

Vietnam's AI Roadmap: Leveraging AI in Vietnam's most promising sectors - Appendix

Attitudes and Concerns about AI

- 67% of people in Vietnam are optimistic about how AI would impact their lives specifically.
- 86% of people in Vietnam agree that AI needs to be developed responsibly, with 37% expressing a worry about risks from misinformation, 31% online safety and 85% expressing a desire to protect individual creators.
- In total, 69% of people in Vietnam - and 75% of those under 35 - said that they were already using a gen AI tool weekly in their personal lives.

AI at Work

- Over the next five years, we expect a further 19% of workers in Vietnam to adopt AI for work.
- 88% of workers in Vietnam said they would be interested in skills training to help them to better take advantage of AI.
- 65% of current AI users said they had largely chosen to use AI tools at work themselves, while 21% said they had been encouraged to use AI tools by their company leadership.

- In our polling, 83% of workers said they wanted to better understand how AI models worked, 83% would like to know more practical use cases of how to use AI and 82% how they can best prompt AI models to get the most of them.

Google's Impact in Vietnam

- For small and medium businesses, Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube helped provide VND 2.9 trillion (USD 110 million) of economic activity in Vietnam in 2024.
- In 2024, the app ecosystem enabled by Google Play and Android has enabled the creation of 490,000 direct, indirect and spillover jobs in Vietnam.
- In 2024, Google supported 300,000 jobs by helping businesses expand through their use of Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube.
- In 2024, Google Search, Google Ads, Google AdSense, Google Play, and YouTube helped provide VND 15 trillion (USD 610 million) in export benefits from overseas markets for local businesses.
- Based on the time saved for the average worker by Google Search and Google Workspace, we estimate that in a given year Google services could be producing a VND 300 trillion (USD 12 billion) improvement in productivity for the economy of Vietnam.
- On average, we estimate that Google's AI-powered tools could save Google Workspace users over 10 work days a year. This includes time saved by accessing, storing and sharing online documents for work, and from reduced meetings and more efficient collaborations.