



Market report · Rebuilt every Friday

Vietnam Tech Signals

The four weeks to 15 October 2026

What Vietnam's IT firms are doing, and what it means if you are adding engineering capacity from Vietnam this quarter.

vitX Global Pte. Ltd., Singapore

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Every night vitX scans Vietnam's IT firms and foreign firms with delivery teams here. This report counts **391 public signals from 243 firms** since 6 April 2026, sets them against our Hiring Pulse, and ranks what matters most for anyone adding engineering capacity from Vietnam. No firm, client or person is named.

The rolling top 10 of the last four weeks

Each week ranks its own top 10; first place earns 10 points, tenth earns 1, and the points add up across the 4 weekly issues since 24 September 2026. The top three are in full on the next page.

1	Every vendor sells AI now. Few can show what it changed. Pay for AI that has shipped, not for the label: ask for one production example and test the engineer's AI workflow.	38 points · 4 of 4 weeks · same place
2	The window for senior engineers is open, for now. Seniors are easier to reach than in August: brief for leads first and decide within a week.	27 points · 4 of 4 weeks · up 2
3	Awards are easy to find. Audited credentials are not. Put security requirements in the first brief and check the certificate's scope, not the award.	26 points · 4 of 4 weeks · up 3
4	Agents are the new pitch. Ask who checks their work.	26 points · 4 of 4 weeks · down 1
5	AI-assisted delivery is now a product. Check what is inside it.	23 points · 4 of 4 weeks · up 2
6	Japan gets the AI showcase. Ask for proof in your market.	23 points · 4 of 4 weeks · down 4
7	Owners and leaders are changing. Protect your team in the contract.	21 points · 4 of 4 weeks · down 2
8	A frontier-lab badge is a sales credential, not a team skill.	19 points · 4 of 4 weeks · same place
9	Vietnam's banks are buying AI, and hiring the same engineers you want.	7 points · 2 of 4 weeks · same place
10	Firms grow in Da Nang, where the job market is quiet.	5 points · 2 of 4 weeks · new

The surprise of the week

Demand is falling, yet AI service lines are multiplying.

You would expect

When fewer IT roles are open, vendors usually hold back on new offers and fight to keep their people busy.

What we found

Open IT roles on ITviec are 20% below the August peak. Yet within the four-week window the number of signals of firms packaging AI-assisted delivery went from 15 to 23, and firms repositioning as AI-first or AI-native from 21 to 26.

Why it matters

Vendors are turning spare capacity into AI offers they can sell. That gives you leverage: ask for the AI gain in the price, with a baseline, rather than paying for it on top.

The top three of the last four weeks, and what to do

The three insights with the most points across the last four weekly issues: what we saw in the vendor scans and on the job boards, what it means if you are adding engineers from Vietnam, and the first steps to take.

1 Every vendor sells AI now. Few can show what it changed.

What we saw

59% of the public signals from Vietnam's IT firms involve AI, and 26 describe a firm repositioning as AI-first or AI-native. Yet only 14 of the 229 AI signals are client wins. On the job boards, 13.7% of IT job ads ask for AI skills in the title, up from 11.3% in early August.

What it means

The label has run ahead of the work. Most engineers you will be offered build backend, data and cloud systems, some of them with AI tools; few have shipped AI into production. If you pay for the label, you buy a slide.

What to do

- Ask each vendor for one shipped project that used AI agents, and what it changed in cycle time or defects.
- In the interview, set a short task to do with an AI coding agent and watch how the engineer checks its work.
- Agree how you will measure output from the code before the first engineer starts, not after.

How we measure engineers

vitx.global/benchmark

2 The window for senior engineers is open, for now.

What we saw

Open IT roles on ITviec are 20% below the August peak (804 to 644), yet 45% of open roles are senior, lead or manager. Foreign in-house centres hire even more senior: 57% of their roles, against 45% elsewhere. Among the firms we scan, hiring pushes sit beside flat or falling visible headcount.

What it means

Fewer competing offers make good seniors easier to reach than in August. The best leads are still contested by banks and global in-house centres, and a backend ad stays up 31 days at the median. The window rewards buyers who brief clearly and decide fast.

What to do

- Brief for your leads and seniors first this quarter; juniors are easier to add later.
- Brief several vetted partners at once and screen every candidate against one bar.
- Agree the bar before the first interview, and decide within a week of meeting a good candidate.

How embedded engineers work

vitx.global/embedded-engineers

3 Awards are easy to find. Audited credentials are not.

What we saw

We logged 50 signals about awards and rankings against 15 about security and quality certifications. In the wider network we assess, 50 of 316 firms hold ISO 27001.

What it means

An award says a firm markets well; a certificate says an auditor has looked. If your security review needs ISO 27001, SOC 2 or CMMI, the field narrows fast, and it is better to know that before you shortlist than after you choose.

What to do

- Put your security and compliance requirements in the first brief, not in the contract.
- Ask for the certificate, its scope and its expiry date, and check that the scope covers the team you will get.
- Give the same weight to measured delivery: code you can read and engineers you can benchmark.

See the company benchmark (Nessoris, our sister company)

nessoris.com/en/benchmark

The month at a glance

The same rolling top 10, drawn two ways: which insights hold up week after week, and where they matter as you add capacity from Vietnam.

Which insights hold up

One row per insight in the rolling top 10, one column per weekly issue. The number is its rank that week; darker means higher. A dash means it was not in that week's top 10.

Insight	24 Sep	1 Oct	8 Oct	15 Oct	Points
1 AI label vs shipped work	1	1	3	1	38
2 Window for senior engineers	7	4	4	2	27
3 Awards vs audited credentials	5	3	7	3	26
4 Who checks the agents	4	7	2	5	26
5 AI-assisted delivery as a product	3	6	8	4	23
6 Japan gets the AI showcase	6	5	1	9	23
7 Owners and leaders changing	8	2	5	8	21
8 Lab badges vs team skills	2	8	9	6	19
9 Banks compete for AI talent	9	–	6	–	7
10 Da Nang grows quietly	–	10	–	7	5

Eight of the ten held a place in all four issues. “Window for senior engineers” climbed most, from 7th to 2nd. What keeps its place week after week is a pattern to plan around, not a one-week spike.

Where they matter as you add capacity

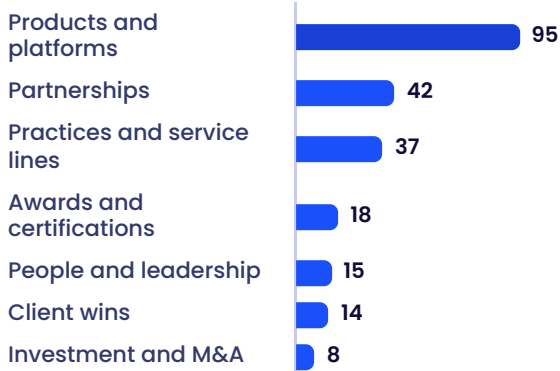
Each insight sits in one theme and one stage of adding capacity. The number is the rolling points of the insights in that cell; darker means more.

Theme	Before you brief	Choosing a partner	First 90 days	An outcome, not people
Talent and hiring	27	–	–	–
AI	–	57	26	–
Risk and trust	26	21	–	–
Cost and price	–	23	–	–
Market and demand	12	23	–	–

Most of the points (124 of 215) are about what to do when you choose a partner. The strongest cell is AI when you choose a partner (57 points: “AI label vs shipped work” and “Lab badges vs team skills”). None of the top 10 is about buying an outcome instead of people this month. Start there.

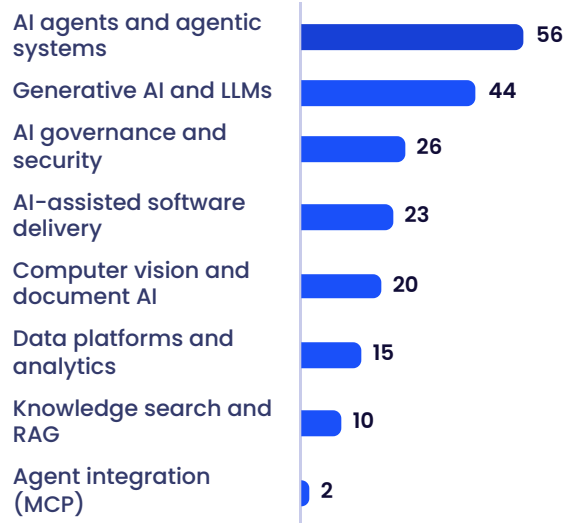
AI moves

What kind of AI move



229 AI signals.

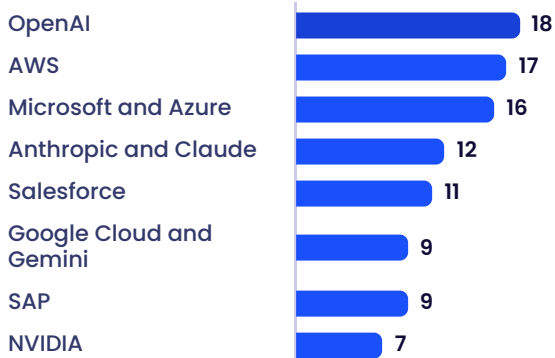
What the AI work is about



A signal can touch several themes.

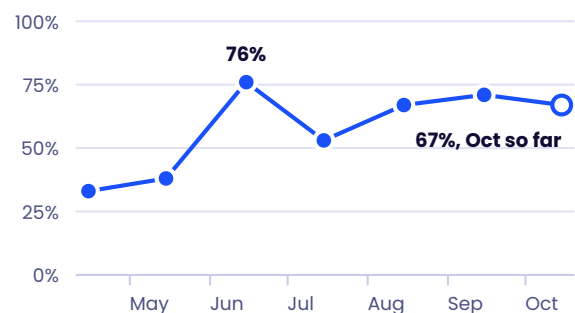
Products and platforms lead: 41% of AI signals. Client wins are 6%. Of the 229 AI signals, 95 are products and platforms, 42 partnerships and 37 practices and service lines; only 14 are client wins and 8 investment or M&A. Agents are the top theme (56), ahead of generative AI in general (44), governance and security (26) and AI-assisted software delivery (23); agent integration through MCP is still rare (2). Firms are building and announcing; few show yet what the work delivered. Governance rising with agents is the sign of firms preparing for systems that act, not only answer.

Platforms named in signals



The eight named most; all signals, AI or not.

Share of signals that involve AI, by month



By the month the move happened. The latest month is partial (hollow marker).

OpenAI, AWS and Microsoft are named most. OpenAI is named in 18 signals, AWS in 17 and Microsoft in 16; 12 name Anthropic or Claude. Four signals report a firm joining OpenAI's or Anthropic's partner programmes, a credential firms now put first. By month, the AI share went from 33% in April to 71% in September. From August we scanned more firms and tagged AI more closely, so read the level with care, and months with few signals swing widely (July had 15).

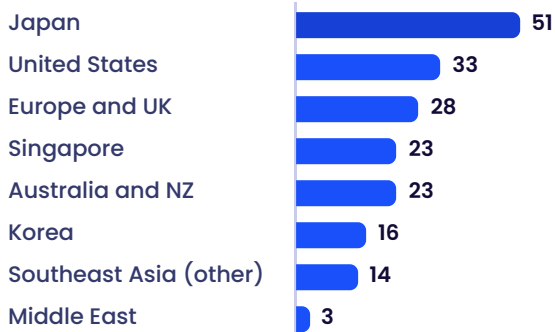
If you are adding capacity

Pay for AI that has shipped, not for the label: ask for one production example for each engineer you add, and test their AI workflow in the interview.

Where they are selling

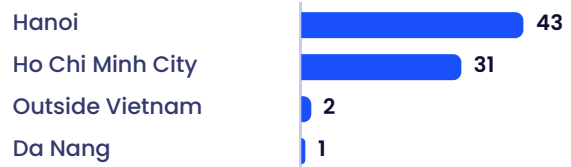
The export markets firms name in their moves, and where the firms behind them are based.

Markets named in signals



A signal can name several markets.

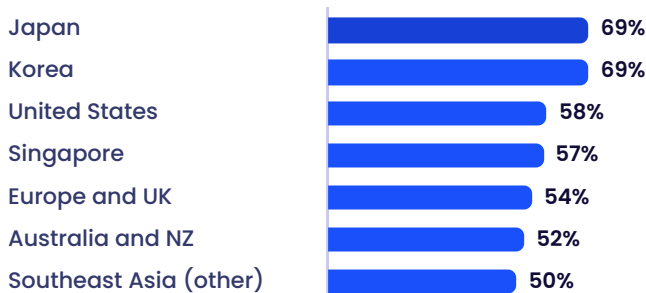
Where the active firms are based



Of the 77 firms with a stated base; 134 do not state one.

Japan is named most: 51 signals. United States follows with 33, then Europe and UK (28), Singapore (23) and Australia and NZ (23); 16 name Korea and 3 the Middle East. Naming a market is not the same as revenue from it, but the order is clear: firms sell first to Japan, then to English-speaking markets, with Singapore as the regional front office. Of the 77 firms with a stated base, 43 are in Hanoi and 31 in Ho Chi Minh City; most firms do not state one in public, so read that split as a shape, not a census.

Share of each market's signals that involve AI



Markets named in at least ten signals.

AI is in the pitch to every market, most of all to

Japan and Korea. 69% of the signals that name Japan involve AI, against 59% of all signals and 50% for Southeast Asia (other). Firms lead with AI where they already have the relationships, so a buyer in a newer market is more likely to be offered capacity than an AI product.

What stood out

- Japan stays the first export market, with alliances with Japanese firms and AI events in Tokyo. Korea is the newest route, built on government MOUs and business forums.
- Australia and New Zealand come up through partnerships in regulated industries and digital health; Singapore is used as the regional front office.
- At home, Vietnam's banks are serious AI buyers (22 signals). Their flagship platforms, core-banking moves and customer-experience programmes went mostly to global integrators, platform vendors or in-house teams.

If you are adding capacity

Ask for a team that already delivers to your market, in your time zone and in English (94% of job ads ask for it); a showcase built for Japan is not proof for Europe or Australia.

Capacity and money

Offices and hubs, hiring pushes, deals and ownership changes: 46 signals, and more in other groups that mention them.

Kind of move



A signal can be more than one kind.

New offices and hubs



Openings and expansions named in signals.

Ownership and restructuring and hiring pushes lead. 18 signals are about ownership and restructuring, 17 about hiring pushes, 16 about funding and investment and 11 about acquisitions and mergers. Ownership changes include group restructuring and state reorganisation, which can change who a delivery team answers to: check it before you sign a long contract. Da Nang leads new offices and hubs in Vietnam (3), and 4 were opened abroad. The numbers are small, so read the direction: firms add capacity in Da Nang and sell from offices abroad.

Where firms add offices, against where the jobs are

63%

of IT job ads in Ho Chi Minh City
(October 2026)

31%

in Hanoi

2.4%

in Da Nang, where 3 new offices
and hubs opened

Firms grow where the job market is quiet. Of 459 IT job ads that name a city in October 2026 (from our Vietnam IT Hiring Pulse), 2.4% are in Da Nang, yet it leads the new offices and hubs in our signals. A quieter market means fewer competing offers for the same engineers, but a smaller pool of seniors: plan a Da Nang team as a steady build, not a fast one.

What stood out

- Da Nang is where firms open new offices and hubs most often, ahead of Ho Chi Minh City and Hanoi.
- Vietnamese firms buy abroad: 7 acquisition signals, including an automotive software unit in Europe and an AI and data consultancy. They are buying skills and client access, not headcount.
- Where headcount is visible, it is flat or falling at several established firms, and one global platform cut developer roles citing AI. The capacity story is moving from people to output.

If you are adding capacity

Da Nang is where firms grow quietly (2.4% of job ads): a team there is easier to keep than to staff quickly, so plan it as a steady build and ask your partner where your team will sit.

Credentials and leaders

The awards, certifications and leadership moves firms put forward.

50

signals about awards and rankings

15

security and quality certifications

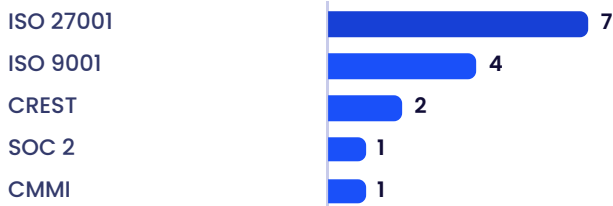
32

leadership moves

3

new Chief AI Officer or head-of-AI roles

Certifications named in signals



Awards outnumber certifications more than three to one. We logged 50 award and ranking signals against 15 certifications: 7 ISO 27001, 4 ISO 9001, 2 CREST, 1 SOC 2 and 1 CMMI. An award says a firm markets well; ISO 27001, SOC 2 or CMMI say an auditor has looked. If your security review needs them, ask for the certificate and its scope, not the badge.

32 leadership moves, written around AI. New CEO, CTO and COO appointments carry AI mandates, and three signals name a Chief AI Officer or head of AI. Cloud-vendor tiers and competencies are used as proof of AI readiness. A new leader with an AI mandate is a reason to ask what changes in delivery, and who now owns your account.

What stood out

- Awards far outnumber security certifications: 50 award signals against 15 certifications, with ISO 27001 the most common.
- Leadership moves are written around AI (32 leadership signals): new CEO, CTO, COO and Chief AI Officer roles with AI mandates.
- Cloud-vendor tiers (competencies, select and frontier partner status) are used as proof of AI readiness.

If you are adding capacity

Ask for the certificate and its scope, not the award, and ask who your account will answer to if the vendor's leadership or ownership changes.

Strategy and context

The moves that are not about AI, selling, capacity or credentials: mostly firms changing how they describe themselves.

Strategy and context



The 65 signals outside AI, selling, capacity and credentials.

Questions to ask before you sign

- Who exactly will be on my team, and can I benchmark them before they start?
- Which project in my market, delivered by these people, can I see?
- What happens to my team if your ownership or leadership changes?

Positioning and strategy is most of the rest. 47 of the 65 signals outside the four groups are about positioning and strategy: new brands, new taglines and new service pages, most of them about AI. 7 about policy and regulation, 6 about events and industry bodies and 5 about market and macro data. A repositioning is cheap to announce and slow to deliver, which is why the questions above ask about named people, work in your market and who you will answer to.

The latest week, to 15 October 2026: 18 new signals, 14 about AI

- AI-assisted delivery is turning into a product with a name. Firms now sell AI-integrated development lifecycles, AI-powered offshore development centres and an "AI software factory" where agents and engineers build together.
- Advice before code: a large firm launched AI consulting (readiness, use-case priorities, a roadmap and governance), and another frontier-lab partnership was announced.
- New leadership roles are written around AI: a CTO who owns AI capability, a COO who runs AI delivery pods, and a new regional hub in Da Nang.
- The first results claims: a listed firm attributed record quarterly revenue and profit growth to AI-first development.
- Small firms go specialist: MCP server development and AI-led legacy modernisation now appear as offers in their own right.

What to do this quarter, if you are adding capacity

Before you brief

45% of open roles in Vietnam are senior, lead or manager, and open roles are 20% below the August peak.

- Write the bar for each role before the first interview: stack, seniority, English, time zone.
- Put your security and compliance requirements in the first brief.
- Decide how you will test AI skills: a short task with an AI coding agent beats a question about it.

How embedded engineers work

vitx.global/embedded-engineers

In the first 90 days

A backend ad stays up 31 days at the median: replacing someone costs a month or more.

- Measure output from the code from week one, so the first review has numbers in it.
- Keep the team stable: agree notice periods and a named backup for each key person.
- Review how the team uses AI each month, and what it changed.

How embedded engineers work

vitx.global/embedded-engineers

When you choose a partner

Only 14 of 229 AI signals are client wins, and awards outnumber certifications 50 to 15.

- Meet the named engineers, not the sales team, and ask to benchmark them before they start.
- Ask for the certificate, its scope and expiry, and one shipped project in your market.
- Ask what happens to your team if the firm's ownership or leadership changes.

How we measure engineers

vitx.global/benchmark

If you need an outcome, not more people

Firms now package AI-assisted delivery as a product (23 signals).

- Hand a defined work package with an agreed scope, price and acceptance test.
- If you deliver for clients, keep the client and the judgement; let the partner sign for the delivery.
- Start with a fixed-price step: a code assessment or an engineering benchmark.

See how it works (Nessoris)

nessoris.com/en/how-it-works

Method and limits

Sources. The vitX vendor scans: public company news, LinkedIn pages and posts, and the press, read every night for Vietnamese IT firms and foreign firms with delivery teams in Vietnam, since 6 April 2026 (24 scan runs, 399 firms tracked). Job-market numbers come from the vitX Vietnam IT Hiring Pulse (job boards, weekly) and certification counts in the wider network from the 316 delivery firms we assess.

Definitions. A signal is one dated public move by a firm: a launch, partnership, office, deal, award, certification or leadership change. It belongs to one group; it involves AI if its category or headline is about AI. Months are when the move happened, taken from the evidence, or else when we found it.

What this report cannot tell you. Counts follow our coverage: we scan a batch of firms each night, and from August we added firms and tagged AI more closely, so read shares and patterns, not totals. Firms announce good news, so the signals lean positive. A signal can name several markets or kinds. Notes from our own systems and our own views of firms are left out (60 so far).

How the top 10 is ranked. Each weekly issue ranks its own top 10 insights for capacity buyers; first place earns 10 points and tenth earns 1, and the points add up over the issues of the last 28 days (4 here). The three weeks before the first published issue were reconstructed from the same scans, counting only what we had found by each week. This file is rebuilt every Friday; the last version of each month is kept as that month's edition.

No names. No firm, client or person is named in this report or on the page. The live, weekly version is at www.vitx.global/insights/vietnam-tech-signals.



How we can help

Two companies, one standard: judge the work by the code and the outcome, not by promises. vitX adds senior engineers to a team you direct; our sister company Nessoris takes on a defined result and answers for it.

vitX Engineers inside your team

Senior engineers who work with AI agents

Vietnamese engineers who join your team and work your way. We brief the part of our partner network that fits the role, screen every candidate against one bar, and you sign one contract with vitX Global in Singapore.

How embedded engineers work

vitx.global/embedded-engineers

Book a 30-minute call
vitx.global/contact#book

Every engineer we deploy, benchmarked

Each engineer is benchmarked and the code they ship is assessed, so you see what every person delivers from the code itself, not from timesheets.

How we measure engineers

vitx.global/benchmark

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Our sister company

Need an outcome, not people?

Our sister company Nessoris builds and runs defined parts of your technology, and answers for the outcome.

2,923

partner projects in the Nessoris delivery library

120,000+

engineers in the benchmark

10

business days for a code assessment

Accountable delivery, from build to run

Defined parts of your technology built and run under one management model, each work package with an agreed scope, price and acceptance test. Nessoris signs for its delivery partners and answers for the outcome.

See how it works

nessoris.com/en/how-it-works

Benchmark your whole engineering organisation

Every team, delivery partner and AI tool measured from the code, and compared with more than 120,000 engineers.

See the company benchmark

nessoris.com/en/benchmark

Code assessment and technical due diligence

The fixed-price first step: a source code and engineering assessment in ten business days, for a deal or a product you own. Six areas checked, debt costed in person-days, key-person and open-source risk, every finding checked by a reviewer.

See the code assessment

nessoris.com/en/code-assessment

Book a 20-minute call with Nessoris

For consultancies and integrators

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