

PARTNERSHIP PROPOSAL · 2026

Build your footprint in *Vietnam.*

A partnership proposal for foreign institutions

Guiding you to the world

THE OPPORTUNITY

Why *Vietnam*.

Vietnam is one of Asia's youngest, fastest-rising education markets – nearly 100 million people who consistently send more students abroad than almost anywhere else in the region. Families invest heavily in international education, and demand keeps growing. The opportunity is real; the challenge is reaching it from abroad.

~100M

Population – one of Asia's youngest

Top 10

Source of international students, worldwide*

Rising

Middle class investing heavily in overseas education

**Indicative, based on publicly reported international-education data. Latest figures on request.*



THE CHALLENGE

Going in alone is *hard*.

Entering a market like Vietnam without a trusted local partner is slow, costly and risky.

01

Distance & trust

Recruiting and running programs from abroad means limited reach, slow feedback, and no one on the ground to build trust with families and schools.

03

Operational overhead

Applications, visas, travel, events and compliance are time-consuming to coordinate remotely.

02

A fragmented market

Hundreds of local consultancies and schools, with no single accountable point of contact.

04

Opaque costs

Hidden fees and unclear processes make it hard to plan and to protect your brand.

ABOUT M2W

Your partner *inside Vietnam.*

My Second World is a Vietnam-based education and mobility solutions partner. With a team on the ground in Ho Chi Minh City, we design and operate international programs – connecting institutions, recruiting students through a vetted partner network, and handling the applications, travel and logistics behind the scenes.

We don't sell off-the-shelf products. Each engagement is assembled from a library of 21 standard services, matched to your goals.

21

STANDARD SERVICES

7

PRODUCT LINES

HCMC

ON THE GROUND IN
VIETNAM

Guiding you to the world





YOUR HUB IN VIETNAM

A home base, *on the ground.*

M2W's hub in Ho Chi Minh City becomes your presence in Vietnam — a physical base and a dedicated local team, working for your institution every day.

01

Representative office

Your official presence in Vietnam — without opening or staffing your own office.

02

A dedicated local team

On the ground in Ho Chi Minh City, building trust with schools and families in your name.

03

Base for delegations & events

Reception, meetings, campus-visit coordination, fairs and program logistics.

04

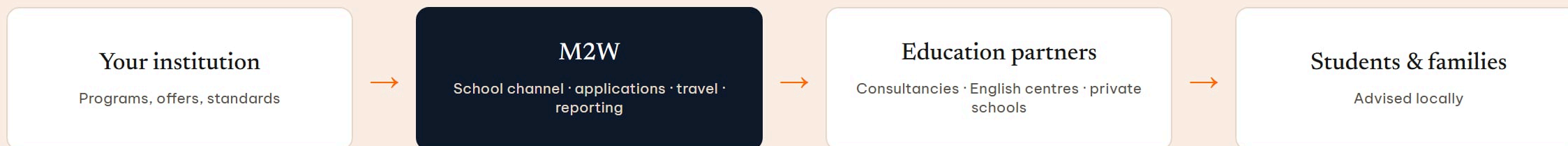
Operations & recruitment centre

Applications, partnerships and reporting — coordinated from one place.

HOW WE WORK

M2W behind a *vett*ed partner network.

You work with one accountable partner. M2W recruits through education partners we have vetted – they own the student relationship; we open the door to your programs and run the operations behind them. Our network across Vietnam spans **study-abroad consultancies, English centres and private schools**.



Transparent by design. Clear scope, clear milestones, no hidden fees. Partners keep their clients; you keep your brand and standards; M2W is accountable for delivery and quality across the network.

OUR PLATFORM – M2W.EDU.VN

One partnership. *The whole market.*

A marketplace where institutions publish their programs and our vetted partners register qualified students. Instead of managing dozens of agents, you plug into one transparent channel.

01

Your programs, in front of the network

Published to vetted partners across Vietnam, ready to offer to their students.

02

Qualified students, one channel

Applications sourced and processed through partners who own the relationship.

03

Coordinated end to end

From first enquiry to enrolment and travel – tracked, with clear reporting.

04

Milestone-based, transparent

You see progress and costs at every step, through one accountable partner.

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WHAT WE DELIVER FOR YOU

A full toolkit, *on the ground*.

✓ Partnership development

Matching, facilitation and MOU signing with schools, colleges and universities across Vietnam.

✓ Study tours & short courses

Group study tours to your campus (typically grades 8–12) – academic content plus cultural experience, run end to end.

✓ Inbound student exchange

Semester and short-term student mobility into your programs.

✓ Summer camps in Vietnam

Academic and cultural immersion delivered locally for your students.

✓ Academic events, conferences & fairs

Planning and on-ground operation of forums, symposia and student fairs.

✓ Student recruitment

Qualified applicants sourced and processed through our vetted in-country partners, who own the student relationship.

✓ Joint & articulation programs

Split-credit pathways – e.g. a 2+2 model: part of the credits studied in Vietnam, the rest on your campus.

✓ Faculty exchange & guest teaching

Lecturer exchange and teaching assignments – often the first step, with students to follow.

✓ Institution visits & school matching

Organised delegations, campus tours and curated meetings with the right partners.

SISTER SCHOOL PROGRAM

A lasting *bridge*, school to school.

Beyond one-off recruitment, M2W pairs your institution with a vetted Vietnamese partner school in a formal, ongoing relationship that grows deeper year after year.

01

Two-way exchange

Students and faculty move both ways, building genuine, lasting ties.

02

Joint activities & projects

Shared events, camps, competitions and cultural exchange throughout the year.

03

A steady pipeline

A trusted, recurring source of qualified students for your programs.

04

Real presence

Your brand embedded in a Vietnamese school community – not just a logo.

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WAYS TO WORK TOGETHER

Choose your *level of partnership*.

International Office as a Service (IOaaS)

RETAINER

We act as your outsourced representative office in Vietnam – partnerships, recruitment and operations, run on a retainer.

Global Campus Builder

RETAINER

A 1–3 year program to build your international ecosystem: strategy, partner network, exchange and events.

Recruitment & admissions

PER INTAKE

Qualified applicants through our vetted partner network, processed end to end.

Programs & mobility

PER PROJECT

Exchange, faculty mobility, summer camps and joint/articulation programs.

Every engagement is tailored to your goals – scope and commercials structured around outcomes, with clear milestones and transparent reporting throughout.

THE PARTNERSHIP

A clear, *two-way* partnership.

WHAT M2W ASKS OF YOU

- Program details, entry requirements and tuition
- Authorization to represent your programs in Vietnam
- Timely admissions decisions and offer letters
- A named contact and marketing materials

WHAT M2W PROVIDES

- A team on the ground in Ho Chi Minh City
- Recruitment via a vetted education-partner network
- Applications, visas, travel and event operations
- International Office as a Service (IOaaS)

WHAT YOUR INSTITUTION RECEIVES

- Qualified applicants and enrolments from Vietnam
- A managed, accountable in-market presence
- Brand protection and quality control
- Transparent, milestone-based reporting

WHERE WE SUPPORT YOU

- Market entry and positioning in Vietnam
- Student recruitment and admissions
- Exchange, faculty mobility and joint programs
- Events, delegations and on-ground logistics



WHY M2W

What makes us *different*.

01

On the ground

A real team in Ho Chi Minh City – not a remote agency. We build trust with schools and families for you.

02

A vetted network

Recruitment through education partners we have screened, so quality and accountability stay with M2W.

03

Transparent

Clear scope, milestone-based costs, no hidden fees – protecting your brand and your budget.

04

End to end

From partnerships and recruitment to applications, travel and reporting – one accountable partner.

HOW WE START

A clear path to *launch*.

1

Discovery

A call to understand your goals, programs and target students.

WEEK 1

2

Partnership design

We map the right services and partner network, and propose a scope.

WEEKS 2-3

3

MOU & onboarding

We formalise the partnership and set up your presence or IOaaS.

WEEKS 3-5

4

Launch & operate

Recruitment and programs go live, with ongoing reporting.

ONGOING

NEXT STEPS

Let's build your *presence in Vietnam.*

Book a 30-minute discovery call. We'll map the opportunity for your institution and propose a tailored scope – no obligation.

PARTNERSHIPS

partnerships@m2w.vn

PHONE · WEBSITE

+84 983 71 78 71 · m2w.vn

DIRECT CONTACT

Edward Nguyen · Founder – Executive Director
edward@m2w.vn

HEAD OFFICE

1 Nguyen Van Nguyen Street
Tan Dinh Ward · Ho Chi Minh City

An aerial night view of a city, likely Tokyo, featuring a prominent skyscraper (Tokyo Skytree) illuminated with purple lights. The city lights are visible in the background, and a highway with light trails is in the foreground.

MV MY SECOND WORLD

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m2w.vn