

The Association of Southeast Asian Social Enterprises for Training in Hospitality & Catering



ASSET-H&C
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INSTITUT EKSPERIMENAL DAN INOVATIF



ASSET-H&C



ASSET-H&C is a network that brings together vocational training centres, willing to work together hand in hand, to better fulfil their common social mission: To bring positive change to the lives of young people from socioeconomically disadvantaged backgrounds, by teaching them trades that will allow them to successfully integrate into society.

To reduce the social and economic barriers that prevent students from accessing and successfully completing their training, ASSET-H&C members provide an annual total of more than 1400 youths with training that usually includes free accommodation, food, and health care. The network was launched in 2016 and consists of 13 members in four countries (Cambodia, Myanmar, Thailand, and Vietnam).

OUR MISSION



Facilitate the exchange of experiences and resources



Strengthen schools' capacities through technical support



Promote impactful visibility to the member schools



Champion sustainable futures

Empowering the young people of today to become the highly skilled professionals of tomorrow.



assethc@iecd.org



www.assethc.org



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CareerFocus Program

to achieve sustainable and quality employment

Association of Southeast Asian Social Enterprises for Training in Hospitality & Catering

“My family could not afford for me to go to university and wanted me to get married, to fulfil a woman’s duties. I was quite lost in my life and didn’t know who I wanted to become. KOTO helped me believe in myself, overcome my shyness, and break social norms.” - Hång, Barista and KOTO Alumnus.



Students of KOTO, Vietnam

ASSET-H&C



1430 YOUTH
trained every year



55% FEMALE



13 SCHOOLS



4 COUNTRIES

iecd
Semeurs d'avenir



ASSET-H&C

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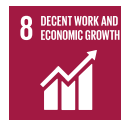
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OUR MISSION

A substantial part of the Tourism workforce in the region was laid off during the pandemic and decided not to return to the industry. CareerFocus is a 3-year program of ASSET-H&C that helps to turn this situation around by offering member schools to work hand in hand with employers in the Hospitality industry and achieve sustainable job placement for students.



PROJECT ACTIVITIES: 2023 - 2026

1 Focus on Recruitment of new students

Community visits, improved screening processes, and open house events, to:

- improve the quality, number of applications by 45%
- reach 0 dropouts during the training program.

2 Focus on Employment partnerships

A series of partnership activities and career orientation workshops for students, to

- secure quality jobs for 100% of the fresh graduates.

3 Focus on Alumni's career evolution

Improved monitoring of alumni, upskilling workshops, and an alumni reunion, to

- ensure 90% of the participating alumni still in decent jobs and progress in their career.

GET INVOLVED

Join us to support the **13 member schools**:

- Participate in funding the program (the piechart reflects funding for year 1)
- Host internships and become part of our industry network
- Share your expertise and skills as a guest speaker or trainer

Want to help in your own way? We're eager to hear your ideas.

