



VINHOMES
GOLDEN AVENUE

TOP BUSINESS OPPORTUNITY

INTERNATIONAL TRADE CENTER
DESTINATION FOR LIVING IN CONTENTEMENT
AT THE BORDER OF BILLIONS RESIDENTS'S COUNTRY

AT THE BORDER

M Ò N G C Á I

The word 'MONG CAI' is written in large, bold, red-outlined letters. Each letter contains a different view of a cityscape, likely Hanoi, Vietnam, showing buildings, greenery, and hills. The letters are arranged in a slightly staggered, horizontal line.

VINGROUP CORPORATION

WITH 06 MAIN BRANDS

PIONEERING ASPIRATIONS AND STRONG POTENTIAL TO CREATE

**INTERNATIONAL CLASS COMMERCIAL URBAN COMPLEX DESTINATION
AT THE BORDER OF BILLIONS RESIDENTS'S COUNTRY**

OPEN UP FOR YOU AN UNIQUE BUSINESS OPPORTUNITIES



01 COMMERCIAL STREET

NEW RETAIL TRENDS

IN THE WORLD

1. COMMERCIAL STREET

New retail trends of the world and Viet Nam

The combination of tourism, shopping & entertainment



BEIJING



KOREA



NEW YORK



SHANGHAI



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 become a destination that attracts a large number of tourists.

SUCCESSFUL CASE

Wangfujing Street

One of the most famous shopping streets, the “**must**”-visit tourist destination of Beijing (China).



18.000.000
turns/ month

Tourism & Shopping

OVER 500
shophouses
Cosmetics, foods, services



SUCCESSFUL CASE

Taikoo Li Sanlitun

Bustling shopping center, favorite destination of international tourists.

1.500.000
turns/ month

Tourism & Shopping

OVER 300
shophouses

Restaurants, flagship, mini
hotel



02

COMMERCIAL STREET

AT VIETNAM

BREAKTHROUGH SUCCESS

1. HANOI – OCEAN CITY

Mega Grand World

New destination, dubbed the “entertainment universe” of Northern youth.



Venice Street



K-Town Han Street

ONLY IN THE FIRST 6 MONTHS OF 2024

18.000.000

Number of Shoppers

500 Billion

Retail revenue



1. HANOI – OCEAN CITY

Little Hongkong

The first bustling Hong Kong-style commercial district in Vietnam.

IN ONLY 02 MONTHS

178

SHOPHOUSES
03 ZONES

1,8 MILLION

VISITORS APPROACHED
HOTTEST DESTINATIONS
IN SUMMER 2024



2. HAI PHONG CITY

Vu Yen Park Walking Street

Top 1 playground in Hai Phong on the upstream island of Vinhomes Royal Island Hai Phong project.

OFFICIAL OPENING 1.6.2024

1868 SHOPHOUSES
12 ZONES

155.000 VISITORS
ON OPENING DAY



3. NHA TRANG CITY

Vinpearl Harbour Nha Trang

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

VIBRANT RETAIL TOURISM CENTER

444 SHOPHOUSES
03 ZONES

100.000

VISITORS
The “International
Light Festival”



4. COMMERCIAL STREET MODEL

Becoming a "NEW DESTINATION AT HYPER DESTINATIONS" create success for retail businesses.



4 elements of **SUCCESS**

01

**LOCATION AT THE
HEART OF HYPERCONNECT
DESTINATIONS**

03

**NOVEL
ENVIRONMENT,
DIVERSE EXPERIENCES**

02

**METHODICAL
PLANNING TO CREATE
A RETAIL TOURISM
DESTINATION MODEL**

04

**LARGE-SCALE EVENTS
AND FESTIVALS**

5. ACTIVITIES AT COMMERCIAL STREET

Daily shows Vibrant events & Festivals

ATTRACT MILLIONS VISITORS

More spending, more experiences, each events bring abundant economic resources to retail shophouses in the COMMERCIAL STREET



5. ACTIVITIES AT COMMERCIAL STREET

From day till night



Street Parade



Drag Queen Show



Street Music



Ancient Dance



EDM & DJ Show



Cage Dancer



**“COMMERCIAL STREET
THE MOST SUCCESSFUL BUSINESS
MODEL IN THE RETAIL MARKET”**

03

BORDER GATE CITY

MÔNG CÁI

BORDER - COASTAL

HEROIC THRIVING HISTORY

Mong Cai - a famous commercial port in history

Since the V-VI centuries, Mong Cai has been **a busy trading port with the name Ngoc Son**, play the most important role, the place where the world's merchant ships set their first steps to enter the Chinese, Vietnamese markets and continue to the southern region.



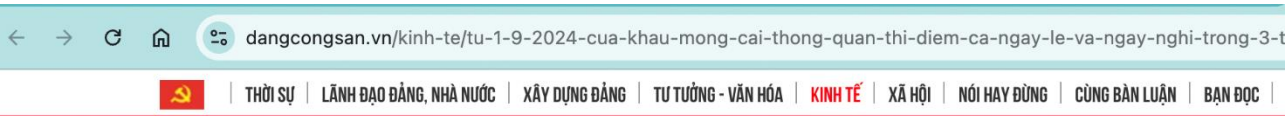
BORDER-GATE TRADE AND TOURISM POTENTIAL

Currently, Mong Cai is **the most dynamic and busiest trade center of Quang Ninh**. With the potential from the strategic location of "nowhere else" and the heroic history, the place for development of Mong Cai is still very large.



“Mong Cai, National & International potential”

YEAR-END BORDER CLEARANCE



Từ 1/9/2024, Cửa khẩu Móng Cái thông quan thí điểm cả ngày lễ và ngày nghỉ trong 3 tháng

Thứ năm, 15/08/2024 20:43 (GMT+7)



(ĐCSVN) - Ngày 15/8, thành phố Móng Cái (Quảng Ninh) và thành phố Đông Hưng (Trung Quốc) đã thống nhất thông quan cả ngày lễ, thứ Bảy và Chủ nhật (trừ ngày Tết) trong thời gian 3 tháng để đánh giá hiệu quả.



BAC LUAN PORT 2 THE PROJECT WILL OFFICIALLY OPEN FROM SEPTEMBER 1, including holidays, Saturdays and Sundays IN THE LAST 3 MONTHS OF THE YEAR.

GOLDEN TIME
for business
CATCH THE STORM OF TOURIST
END OF 2024

<https://dangcongsan.vn/kinh-te/tu-1-9-2024-cua-khau-mong-cai-thong-quan-thi-diem-ca-ngay-le-va-ngay-nghi-trong-3-thang-675135.html>

VINHOMES GOLDEN AVENUE

**WORLD-CLASS TOURISM TRADE COMPLEX
SYMBOL OF CIVILIZED QUINTESSENTIAL AND MODERN VIETNAM
ON THE VIETNAMESE-CHINESE BORDER**





VINHOMES
GOLDEN AVENUE

04 STRATEGIC ADVANTAGE

**INTERNATIONAL
TRADE CENTER**

WORTHY OF DONG HUNG

Golden central location the billion-people market connection

The new trade center at the busiest border gate in Vietnam, located at the intersection of arterial roads connecting to the border gates and the Hanoi - Mong Cai highway.

3.500.000

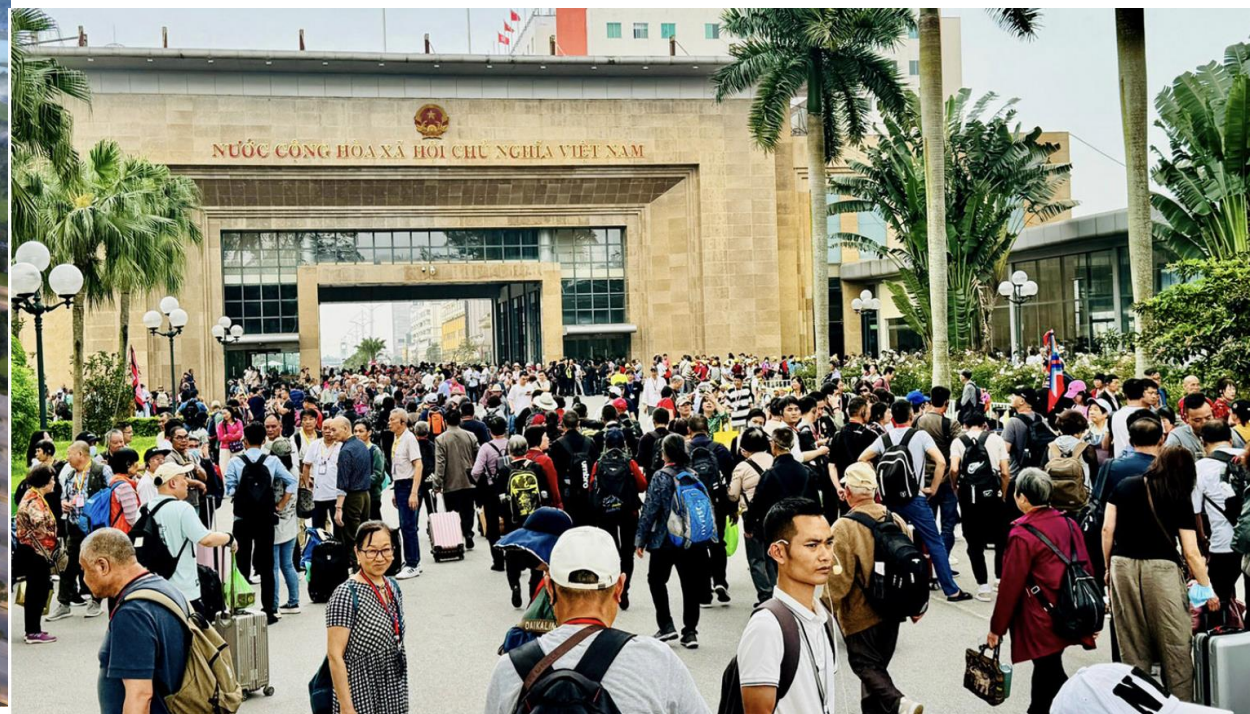
TOURISTS IN JUST THE FIRST
6 MONTHS OF THE YEAR.

+91%

GROWTH
VISITORS IN 2024

**ONLY 5 MINUTES FROM
BAC LUAN PORT 2**

**Vinhomes Golden Avenue is capable
of welcoming a large number of
tourists with strong spending, food
lover and shoppaholic.**



Golden central location the billion-people market connection

High-speed railway from Phong Thanh Cang to Vietnam - China border officially operates in 2023



CATCHMENT AREA OF VINHOMES GOLDEN AVENUE

HUNDREDS OF MILLIONS OF CHINESE TOURISTS THROUGH THE HIGHWAY NETWORK IN JUST 20-30 MINUTES

Convergence of Vietnamese experiences

For the first time at the border, a complex of 04 unique food and entertainment streets with strong Vietnamese characteristics

OCCIDENT STREET



HÀ NỘI CONNER



Promises to become a **"Miniature Vietnam destination not to be missed by Chinese tourists"** right at the border.

First-ever high class luxury services at the border

Concentrates business spaces, diverse services, and diverse experiences to attract visitors & customers.

VIETNAMESE – CHINESE FOOD STREET

Border food paradise



PRODUCT DISPLAY COMPLEX & DUTY-FREE SHOPPING

Duty-free shopping



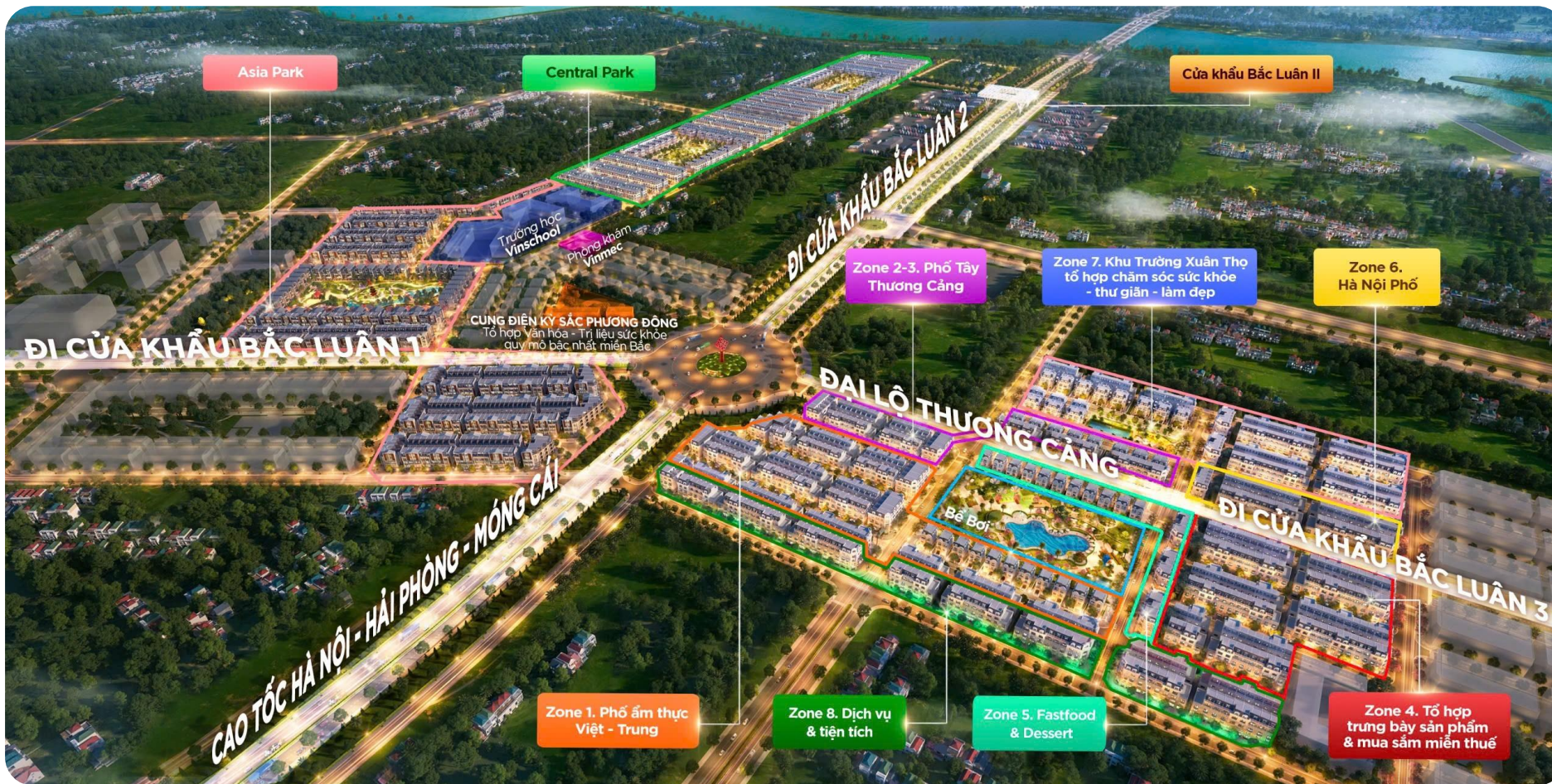
TRUONG XUAN AREA

Beauty salon – message street



Most synchronous infrastructure and utilities in Mong Cai

International-class commercial and tourist urban complex with 06 brands of VinGroup Corporation: Vinhomes, Vincom, Vinschool, Vinmec, VinWonder & Vinpearl.



Vinhomes Golden Avenue has definitely become **A new destination for the ELITE CLASS at the border of Mong Cai - Dong Hung.**

Inheriting Vingroup's high-class utility system

Creating a unique place only in Mong Cai.



Outdoor swimming pool



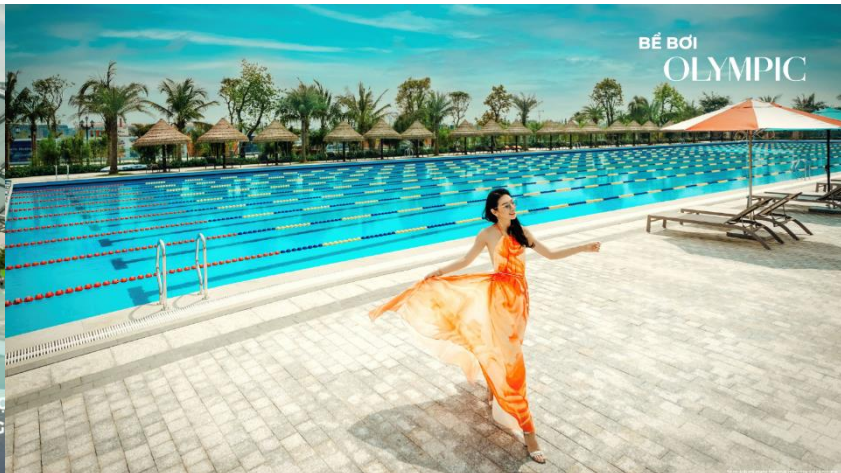
International 5-star restaurant complex



Vinschool



The most modern Olympic swimming pool & Skating Rink



The largest indoor and outdoor playground



(The utility chain is built by the investor in each phase of the project)

VIETNAMESE TRADITIONAL PERFORMING ARTS RESTAURANT

Premium service.
Vietnamese court style.



Catch the huge flow of visitors from “**The leading cultural and health therapy complex**” in the North Developed by 3 major brands Vinhomes – Vinmec – Vinpearl

ORIENTAL COLOR PALACE

Capacity up to 7000 passengers/day.



The center of biggest events & festival in Mong Cai

Chain of events such as Autumn Festival, Christmas Festival and daily entertainment activities create the busiest and most exciting entertainment center in Mong Cai



VINHOMES GOLDEN AVENUE

The destination for elite-class residents
right at the border





VINHOMES
GOLDEN AVENUE

05

PRECINCT INFORMATION

BUSINESS

PREMISES

WORTHIEST AT VIETNAM-CHINA BORDER

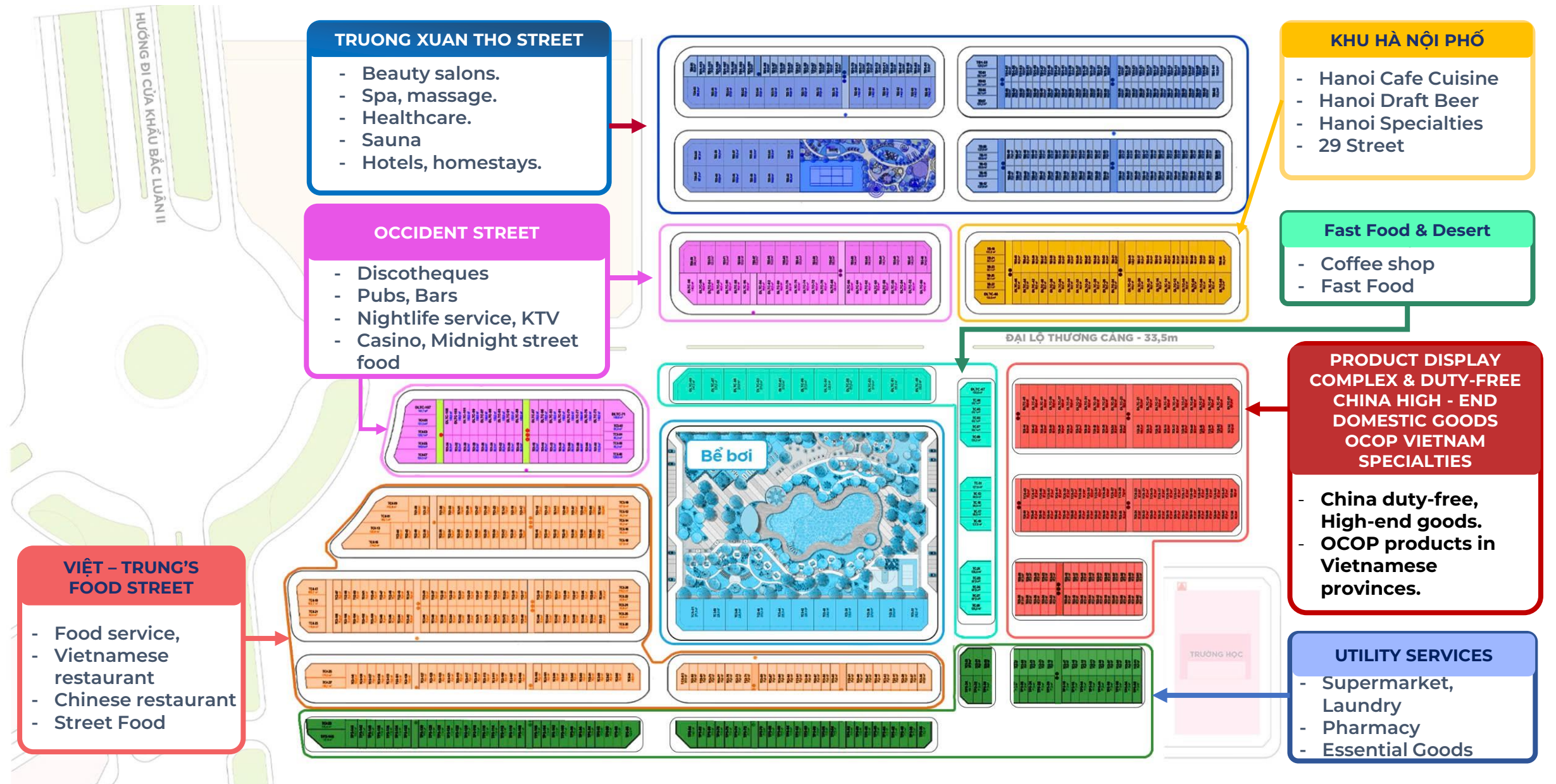
PLANNING OF COMMERCIAL QUARTER AT VINHOMES GOLDEN AVENUE



08 ZONE

Diverse Experiences – Diverse Customers

VINHOMES GOLDEN AVENUE PREMISES DETAIL



TRUONG XUAN THO STREET

- Beauty salons.
- Spa, massage.
- Healthcare.
- Sauna
- Hotels, homestays.

OCCIDENT STREET

- Discotheques
- Pubs, Bars
- Nightlife service, KTV
- Casino, Midnight street food

VIỆT - TRUNG'S FOOD STREET

- Food service,
- Vietnamese restaurant
- Chinese restaurant
- Street Food

KHU HÀ NỘI PHỐ

- Hanoi Cafe Cuisine
- Hanoi Draft Beer
- Hanoi Specialties
- 29 Street

Fast Food & Desert

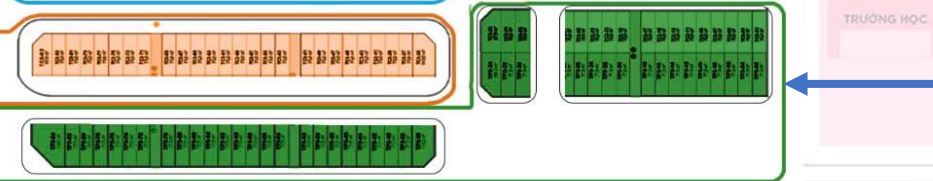
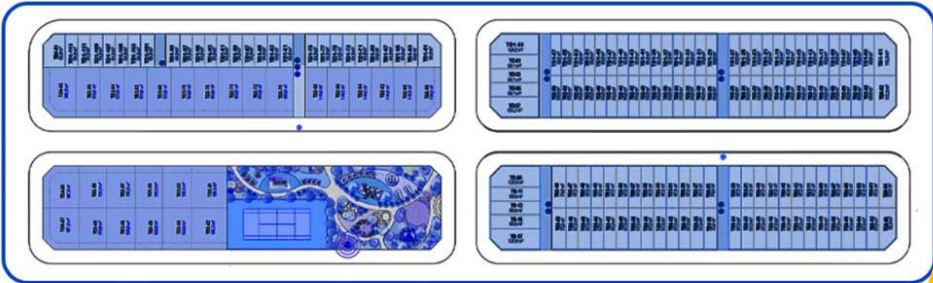
- Coffee shop
- Fast Food

PRODUCT DISPLAY COMPLEX & DUTY-FREE CHINA HIGH - END DOMESTIC GOODS OCOP VIETNAM SPECIALTIES

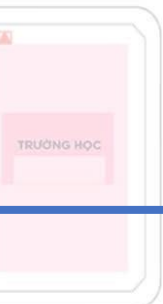
- China duty-free, High-end goods.
- OCOP products in Vietnamese provinces.

UTILITY SERVICES

- Supermarket, Laundry
- Pharmacy
- Essential Goods



ĐẠI LỘ THƯƠNG CẢNG - 33,5m



BREAKTHROUGHS BUSINESS - PREFERENTIAL POLICIES

EXCLUSIVE INCENTIVES FOR RETAIL ENTERPRISES INVESTING AT BORDER GATES

RENTAL SUPPORT UP TO 24 MONTHS

MONTHLY BUSINESS

vouchers

MARKETING SUPPORT

Promote Business

EXCLUSIVE PREFERENTIAL POLICY

For tenants of
the shop in bulk



5. ACCOMPANYING WITH VINCOM RETAIL

The unit has experience in managing and operating commercial centers, and a series of successful commercial streets.

87 Shopping Center

47/63 Provinces/Cities nationwide

05 Commercial Streets



VINHOMES GOLDEN AVENUE

WORLD-CLASS TOURISM TRADE COMPLEX SYMBOL OF CIVILIZED
QUINTESSENTIAL AND MODERN VIETNAM ON THE VIETNAMESE-CHINESE BORDER

1. GOLDEN
CENTRAL
LOCATION
THE BILLION-
PEOPLE MARKET
CONNECTION



2. FIRST-EVER
HIGH CLASS
LUXURY
SERVICES
AT THE BORDER



3. INHERITING
VINGROUP'S
HIGH-CLASS
UTILITY
SYSTEM



4. THE CENTER
OF BIGGEST
EVENTS &
FESTIVAL IN
MONG CAI

SUCCEED BUSINESS MODEL

THE MOST SUCCESSFUL IN THE MARKET

REGISTER NOW

GET AN "UNPRECEDENTEDLY ATTRACTIVE" RENTAL POLICY EXCLUSIVELY
FOR RETAIL BUSINESSES AT THE BORDER GATE

THANK YOU!