

# PwC's Global NextGen Survey 2019

## - Vietnam highlights

### About the survey

PwC Global NextGen survey was first released in 2013 as a unique and unprecedented two-year global generational study. 2019 is the first year where there is strong Vietnam participation.

- 81% of the Vietnam respondents are from the 2nd generation, much higher than Asia Pacific (61%).
- 90% of those surveyed are 21-34 years old, relatively higher than those in Asia Pacific (65%).

In total, more than 950 family business leaders from 69 territories, including Vietnam responded to our 2019 survey - the largest survey of NextGens to date.

### Discover more



#### PwC Global report

Find out how NextGens are working to build trust, earn the licence to operate and future-proof the family business.



#### Which NextGen path?

Take this short quiz to find out which NextGen path you may be on and explore recommendations and case studies tailored to you.

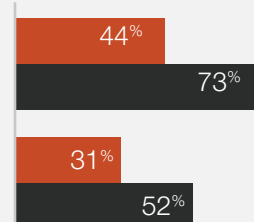
### Key findings

■ Vietnam ■ Asia Pacific

#### 1. Vietnam NextGens show commitment and ambition, but are given limited opportunity to lead

Nearly a half of Vietnamese respondents are already deeply engaged in family business.

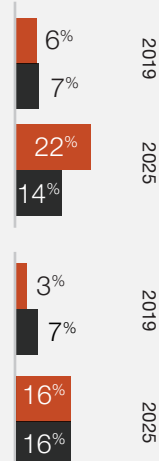
But only around a third of Vietnam respondents are given an opportunity to lead.



#### 2. Vietnam NextGens aspire to lead their own business with support from family

There is a significant increase of those who want to create their own enterprise with support from their family business (6% in 2019 vs. 22% by 2025).

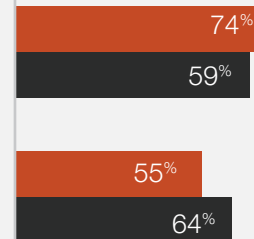
16% of respondents want to lead a venture within their family business (intrapreneurship) by 2025, compared to just 3% of respondents today.



#### 3. Technological change inevitably tops the list of key drivers of change in family businesses

74% of Vietnam NextGens view changing technology as a key driver of change.

55% of respondents say they can add significant value around ensuring a business strategy is fit for the digital age.



The information is compiled, extracted and tailored with insights taken from PwC's Global NextGen Survey 2019, PwC's NextGen Survey APAC analysis pack 2019 & NextGen Survey 2019 Vietnam findings