

## REMARKS BY VICE PRESIDENT OF HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY AT GCI PROGRAM LAUNCHING CEREMONY

Time: 17.30 – 18.00, Wednesday, 17<sup>th</sup> September, 2025

Location: B1 Lecture Hall, 3<sup>rd</sup> floor Block B1, 2025

Duration: Approx. 5 minutes

*Good afternoon,*

*Distinguished guests and esteemed partners, professors, and dear students*

It is my great honor, on behalf of the Hanoi University of Science and Technology, to welcome you all to the **launch ceremony of the Global Consumer Intelligence (GCI) Program**, delivered in partnership with the Matsuo Laboratory of the University of Tokyo and with the invaluable support of the Japan International Cooperation Agency (JICA)

First and foremost, I would like to express my sincere appreciation to **Professor Yutaka Matsuo and his team** at the University of Tokyo. Professor Matsuo is one of the most respected leaders in the field of artificial intelligence, and his laboratory has been at the forefront of pioneering research and practical applications. We would like to thank professor and his team for sharing their expertise and insights with HUST, with our faculty, and most importantly, with our students.

I would also like to thank the **Japan International Cooperation Agency (JICA)** for their strong support in making this program possible, and for their continued dedication to advancing innovation and talent development in Vietnam.

Artificial intelligence today is not simply a technology. It is a driving force that is reshaping the global economy and redefining how societies function. For Vietnam, AI represents both a challenge and an opportunity. It is a challenge because it requires us to rapidly adapt, to invest in new skills, and to integrate new technologies into existing systems. But it is also an immense opportunity, because with the right investments in talent and education, Vietnam can position itself as a regional leader in AI-driven solutions.

At HUST, we firmly believe that human capital is the foundation of every technological breakthrough. Machines and algorithms may power the change, but it is who shape and direct that change. This is why we have made it our mission to advance AI not only through research but also through education and international collaboration.

The **Global Consumer Intelligence Program** is a tangible example of this mission in action. Designed and delivered by the Matsuo Laboratory, the program provides students with the opportunity to acquire critical skills and a practical understanding of how AI can be applied in areas such as consumer behavior and marketing. These are skills that are highly valued in today's economy and essential for Vietnam's future workforce.

Today's launch also demonstrates the depth of our partnership with JICA and the Matsuo Laboratory. Together, we aim to build a long-term foundation for cooperation between Vietnam and Japan, one that expands opportunities for students, strengthens research capabilities, and builds bridges between our institutions and industries.

Dear students, this program is a rare opportunity to learn from world-class experts and to be part of a pioneering effort in AI education in Vietnam. I urge you to take full advantage: approach every lecture with curiosity, ask difficult questions, and push yourselves beyond your comfort zone. And above all, think about how the knowledge you gain can be applied to solve real challenges in Vietnam and in the wider world.

Once again, I wish to express my heartfelt gratitude to the Matsuo Laboratory, JICA, and all distinguished guests for your presence and support today.

I wish the **Global Consumer Intelligence Program** great success, and I wish all of you fruitful learning and inspiring collaboration ahead.