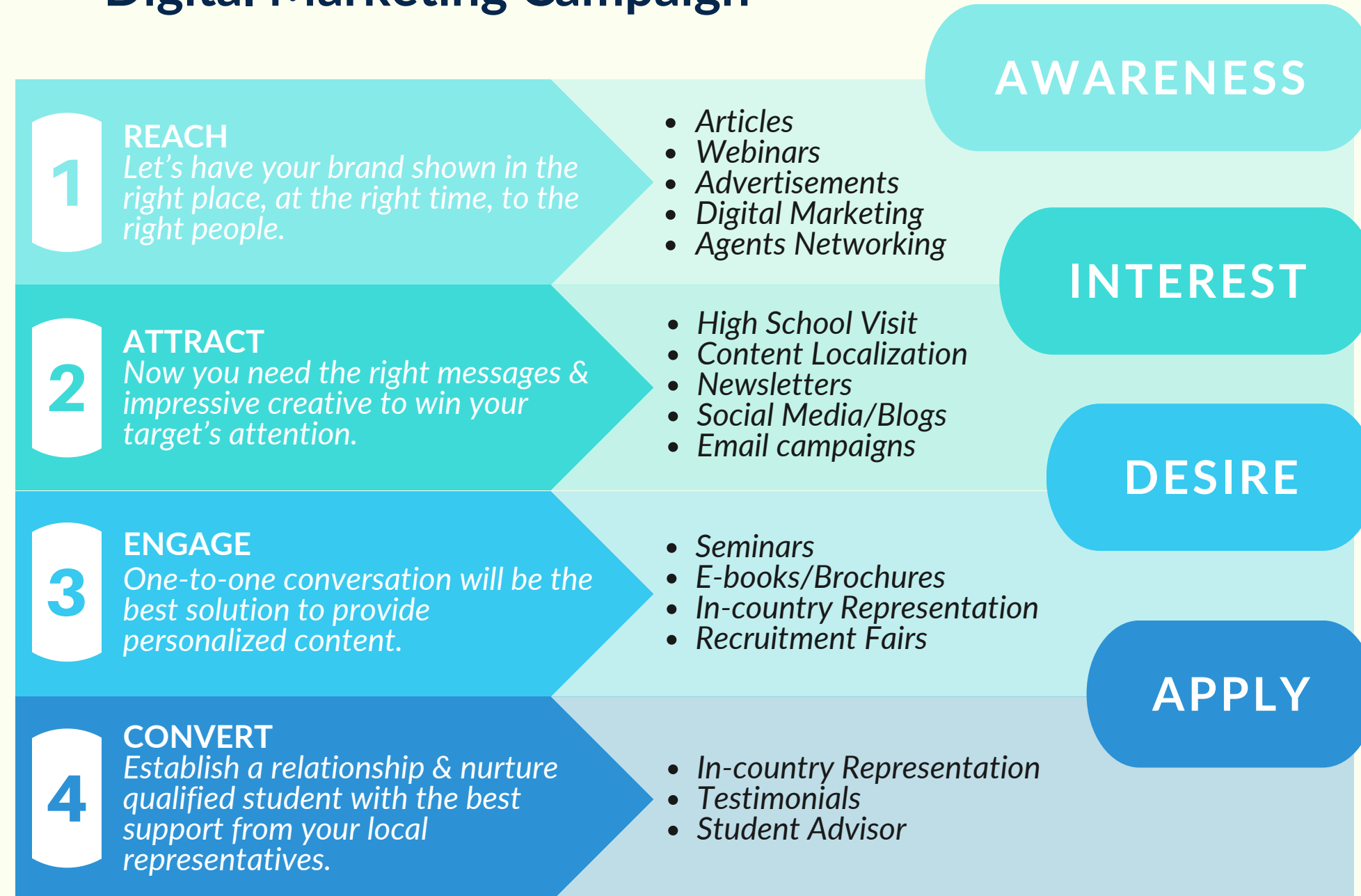
Lam Le
Senior Marketing
Associate

- *Bicultural specialist team*
- *Data-driven recruitment strategies*
- *Market-specific approach*



Our Services

- Education Fairs
- Seminar/Webinar
- High School Visit
- In-country Representation
- Digital Marketing Campaign



I must say having an American company with a Vietnamese staff base giving us advice and support is a win-win. AAE truly represents a partnership of the best of both worlds. Thumbs up, 5 star rating!

John Pomeroy | Director of International Student Recruitment
University at Albany, The State University of New York



Thank you, Ken & the AAE team, for your dedicated support. This was my first time attending an AAE fair, & it was an excellent experience engaging with such high-quality students. I'm already looking forward to future events.

Khue Tran | Vietnam Representative
St. Lawrence College



As a long-time partner, Lane Community College has participated in AAE fairs for many years and is proud to return each year. This ongoing collaboration allows us to consistently connect with motivated students interested in U.S. study opportunities.

Carla Andersen | Associate Director of International Recruitment
Lane Community College



Thank you for delivering such well-organized & smoothly executed fairs & events. It was a pleasure engaging with high-quality students, & we truly appreciate the experience.

John Eriksen | Senior Director of International Admission
Bryant University



We truly appreciate your efforts & support. This was my first time working with AAE, and it was a very positive experience. I had the opportunity to connect with many students interested in studying in Canada & share valuable education pathways.

Tommy Thai | Recruitment Manager SEA
Coquitlam College



Register now at aae.us.com

Have any questions? Please contact us!

Kenneth Cooper

Chairman

C: 856 308 5426

E: ken@aae.us.com

Trang Nguyen

Marketing Director

C: +84 927 70 73 77 (Zalo)

E: trangnguyen@aaevietnam.com

Judy Irwin

Business Development Specialist

C: 301 404 5304

E: judy@connectglobally.net

U.S. Office

1515 Market Street, Suite 1200
Philadelphia, Pennsylvania 19102
P: 215 854 6443 | W: aae.us.com

Vietnam Office

R. 102, First Floor, Lant Building, 60 Hai Ba Trung
Street, District 1, Ho Chi Minh City
P: 84 28 3827 4243 | W: aaevietnam.com