

INTERNATIONAL EXCHANGE PROGRAM WITH GEORGETOWN UNIVERSITY IN MARCH 2020

A traditional and cultural explore

Ho Chi Minh City, March 2020

Georgetown University, a private university located in the neighborhood of Washington D.C, U.S.A, is a leading research university with a heart. Founded in the decade that the U.S. Constitution was signed, G.U the nation's oldest Catholic and Jesuit university.



Georgetown University is one of the oldest international partner with the University of Economics Ho Chi Minh City (UEH) with a strong bonding of more than ten years. The two universities have been exchanging students for a long time, from undergraduate students to post graduates. In 2020, we decided to deploy a new program, focusing on exploring Vietnamese traditions and culture.

Van Phu Pottery Village

The tradition of making porcelain and pottery items is still favored by many local and international markets in modern times. Vietnam porcelain products have been available in most of the Western markets including the U.S and Europe. They have been famous for their fine quality and elegant, unique designs.



Binh Duong province, 30 kilometers far from Ho Chi Minh City, is known as the cradle of handicraft villages in the South of Vietnam with traditional craft villages such as lacquer, carving sculptures, ceramics, piggy making, rattan and bamboo, incense production, and rice paper making, producing clogs ... In particular, lacquer craft has been recognized by the Ministry of Culture, Sports and Tourism as a National Intangible Cultural Heritage.



Source: Internet



Nowadays, most of the manufacturing processes are still done by hand. Clay, the main raw material of the product, is often purchased in large quantities by furnace owners. Before being put into production, the soil must be sun-dried to alum, then soaked through two times of water, filtered out the plastic, then stuffed to a puree, called "Glue".



Making pottery using the traditional wood stove requires skilled and experienced workers, who are experienced with controlling the time and fire in order to produce high-quality and beautiful ceramic products. The time for firing a batch of ceramics is 3-5 days.



UEH's representative explaining the production process for G.U's student.





Academic seminar on Global Business Experience

During their stay, G.U students had the chance to explore Vietnam market through in-depth learning sessions and academic seminars. This is a great opportunity for both G.U and UEH to share their knowledge and studies in mutual interested learning fields, especially in Global business experience and Doing business in Vietnam. UEH is one of the recognized leading research universities in Vietnam in the field of business and management, which has been an advantage point for UEH to collaborate with some of the top universities worldwide in term of knowledge sharing and contribution to the global education.



G.U's presentation on Global Business Experience



Discussion session with UEH's delegates

Quang Trung Software City

Founded in 2001, Quang Trung Software City (QTSC) has attracted 165 ICT companies including 5 large-sized companies with over 1,000 employees. More than 250 IT products, services and solutions have been deployed and gone to market.



QTSC's delegate introducing about the company to G.U students

With great efforts and contributions, QTSC has truly become a "home" for 21,831 people studying and working regularly. Until now, QTSC has been the first and largest software park in Vietnam and also the first state-owned enterprise in Ho Chi Minh City to be certified as a Science and Technology Enterprise.



With our Alumni of 200.000 members, UEH introduced G.U to QTSC in order to learn more about their company, business operation and their journey of becoming the biggest state-owned technology company in Vietnam.

After just a short trip exploring Ho Chi Minh City, UEH has been receiving positive feedbacks from G.U students and delegates, on how the Vietnam Study Program has given practical experiences, relevant business content from both academics and practitioners. This trip has contributed a very tactical part in G.U MBA field-learning program and was a great chance to strengthen the relationship between Georgetown University and University of Economics Ho Chi Minh City, which is a foundation to lead to more long-term collaboration.