Maize (*Zea mays* L.) is one of the three most important cereal crops in the world in providing food for humans and feed for livestock. Every year, Vietnam imports a large amount of maize from other countries as feedstuffs. In 2010, Vietnam imported 1.6 million tons of maize with a value over $300 millions. In the Central Highlands, the growing area of rice in the dry season now is 72.7 thousand hectares. Moreover, maize crop requires less irrigated water than rice, and maize – rice rotation is better than rice monoculture system in terms of agronomy and ecology. The objective of this study is to increase the economic efficiency of rice cultivation with intensive hybrid maize cropping pattern. The results indicated that the net return of rice from the survey was VND 14.78 millions/ha. Hybrid maize varieties V-118 (by IAS) and NK67 (by Syngenta) obtain the best yield with more than 9t/ha. They are suitable to water logging rice land in Winter - Spring. The return from the cropping system increased from 33.08% to 38.12% as compared to mono rice culture.