

K-TOWN

SIGNATURE OF KOREA

BY THE EAST OF HA NOI

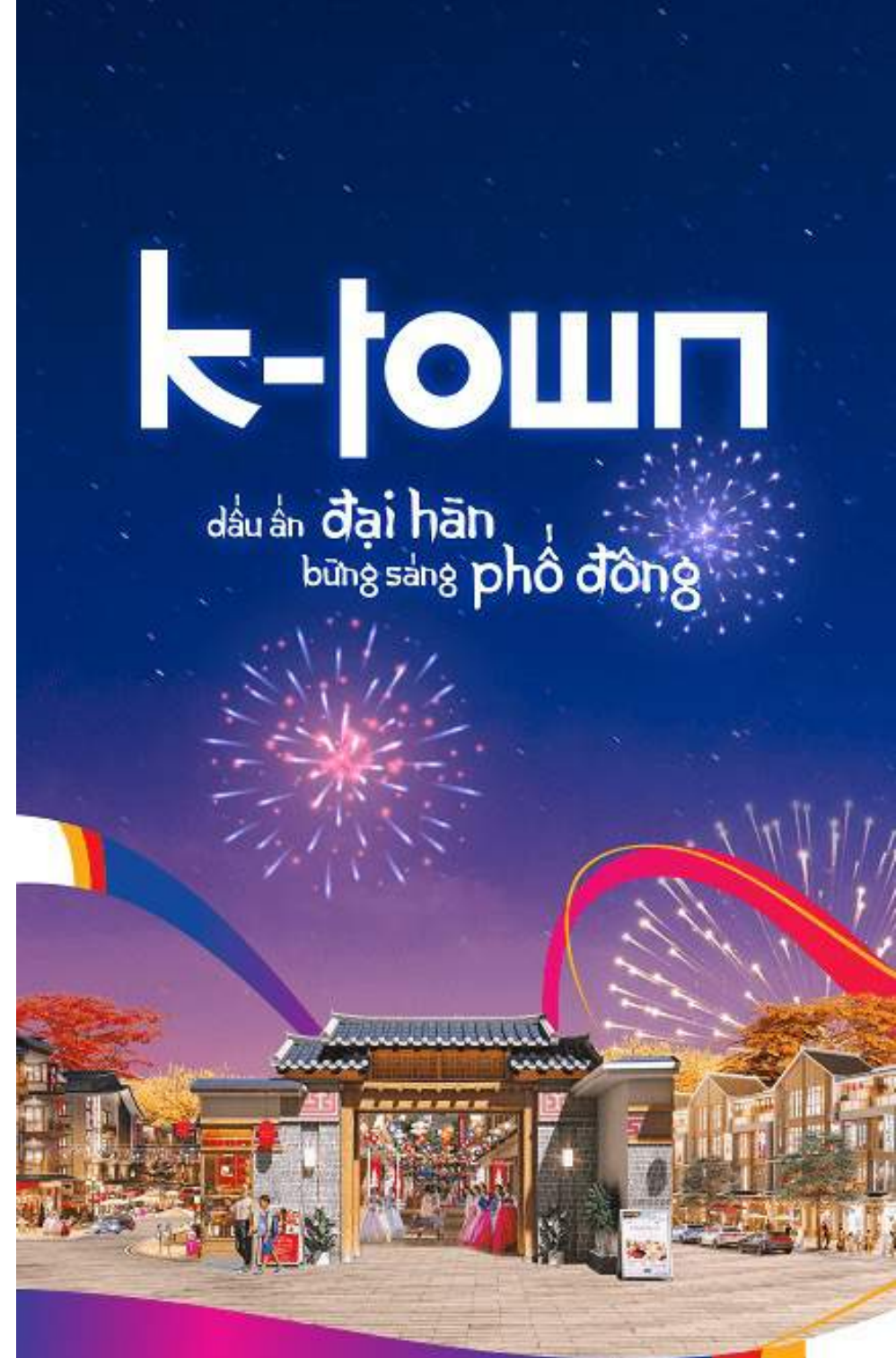


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TO INVEST

k-town

dầu ăn đại hàn
bùng sáng phố đông



01

VISITING OCEAN CITY

■ THE BEST CITY TO LIVE IN THE WORLD

QUẬN TRUNG TÂM
OCEAN PARK 1

QUẬN NGHỈ DƯỠNG
OCEAN PARK 3



QUẬN ẨM CHƠI
OCEAN PARK 2



1.1. STRATEGIC LOCATION

- Situated on the **east coast of the Hong river**
- Located on the bustling economic route of **Hanoi - Hai Phong - Quang Ninh**
- Connected to Hanoi inner city via the **VinBus smart electric bus system.**

IMPRESSIVE AREA OF 1200ha

1.2. A LUXURIOUS NEIGHBOURHOOD

- “The place to go” for people from all over the world with the estimated total population to reach **320.000**
- The **Korean community** is planned to be the largest among the international diasporas



1.3. COMPLETE, MULTIFACETED, HIGH-END FACILITIES



SHOPPING

- 02 Vincom Mega Mall shopping malls
- Commercial and service areas spread evenly throughout the urban area offering a wide range of the newest products
- Large culinary, cultural and shopping centers such as The Venice, K-town, Chinatown



ENTERTAINMENT

- 02 VinWonders water parks
- 02 artificial lakes
- Dozens of game parks, green parks, BBQ areas, playground, squares... bringing endless fun throughout the year to residents and customers.



OFFICES

- 45-storey Techno Park office building - LEED Platinum green certified
- A complex of modern, smart, fully equipped office areas, allowing for attractive career development opportunities.



EDUCATION

- VinUni world-class university
- Brighton College International School (UK)
- Dewey International School (USA)
- KGS International School (Korea)
- Vinschool School System
- 20 schools at all levels

THE PLACE TO LIVE – WORK – SETTLE DOWN

1.3. COMPLETE, MULTIFACETED, HIGH-END FACILITIES



MEDICINE

- Vinmec International General Hospital (5*)
- Vinmec Health Resort Hospital (6*)
- A system of modern medical examination and treatment centers following international standards



TRANSPORTATION

- Inner and outer Vinbus system
- Public electric bicycles
- Electric vehicle charging stations



CULTURE

- A place where a community of civilized residents chooses to settle down, creating a civilized, modern "living culture", especially accommodating the international community living and working in Vietnam.



SECURITY

- Elite security system, ensuring security for residents 24/7
- Perimeter control with security checkpoints
- Security control using AI technology
- Fire prevention system..

THE PLACE TO LIVE – WORK – SETTLE DOWN

02. GRAND WORLD

THE BEST FOOD, SHOPPING AND ENTERTAINMENT IN NORTH VIETNAM

THE VENICE

Opened in 12.2023

K-TOWN

Estimated to open in 04.2024



2.1. GRAND WORLD

TOP TRENDING IN NORTH VIETNAM



#1

Searched destination for food, shopping and entertainment

#1

Destination for Tet 2024 in Hanoi

#1

Most viral opening event of 2023

100 MILLION VIEWS

A hashtag of the project after 1 week of opening
~ Every Vietnamese person has seen it at least once



THE GRAND VOYAGE

A SHOW COMBINING REALTY WITH 3D MAPPING TECHNOLOGY ON ASIA'S LARGEST OUTDOOR BOAT STAGE





~3.000.000 VISITORS WITHIN THE FIRST 2 MONTHS OF 2024

~100 BILLION VND revenue

180.000 VISITORS

Countdown music festival
& Tet firework show of 2024

220.000 VISITORS

check-in, 4 days of Tet

100.000 VISITORS

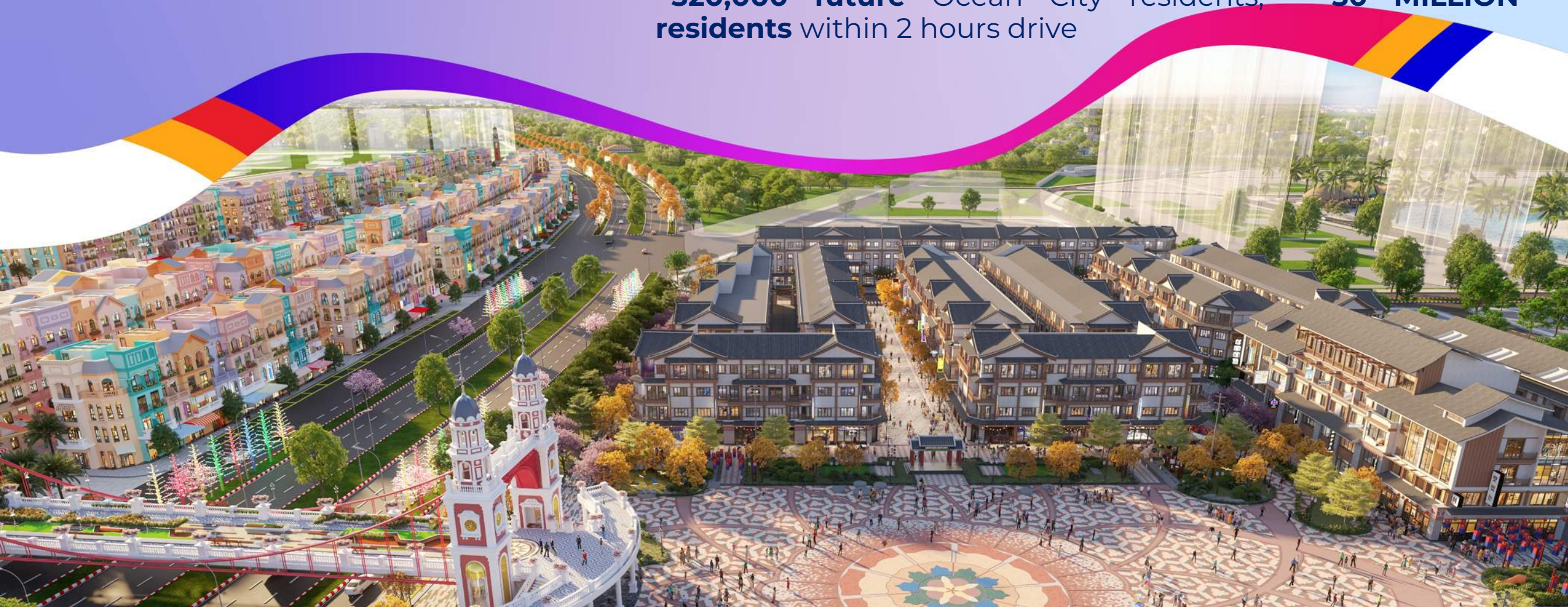
Valentine's day

2.2. K-TOWN

AN "EXPLOSIVE" NEW EXPERIENCE

COMING 4/2024

- The remaining part of Grand World, scale: **343 shops**
- Connection **to 5A & 5B National Highways** and to the Korean Industrial Zones in North Vietnam
- 30-35 minutes from Lotte, Keangnam, 50 minutes from Noi Bai International Airport
- Potential visitors: **60,000** current Ocean City residents; **~320,000 future** Ocean City residents; **~ 30 MILLION residents** within 2 hours drive



03.

K-TOWN

THE FIRST KOREAN-INFLUENCED BUSINESS CENTER IN VIETNAM



3.1. ARCHITECTURE – LANDSCAPE

K-LEGEND

Where traditional Korean architecture shines with light and beauty .

K-STREET

A colorful space offering shopping, entertainment, cuisine, art culture, and unique architecture from the land of Kim Chi.



100% of the shops have **2 business fronts**, convenient for trade and commerce, with a variety of beautiful, unique and modern visual merchandising concepts.

3.2. OUR STRATEGY TO ATTRACT AND DEVELOP A LARGE KOREAN COMMUNITY BY VINHOMES

With infrastructure and preferential policies specifically for the Korean community, Ocean City will become the number one living and working destination for Koreans in Hanoi, Bac Ninh and neighboring provinces.

Korean Global School (Expected start of enrollment Q1/2025)



Elite Medical Center (Expected to open Q2/2025)

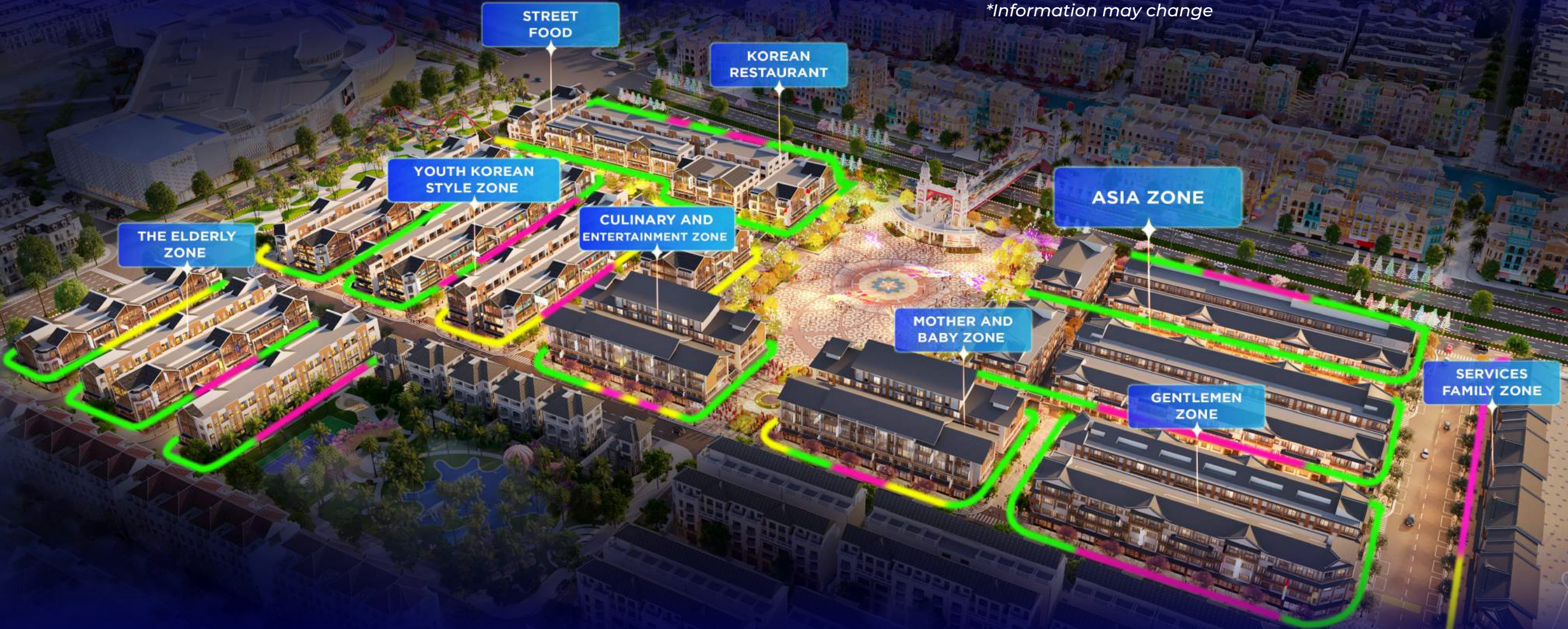
30-storey office Building with preferential rent for Korean businesses (Expected handover Q2/2026)



Ocean City Horse Park (Under planning and construction)

3.3. PRODUCTS ARE CONVENIENTLY DISTRIBUTED AND EASY TO ACCESS

**Information may change*



The product line is distributed to make it easy for customers to access, focusing on Korea's most popular and popular brands from cafes, restaurants, consumer supermarkets, pubs & bars, to cosmetics and fashion. , health care, entertainment,...

-  **FOOD**
-  **SHOPPING**
-  **SERVICES**

VIETNAM'S AND KOREA'S FAVORITE BRANDS IN KTOWN



SEOUL
INTERIOR HOUSE



KOREAN
TRADITIONAL
Massage & Spa



*Information may change

3.4. VIETNAM – KOREA CULTURAL EXCHANGE FESTIVAL EVENTS IN 2024

KOREAN CULTURE FESTIVAL

- Children's Festival (May 5)
- Lotus Lantern Festival (April 8, lunar calendar)
- Chuseok Mid-Autumn Festival (August 15 of the lunar calendar)

CULTURAL EXCHANGE EVENTS

- Korea tourism roadshow - Korea Tourism Organization: once/year (May 25 - 26)
- KFood Fair: Regularly twice a year
 - A series of 70 events/year related to music, cosmetics, cuisine, Korean specialties, fan meetings,... (in planning)
 - International super music festival 8WONDER Hanoi (planned)

PERIODIC MINISHOW SERIES

- Kpop Dance Medley showcase
- Modern Kpop Dance Series
- Hanboks for rent
- Traditional Fan Dance Parade
- Weekly workshop on Korean cultural exchange



**The specific program and schedule will be officially announced to residents & customers later*

3.5. WORK IN PROGRESS ON BUILDING A KOREAN COMMUNITY IN KTOWN AND OCEAN CITY

- ❁ STRATEGIC COOPERATION BETWEEN VINCOM RETAIL AND THE KOREAN TOURISM OFFICE (KTO)
- ❁ COOPERATION WITH KOREAN ASSOCIATIONS & ORGANIZATIONS to develop the Korean community in Ocean City
- ❁ COOPERATION WITH KOREAN ENTERPRISES, COMPANIES, AND GROUPS IN HANOI & neighboring provinces to bring specialists and employees to live in Ocean City





04. REASONS TO INVEST

CONDITIONAL BUSINESS OPPORTUNITY

ATTRACTIVE 1-0-2

RENT-FREE UP TO
2 years

COMPLETE HANDOVER OF THE
L1 floor
(walls, floors, lighting, WC, air conditioning)

REVENUE SUPPORTED
BY A VOUCHER
30 MIL. VND
/3 months

EXPLOITATION BUSINESS DEVELOPMENT CROWDED & HIGH PAYING GUEST FILE

60.000 CURRENT OCEAN
CITY RESIDENTS

320.000 FUTURE OCEAN
CITY RESIDENTS

30 MIL. RESIDENTS
WITHIN A 2 HOUR DRIVE

DEVELOPING TOGETHER

Accompanying successful retail models and locating tenants, famous brands in the Commercial Quarter complex to develop together



MANAGED & OPERATED BY VINCOM RETAIL

The unit has 20 years of retail experience with creativity and innovation to accompany and develop with tenants from the staff training setup stage to official operation.



**VINHOMES VU YEN
HAI PHONG**



**VINPEARL HARBOUR
NHA TRANG**



**VINWONDERS
CUA HOI, NGHE AN**



**GRAND WORLD
PHU QUOC**

EXPAND WITH VINCOM RETAIL

HOTLINE LEASING

0947.556.886

