

**VINCOM PLAZA VINH, NGHỆ AN**  
**SYMBOL OF PROSPERITY**  
**THE HEART OF VINH CITY**



# CONTENT

## 01

### VINCOM PLAZA VINH

The most upscale and modern shopping center in Vinh City.

1. Overview of Vinh City
2. The most upscale complex in Vinh: Vincom Shophouse & Vincom Plaza
3. Catchment Area

## 02

### REASON TO CHOOSE VINCOM PLAZA VINH?

1. Market Positioning
2. Differentiated development strategy

## 03

### PLANNING INDUSTRY & TRAFFIC FLOW

# 01

## VINH CITY, NGHE AN

FIRST-CLASS URBAN AREA – ADMINISTRATIVE & ECONOMIC CENTER OF NGHE AN PROVINCE & NORTH CENTRAL REGION

TOTAL STATE BUDGET  
REVENUE

**40.050**

**BILLION**

AVERAGE INCOME PER  
CAPITA

**5.500**

**BILLION**

AVERAGE INCOME  
PER CAPITA

**>130**

**MILLION/ YEAR**

ATTRACTING  
INVESTMENT CAPITAL  
FROM 2024 TO 2030

**300.000**

**BILLION**



From December 1, 2024, Cua Lo Town will be merged into Vinh City.

⇒ Vinh City officially becomes a coastal urban area, attracting millions of visitors each year.

# POTENTIAL RETAIL CUSTOMERS

❖ Vinh City boasts one of the largest potential customer bases in Central Vietnam.

Higher than the provinces and cities of Quy Nhon, Quang Ngai, and Dong Hoi.

❖ Population in 2024: 575.718 people

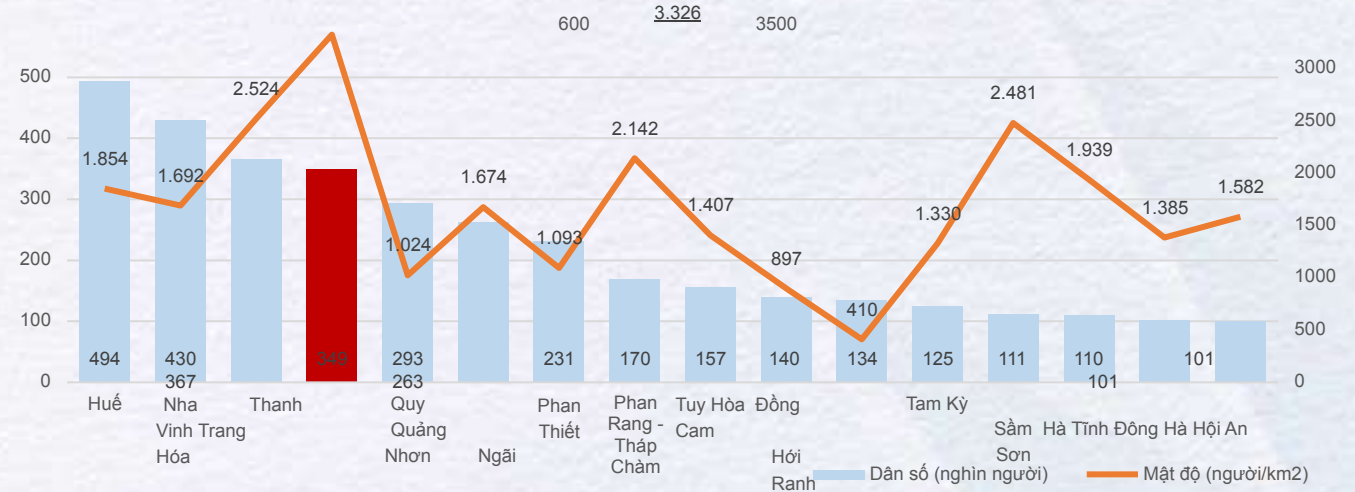
– Approximately doubled compared to 2022.

## Số liệu dân số theo độ tuổi TP. Vinh

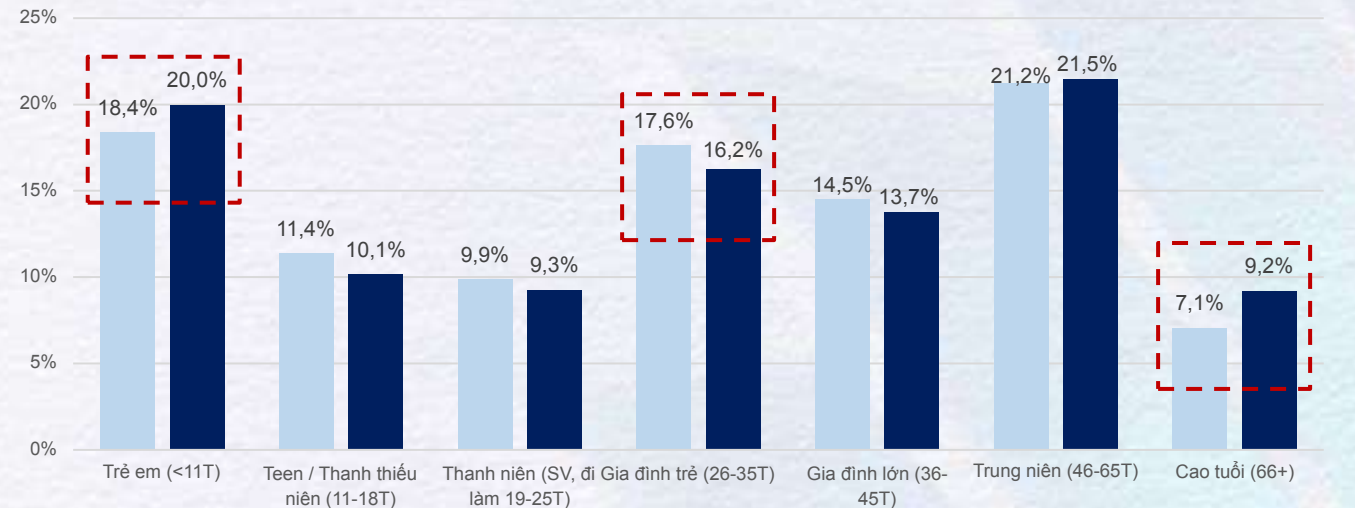
TT	Age	Số lượng
1	Children (<6Y)	25.808
2	Primary school students (6-10Y)	20.828
3	HS THCS (11-15T)	15.515
4	HS THPT (16-18T)	8.143
5	SV (19-22T)	12.977
6	Mới đi làm (23-25T)	8.664
7	Gia đình trẻ (26-35T)	37.917
8	Gia đình lớn (36-45T)	32.089
9	Trung niên (46-65T)	50.162
10	Cao tuổi (66+)	21.485

Nhóm tuổi chính	SL	Tỷ lệ
Trẻ em (<11T)	46.636	20,0%
Teen / Thanh thiếu niên (11-18T)	23.658	10,1%
Thanh niên (SV, đi làm 19-25T)	21.641	9,3%
Gia đình trẻ (26-35T)	37.917	16,2%
Gia đình lớn (36-45T)	32.089	13,7%
Trung niên (46-65T)	50.162	21,5%
Cao tuổi (66+)	21.485	9,2%

Population of Provincial Capitals in the North Central & South Central Coastal Regions



Age Group Distribution Nationwide & in Vinh City



- One of the **Most Populous** Cities in the North Central Region
- Urban population with high consumer demand: **~300,000 people (2024)**
- Average income per capita: **>80 million VND/year**

# VINH CITY – NGHE AN’S NEW COASTAL URBAN HUB

❖ OVER **8 MILLION** TOURISTS EACH YEAR

International Tourists	<b>77.500 visitors</b>
Guests Staying at Sheraton Vinh (Projected)	<b>500.000 visitors</b>
Tourist Spending in Vinh	<b>&gt; 6.000.000 VNĐ</b>
Total Tourism Revenue	<b>&gt; 7.800 BILLION VNĐ</b>



- ❖ **A WIDE RANGE OF PREMIER TOURISM EXPERIENCES IN CENTRAL VIETNAM**
- ❖ **SEAMLESS CONNECTIONS TO NGHE AN’S TOP TOURIST DESTINATIONS**

- Ho Chi Minh Square & Monument
- Vinh Ancient Citadel
- Cua Nam Lake Tourist Area – 1 km from city center
- Cua Lo Beach – 16 km from city center
- VinWonders Cua Hoi – 16 km from city center
- Lang Sen (President Ho Chi Minh’s Hometown) – 16 km from city center

**GENERATING A POTENTIAL TOURIST BASE**



# STATE-OF-THE-ART INFRASTRUCTURE & TOP-TIER INVESTMENT

COMPREHENSIVE ACCESS TO ALL **FOUR MAJOR TRANSPORTATION MODES**

**ROAD - RAIL - WATERWAY - AIRWAY**



Near important seaports: **Cửa Lò Port and Cửa Hội Fishing Port.**



Vinh International Airport is being upgraded with a total area of 557 hectares, designed capacity to serve **8 million passengers per year.**



The North-South railway line passes through with a total length of about **95.5 km**, with Vinh station being **the largest in Nghe An province.**



The billion-dollar highway connecting Vinh - Cửa Lò is the largest in Nghe An province. The North-South expressway through Nghe An province has a **total length of 87.84 km**, reducing the travel time from **Hanoi to Vinh to just 3.5 hours.**

**CONVENIENT LOGISTICS TRANSPORTATION CREATES  
FAVORABLE CONDITIONS FOR THE DEVELOPMENT OF RETAIL BUSINESS.**

# VINCOM SHOPHOUSE DIAMOND LEGACY

PREMIUM COMMERCE – TOURISM – ENTERTAINMENT



# THE MOST PRESTIGIOUS HOTEL & SHOPPING COMPLEX IN THANH VINH

Sheraton Vinh Hotel:

- **36 FLOORS – 500,000 GUESTS PER YEAR**

Vinh Lotus Residence:

- **21 FLOORS – 400 APARTMENTS – 2,000 RESIDENTS**

Vincom Shophouse Diamond Legacy:

- **61 SHOPHOUSE UNITS**

Vincom Plaza Vinh, Nghe An: 18,743 m<sup>2</sup>

- **5 commercial floors - 1 basement**



HOTEL SHERATON  
VINH 36 FLOORS

400 APARTMENTS VINH  
LOTUS RESIDENCE

SHOPPING MALL  
VINCOM PLAZA VINH

61 VINCOM SHOPHOUSE  
DIAMOND LEGACY

SCALE:  
**38 HA**

ĐƯỜNG QUANG TRUNG



# VINCOM PLAZA VINH

## THE LARGEST & MOST MODERN SHOPPING MALL IN NGHE AN

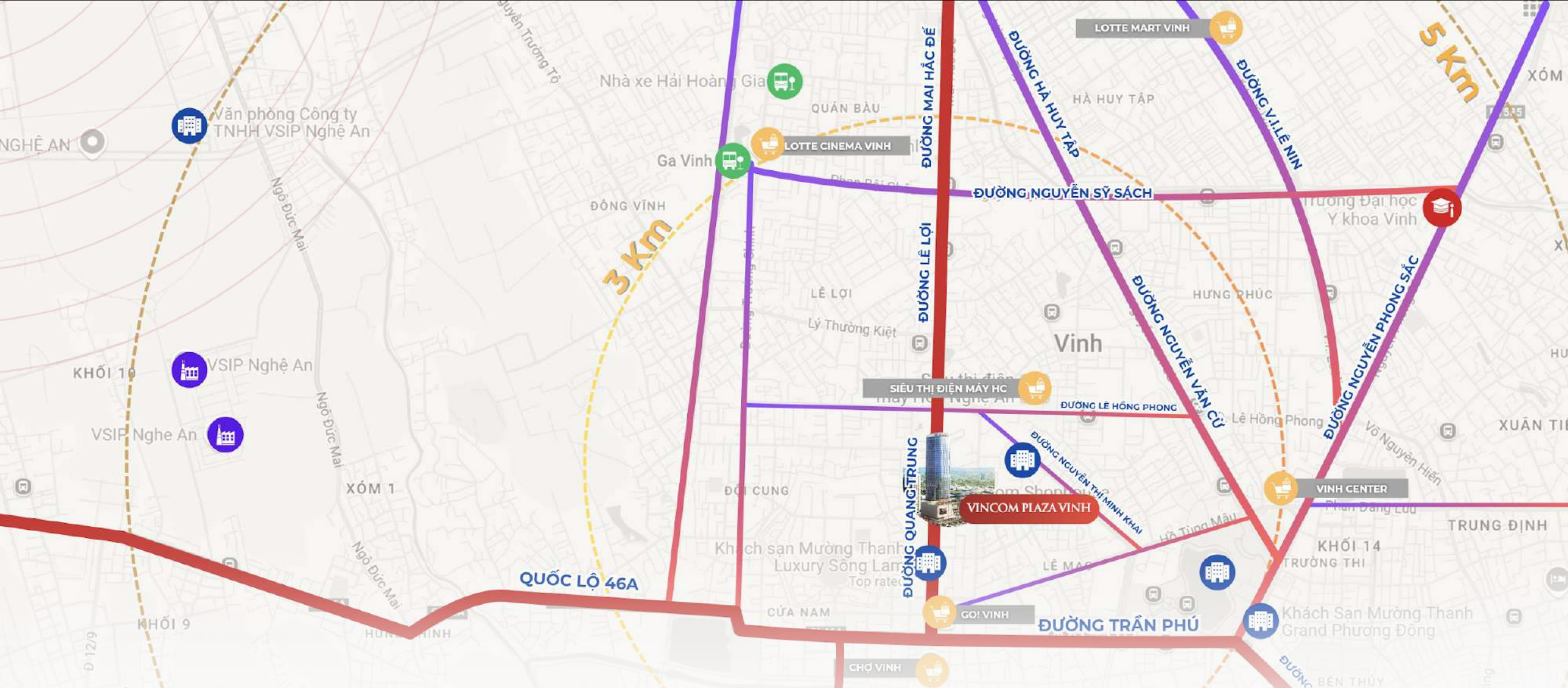
### GFA: 18.743

Number of stalls	<b>72</b>
Commercial floors	<b>05</b>
Basement parking	<b>02</b>
Motorcycle parking	<b>650</b>
Car parking	<b>106</b>
Entrance	<b>02</b>

# ~1.000.000 CUSTOMERS WITHIN A 20-MINUTE DRIVE RADIUS

TT	Target Audience	QUANTITY	EVALUATION
1	<b>Vincom Shophouse Diamond Legacy Vinh Residents:</b>	Residents from more than 400 apartments and 61 shophouses <b>Estimated population: over 2,000 people</b>	Daily customer source, with a new residential population showing strong spending potential (based on apartment and shophouse prices).
2	<b>Dân cư TP. Vinh Residents of Vinh City:</b>	Total population: ~500,000 people (excluding residents of Cửa Lò Town & 4 newly merged communes from Nghi Lộc district) Particularly concentrated in neighborhoods within a ~3 km radius of the project (~250,000 people)	Daily customer source, with good income levels and a well-developed retail market. The population has diverse needs, mainly in dining and entertainment.
3	<b>Residents of Surrounding Districts:</b>	<b>Population of nearby towns and communes: ~670,000 people</b>	Customers mainly visit on weekends, with average income and primarily recreational or sightseeing needs.
4	<b>Tourists</b>	Guests staying at Vinpearl Hotel (~380 rooms) Additional tourists visiting Vinh city, with cross-traffic from nearby areas like Cửa Lò and Hà Tĩnh Over 3 million visitors per year	Weekend visitors, with good income levels, often traveling with family or companies, presenting significant spending potential.





**PRIME LOCATION**  
**AT THE INTERSECTION**  
**OF BUSTLING STREETS**

**~ 250.000**  
**ELITE RESIDENTS WITHIN**  
**A 5-MINUTE DRIVE (~3 KM)**

**~1.000.000**  
**POTENTIAL CUSTOMERS**  
**WITHIN A 20-MINUTE DRIVE**

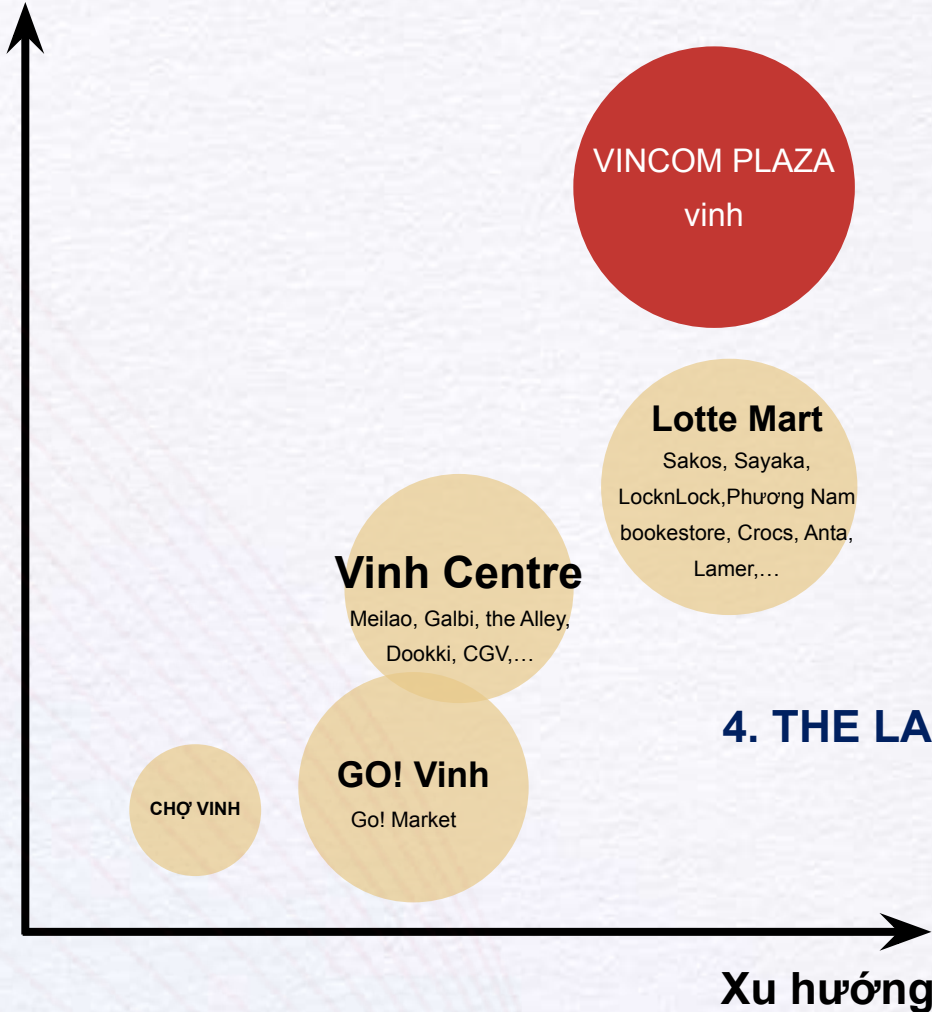
# 02 REASON TO CHOOSE VINCOM PLAZA VINH?



# POSITIONING A PREMIUM COMMERCIAL CENTER

A NEW SHOPPING – DINING – ENTERTAINMENT EXPERIENCE  
FIRST TIME IN NGHE AN, DESIGNED FOR YOUTH & FAMILIES

Uy tín



## 1. A GATHERING PLACE FOR TRENDY FASHION BRANDS

*Adidas Original, Hazzys Fashion, Aristino, Lecos,...*

## 2. LUXURY COSMETICS & JEWELRY

*Beauty Box, Innisfree, The Body Shop,...*

## 3. UNIQUE STORE CONCEPT

*Starbuck, Phê La, Saigon Co.op,...*

## 4. THE LARGEST NEW ENTERTAINMENT EXPERIENCE HUB IN THE REGION

*Jump Arena, Game World,...*

## 5. A DISTINCTIVE CULINARY WORLD

*Buffet hải sản Poseidon, Lẩu bò Triều Châu Thiên Long, Dookki,...*



# PLANNING FOR DIFFERENT INDUSTRY SECTORS: SHOPPING - DINING - ENTERTAINMENT

A destination for the elite community and trendy youth  
with the highest spending power in Nghe An.



L5	<b>Premium cinema</b>	Premium cinema over 1,000m <sup>2</sup>	Asian – European cuisine for families and youth	
L4	<b>Gourmet dining restaurants</b>	Gourmet Asian food street	Bookstore, shopping, and amenities	
L3	<b>Entertainment &amp; youth fashion</b>	Vibrant entertainment area over 2,000 m <sup>2</sup>	Youth fashion leading the trends	
L2	<b>High-end shopping brands</b>	Convenience store: 1,395.28 m <sup>2</sup>	Thời trang Quốc tế cao cấp	Jewelry
L1	<b>Chic experiences</b>	Cosmetics, jewelry, and international accessories zone	Fashion casual, Coffee & dessert	
	Basement parking floor			

# AN EXCITING EXPERIENCE JOURNEY FROM DAY TO NIGHT

**LUXURIOUS**  
Coffee & Dessert sang trọng



**TRENDY & STYLISH**  
High-End Fashion & Jewelry Accessories



**CONVINIENCE**  
Shop at the Largest Supermarket in the Region



**ELEVATE YOUR EXPERIENCE**  
At an International Standard Cinema



**EXCITEMENT UNLEASHED**  
In the Largest Indoor Entertainment Space



**EXQUISITE EXPERIENCE**  
At Premier Asian - European Cuisine Restaurants

# 03

# RETAIL CATEGORY PLANNING



# 1ST FLOOR:

## HIGH-END INTERNATIONAL FASHION & COSMETICS

### 1. INTERNATIONAL FASHION

Hazzys, Adidas Original, Levi's, Lacos,...

### 2. EXCLUSIVE HIGH-END COSMETICS & JEWELRY ZONE – FIRST TIME IN NGHE AN

Pandora, Beauty Box, Perfume World, The Body Shop, Himalaya, etc.

### 3. LUXURIOUS COFFEE & DESSERT EXPERIENCE

Starbuck, Phê La, Phúc Long,...



# 2ND FLOOR: INTERNATIONAL SPORTS FASHION & LUXURY JEWELRY ACCESSORIES

## 1. THE LARGEST CONVENIENCE SUPERMARKET IN THE REGION

Supermarket >1300m<sup>2</sup>

## 2. PREMIUM INTERNATIONAL SPORTS FASHION

Lining, Puma, Xtep, Vascara,...

## 3. BRANDS FOR TRENDY YOUTH

Starbuck, Phê La, Phúc Long,...



Sieu thi



Vascara



Megane Prince



Lecos



Xtep



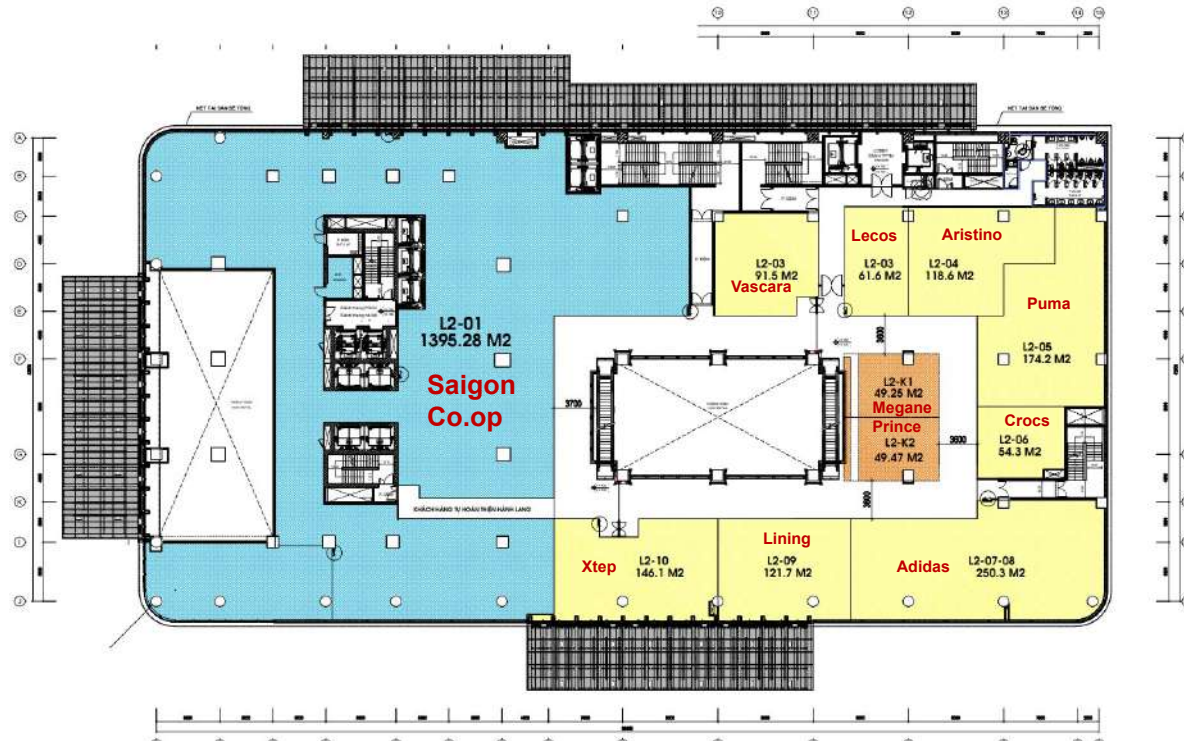
Lining



Puma



Aristino



# 3RD FLOOR: TRENDY YOUTH FASHION & EXCITING ENTERTAINMENT

## 1. BRANDS FOR TRENDY YOUTH

Anna Glass, Dottie, Chautfifth,...

## 2. SMART HOUSEHOLD PRODUCTS FOR THE WHOLE FAMILY

Lining, Puma, Xtep, Vascara,...

## 3. THE LARGEST INDOOR ENTERTAINMENT CENTER IN THE REGION

Game World, Wolfoo,...



Game World



Wolfoo



Miniso



My Kingdom



Anna Glass



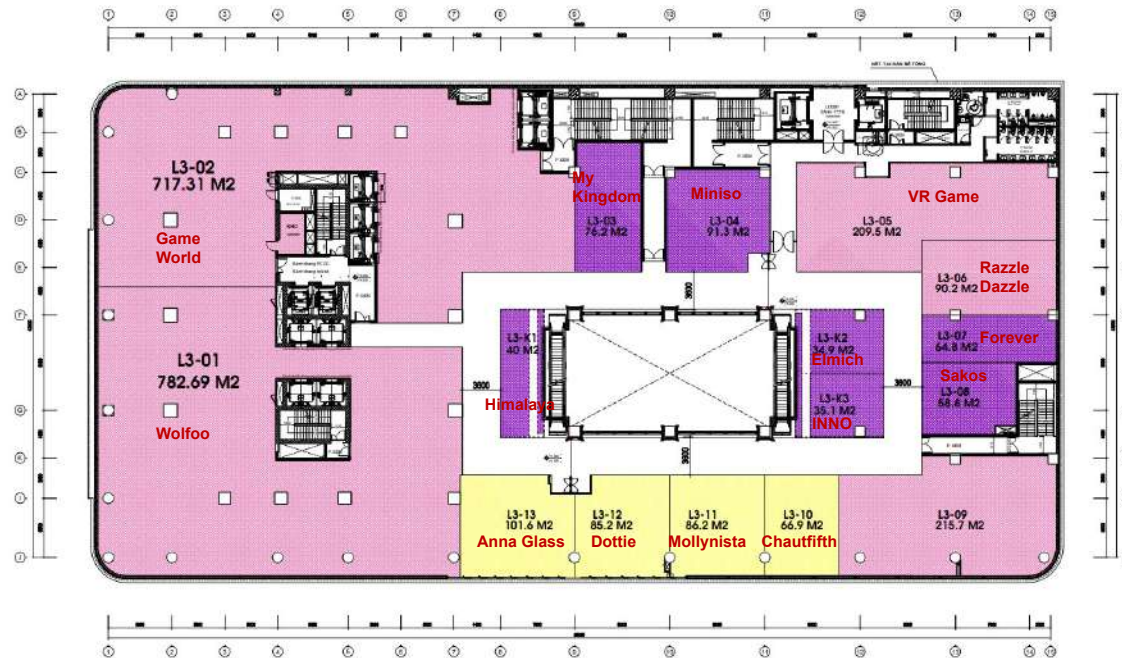
Dottie



Chautfifth



Sakos



# 4TH FLOOR: EXCITING ENTERTAINMENT & FINE ASIAN CUISINE

**DIVERSE ASIAN CUISINE:**

**JAPANESE – CHINESE – THAI – HONG KONG**

Marugame Udon, Khao Jao, Buffet hải sản: Poseidon, Cơm niêu Singapore,...



Buffet



Poseidon

Wolfoo



Mikado Sushi



Lẩu bò Triều



Anna Glass



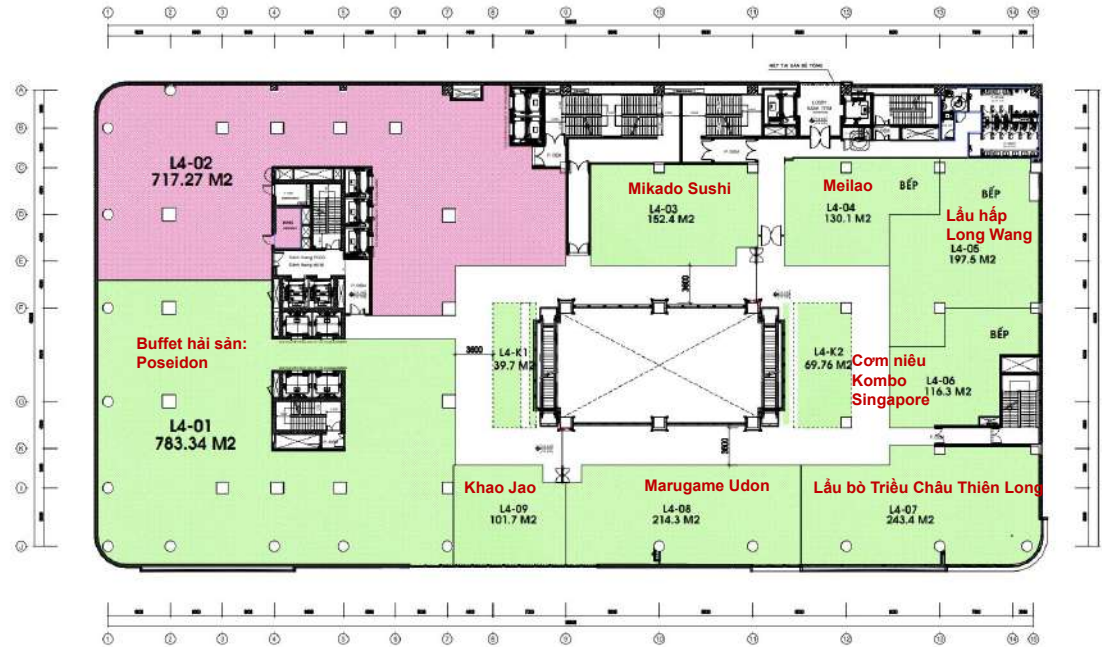
Long Wang



Cơm niêu Kombo



Marugame Udon



# 5TH FLOOR: PREMIUM CINEMA & ASIAN - EUROPEAN CUISINE

## 1. INTERNATIONAL STANDARD CINEMA

cinema >1.000m<sup>2</sup>

## 2. ATTRACTIVE ASIAN - EUROPEAN CUISINE RESTAURANTS

Texas Chicken, Dookki, Nét Huế, Bò Tơ Quán Mộc, Tex Grill,



Rạp chiếu phim



Dookki



Texas Chicken



Don Chicken



Nét Huế



Bò Tơ Quán Mộc



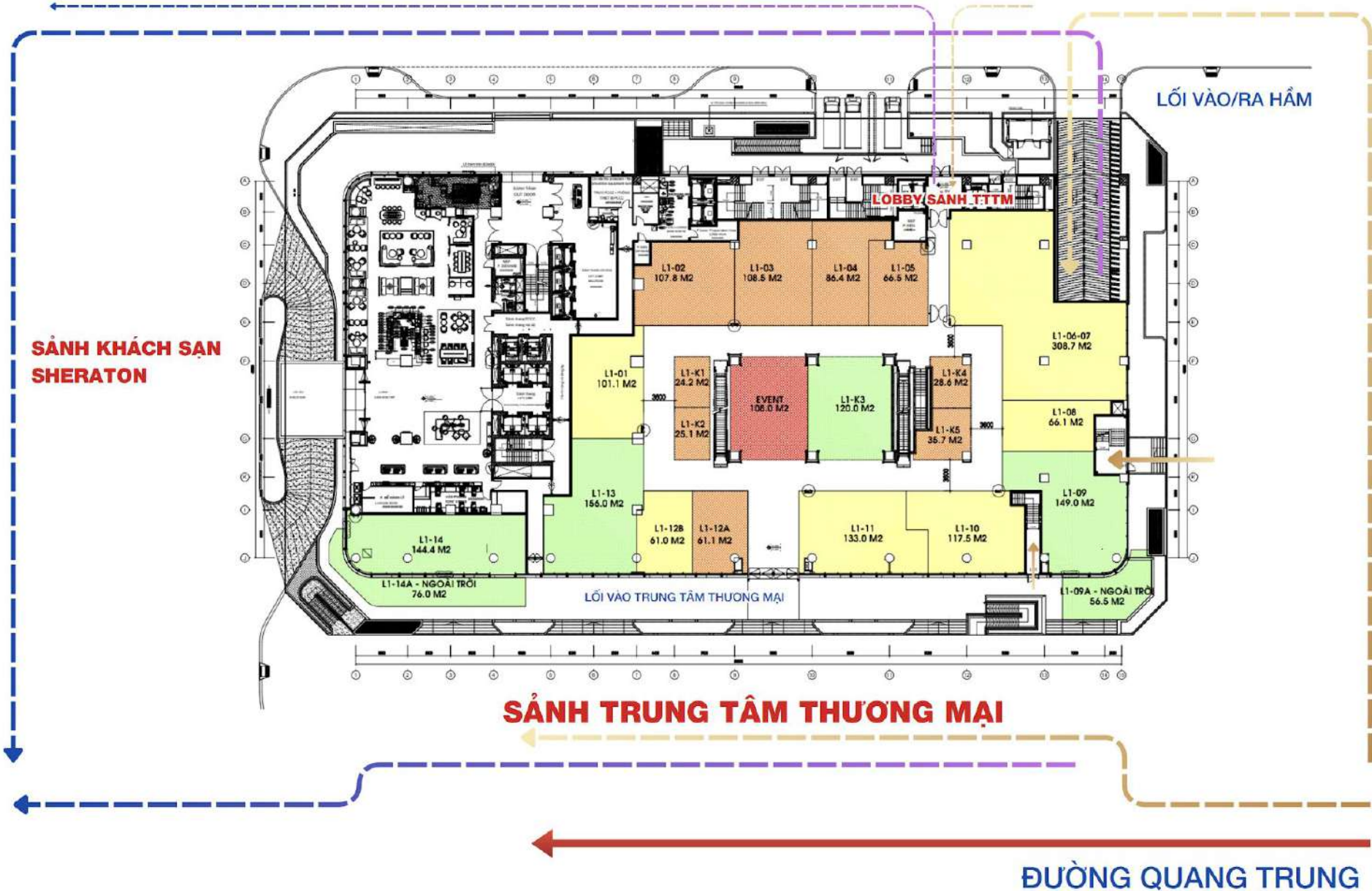
Yakimono



Tex Grill



# CONVENIENT TRANSPORTATION, CENTRAL CONNECTION, EASY MOBILITY



# MANAGED & OPERATED BY THE REPUTABLE INVESTOR – VINCOM RETAIL



Over 20 Years of Experience in Managing & Operating Shopping Malls



**88** SHOPPING MALL **48** PROVINCES & CITIES NATIONWIDE  
**> 1.843.000m<sup>2</sup>** TOTAL RETAIL FLOOR AREA



Thousands of Exciting Events All Year Round

**INTERACT 5.000.000**

**Annual Visitors to Vincom Vinh**



SPRING FESTIVAL:  
THANH VINH OLD QUARTER,  
GLIMMERING WITH TET  
COLORS



HELLO SUMMER



MID-AUTUMN FESTIVAL:  
LANTERN PARADE UNDER  
THE MOONLIGHT



CHRISTMAS & NEW YEAR  
CELEBRATION

# VINCOM PLAZA VINH

THE LARGEST & MOST MODERN COMMERCIAL HUB IN VINH CITY  
THE NEW PRIDE OF NGHE AN PEOPLE

Vinh City, Nghe An –  
The Most Developed  
Retail Economic Hub  
in the North Central  
Region

The Most Prestigious  
Hotel & Commercial  
Complex in Nghe An

Unique & Trendy  
Retail Planning

Lead the Market with  
an Unprecedented  
Attractive Leasing  
Policy

**ELEVATE YOUR BRAND, BOOST YOUR REVENUE**

**Partner with Vincom Retail – The No.1 Investor in the Market**

# VINCOM PLAZA VINH, NGHỆ AN THANK YOU!

