

Number **21**



# Women Business Owners in Vietnam

## A National Survey

 **IFC**  
International  
Finance  
Corporation  
World Bank Group

 **MPDF**  
Mekong Private Sector Development Facility

Gender  
Entrepreneurship  
Markets



Number **21**

Women Business Owners  
in Vietnam:  
**A National Survey**



The International Finance Corporation's

Gender Entrepreneurship Markets Initiative (GEM)

and

The Mekong Private Sector Development Facility (MPDF)

With support from AusAID



Gender  
Entrepreneurship  
Markets

March 2006



## Table of Contents

Acknowledgements	1
Summary of Key Findings	2
I. Important Business Concerns	6
II. Policy Imperatives	8
III. Business Skill-Building	10
IV. Access to Capital and Financing	13
V. Access to International Markets	16
VI. Access to Technology	18
VII. The Special Challenge of Being a Woman Business Owner	20
VIII. A Look to the Future	23
IX. Business and Personal Characteristics	25
Policy Implications and Recommendations	27
Methodology	29
Appendices	30
Appendix 1: Survey Cover Letter	30
Appendix 2: Survey Questionnaire	31
Appendix 3: Qualitative Discussion Guide/Interview Questions For Focus Group Discussions and Interviews	42
Appendix 4: Summary Tables	44

## Acknowledgements

This survey is a collaborative effort between the Mekong Private Sector Development Facility (MPDF) and Gender Entrepreneurship Markets (GEM) initiative of the International Finance Corporation (IFC).

This report was written primarily by Julie Weeks (consultant and CEO of Womenable, Inc.), with contributions from Froniga Greig (consultant) and Thi Trinh Nguyen (MPDF intern). The project was managed by Huong Thien Nguyen (MPDF) and Jozefina Cutura (GEM), under the supervision of Trang Nguyen (MPDF) and Amanda Ellis (GEM). My Thi Nguyen (MPDF), Trung Thanh Duong (MPDF), Rashmi Pendse (MPDF) and Catherine Hue-Bi (IFC Africa Department) also contributed.

We wish to thank the members of the women's business community who took the time to participate in the survey, and the associations that provided access to member lists. In particular, we are grateful to the Vietnam Women's Union, the Hanoi Young Entrepreneurs' Association, the Ho Chi Minh City Women Entrepreneurs' Club, the Young Business Association of Ho Chi Minh City, the Can Tho Business Association and the Da Nang Women Entrepreneurs' Club for their assistance in arranging focus group discussions and in-depth interviews with their members. These discussions formed the basis of a complementary report entitled *Voices of Women Entrepreneurs in Vietnam*. Verbatim comments from the focus group discussions and interviews are included throughout this report to add context to the quantitative findings.