



**MEGA**  
**GRAND WORLD**  
*Hanoi*

**VIETNAM'S PREMIER DESTINATION**  
**FOR ENTERTAINMENT,**  
**CULINARY DELIGHTS AND SHOPPING**

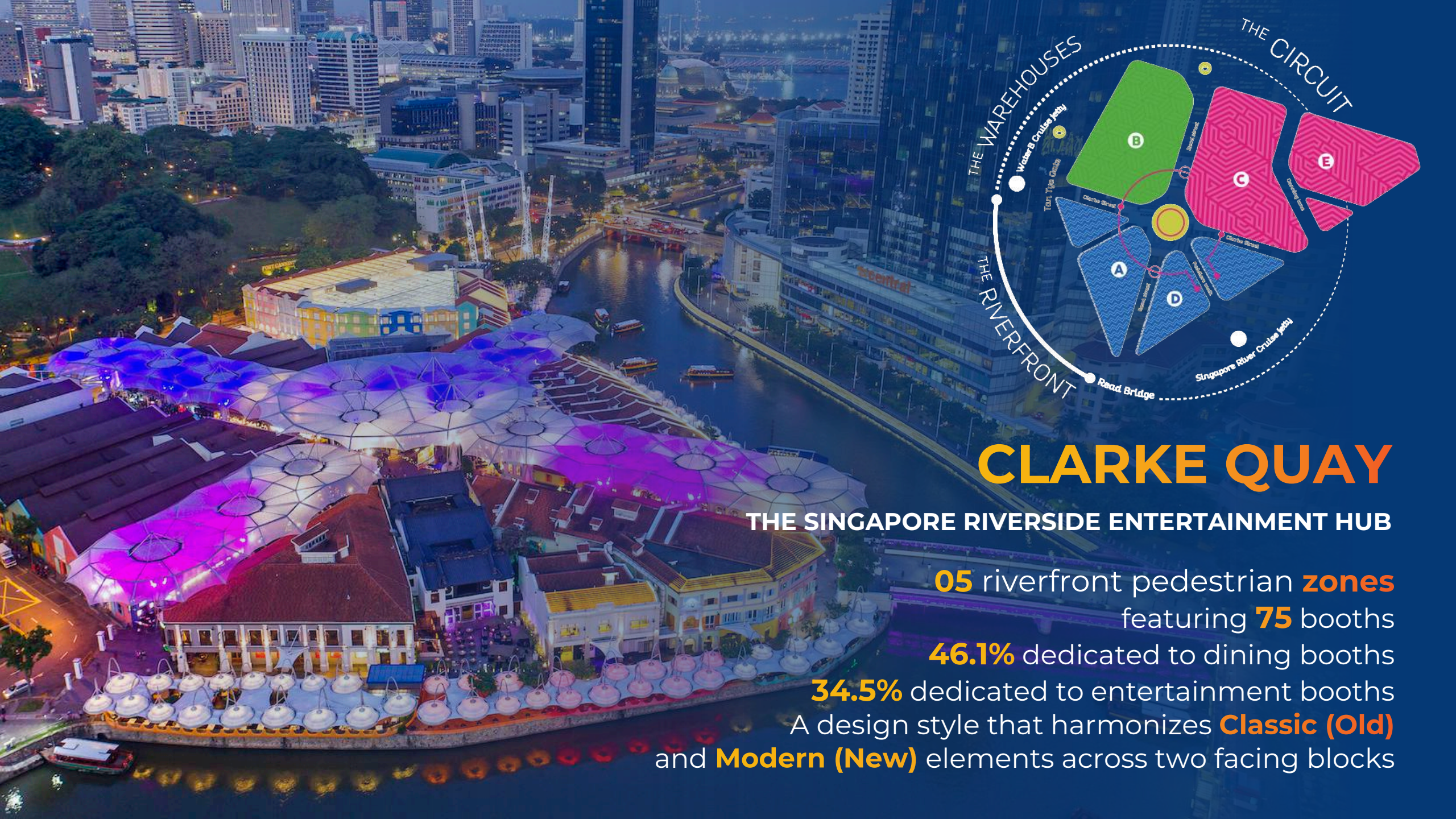




**DESTINATIONS**  
**THE RECIPE FOR SUCCESS**  
**A NEW WAVE OF CONSUMER EXPERIENCES**

- Hình ảnh minh họa. Việc vận hành khu đô thị theo quy định của Ban Quản lý tại từng thời điểm.  
- Các hoạt động kinh doanh chỉ được thực hiện trong phạm vi ranh giới đất được sử dụng của Chủ sở hữu nhà/công trình và tuân thủ các quy định của Ban Quản lý tại từng thời điểm.





# CLARKE QUAY

THE SINGAPORE RIVERSIDE ENTERTAINMENT HUB

**05** riverfront pedestrian **zones**  
featuring **75** booths

**46.1%** dedicated to dining booths

**34.5%** dedicated to entertainment booths

A design style that harmonizes **Classic (Old)**  
and **Modern (New)** elements across two facing blocks





# CLARKE QUAY

Asia's premier nightlife destination - Home to **ZOUK**, a global top 10 club

**A gastronomic wonderland of international cuisine:** From traditional Singaporean delicacies to a fusion of Asian and European flavors

An unprecedented thrill awaits with the **GMAX Reverse Bungy** – Soar 60 meters high at speeds up to 100 km/h

**50 grand-scale events** annually, all unfolding on weekends





# TAIKOO LI CHENGDU

**A SHOPPING PARADISE** in China with **2 specialized zones: Fast Lane** (Luxury Shopping) and **Slow Lane** (Dining and Entertainment)

**Welcome 30,000 visitors daily, totaling nearly 11 million visitors annually**

Sales revenue in 2022: **USD 1.16 billion**





A nighttime photograph of the Taikoo Li Chengdu shopping center. The image shows a modern building with a traditional Chinese roofline, illuminated from within. A tall, curved, illuminated signpost stands in the foreground, displaying the name 'TAIKOO LI' in English and Chinese. The background features a dense urban skyline with various high-rise buildings under a dark blue sky. The foreground is a busy pedestrian plaza with people walking and a few cars on the adjacent street.

# TAIKOO LI CHENGDU

Its architectural design **seamlessly blends the rich traditions of Sichuan with a contemporary and creative approach.** This harmonious marriage creates a timeless backdrop that complements the upscale, modern concept of **over 300 retail stores and restaurants,** offering a vibrant shopping and entertainment experience.

Tenants

**Apple, Cartier, Gucci, Hermes, Muji, ZARA, Fangsuo Bookstore, Olé Supermarket, Adidas, Palace-j'aimema Cinema with 1,720 seats**

A regular venue for modern and unique **art exhibitions and events**



# ***DESTINATIONS***

## THE RECIPE FOR SUCCESS

STRATEGIC  
LOCATION –  
REGIONAL  
ECONOMIC  
DEVELOPMENT  
EPICENTER



SUPERCOMPLE  
X SCALE &  
COMPREHENSIVE  
PROJECT  
PLANNING



MULTIEXPERIENC  
E DESTINATION  
COMBINING  
CULTURAL  
EXCHANGE AND  
TOP-NOTCH  
SHOWS



LARGE  
TENANTS &  
24/7  
UNPRECEDEN  
TED RETAIL  
MODELS



**REASONS FOR**

**INVESTMENT**

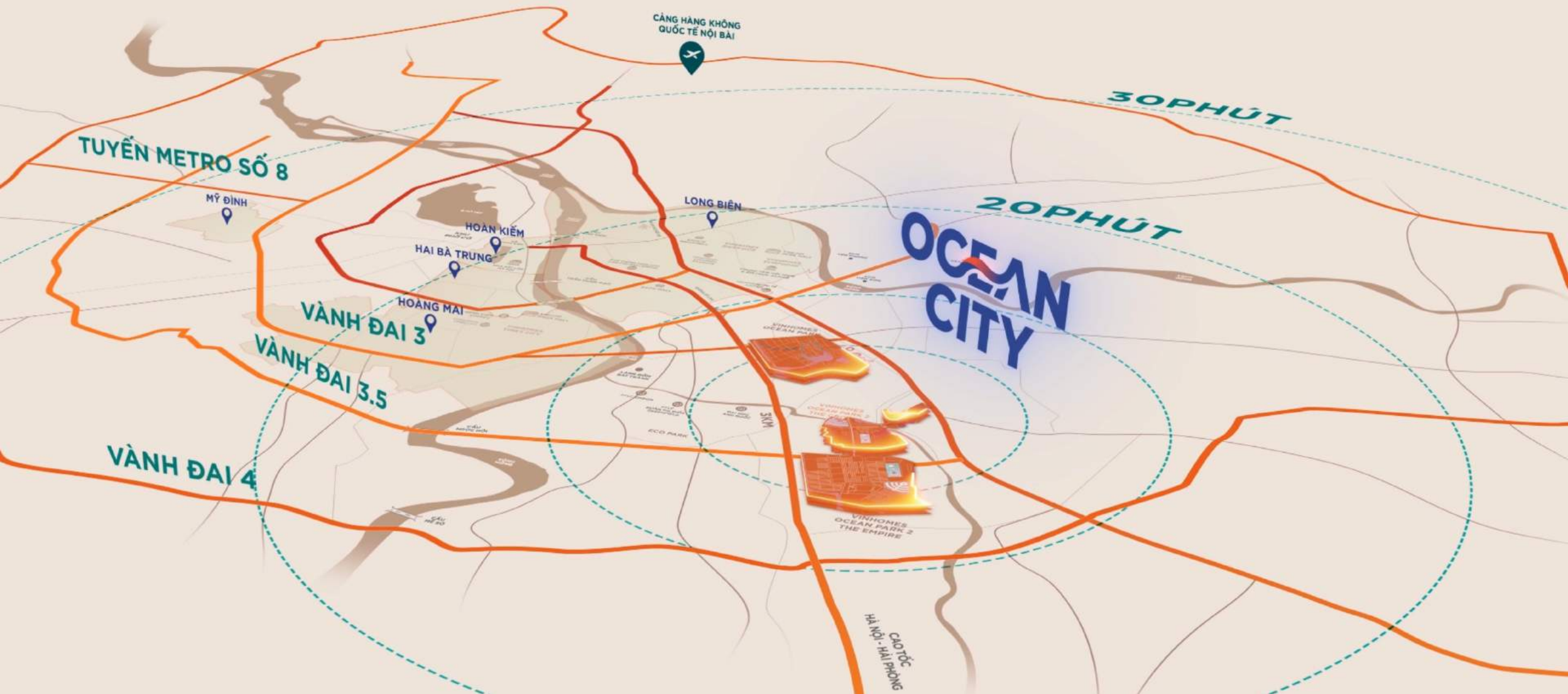


**MEGA  
GRAND WORLD**  
*Hanoi*





# 1. LUMINOUS INFRASTRUCTURE HUB IN THE EAST





# PRIME LOCATION

## FOR ECONOMIC AND TRADE CONNECTIVITY

- Positioned at **the doorstep of the capital city**, it serves as both the potential launchpad and the focal point for the **strategic Northern economic axis** Hanoi - Hai Phong - Quang Ninh.
- It can also be accessed from **National Highways** 5A and 5B, two critical arteries of the Northern economic region.





# HARNESSING HANOI'S **MASSIVE INFLUX OF VISITORS**

**18.7 million** visitors

International visitors: **1.5 million**

Domestic visitors: **17.2 million**

Total revenue in 2022

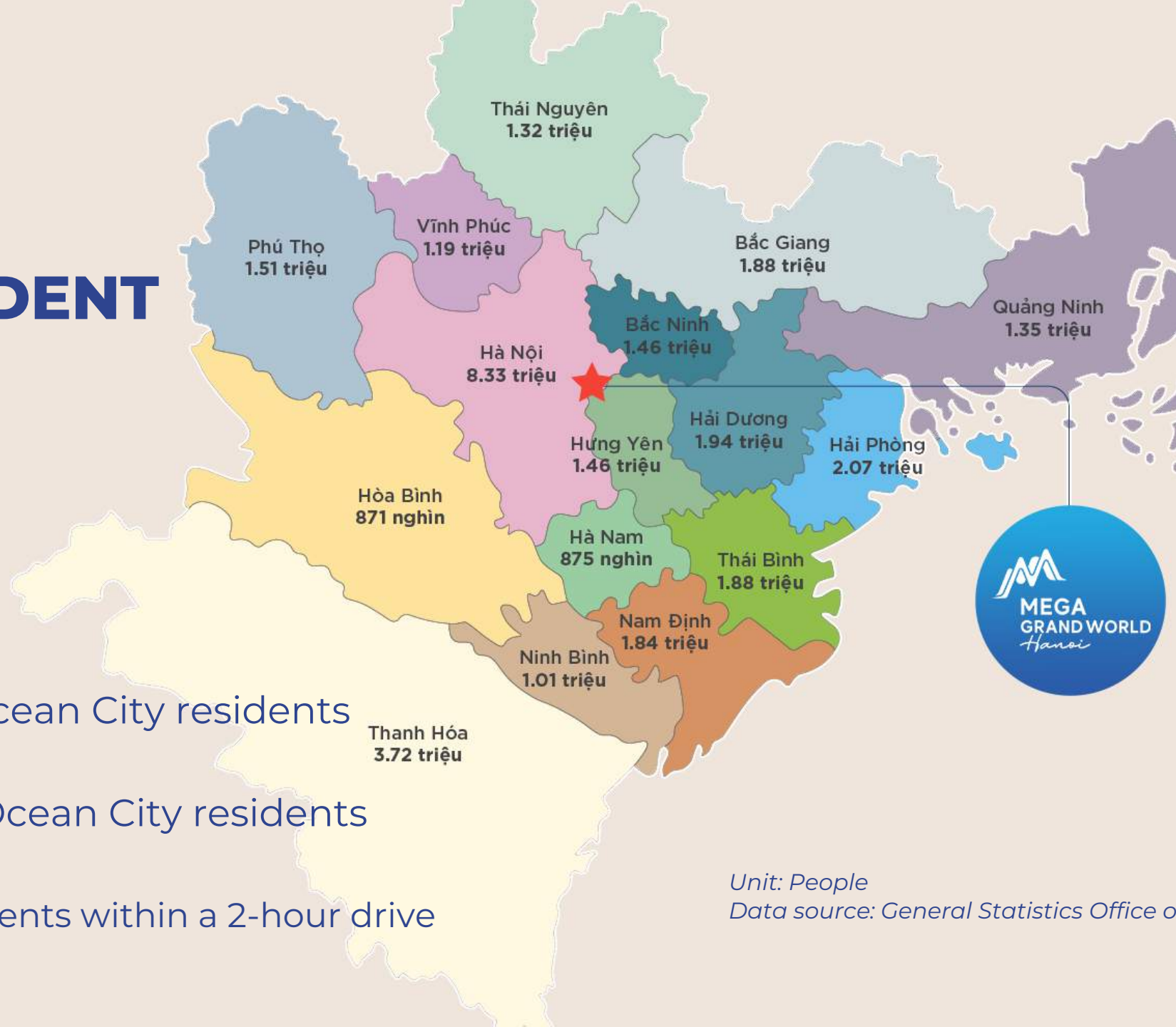
**VND 60,000 billion**

*Data published in 2022*



# LEVERAGING THE VINCINITY'S ENORMOUS RESIDENT POPULATION

Over **60,000** existing Ocean City residents  
~ **320,000** potential Ocean City residents  
~ **30 MILLION** residents within a 2-hour drive  
radius







# OCEAN CITY

ACCESSIBILITY POTENTIAL

**~ 50 MILLION**

VISITORS ANNUALLY





## 2. SUPERCOMPLEX SCALE

Area: 1,200HA

**15-MINUTE CITY** Strategy

Pioneer the seamless integration of three distinct models:

**URBAN – RESORT – ENTERTAINMENT**

Host the prominent presence of all flagship brands within the

**VINGROUP ECOSYSTEM:** VINHOMES, VINCOM, VINSCHOOL, VINMEC, VINUNI, VINWONDERS, VINBUS, and VINFAST.



# ***THE ULTIMATE DESTINATION*** ***FOR CULTURAL, SPORTS, ARTS, AND ENTERTAINMENT*** ***EXPERIENCES***





# "MUST-TRY" EXPERIENCES

## WHEN VISITING HA NOI

**MEGA GRAND WORLD**  
ULTIMATE DESTINATION  
DELIGHTS, ENTERTAINMENT, FOOD,  
SHOPPING IN VIETNAM

**ROYAL WAVE PARK**  
THE WORLD'S LARGEST  
WAVE-MAKING WATER PARK

**FOUR SEASONS  
BEACH PARK  
PARADISE BAY**

**KINGDOM AVENUE**  
THE CENTER OF FESTIVALS  
AND EVENTS

**FOUR SEASONS AVENUE**

**VINCOM MEGA MALL**  
NEW GENERATION  
LIFE-DESIGN MALL

**THE VENICE  
K-TOWN**

**BELTWAY 3.5**



# EXTENSIVE VINBUS NETWORK - LINKING **MEGA GRAND WORLD - OCEAN CITY**

EFFORTLESS  
& SIMPLE

24/7

BUSSES  
ARRIVING AT  
10MIN  
INTERVALS

## COMING SOON

**115 BUSES** From Downtown, Hai Duong, Bac Ninh

**130 rides/route/day** From West Lake and My Dinh

**01 route from Noi Bai** With supported pricing







**MEGA  
GRAND WORLD**  
*Hansi*

Where quintessence converges with **Italian** and **Korean** style-inspired landscape and architecture

## THE VENICE ZONE

It features the distinctive architectural style of Venice, with charming bridges and artistic creations lining both riverbanks.

## K-TOWN ZONE

Inspired by the vivacity of Gangnam, the cultural tapestry of Itaewon, the culinary and artistic vibrancy of Hongdae, and the fashion and beauty mecca of Myeong Dong, K-Town reimagines the past and present of Korean culture with K-Legend and K-Street.







**BEATING HEART OF  
OCEAN CITY**



# THE VENICE





# THE VENICE

Area: **122,359m<sup>2</sup>**  
Scale: **481 units**



**Venice River**  
Over 800m long



**Piazza Della Gloria**  
Square



**Riverside**  
**Pedestrian Street**



**Open-Air**  
**Art Exhibition Area**



**Picturesque**  
**Piazza Eventi**  
scenic platform



**Unique clock tower**  
**and boat pier**

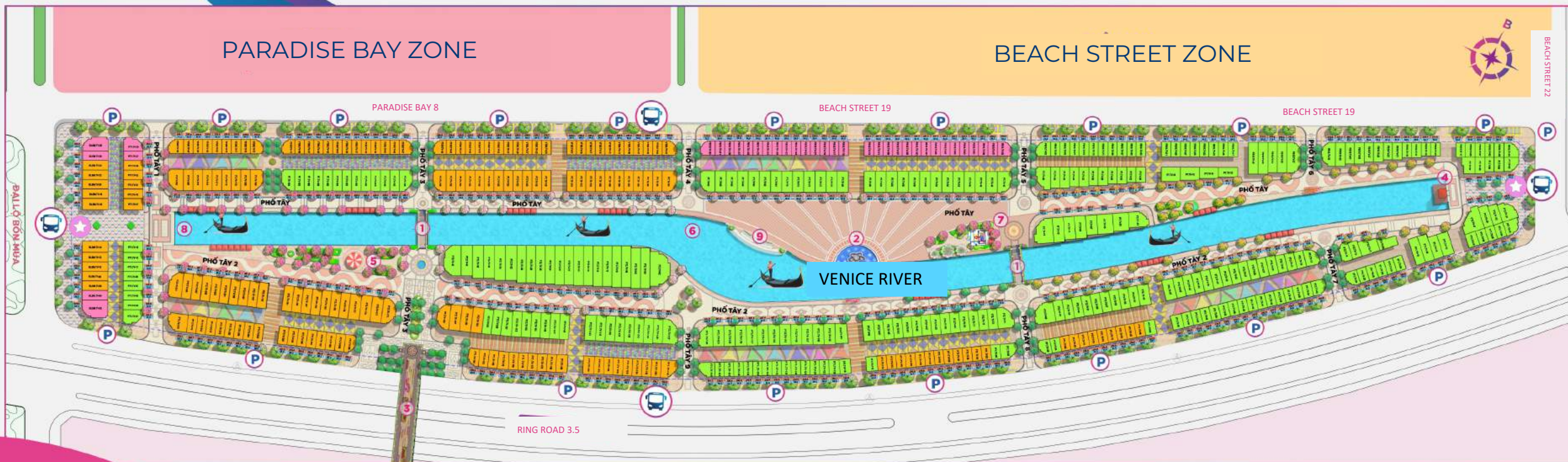




# THE VENICE'S AMENITIES LAYOUT

## PARADISE BAY ZONE

## BEACH STREET ZONE



- ★ Welcome Gate
- ① Royal Bridge
- ② Fountain Complex
- ③ East-West Pedestrian Bridge
- ④ Clock Tower

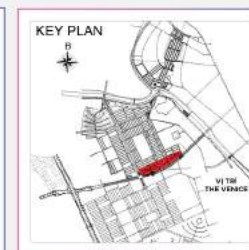
- ⑤ Carousel House
- ⑥ The Grand Voyage Show
- ⑦ Sky Drop
- ⑧ Gondola Pier
- ⑨ Viewing Platform

- DINING
- SHOPPING
- SERVICES

TẦNG CAO: 4-5 TẦNG NỔI	
CHỈ CHU	
Diện tích (trên đất (m <sup>2</sup> ))	Tổng diện tích sàn xây dựng (m <sup>2</sup> )
	CỘT CHỐNG SÉT

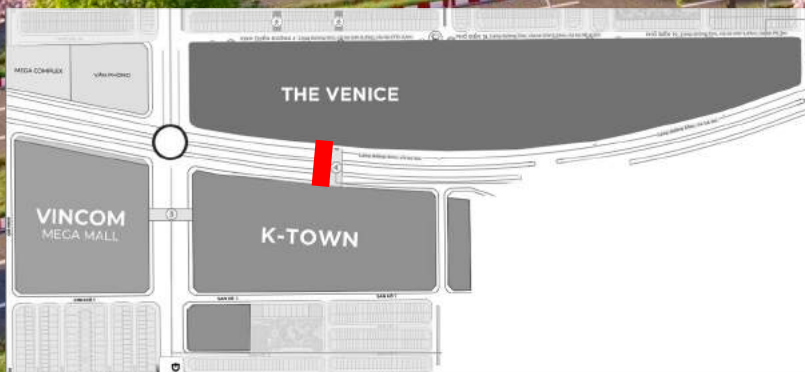
\* Mặt bằng và trong dự án này được trình bày để tham khảo và chỉ là dự kiến, không phải là cam kết của nhà đầu tư.

\* Trong số các vị trí được trình bày, không phải tất cả các vị trí đều được xây dựng và vận hành.





# EAST-WEST BRIDGE CONNECTING THE VENICE & K-TOWN





# k-town

a homage to the republic of korea,  
lights up the eastern street





Area: **65,265 m<sup>2</sup>**

Quantity: **343 units**

Two subdivisions: **K-Legend & K-Street**

**173m**-long pedestrian street

~ **1.2ha** square

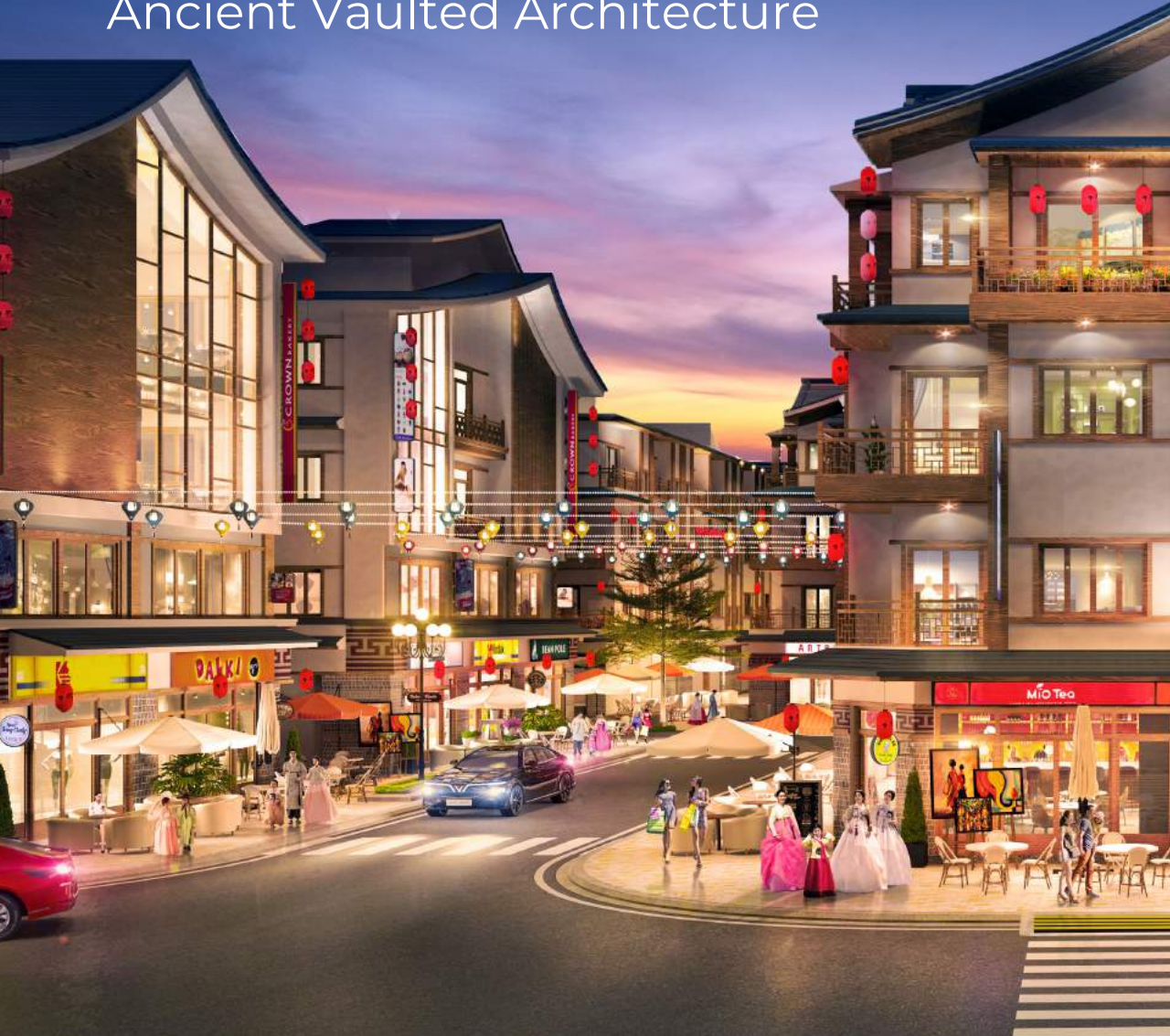
Artistic highlights





# K-Legend

Ancient Vaulted Architecture



# K-Street

Modern Architecture



# K-TOWN'S AMENITIES LAYOUT

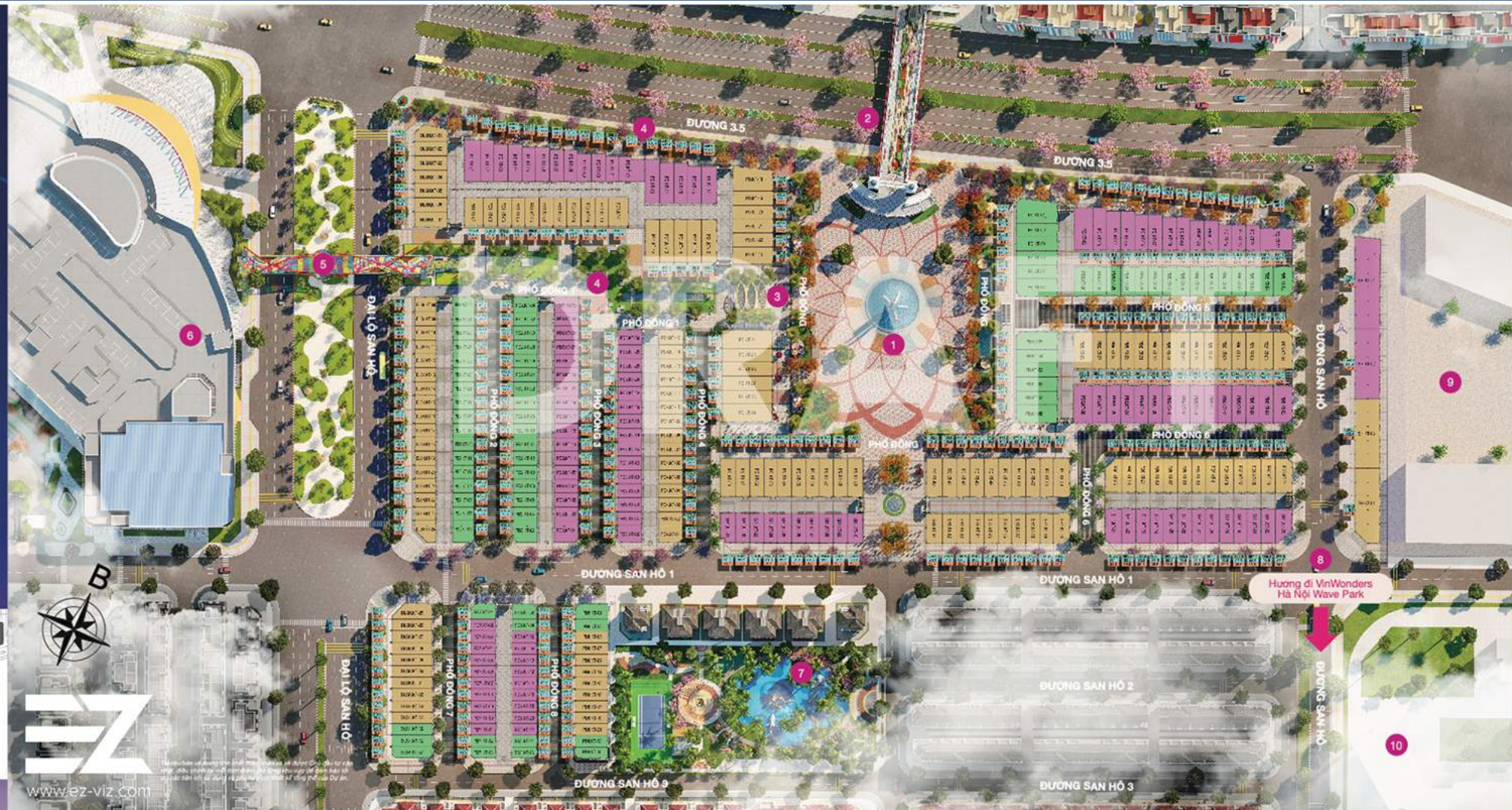
- 1 Quảng trường K-Town
- 2 Cầu Đông Tây
- 3 Công nghệ thuật K-Street
- 4 Phố đi bộ K-Street
- 5 Cầu Sóng
- 6 TTTM Vincom Mega Mall
- 7 Công viên San Hò
- 8 VinWonders Hà Nội Wave Park
- 9 Trường học
- 10 Khu cao tầng

- 餐饮
- 购物
- 服务

## TẦNG CAO: 4-5 TẦNG

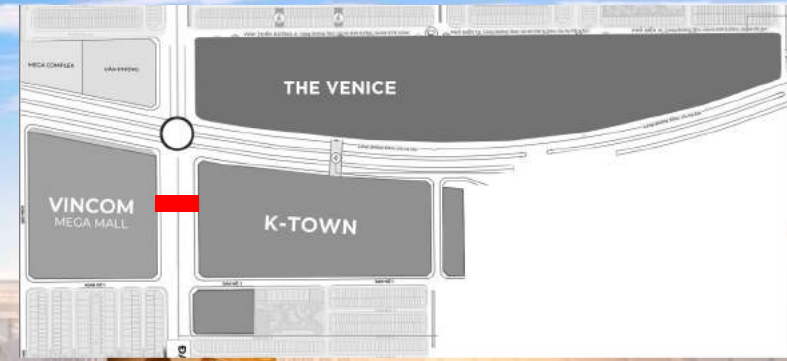
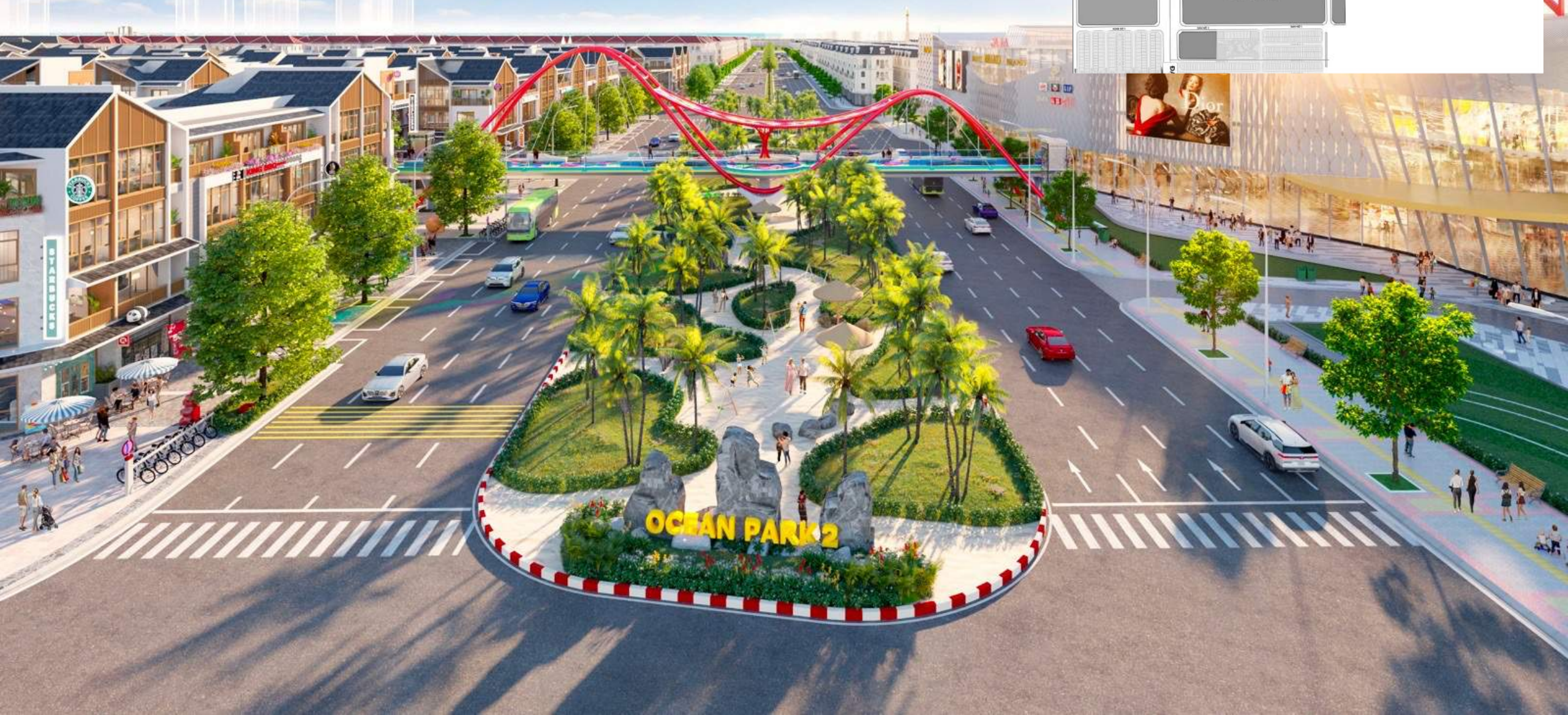
CHỈ CHU	Tổng diện tích xây dựng (m <sup>2</sup> )	Diện tích sân vận dụng tầng 1 (m <sup>2</sup> )	Diện tích sử dụng bổ sung (m <sup>2</sup> )

Mọi thông tin trong tài liệu này được tải một phần phát hành và có thể được điều chỉnh mà không cần thông báo trước.  
Thông số bản vẽ và tương đối. Thông số chính thức của công trình sẽ được quy định tại văn bản kỹ thuật của Chủ đầu tư và Khách hàng.





# WAVE BRIDGE CONNECTING K-TOWN & VINCOM MEGA MALL

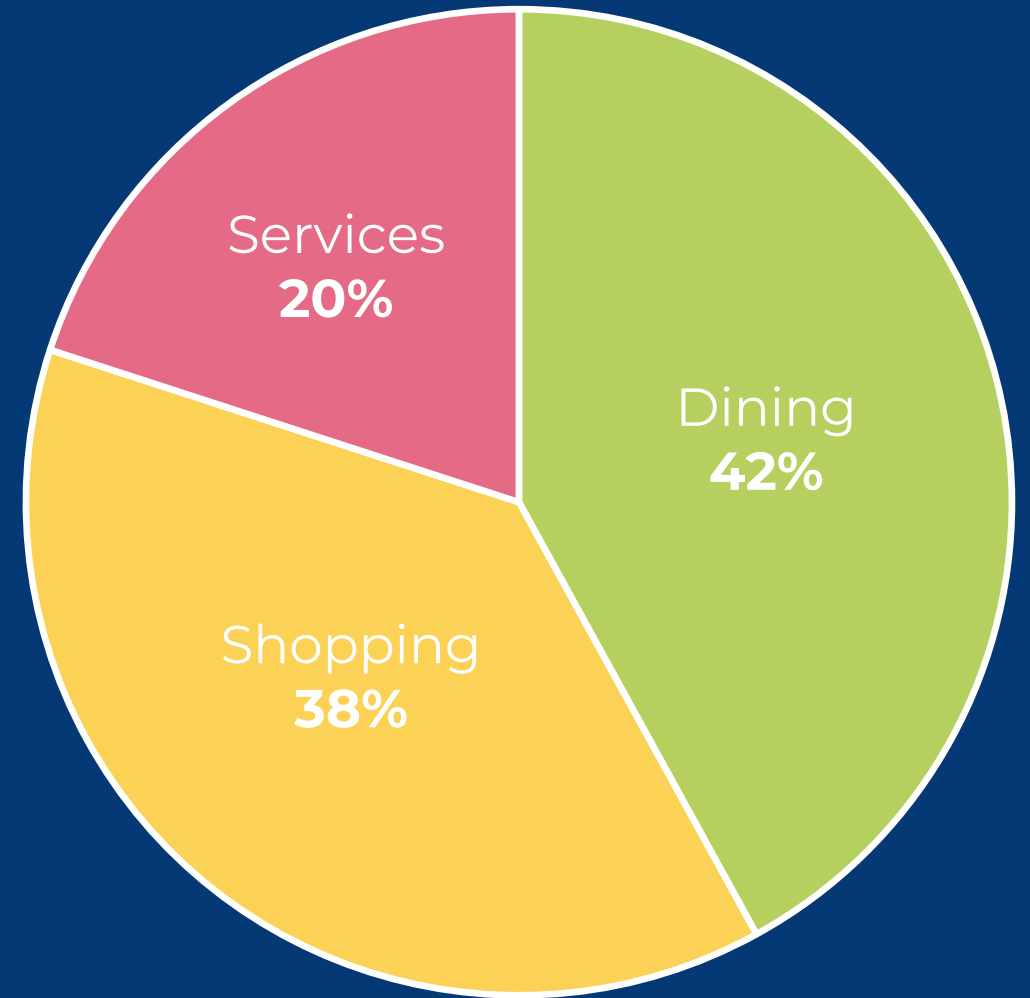




# INDUSTRY PLANNING

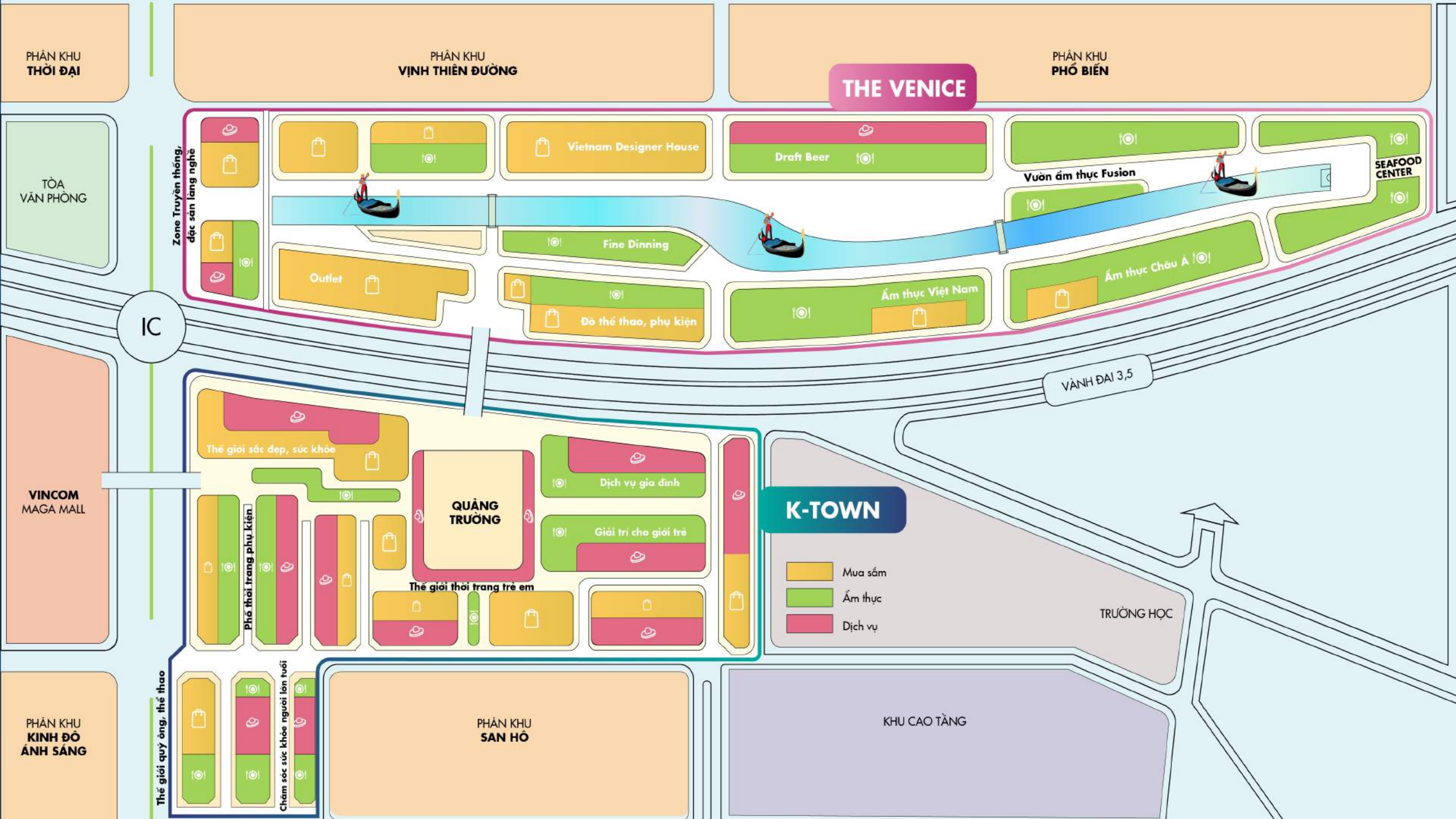
## PRINCIPLES

1. **Two distinct zones, The Venice and K-Town**, each with its unique concept, are seamlessly interconnected to deliver an unparalleled experience.
2. **The Venice zone is strategically located along an axis**, ensuring easy accessibility and optimal retail visibility.
3. **The industry planning** is meticulously organized to cater to diverse customer needs, including families, youth, couples, seniors, and tourists.



FOR THE FIRST TIME IN VIETNAM, **THE MOST COMPREHENSIVE INDUSTRY PLANNING** IS  
DEVOTED TO AN OUTDOOR RETAIL CENTER. THIS BRINGS  
**AN UNPRECEDENTED GRADUAL ESCALATION OF EXPERIENCE** FROM DAY TO NIGHT AT  
EACH ZONE.









### 3. THE DESTINATION FOR

**MULTICULTURAL**

**MEGA-EXPERIENCES**

**COUNTLESS JOYS**

\* Hình ảnh minh họa. Việc vận hành khu đô thị theo quy định của Ban Quản lý tại từng thời điểm.

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# EXPERIENCE HIGHLIGHTS

## THE VENICE ZONE

### A Paradise for Around-the-Clock Shopping, Festivals, Parties, Shows, and Entertainment

1. **Unique bustling shopping streets:** Each meticulously planned by industry, creating vibrant fashion, artisanal craft, book, culinary, and beer streets, and more.
2. **A multicultural culinary world:** The Buffet Hotpot World, Vietnam's Largest Dessert Haven, the European Seafood World, The Wine Center, the Craft Beer House, small-scale dinner shows, and wine tastings/light bites on Gondola.
3. **An experience and play haven for children:** The Candy House, Club/Disco for Kids, the world of toys, colorful Carousel amusement rides, the Ice Cream Museum, and the Trampoline Park.
4. **A realm of endless parties and festivals:** An ensemble of 24/7 bars, pubs, and nightclubs; hot air balloon festivals, kite flying, lantern and flower lantern releases on the river; the Grand River Circus; free movie screenings/live sports broadcasts at the riverside square; daily street performances: street circus, parades, street bands, royal-style horse-drawn carriages.





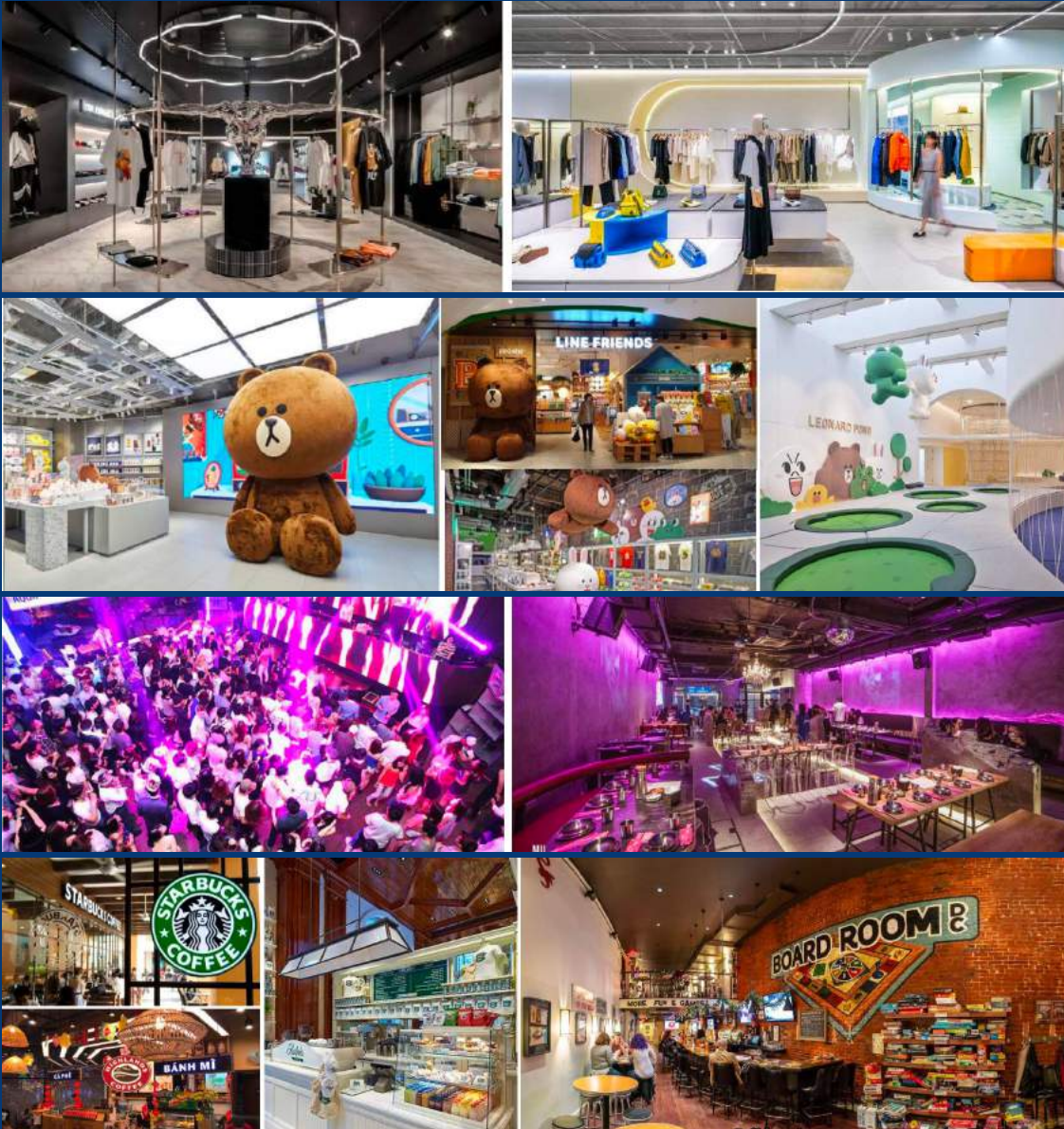
# EXPERIENCE HIGHLIGHTS

## K-TOWN ZONE

### A World of Experiences - Embracing the Korean Cultural Lifestyle

This zone comprises five distinct sub-zones, representing five customer groups within a typical family - parents, teenagers, young children, and grandparents.

- 1. Family fun and shopping area:** A place where kids and families can create cherished memories with family games, children's play areas, and a diverse range of entertaining activities. Plus, it features a variety of Korean culinary delights.
- 2. Entertainment and Shopping Center for Young Adults/Teenagers:** A dedicated area for teenagers and young adults, offering intellectually stimulating activities and dynamic entertainment experiences.
- 3. Women's Beauty and Healthcare World:** An exclusive space for women, embracing the She-economy, providing an elegant and luxurious environment along with a wide array of top-tier beauty and healthcare services. It also includes a shopping and dining paradise for ladies.
- 4. Gentlemen's World:** Tailored to cater to men's needs, closely associated with the "father" figure.
- 5. Elderly Wellness Street.**





# MEGA GRAND WORLD ENTERTAINMENT UNIVERSE

2 WATER  
SLIDE



SKY DROP



CAROUSEL  
HOUSE



PARADISE BAY

MEGA  
GRAND WORLD  
HÀ NỘI

THE VENICE

K-TOWN

MAGIC  
BIKE



BALLOON  
TOWER



JUNIOR  
COASTER



ROYAL WAVE PARK

ĐẠI LỘ HƯNG ĐÔNG

ĐẠI LỘ BÓN MÙA

ĐƯỜNG VÀNH ĐAI 3.5



# A DESTINATION COUNTLESS EXPERIENCES

For the first time, at our Northern destination complex take place non-stop events throughout the year with:

- **8 daily activities**
- Nearly **3,000 events**, from **dawn to dusk**, every year

*\* Activities and schedules are subject to change based on operational conditions.*

**10:00 - 24:00**

♥ Phố Tây

**TƯƠNG TÁC MEGA-FUN**

SCREAM FOR ICE-CREAM  
KẸO BÔNG KHÔNG LỖ  
KEM ẢO THUẬT

**21:00 - 22:00**

♥ Sông Venice

**TẬN HƯỞNG THE GRAND VOYAGE**

SHOW DIỄN THỰC CẢNH TRÊN SÔNG

**18:00 - 23:00**

♥ 02 cầu trên sông Venice

**TRẢI NGHIỆM MEGA-EXPERIENCE**

DIỄN ẢNH SÁNG LIGHT-MOVING,  
TAP DANCE SHOW

**17:00 - 18:00**

**19:30 - 20:30**

♥ Sông Venice và dọc phố Tây

**DIỄN HÀNH MEGA-PARADE**

NGHE NÂNG TIÊN CÁ HÁT  
DIỄN BELLY DANCE ẢN ĐỘ,  
TRỐNG NƯỚC & NHẢY TARANTA - Ý

**16:00 - 17:00**

**18:00 - 19:00**

♥ Quảng trường

**RHYTHM OF OCEAN**

ÂM NHẠC ĐƯỜNG PHỐ  
CHÂU ÂU

**10:00 - 20:00**

♥ Sông Venice

**CHèo THUYỀN GONDOLA &  
TRẢI NGHIỆM HOÁ TRANG QUÝ TỘC ÂU CHÂU**





# *THE GRAND VOYAGE*

## UNVEILING THE BUSTLING COMMERCIAL PORT

An enthralling live river performance, a  
first-of-its-kind appearance in Hanoi

- A multi-sensory experience
- An entertainment extravaganza with world-class facilities
- A mythical and appealing theme with a blend of cultural and historical elements, celebrating the essence of humanity.





# ***EXCURSIONS ON GONDOLA CRUISE***





## MEGA PARADE

REGULAR PARADE



## MEGA RHYTHM

EUROPEAN BUSKING SHOW RHYTHM OF OCEAN



## MEGA STYLE

ARISTOCRATIC COSTUME EXPERIENCE



## MEGA FUN

INTERACTIVE FUN ACTIVITY



Having a Vanilla day?  
**SCREAM FOR  
CHOCOLATE!**

TECHNOLOGICAL FUN ACTIVITY  
SCREAM FOR ICE CREAM





## **4. LARGE TENANTS & 24/7 UNPRECEDENTED RETAIL MODELS**



# BRANDS PARTNERING WITH VINCOM RETAIL AT MEGA GRAND WORLD HANOI



\*Information is subject to change from time to time.





# **VIETNAM'S FOREMOST** PROFESSIONAL LEASING AND OPERATION MANAGEMENT COMPANY **VINCOM RETAIL**

- Thorough **industry planning**
- **Strategic customer experience journey planning**, offering a rich array of day-to-night experiences, including world-class landscapes, performances, unceasing festivals, and products



The background image is a composite of several elements. At the top, two colorful hot air balloons float against a dark blue night sky. Below them, a large, multi-story European-style building with many lit windows and balconies sits along a canal. The canal reflects the lights from the building and the sky. In the foreground, a couple in formal wedding attire stands on a decorative bridge. To the left, there are stylized, overlapping arches in shades of pink, orange, and yellow. The overall scene is festive and romantic, likely representing a venue for events or weddings.

# RENTAL CONTACT DETAILS

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