

Little Hongkong



THE
HONG
KONG
PRESENCE
RIGHT
IN
THE
EAST
OF
HANOI

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THE MOST DESIRABLE PLACE TO LIVE ON THE PLANET

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MEGA COMPLEX

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A HONGKONGVIETNAM-INSPIRED PRIME BUSINESS HUB
MAKING ITS DEBUT IN

04. REASONS FOR INVESTMENT CHOICE



1 OCEAN CITY – A WORLD-CLASS DESTINATION

● THE MOST DESIRABLE PLACE TO LIVE ON THE PLANET

OCEAN PARK 1
CENTRAL DISTRICT

OCEAN PARK 3
RESORT DISTRICT

GRAND WORLD

LITTLE
HONGKONG

OCEAN PARK 2
ENTERTAINMENT DISTRICT





1.1. STRATEGIC LOCATION

- **A dynamic nucleus on the eastern bank**, shaping a new Hanoi city by the Red River
- Situated along the Northern pivotal economic axis of **Hanoi – Hai Phong – Quang Ninh**
- Prime location within the **US\$11 billion mega-project of a high-speed railway** connecting **Hekou (China)** with 8 provinces and cities, encompassing Lao Cai, Yen Bai, Phu Tho, Vinh Phuc, Hanoi, Hung Yen, Hai Duong, and Hai Phong
- Connected to former downtown Hanoi via the **VinBus** smart electric bus network

IMPRESSIVE SCALE

1200ha

1.2. SOPHISTICATED AND ELEGANT COMMUNITY

“A destination of happiness for global citizens” with an anticipated population of up to 320,000 residents. Among them, the Mandarin and Cantonese community constitutes one of the prominent foreign demographic groups here.



1.3. PREMIUM AMENITIES: ADMIRABLE, COMPREHENSIVE, & HIGH-CLASS



Top-tier entertainment at 2 VinWonders water parks



TechnoPark Tower - a pioneering smart, eco-conscious Grade A office tower, alongside a 45-story high-end office building under construction



Diverse shopping destinations: two Vincom Mega Malls, The Venice culinary, cultural, and shopping center, K-town, and Little HongKong



Convenient eco-friendly transportation: VinBus, public electric bicycles, and electric vehicle charging stations



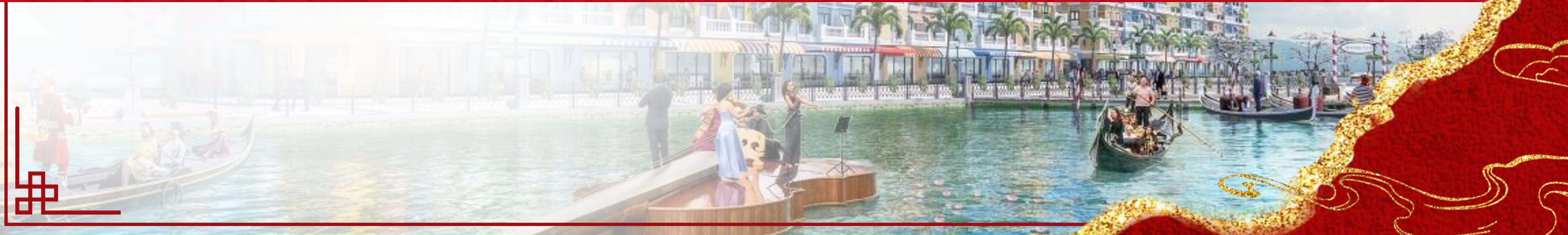
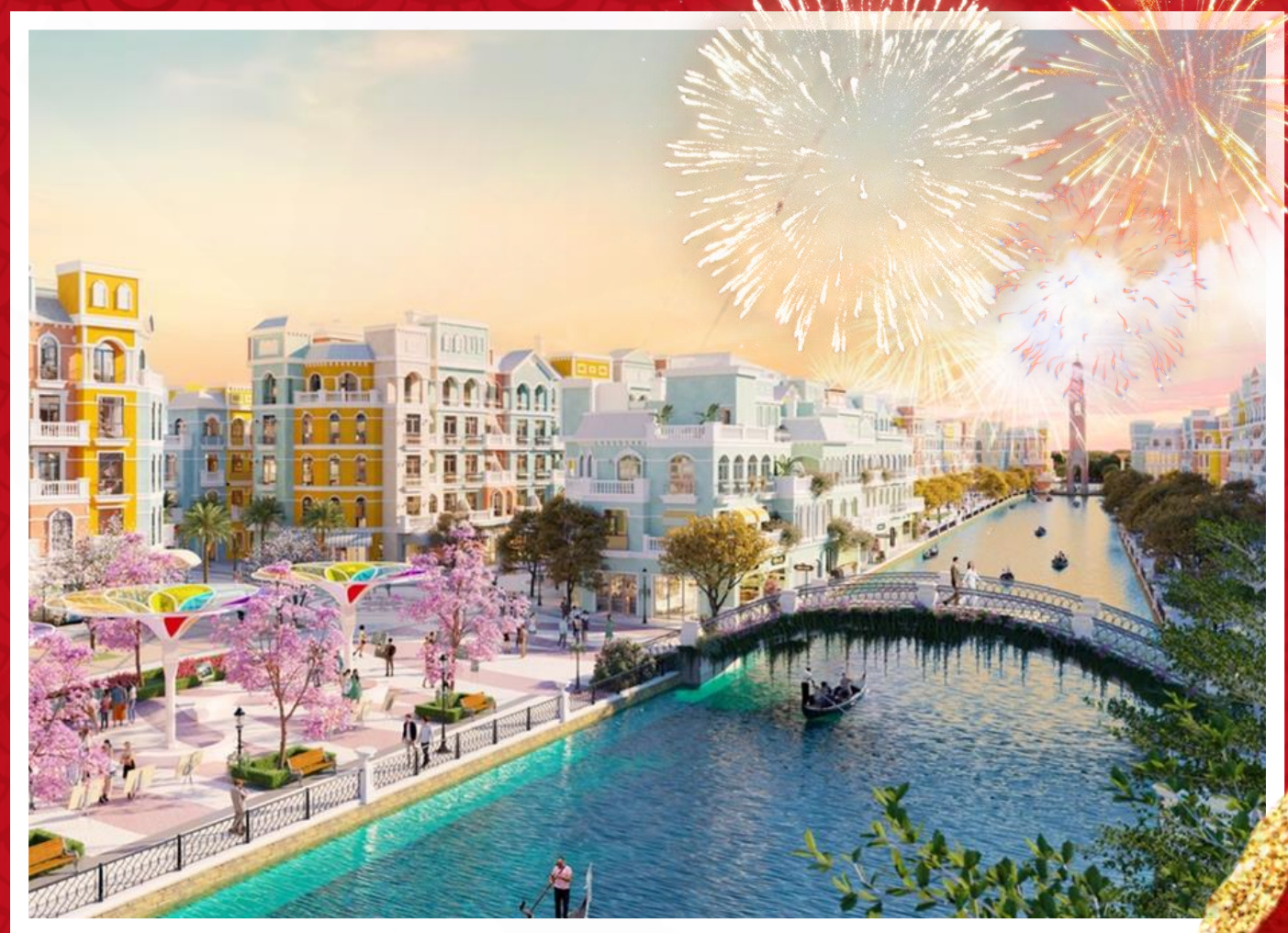
State-of-the-art healthcare services including the 5-star Vinmec International General Hospital and the 6-star Vinmec Health Resort Hospital

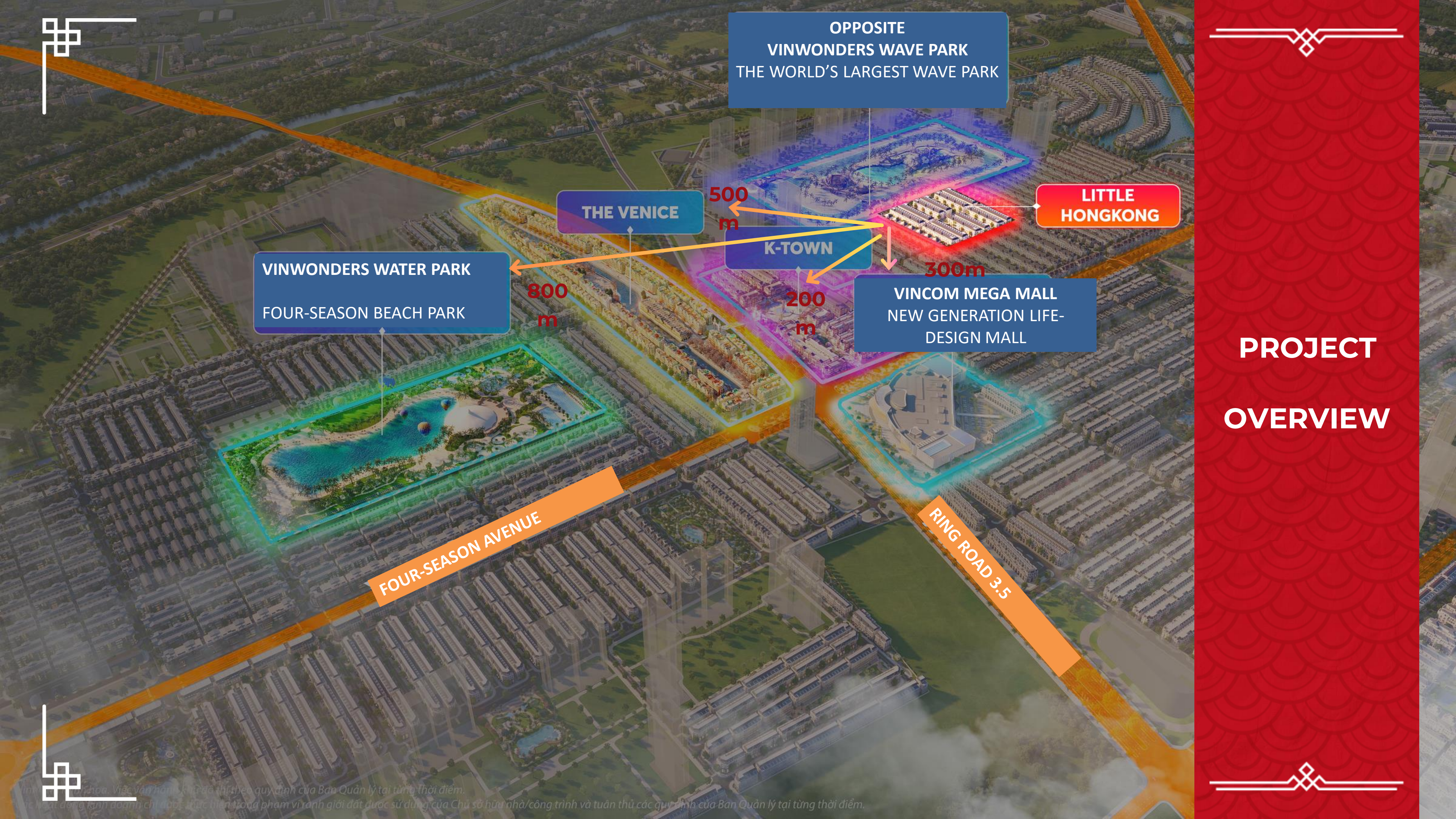


Elite education with Cambridge-accredited K-12 schools, Vinschools, the VinUni 5-star university, and international schools such as KGS (Korea), Dewey (USA), and Brighton College (UK)

2.

CULINARY – ENTERTAINMENT & SHOPPING MEGA COMPLEX THE PREMIER IN THE NORTH





OPPOSITE
VINWONDERS WAVE PARK
THE WORLD'S LARGEST WAVE PARK

THE VENICE

LITTLE
HONGKONG

VINWONDERS WATER PARK
FOUR-SEASON BEACH PARK

K-TOWN

VINCOM MEGA MALL
NEW GENERATION LIFE-
DESIGN MALL

FOUR-SEASON AVENUE

RING ROAD 3.5

PROJECT OVERVIEW

*Ảnh minh họa. Việc xây dựng và đưa đi thực quy định của Ban Quản lý tại từng thời điểm.
Tất cả nội dung kiến trúc và nội thất chỉ mang tính liên quan 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.*

2.1. GRAND WORLD TOP TRENDING

In the



#1

The most sought-after
culinary,
entertainment, and
shopping destination

#1

The hotspot for
Lunar New Year
2024 festivities

100

MILLION VIEWS

Project hashtag within 1
week of opening
~ Each Vietnamese viewed
it at least once.

#1

The most
widespread opening
event of 2023

~3,000,000 VISITORS IN JUST THE FIRST 2 MONTHS OF 2024

~100 BILLION RETAIL REVENUE



180,000 VISITORS

joined the Countdown Concert & Fireworks for Lunar New Year 2024.

220,000 VISITORS

checked in and enjoyed the festivities over 4 days of Lunar New Year holiday.

100,000 VISITORS

on Valentine's Day.

2.2. K-TOWN

THE PRIDE OF KOREAN CULTURE



343 SHOPHOUSES

with Korean-inspired style

100+ BRANDS

renowned from Korea and Vietnam

2.3. VINWONDERS WAVE PARK

THE WORLD'S LARGEST ARTIFICIAL WAVE POOL COMPLEX



58,212 VISITORS/DAY

THE COOL SPOT OF SUMMER 2023

VWP operation began in August 2023.

18 HA LAGUNA BEACH POOL 1 HA OF FINE SAND

Total Area

Asia's largest saltwater beach pool

Sandy Park

2.4. “NEW-GENERATION” SHOPPING MALL - LIFE-DESIGN MALL

Architectural masterpiece: integrating natural landscapes with cutting-edge sound and light technology to create a serene and enjoyable shopping environment

16 MILLION POTENTIAL CUSTOMERS

WITHIN A 30-40-MINUTE DRIVE



3

LITTLE HONGKONG

A HONG KONG-INSPIRED PRIME
BUSINESS HUB MAKING ITS DEBUT
IN VIETNAM





LITTLE HONGKONG

Where the *quintessence of Hong Kong cuisine*
& *cultural life* thrives in Hanoi.

- Strategically located along **National Highways 5A & 5B to industrial zones in the North**
- Only a **50-minute drive from Noi Bai International Airport**

Accessibility:

~ 60,000

existing Ocean City residents

~ 320,000

future Ocean City residents

~ 60,000 visitors **~ 30 million residents**

indulging in
VinWonders Wave Park

within a 2-hour drive



3.1. ARCHITECTURE - LANDSCAPE *Uniqueness*

The perfect fusion of modern urban living and Hong Kong cultural quintessence



178
SHOPSHOUSES

100% of shophouses feature dual fronts for convenient business transactions, boasting stunning, unique, and contemporary visual merchandising concepts.



Convenient tenant mix aims for easy access, housing the most popular brands including coffee shops, restaurants, supermarkets, bars, cosmetics, fashion, healthcare, and entertainment.

3.2. CONVENIENT TENANT MIX

KOWLOON ZONE

A Vibrant Hong Kong Culinary Town

- **Staycation Hub:** hotels, homestays and others staycation types.
- **Medical Central:** Pharmacy, Dental, Health Care.
- **Beauty Salons:** Hair Salon, Barber Shop, Spa & Sauna, Foot Massage.

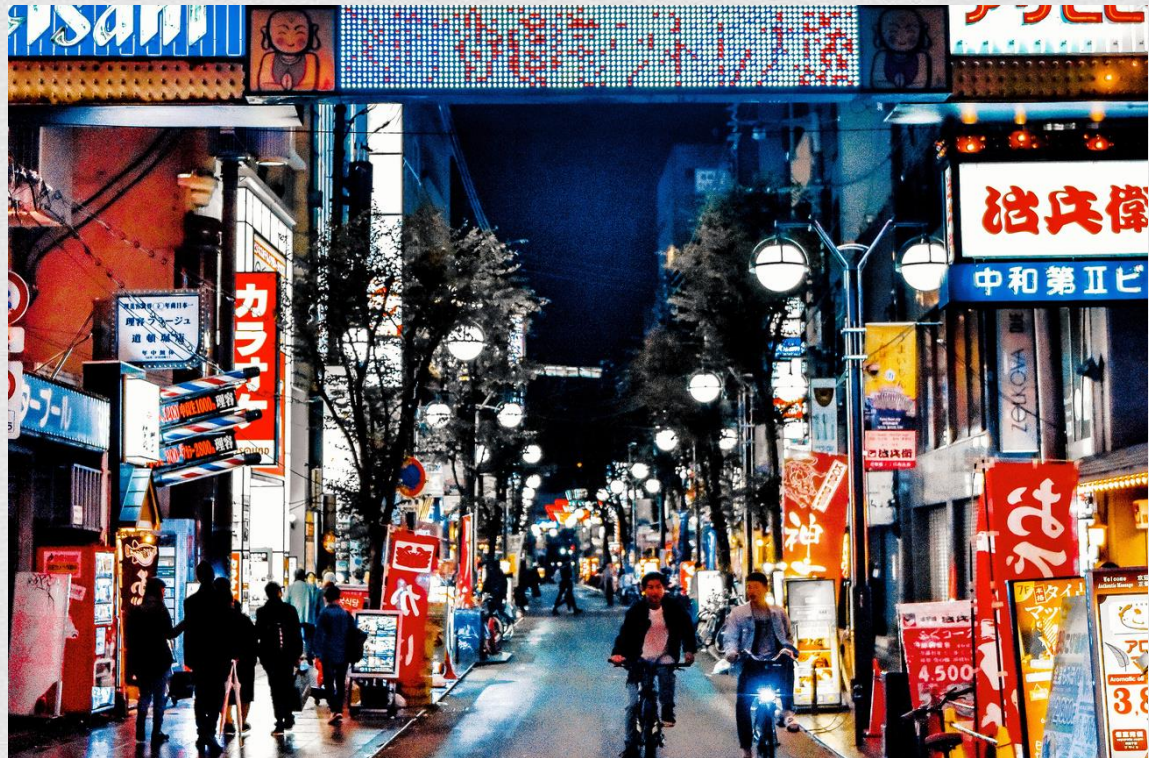


TSIM SHA TSUI ZONE

The bustling shopping hub

- Impressive fashion boutiques
- Complete selection of souvenir, décor, furniture, and household appliances shops
- Instant photo booths and Cheongsam (Traditional dress) rental shops, reflecting Hong Kong cultural themes





LAN KWAI FONG ZONE

The Ultimate Entertainment Paradise

- **Hong Kong Hotpot Street:** offering dry pot, thermos steamboat, and richly flavored Hutong hotpot
- **Fragrant Hong Kong-style dim sum restaurants:** featuring buns, congee, eggs, milk, and more.
- Fresh **Seafood Street**
- **Hong Kong-style Barbecue and Street Food Street:** serving up Hong Kong-style skewers and unique sugar-coated Haws
- **Nightlife – Entertainment hub:** Bar, club, KTV, beer club, and street food



NIGHT CULINARY STREET

Operating hours: 16:00 - 22:00



3.3. A SERIES OF VIETNAM-CHINA CULTURAL EXCHANGE EVENTS AND FESTIVALS IN 2024

CHINESE CULTURAL FESTIVALS

- Mid-Autumn Festival
- Double Ninth Festival
- Tung Blossom Festival
- Traditional Lantern Festival



LARGE-SCALE CULTURAL EXCHANGE EVENTS

- China-Vietnam Cultural Exchange Program
- A series of 70 events per year encompassing music, cosmetics, cuisine, Chinese specialties... (Planned).



REGULAR MINISHOW SERIES

Hundreds of minishows held annually





4.

REASONS FOR
INVESTMENT

A ONE-OF-A-KIND ENTICING BUSINESS OPPORTUNITY

Attracting a steady flow of visitors at the world's largest wave park



BUSINESS DEVELOPMENT TAPPING INTO DENSE & HIGH-SPENDING CUSTOMER BASE

~ 60,000

existing Ocean City
residents

~ 320,000

future Ocean City
residents

~ 60,000 visitors

indulging in VinWonders Wave Park just across
the way

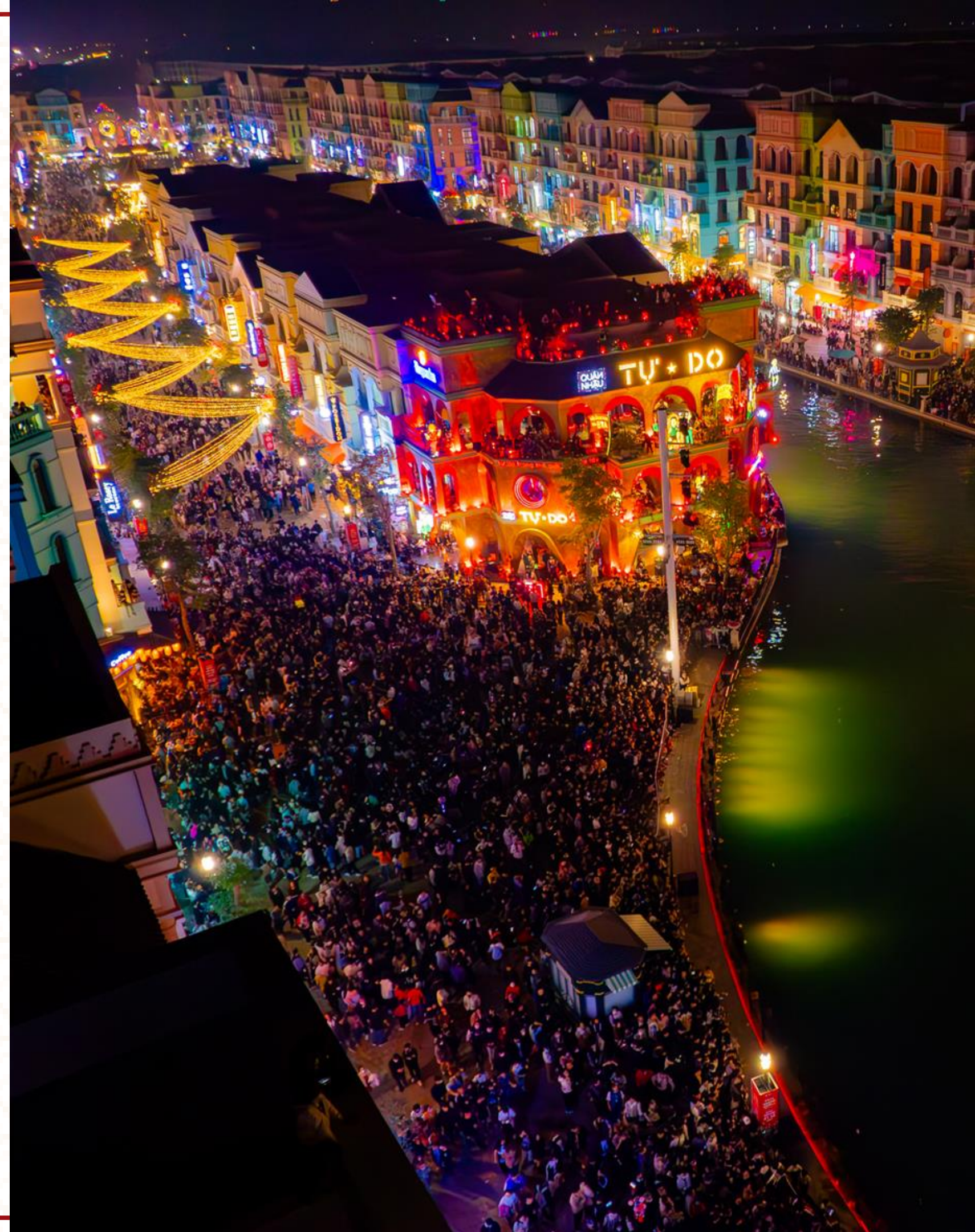
~ 30 million residents

Within a 2-hour drive



STRATEGIC PARTNERSHIP IN GROWTH

Partnering with successful retail models, anchor tenants, and prominent brands within the commercial town to foster mutual development.



MANAGEMENT & OPERATION BY VINCOM RETAIL

Bringing 20 years of retail expertise, Vincom Retail, with its innovative approach, ensures enthusiastic support for tenant growth, from setup and staff training to official operations.



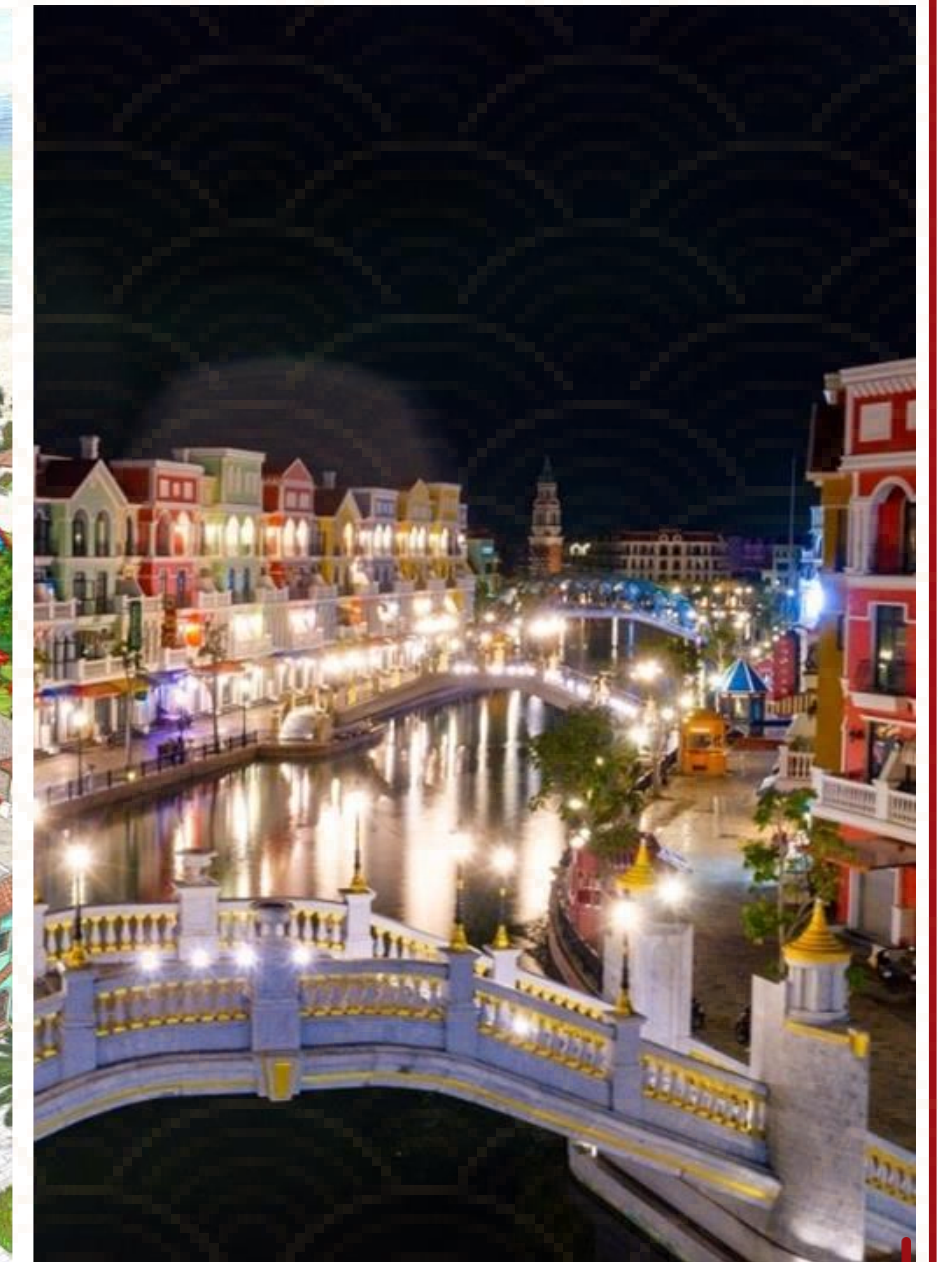
VINHOMES ROYAL ISLAND



VINPEARL HARBOUR



VINWONDERS CUA HOI



GRAND WORLD PHU QUOC



VINCOM

PARTNERSHIP IN GROWTH WITH VINCOM RETAIL

HOTLINE LEASING: