Media Release

Digital skills for a digital economy: CARE and the HP Foundation expand support for women entrepreneurs in Vietnam

Building on a first phase that reached over 405,000 people across three countries including Peru, Pakistan and Viet Nam, the partnership is expanding accessible learning focusing on digital sales skills, testing new ways to reach gig and domestic workers, and studying digital payment adoption among household businesses.

Ha Noi, Viet Nam, Nov. 23rd, 2026 – CARE and the HP Foundation have begun the second phase of their joint effort under Strive Women, part of the global Mastercard Strive portfolio, designed to support women-led micro and small businesses in Peru, Pakistan and Viet Nam. This collaboration reaffirms a commitment to help women entrepreneurs thrive in an increasingly digital economy.

This next stage of the partnership is focused on scaling in Viet Nam by expanding practical digital skills training, reaching entrepreneurs, gig and domestic workers through platforms they already use, and generating insights to support their adoption of digital financial services and compliance with Vietnam's new regulatory requirements.

"Technology can unlock opportunities, but only when people have the skills and confidence to use it," said Nguyen Minh Duc, Managing Director of HP Vietnam. "Through our continued partnership with CARE and Strive Women, we want to make digital learning more accessible and relevant. By combining practical business training with emerging technologies such as AI, we aim to support entrepreneurs in strengthening their businesses, reaching new customers and creating greater economic opportunities for themselves and their families."

The first phase, from June 2025 to May 2026, supported women entrepreneurs across Peru, Pakistan and Viet Nam through digital learning, online business communities and access to financial services. It directly reached over 135,200 entrepreneurs, exceeding its initial target of 100,000.

In Viet Nam alone, over 97,260 entrepreneurs received direct support, and an estimated 194,500 employees of their businesses benefited indirectly. That reach was driven by two local implementing partners:

- SoBanHang, a fintech company that provides a digital ledger app for micro and small businesses, worked with the program to launch the SoBanHang Education Hub, co-supported by the HP Foundation. The Hub reached approximately 50,000 users with

accessible business courses, interactive learning tools and AI-enabled solutions for bookkeeping and cash-flow management, along with online learning on financial management, digital marketing and regulatory compliance.

- Thanh Hoa Microfinance Institution, one of four licensed microfinance institutions providing micro loans in Viet Nam, helped introduce an e-savings product that makes it easier for women entrepreneurs to build savings habits and access financial services.

Expanding practical digital learning to over 100,000 users

The second phase has seen early success, exceeding its goal to grow the Hub and reach over 100,000 users as of October 2026. New and updated modules now cover AI-assisted marketing, online sales, tax compliance and basic business management. Short videos, plain-language explanations and step-by-step guidance let women learn at their own pace and apply new skills directly to their businesses. Meanwhile, platform data and user feedback is guiding improvements. The content draws on CARE's Digital Skills Framework for women-led micro and small enterprises, developed with HP Foundation support. It describes four levels of digital capability, from pre-digital to advanced, so each woman can find her next useful digital step.

"Digital solutions work best when they are designed around women's real needs and circumstances," said Le Kim Dung, Country Director for CARE in Viet Nam. "Through this next phase with HP Foundation, we want to turn digital access into practical opportunities for women to strengthen their businesses and improve their financial well-being."

Reaching women where they already work

Additionally, a pilot with Jupviec, a platform that connects households with domestic service workers, will add digital skills content to an environment women gig workers already know. Tailored modules will offer online sales training, build digital and business skills, and ways to diversify income. CARE is looking into integration with both Jupviec and SoBanHang, and women gig workers will receive tailored online sales training in either case. The pilot will measure engagement and course completion and test whether the approach can extend to other platforms.

Supporting women-led businesses through Vietnam's digital transition

Viet Nam is digitalizing and formalizing household businesses, which makes digital payments and new business requirements increasingly important. Many women-led businesses have limited time, and training and tools are not always designed for their

circumstances. Cost, trust and changing regulations also shape whether they adopt digital tools. The initiative will prioritize solutions that are practical, accessible and responsive to women entrepreneurs' daily realities.

Building on Strive Women baseline research on the challenges women entrepreneurs face in formalizing their businesses the initiative will study digital payment adoption among household businesses, including the motivations and barriers of different groups and practical ways to encourage uptake. Findings will inform future digital skills programs. The partnership will also pilot a business Financial Health Scorecard in Viet Nam, Peru and Pakistan to support entrepreneurs better understand and assess the financial health of their businesses.

"We're proud of what the Mastercard Center for Inclusive Growth and CARE have built together through Strive Women, and excited to see HP Foundation join us in building on that foundation to offer women entrepreneurs even more," said Payal Dalal, Executive Vice President, Mastercard Center for Inclusive Growth. "By combining practical digital skills with responsible credit and other financial services designed around women's needs and realities, this next phase can help more women in Viet Nam grow their businesses and thrive in the digital economy."

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About Strive Women program

Strive Women, a four-year program led by CARE, is part of Mastercard Strive, a portfolio of philanthropic small business programs supported by the Mastercard Center for Inclusive Growth. It strengthens the financial health of women-led small businesses in Pakistan, Peru, and Viet Nam. Strive Women applies a Women-Centered Design (WCD) approach to deliver tailored financial products and support services, such as digital skills building and strengthen the financial health of entrepreneurs through a combination of tailored 1) financial products, and 2) support services, such as digital skills building and mentorship programs. To date, Strive Women has, through its financial service provider partners, delivered $1 billion in credit capital to women entrepreneurs.

With programs around the world, Mastercard Strive has reached more than 30 million small businesses in over 35 markets to go digital, get capital, and access networks and know-how.

About CARE

Founded in 1945 with the creation of the CARE PACKAGE® box, CARE is a leading humanitarian organization fighting global poverty. CARE places special focus on working alongside women and girls. When equipped with the proper resources, women and girls have the power to lift whole families and entire communities out of poverty. In 2025, CARE worked in 121 countries, reaching 58.7 million people through 1,467 projects. To learn more, visit www.care.org.

For media inquiries, please email usa.media@care.org.

About the HP Foundation

The HP Foundation is the nonprofit, 501(c)(3) organization of HP Inc. Its mission is to accelerate the future of work for disconnected communities by expanding access to technology, skills and economic opportunities. It does so through charitable giving, employee volunteering and HP LIFE, its free business and digital skills training program for students, educators and lifelong learners worldwide.

About the Mastercard Center for Inclusive Growth

The Mastercard Center for Inclusive Growth advances equitable and sustainable economic growth and financial inclusion around the world. The Center leverages the company's core assets and competencies, including data insights, expertise, and technology, while

administering the philanthropic Mastercard Impact Fund, to produce independent research, scale global programs, and empower a community of thinkers, leaders, and doers on the front lines of inclusive growth. For more information and to receive its latest insights, follow the Center on LinkedIn, Instagram and subscribe to its newsletter.

About CARE in Viet Nam

CARE has worked in Viet Nam since 1989, collaborating with local and international partners to implement more than400 projects. CARE works to address the root causes of poverty, inequality and social injustice, with a focus on expanding economic opportunities for women and strengthening climate-resilient livelihoods. Through partnerships with communities, governments and businesses, CARE supports women entrepreneurs, farmers and workers to access resources, develop skills and participate more fully in economic and social development.

For more information, visit www.care.org.vn.

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