EXECUTIVE EDUCATION

Fulbright
SCHOOL OF PUBLIC POLICY AND MANAGEMENT

Strategic leadership: "Responding to U.S. tariffs & Vietnam's institutional strategy for transformative growth"

Course code: **EXE-GR2025**

Registration link: HERE

Registration deadline: **5pm on 13 May 2025**

Course Overview

In an era marked by rapid globalization and shifting geopolitical landscapes, senior executives in multinational corporations (MNCs), international organizations and enterprises must equip themselves with the insights and strategies to navigate complex trade environments.

This executive education course offers a deep dive into Vietnam's economic landscape, focusing on the implications of U.S. trade policies and the country's strategic response to evolving global trade dynamics. Through a combination of expert presentations and an engaging panel discussion, participants will acquire a comprehensive understanding of Vietnam's macroeconomic policies, institutional strategies, and the challenges posed by trade protectionism and geopolitical tensions.

Learning Outcomes

Participants in this course will:

- Understand the effects of U.S. tariffs on Vietnam's economy, with the specific focus on macroeconomic policy direction and their implications for the manufacturing sector.
- Gain insights into Vietnam's institutional strategies for achieving sustainable and transformative growth.
- Learn how to adapt leadership strategies in response to trade protectionism and geopolitical challenges.
- Network with fellow senior executives and industry experts to share experiences and best practices.
- Enhance strategic decision-making capabilities through informed analyses of current economic trends and policy directions.

Prospective learners

This course is designed for senior executives and leadership from multinational corporations, international organizations, businesses and enterprises operating in Vietnam. Ideal participants include CEOs, CFOs, COOs, and other senior leaders who are involved in strategic planning, business development and operational management. Executives seeking to enhance their understanding of Vietnam's economic landscape and improve their organizational adaptability to global trade dynamics will benefit immensely from this course.

Course schedule

Participants can select one of the following options:

- Course 1 (Delivered in English) plus Networking event: 1.30PM – 8.00PM on 15 May 2025
- Course 2 (Delivered in Vietnamese) plus Networking event: 1.30PM – 8.00PM on 16 May 2025

Location: In-person at Fulbright University Campus, 105 Ton Dat Tien, District 7, Ho Chi Minh City

Tuition

10 million VND (The fee includes tuition, refreshment and networking dinner.)

Discount 5%
for Alumni from MPP and Executive Education programs.

Discount 10%
for group registration of 3 people.

Contact

Executive Education Programs: exedu.fsppm@fulbright.edu.vn 091.33.55.911

Course Agenda

Time	Session
13.30	Check in
14.00	Welcome & Program Introduction
14.15	Session 1: **Vietnam Responding to Trump's Tariffs** Nguyen Xuan Thanh – Senior Lecturer
15.00	Session 2: **Navigating disruption through reform: Vietnam's institutional strategy for transformative growth** Vu Thanh Tu Anh – Senior Lecturer
16.00	Panel Discussion: ▪ **How Vietnam will navigate trade protectionism and geopolitical tensions going forward** ▪ **Implementation of Vietnam's medium-term economic reform agenda** Panelists: ▪ Jonathan Pincus – Dean, FSPPM ▪ Vu Thanh Tu Anh – Economist & Senior Lecturer ▪ Nguyen Xuan Thanh – Economist & Senior Lecturer
18.00	Networking Dinner with Faculty Members & Industry Partners

Course details

Session 1: Vietnam Responding to Trump's Tariffs

This session is to discuss the U.S. tariffs in Vietnam so far and the expected tariff negotiation outcomes. This will analyze the impact of tariffs on macroeconomic policy direction and the manufacturing sector, the immediate and long-term effects of trade policies on Vietnam's economic landscape, providing actionable insights for executives to adapt their strategies accordingly.

- Trump's tariffs in Vietnam so far
- Expected tariff negotiation outcomes
- Impact of tariffs on Vietnam's macroeconomic policy direction
- Impact of tariffs on Vietnam's manufacturing sector

Session 2: Navigating disruption through reform: Vietnam's institutional strategy for transformative growth

In a world marked by geopolitical tension, fragmented supply chains, and disruptive technological changes, Vietnam is charting its own path through bold institutional and governance reforms. This session explores how internal transformation — from public administrative restructuring to private sector development — is enabling Vietnam not only to withstand global shocks but to position itself for long-term,

- Strategic drivers of Vietnam's institutional and governance reforms
- Streamlining public administration for greater efficiency and impact
- Regulatory reform to foster innovation and private sector growth
- Implications for business, investment, and policy in Vietnam's next phase

Panel Discussion

Engage with a panel of Fulbright senior lecturers as they discuss how Vietnam can effectively navigate the complexities of trade protectionism and geopolitical tensions. This interactive discussion will offer diverse perspectives and practical approaches for executives to lead their organizations through uncertain times.

Teaching Team



JONATHAN PINCUS
Dean, Fulbright School of Public Policy and Management

Dr. Jonathan Pincus is the Dean of Fulbright School of Public Policy and Management (FSPPM), Fulbright University Vietnam from 2024. He is a development economist specializing in the countries of Southeast Asia.

He has held teaching posts in Europe, Asia and North America and various policy advisory roles with multilateral organizations in Vietnam, Indonesia, the Philippines and Myanmar. He was Dean of the Fulbright Economics Teaching Program (FETP), the forerunner of FSPPM, from 2008 to 2013, and helped establish the Rajawali Foundation Institute for Asia at the Harvard Kennedy School.

In Indonesia, he has worked with philanthropists and universities to create a network of social science and public policy research institutes affiliated with Northwestern University in the United States and the School of Oriental and African Studies in London.

VU THANH TU ANH
Economist & Senior Lecturer (FSPPM)



Dr. Vu Thanh Tu Anh is the senior lecturer, former Dean of Dean of Fulbright School of Public Policy and Management (FSPPM) from 2017 - 2024. In this capacity, he led the transformation of Fulbright Economics Teaching Program (FETP) into FSPPM, the first public policy school in Southeast Asia accredited by NASPAA (USA).

His research interests include political economic development, public finance, industrial policy, and institutional economics. He is an author in two recent edited volumes on Vietnam, namely Navigating a Rapidly Changing Economy, Society, and Political Order (Harvard University Press) and Routledge Handbook of Contemporary Vietnam (Routledge). During 2013 – 2015, he was a Global Leaders Fellow at Blavatnik School of Government (University of Oxford) and Woodrow Wilson School (Princeton University).

He was a member of the Economic Advisory Group of Prime Minister Nguyễn Xuân Phúc (2017-2021). He has also been a policy advisor to many cities and provinces in Vietnam, including Ho Chi Minh, Hai Phong, and Thua Thien Hue. He holds a Ph.D. degree in economics from Boston College.



NGUYEN XUAN THANH
Economist & Senior Lecturer (FSPPM)

Nguyen Xuan Thanh is a senior lecturer in public policy at the Fulbright School of Public Policy and Management.

From 2015 to 2023, Thanh was a senior fellow at the Ash Center for Democratic Governance and Innovation, Harvard Kennedy School. Between 2018 and 2021, he served as a member of the Vietnamese Prime Minister Economic Advisory Council. His research interests are macroeconomic management, cross-ownership in the banking sector, and financing infrastructure development. At the Fulbright School, Thanh teaches courses on Introduction to Public Policy, Appraisal of Public Investment, and Policy Implementation. He also teaches regularly in the Fulbright School's executive education and participate in policy dialogues with public sector agencies in Vietnam and Southeast Asia.

Thanh earned a BA (Hons) in economics from Delhi University, an MSc in economics and finance from the University of Warwick, and an MPA from Harvard University.