



AEON VIETNAM CO., LTD  
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## **AEON VIETNAM EXPANDS BUSINESS, CREATING SUSTAINABLE CAREER DEVELOPMENT OPPORTUNITIES IN 2024**

**In 2024, AEON Vietnam will provide over 9,000 job opportunities across various positions and departments, creating development opportunities for both external and internal human resources. The retailer is actively recruiting staff to support its business expansion strategy this year and the peak shopping season at the end of the year.**

According to the General Statistics Office, in the first six months of 2024, the total retail sales of goods and consumer service revenue was estimated at 3,098.7 trillion VND, an increase of 86% compared to the same period last year. These figures indicate that the economy in general and the retail sector, in particular, are gradually recovering and growing again. However, the economic situation remains challenging, significantly impacting the job market.

According to a Manpower survey in 2024, 87% of respondents believe that balance and stability in work are increasingly important, greatly affecting their satisfaction with the company. Additionally, personal development needs are among the top factors, with over 30% of respondents concerned. Candidates not only want an attractive salary but also a stable working environment with sustainable development opportunities.

### **AEON Vietnam Accelerates Expansion, Creating a Happy and Comprehensive Working Environment**

In its long-term vision, AEON Group identifies Vietnam as the second key market alongside Japan to intensify investment. General retail is one of AEON's three core business pillars, which will continue to accelerate in the coming time.

In 2024, AEON Vietnam plans to open a General Merchandise Store and Supermarket in Hue by the end of 2024, along with two stores in Ho Chi Minh City and Hanoi, and also open new specialty stores and small supermarkets.

AEON Vietnam has been planning early and is urgently implementing steps to prepare high-quality human resources to meet this expansion strategy, with a recruitment demand of up to 9,000 full-time and part-time employees. Previously, in June and July 2024, AEON Vietnam organized a series of mass recruitment in Ho Chi Minh City and Hue, attracting nearly 6,000 candidates to interview and seek job opportunities. On this August 3, AEON Vietnam will continue to organize a mass recruitment in Hanoi, offering diverse job opportunities for workers in the capital.



AEON Vietnam organizes recruitment activities, attracting nearly 6,000 candidates in Ho Chi Minh City and Hue. Mrs. Nguyen Thi Ngoc Hue, Strategic Human Resources General Manager of AEON Vietnam, said, “The retail sector in Vietnam is developing strongly, and AEON Vietnam is one of the pioneering retailers bringing different experiences to customers. With the rapid expansion in 2024, AEON Vietnam is offering many attractive opportunities for retail talents who want to develop their careers in a dynamic and potential working environment. At AEON Vietnam, we always value human resources and consider human development as the key to the sustainable success of the business.”

### **Bringing Sustainable Career Development Opportunities for Employees**

Inspired by the idea of “Career Garden,” AEON Vietnam pursues the mission of creating a working environment that “Nourish to Flourish.” At AEON Vietnam, every talent has the space to develop comprehensively, supporting each other and building a happy working environment based on three sustainable value pillars: Sustainable Career, Sustainable Working Culture, and Sustainable Company.

- **Sustainable Career**

Sustainable career development is understood as employees having a corresponding development path according to the development levels of the business. A sustainable career development journey at AEON Vietnam is fully developed in three aspects: Career Development, Professional Development, Leadership & Community Contribution.

Along with the business expansion when increasing the network and new business formats, AEON Vietnam brings many job opportunities for both external human resources and internal staff. Especially, AEON employees are encouraged to proactively choose their development path in two directions: generalist and specialist. AEON Vietnam always looks for and selects candidates who wish to be part of the pioneering retail team and create leading market trends.

The retail sector requires continuous changes to meet customer needs, so industry personnel must adapt and learn quickly. To support and accompany employees on their career development journey at AEON Vietnam, the retailer identifies the training and development policy as the greatest and most sustainable welfare that AEON Vietnam commits to bringing to all employees.

The team at AEON Vietnam has many learning options. Besides domestic, regional, and Japanese training programs, the 50% tuition fee sponsorship policy encourages employees to actively seek suitable courses for development needs. Additionally, Retail Trainee (from 1 to 5) training courses are continuously implemented by AEON Vietnam annually to equip capabilities and sharp knowledge about retail, industries, and operations for staff on the career advancement path at AEON.



*Training activities for employees at AEON Vietnam help each employee develop themselves*

- **Sustainable Working Culture**

To develop comprehensively and sustainably, retail personnel need a stable environment; peace of mind to focus on self and career development without being distracted by other factors. Understanding this desire of employees, AEON Vietnam always strives to build a “Sustainable Working Culture” in the enterprise.

Besides focusing on core values such as sincerity, honesty, and putting people at the center, AEON Vietnam chooses the coaching culture as an important part of the workplace culture and talent development strategy, helping to open and unleash each individual's potential.

The physical and mental health (Well-being) of employees is also one of the aspects AEON Vietnam focuses on through flexible working policies, increasing investment in health insurance packages, and many meaningful community activities.



*AEON Vietnam always focuses on sustainable working culture through internal business connection activities*

- **Sustainable Company**

Besides business activities, AEON Vietnam wishes to contribute to sustainable development by joining hands with the community through three main aspects: Environment, Society, and Economy. Over more than 10 years in Vietnam, AEON people regularly participate in community connection activities such as the “Hometown Forest” tree planting activity and “Cleaningday.” These are bridges connecting AEON Vietnam with the community, with the desire to jointly create a better and more sustainable future with the people.





*AEON Vietnam organizes AEON Ekiden 2024 run for employees and local communities*

According to Mrs. Nguyen Thi Ngoc Hue, Strategic Human Resources General Manager of AEON Vietnam, change is essential to fit each market stage as well as the sustainable and long-term personal development needs of employees at the enterprise they work for. Therefore, AEON Vietnam always strives to build a happy working environment where each individual is respected, encouraged to do new things, challenge their values in many fields, and connect with each other by common values.

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