



VINHOMES  
GOLDEN AVENUE

VINCOM RETAIL

# EXPLORING BUSINESS OPPORTUNITIES AT VINHOMES GOLDEN AVENUE

## THE DESTINATION FOR LIVING PROSPERITY AT THE BORDER AT THE BORDER OF THE BILLION-PEOPLE NATION



0986 265 620

**AT THE BORDER**

**MÔNG CẢI**



**VINGROUP**

**BRINGS 06 CORE BRANDS**

**WITH A PIONEERING ASPIRATION AND STRONG CAPABILITIES**

**TO CREATE AN INTERNATIONAL-CLASS COMMERCIAL URBAN COMPLEX  
THE DESTINATION FOR LIVING PROSPERITY AT THE BORDER  
OF THE BILLION-PEOPLE NATION**

**Unlocking one-of-a-kind business opportunity**

## 1. COMMERCIAL STREETS

A NEW RETAIL TREND

IN THE WORLD

## A NEW RETAIL TREND

### The combination of tourism, shopping & entertainment

Successful in many cities worldwide and emerging as a groundbreaking retail model in Vietnam



BEIJING, CHINA



Korea



NEW YORK, USA



SHANGHAI, CHINA



BANGKOK

The commercial street model has been expanding in many developed cities around the world in recent years. By creating unique shopping experiences combined with utility and entertainment services, it became a destination that attracts a large number of tourists.

## COMMERCIAL STREETS AT OCEAN CITY

# Mega Grand World

A new destination bubbled as the Entertainment Universe for Northern Vietnam's youth.



Venice Street



K-Town Street

**55 SỰ KIỆN & HOẠT ĐỘNG CUỐI TUẦN NĂM 2024**

**12,5 Million** Visitors      **500 Billion** Revenue VND



## COMMERCIAL STREETS AT OCEAN CITY

# Little Hongkong

The first Hong Kong-inspired commercial street in Vietnam.

**CHỈ TRONG 02 THÁNG RA MẮT**

**178**

Shophouses  
& 3 zones

**1,8 Million**

VISITORS APPROACHED  
The Hottest Destination  
In Summer 2024



## COMMERCIAL STREET IN VU YEN, HAI PHONG

# Vu Yen Park Walking Street

Top 1 destination in Hai Phong located island of Vinhomes Royal Island Hai Phong City.

**06 THÁNG KỂ TỪ KHI KHAI TRƯƠNG**

**1868** Shophouses  
12 Zones

**2,5 Million** Visitors  
in 6 months.



## COMMERCIAL STREET IN NHA TRANG CITY

# Vinpearl Harbour Nha Trang

A culinary and shopping destination in the famous tourist city of Nha Trang, Khanh Hoa.

### VIBRANT RETAIL TOURISM CENTER

**444** Shophouses  
3 Zones **100.000** Visitors for festival





## COMMERCIAL STREET MODEL

Becoming a 'NEW DESTINATION WITHIN SUPER DESTINATIONS,' driving success in retail business.



# The 4-Element Formula for Success

**01**

**LOCATED AT THE  
HEART OF  
CONNECTION WITHIN  
SUPER DESTINATIONS**

**03**

**UNIQUE  
LANDSCAPES, RICH  
AND CAPTIVATING  
EXPERIENCES**

**02**

**WELL-PLANNED  
RETAIL SECTOR  
LAYOUT SHAPING A  
TOURISM-RETAIL  
DESTINATION MODEL**

**04**

**HOSTING LARGE-  
SCALE EVENTS &  
FESTIVALS**

## ACTIVITIES AT COMMERCIAL STREETS

# Daily vibrant events & festivals

### ATTRACT MILLIONS VISITORS

Increased Spending,  
Enhanced Experiences –  
Events Drive a Steady  
Flow of Customers to  
Retail Stores in the  
Commercial Street



# ACTIVITIES AT COMMERCIAL STREETS

## Vibrant experiences from day to night



Street Performances



Street Performances



Drag Queen Shows



Street music shows



Traditional Dance shows



EDM & DJ shows



Dancer shows



**Commercial Street Model “One of the most successful business models in retail market”**

## 2. BORDER CITY

# MÔNG CÁI



BORDER & COASTAL REGION

**A GLORIOUS HISTORY OF DEVELOPMENT**

# **Mong Cai was a Legendary Trading Port in History**

Since as early as the 5th-6th centuries, Mong Cai has been a bustling trading port known as Ngoc Son, playing a crucial role as the first stop for international merchant ships entering the markets of China, Vietnam, and continuing further south



## BORDER TRADE AND TOURISM POTENTIAL

Today, Mong Cai is **the most dynamic and bustling trade hub of Quảng Ninh**. With its unique strategic location and rich history, the city's development potential remains vast.



**“Mong Cai has potential for national and international trade”**







VINHOMES  
GOLDEN AVENUE

### **3. STRATEGIC ADVANTAGES**

# VINHOMES GOLDEN AVENUE INTERNATIONAL TRADE CENTER

**LOCATED AT A PRIME CENTRAL HUB**

## Connecting to the Billion-People Market

At the crossroads leading to the three Bac Luan Border Gates (1, 2, & 3) and serving as the gateway to the Hanoi - Mong Cai Expressway.

**Over 3 Million**

Visitor in 2024

**+52%**

Growth compared to 2023

**5 Minutes from Bac Luan 2 Border Gate**

Vinhomes Golden Avenue attracts high-spending tourists from the billion-people nation—those who love to dine, play, and shop extensively.



**LOCATED AT A PRIME CENTRAL HUB**

## Connecting to the Billion-People Market

The high-speed railway from Fangchenggang to the Vietnam-China border officially commenced operations in 2023.



Catchment Area Of Vinhomes Golden Avenue is **Hundreds of millions of Chinese citizens can reach the destination via the high-speed network in just 20–30 minutes.**

# Featuring Synchronized Infrastructure and the Most Premium Amenities in Mong Cai.

A world-class commercial and tourism urban complex featuring six core Vingroup brands: Vinhomes, Vincom, Vinmec, Vinpearl, Vinschool, and Vuivuiland



Vinhomes Golden Avenue is set to become the new luxury destination at the Móng Cái - Đông Hưng border.

# The Most Premium Vinhomes Standard Amenities in Mong Cai

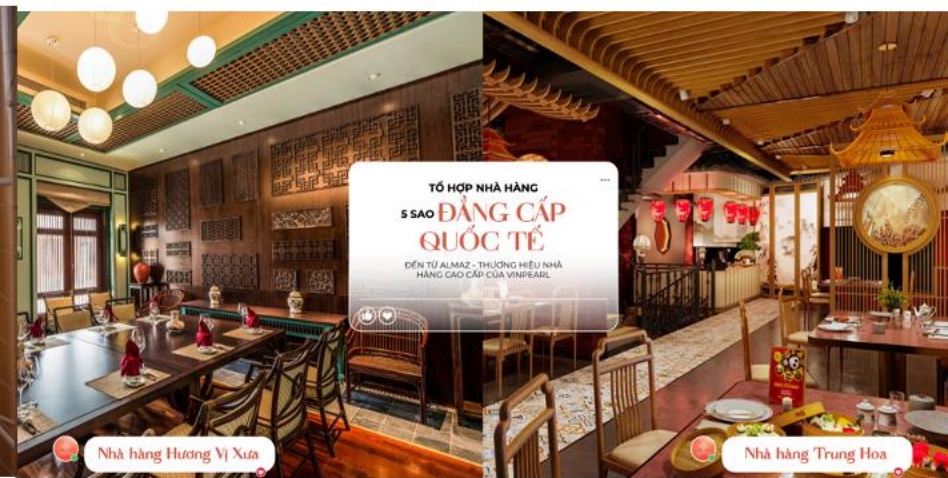
Create a unique area in Mong Cai featuring:



Modern Outdoor Swimming Pool (Existing)



Outdoor Playground



International 5-Star Restaurant Complex (Phase II)



The Skate Park and Olympic-Standard Swimming Pool (Phase II)



The Indoor and Outdoor Entertainment Complex (Phase II)



***(The amenity chain is developed by the investor in phases according to the project timeline.)***

# A Stunning New Amenity: 'The Four Seasons Splendid Palace'

Covering More Than 40,000m<sup>2</sup>, operated by Vinpearl.



# VINHOMES GOLDEN AVENUE LAYOUT



**08 ZONES**  
**Diverse experiences - Diverse consumers**

# Nearly 40 Brands Filling All 110 shophouses



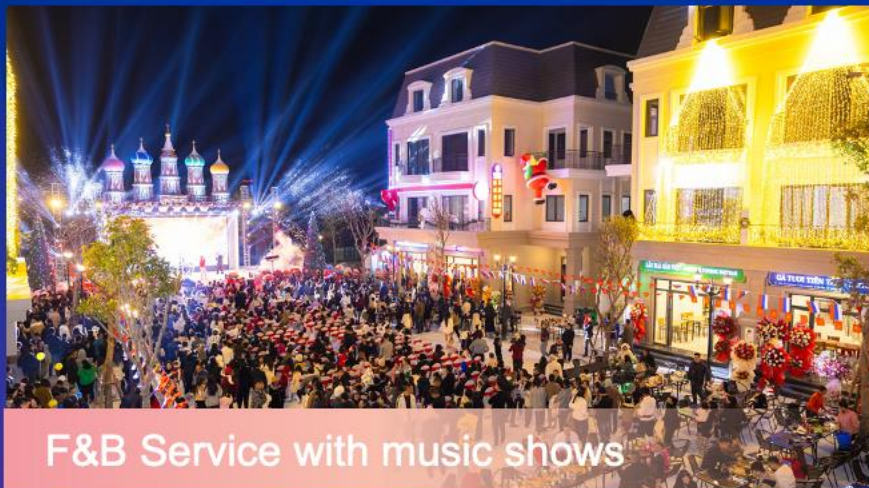


# Nearly 40 Brands Have Already Arrived, Filling All 110 Shophouses

24 F&B brands, 5 logistics brands, 10 home decor & mini-mart stores, and other

SIÊU THỊ NỘI THẤT <b>KIM QUY</b>	 TRUNG NGUYEN E-Coffee	TỔ HỢP GIẢI TRÍ ẨM THỰC <b>MOSCOW ZONE</b>		 ĐOÀN PHÁT LOGISTIC	 QUÁN RƯỢU CẦU CẦU	CÔNG TY CP ĐẦU TƯ VÀ THƯƠNG MẠI <b>VIỆT NGÀ</b>
<b>ST</b> DESIGN	<b>BAYLAND</b> MIỀN ĐẤT HỮA	Cafe gồm <b>HALI</b>	<b>NHÀ HÀNG ẨM THỰC</b> <i>Việt Nam</i>	<i>Tica Coffee</i>	<b>PURE</b> COFFEE CAFE NGUYÊN CHẤT	<b>PATRICK</b> <b>PROPERTIES</b>
<b>Bún cá</b> <b>Hải Phòng</b>	<b>CƠM NIÊU</b> <b>CRAZY</b> <b>FAT</b>	<b>Nhà hàng</b> <b>Demi</b> (得米食府)	Siêu thị <b>MẸ VÀ BÉ</b>	<b>Nhà hàng nướng</b> <b>TRUNG HOA</b>	<b>50</b> COFFEE SHOP THƯƠNG CẢNG	<b>NENG LENG</b> XNK
 NỘI THẤT THI CÔNG NỘI THẤT 107 THƯƠNG CẢNG	 TRÀ SỮA NƯỚNG TRUNG HOA	SHOWROOM NỘI THẤT <b>MOCACHOMES</b>	<b>HẠ LONG MEDIA</b>	 Mini PC SERVICE	 LẨU NƯỚNG TRUNG HOA	<i>Cafe</i> <i>Nguyen</i> <i>Chất</i>
<b>Yến Thanh</b>	<b>DEWER</b>	<b>Phúc Hải</b> Đầu tư và Xuất nhập khẩu	 Go Home	<b>CƠM NGON</b> <b>BÁCH BÉO</b>	<b>MỀ CUNG</b> GUƠNG VỒ CỤC	<b>An khang</b> <b>LOGISTIC</b>
<b>BÚN CHẢ</b> <i>Hàng Miềnh</i>	<i>Bún Ngan</i> HÀ NỘI	<b>LẨU BÒ</b>	 <b>PHỞ GÀ</b> <b>PHỞ CỎ</b>	<b>Beefsteak</b> HỒNHAI	<b>THẾ GIỚI ẨM VẬT</b> HÀ NỘI PHỞ	<b>Bia HaNoi</b> <b>Corner Cafe</b>

## Bringing Together Trendy Experiences – Modern Services Making Their Debut at the Mong Cai



F&B Service with music shows



Outdoor Stage



Music shows



Moscow Snow Show



Russian Mini mart & Restaurants



Activities

## MOSCOW ZONE, VINHOMES GOLDEN AVENUE

Images from Moscow Zone, Vinhomes Golden Avenue – December 2024

# Bringing Together Trendy Experiences – Modern Services Making Their Debut at the Mong Cai



Hanoi Styled Street



Hanoi Cuisine



Activities attract youth



**23 Shophouse – Hanoi Style Street**  
Images Vinhomes Golden Avenue – December 2024

# Bringing Together Trendy Experiences – Modern Services Making Their Debut at the Mong Cai



## FASTFOOD DESSERT ZONE

*Images at Vinhomes Golden Avenue 12.2024*

# TÂM ĐIỂM CỦA SỰ KIỆN – LỄ HỘI LỚN NHẤT KHU VỰC

Sự kiện, lễ hội điểm nhân quy mô, các sự kiện định kỳ cuối tuần đưa Vinhomes Golden Avenue



*Images at Vinhomes Golden Avenue 12.2024*

# VINHOMES GOLDEN AVENUE

AN INTERNATIONAL-CLASS COMMERCIAL URBAN COMPLEX THE DESTINATION FOR LIVING PROSPERITY AT THE BORDER OF THE BILLION-PEOPLE NATION

1. A PRIME  
CENTRAL HUB  
CONNECTING TO  
CHINA'S BILLION-  
PEOPLE MARKET



2. BRINGING  
TRENDY  
EXPERIENCES &  
SERVICES TO THE  
BORDER FOR THE  
FIRST TIME



3. FEATURING  
MONG CAI'S  
MOST PREMIUM  
INFRASTRUCTUR  
E & AMENITIES  
BY VINGROUP



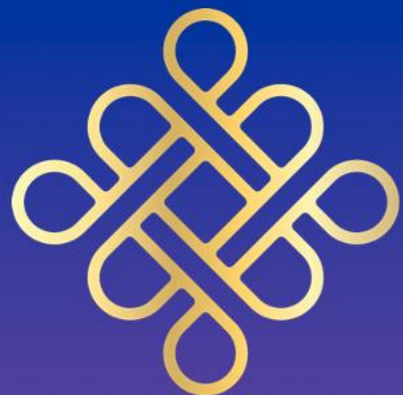
THE EPICENTER OF  
THE LARGEST AND  
MOST VIBRANT  
EVENTS &  
FESTIVALS IN MONG  
CAI & DONG HUNG

**COMMERCIAL STREET**

**Trading with Partners – Selling in a  
Thriving Market**

# CƠ HỘI KINH DOANH BỨT PHÁ

Breakthrough Business Opportunity – Exclusive Incentives for Retail Enterprises Investing at



VINHOMES  
GOLDEN AVENUE

**Free Rent & Service Fees  
for Up to 24 Months**

**VOUCHER**

60 million VND/  
6 Months

**MARKETING  
SUPPORT**

**Exclusive Incentive Policy  
for Bulk Shop Tenants**

**HOTLINE LEASING 0986 265 620**



VINHOMES  
GOLDEN AVENUE

VINCOM RETAIL

# EXPLORING BUSINESS OPPORTUNITIES AT VINHOMES GOLDEN AVENUE

## THE DESTINATION FOR LIVING PROSPERITY AT THE BORDER OF THE BILLIONS RESIDENTS' COUNTRY



0986 265 620