

JOINT MEDIA RELEASE

VIETSTAR INSTITUTE OF MANAGEMENT AND PARIS SCHOOL OF TECHNOLOGY & BUSINESS JOIN HANDS TO TRAIN TECH LEADERS IN THE AI ERA

Hanoi, March 4th 2025, VIETSTAR Institute of Management (VIETSTAR), a leading training and consulting organization in Vietnam, has joined hands with the Paris School of Technology & Business (PST&B), a member of Galileo Global Education - **global leader in private higher education, with 300,000 students in 20 countries**, to introduce the **Paris Tech Leadership Professional Certificate** in Vietnam. This prestigious program is officially accredited by the French government and aims to equip corporate leaders with essential technological and strategic leadership skills in the era of Artificial Intelligence (AI) and digital transformation.

The Paris Tech Leadership Professional Certificate equips Vietnamese executives with essential leadership skills for the digital era, emphasizing artificial intelligence (AI), innovation, and technology management. Participants will enhance their strategic capabilities through practical courses, real-world case studies, and digital tools, enabling them to transform their organizations, optimize innovation, and meet the increasing demand for technology leadership in a rapidly evolving market.

Recent insights from a November 2023 AI Readiness Survey (*Cisco AI Readiness Index, 2023*) indicate that only 27% of organizations in Vietnam have implemented AI in a serious and comprehensive manner. This highlights the significant challenges businesses face in AI adoption, including limited technological expertise among executives, over-reliance on technical teams, and missed opportunities for competitive advantage. Addressing these gaps, the Paris Tech Leadership Professional Certificate is designed to help business leaders bridge the AI knowledge divide and develop a technology-driven strategic mindset.

Ms. Pham Thi Thu Hang, CEO of VIETSTAR stated: *"The Vietnamese Government has issued Resolution No. 57-NQ/TW, which focuses on breakthroughs in science and technology, innovation, and national digital transformation. We are delighted to collaborate with PST&B to develop this internationally recognized program to Vietnam. This program will equip Vietnamese executives with the necessary tools to navigate the challenges of AI-driven transformation and lead their organizations."*

Participants will benefit from the expertise of international faculty members and industry practitioners from both France and ASEAN. Graduates will receive an internationally accredited certificate, enhancing their credentials in the global digital economy.

Dr. Armand Derhy, Director of Paris School of Technology & Business, emphasized: *"Big Data, Cybersecurity, and AI are transforming industries worldwide. Leaders must not only understand these technologies but also integrate them effectively into their strategic vision. Through this long-term partnership with VIETSTAR, we aim to cultivate forward-thinking leaders who can harness technology for long-term business success."*

The **Paris Tech Leadership Professional Certificate** consists of five specialized courses and a final capstone project. The curriculum covers key areas, including Tech Leadership, Innovation & Design Thinking, Technology Foresight, Change Technology Management, Artificial Intelligence in Business and Final Capstone Project: AI Adoption, Governance, and Risks

The launch of this program marks a significant milestone in **Vietnam's leadership development landscape**, reinforcing the role of AI and technology in shaping the future of corporate governance and management. As Vietnam strengthens the commitment to digital transformation, this initiative is set to provide executives with the critical expertise to navigate the complexities of modern business environments.

VIETSTAR INSTITUTE OF MANAGEMENT

VIETSTAR, established in 2008, has grown over nearly 20 years to affirm its position as a world-class training and consulting brand, trusted by major corporations in Vietnam and the ASEAN region. With 7 global partners, 100 domestic and international clients, and over 100,000 alumni in leadership and management, VIETSTAR pioneers in integrating sustainability and technology into business, laying a solid foundation for a greener and more sustainable future.

PARIS SCHOOL OF TECHNOLOGY & BUSINESS

PST&B, a member of Galileo Global Education - **global leader in private higher education**, with 300,000 students in 20 countries, covering fields such as Art & Design, Business, Computer Science, and Health. PST&B, a pioneering hybrid Grande École, is dedicated to training the Tech Leaders of tomorrow by combining the strengths of both an IT and a Management school. PST&B partners with professionals and industry leaders in AI, data science, and cybersecurity to ensure its programs align with market trends.

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