



**THE NATIONAL EXHIBITION
& CONVENTION CENTER**





The National Exhibition & Convention Center Vietnam

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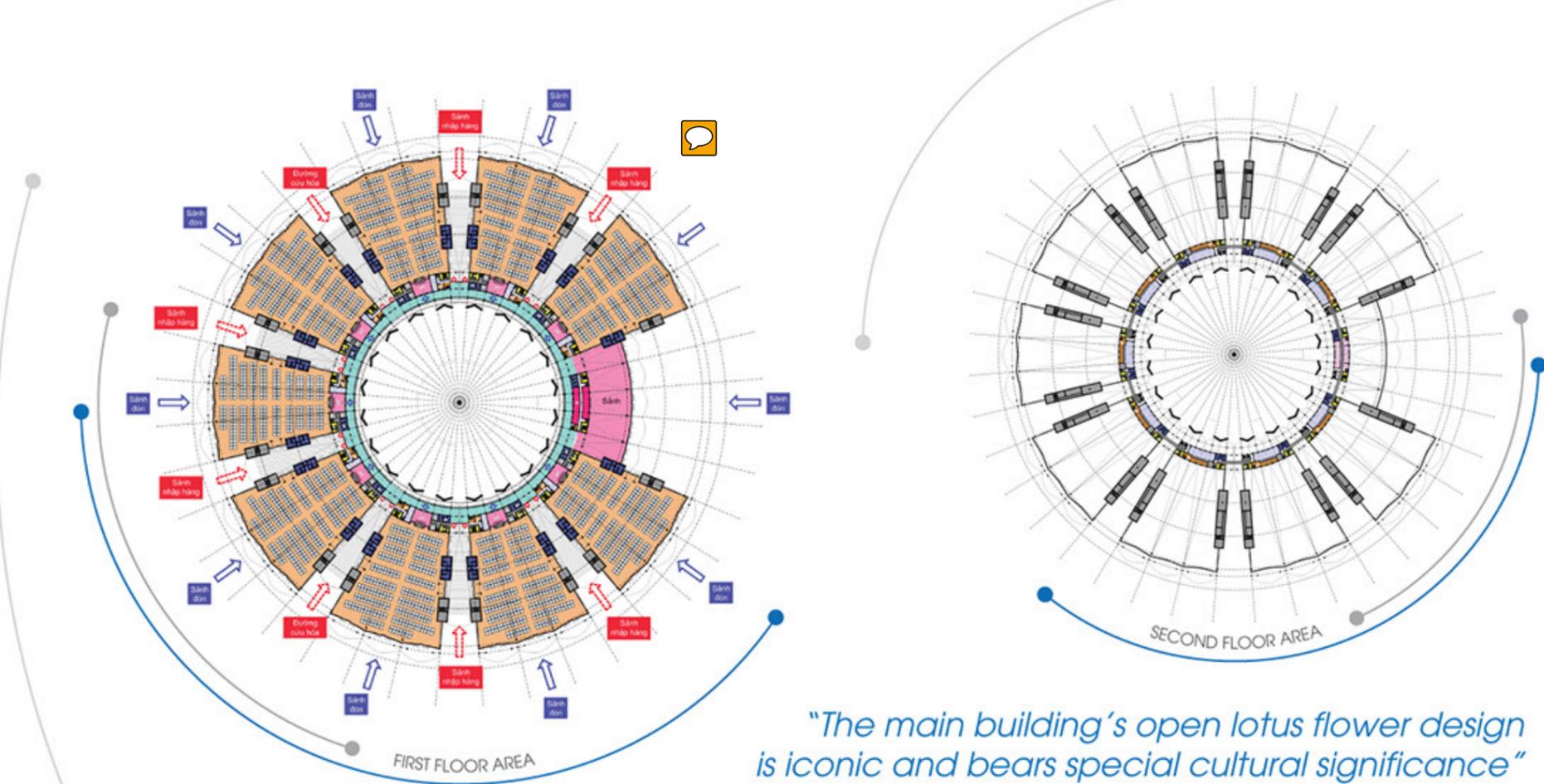
Positive outlook of the exhibition industry



OVERVIEW

VEFAC was appointed by the Vietnamese Government as the developer and operator of the new National Exhibition and Convention Center Project, which covers a site of 300 hectare in Xuan Canh commune, Dong Anh District, Ha Noi, Viet Nam. This development is aimed at promoting the economic and cultural development of Hanoi and Vietnam, and integration into the world's community.

The primary component of the Project is a National Exhibition and Convention Center with a gross floor area of c. 120,000sqm. The project also includes other exhibition centers and an outdoor exhibition area, commercial areas, office buildings, residential properties, hotels and entertainment areas. The new National Exhibition and Convention Center will boast an integrated, modern and seamless design and world-class construction standards, worthy of a premier cultural and exhibition center, as well as a city landmark and a tourist destination. The new National Exhibition and Convention Center has been under construction since October 2016 and is scheduled to complete in 2018.



"The main building's open lotus flower design is iconic and bears special cultural significance"

on a 300-hectare area close to various national highways, the new National Exhibition and Convention Center will be one of Asia's largest exhibition and conference center in terms of construction area and number of Located buildings upon completion.

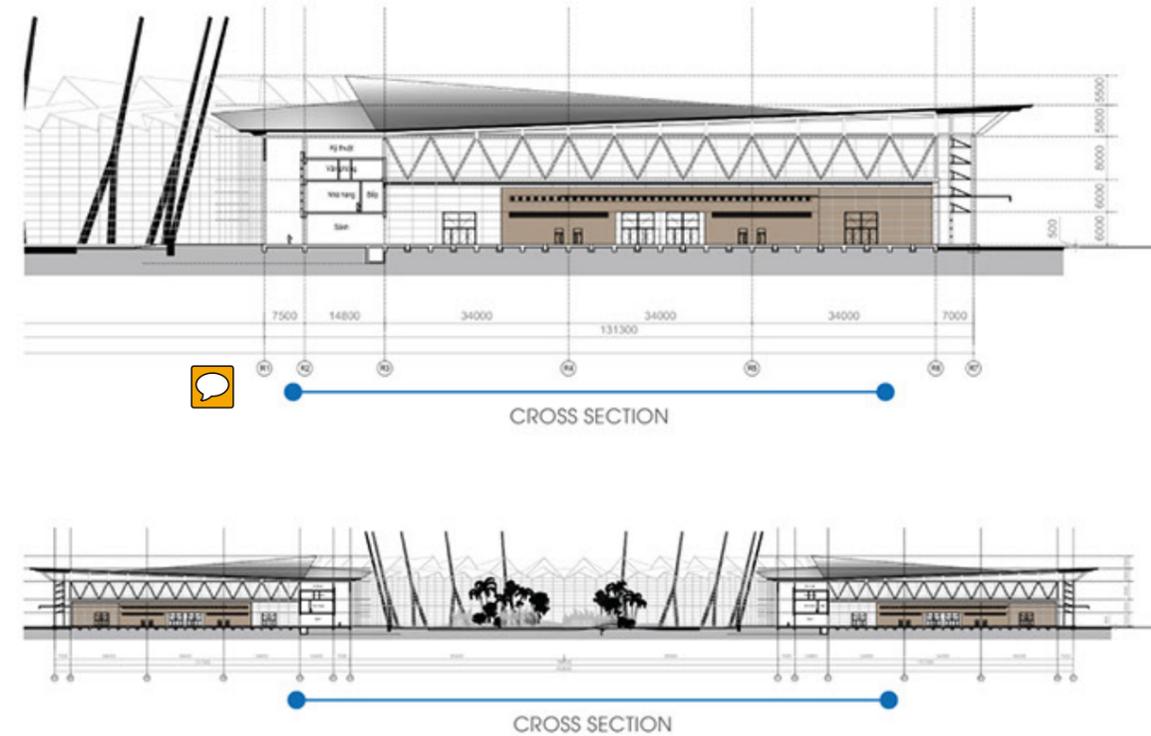
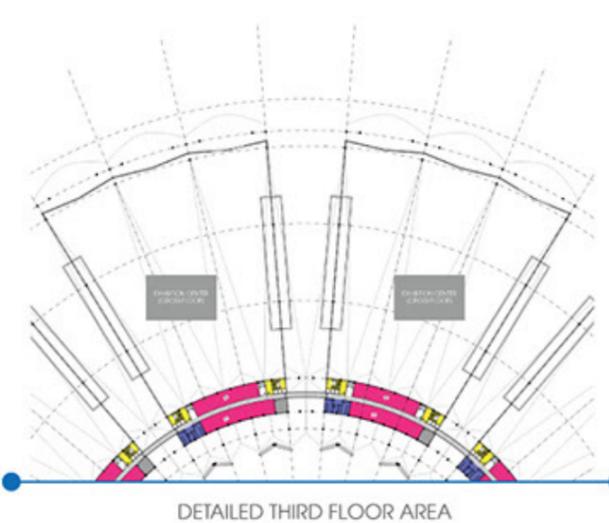
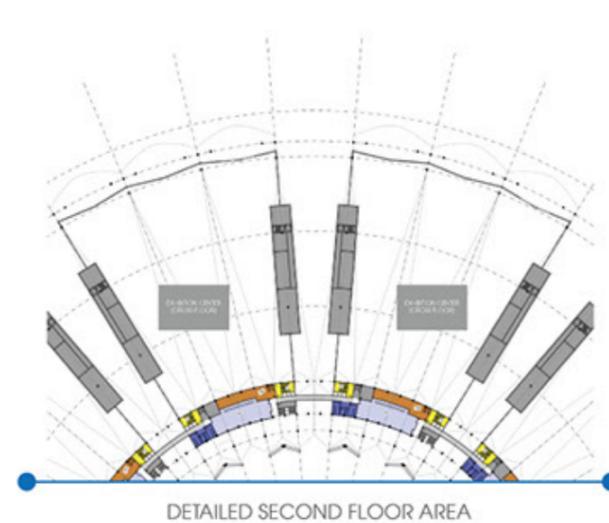
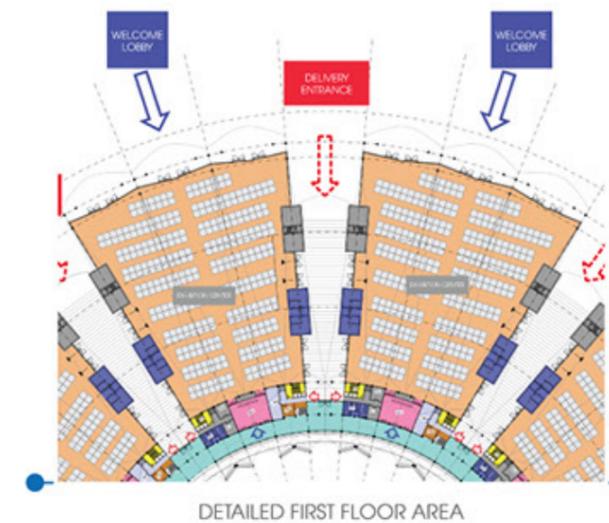
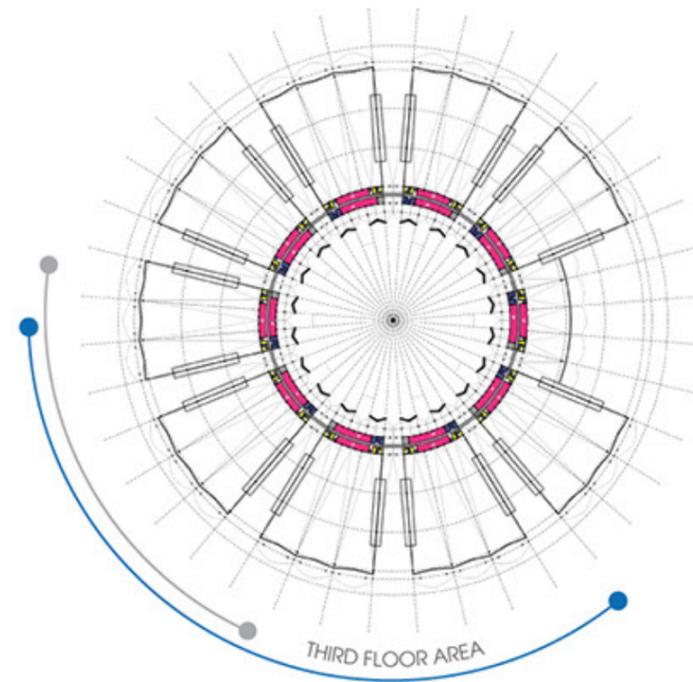
The Center will include indoor and outdoor exhibition areas, a trade promotion center, a conference hall, a 52-story five-star hotel and a financial hub. Only 20 minutes from Hanoi CBD, at the junction of Xuan Canh, Mai Lam, and Dong Hoi Communes in Dong Anh District, the Center is expected to become an 'exhibition city' in the future.

The National Exhibition and Convention Center is proud to be amongst the ten foremost important key developments in Hanoi. The award-winning concept was designed by the architects Von Gerkan, Marg & Partners (GMP Germany), who specialize in large exhibition spaces and public works.

The main building's open lotus flower design is iconic and bears special cultural significance as lotus is Vietnam's national flower. The image of a blossom is achieved in layout by arranging the exhibition halls like petals around the chalice of a flower.

The Center consists of a conference center and eight exhibition halls. All buildings are grouped in circular fashion around a central open space, which is designed as a water feature with "islands" and bridges.

The entrance hall is placed to the south and the support-free halls, with an exhibition area of 8,000sqm each, are linked with each other by a ring-shaped building called the "Concourse". In total, the Center will boast c. 120,000sqm exhibition floor space.



PREMIER VENUE FOR NATIONAL EXHIBITIONS AND CONVENTION



OWNED AND MANAGED BY VEFAC WITH VINGROUP AS THE MAJOR SHAREHOLDER

ESTABLISHED IN 1974,

the Vietnam Exhibition Fair Center (VEFAC) prides itself on its outstanding services for exhibition and fair organization and management. We have successfully hosted important international and national exhibitions, conferences and special events.

As the leading exhibition and convention organizer in Vietnam, VEFAC has represented Vietnam at World Exhibitions in Japan (2005), Spain (2008), China (2010), Korea (2012), Italy (2015) and at the International Exhibitions Bureau (BIE).

ON MAY 06TH, 2015,

VEFAC was privatized. Vingroup, the largest integrated real estate developer and one of Vietnam's top 5 largest companies by market capitalization, became the majority shareholder of VEFAC. The strong financial capacity, extensive project development experience and outstanding execution capability of Vingroup complement the experience and know-how of VEFAC in the fair and exhibition industry. Under Vingroup's sponsorship, VEFAC will help promote Hanoi as a new international destination in the near future.



LOCATION

The National Exhibition and Convention Center is part of a mixed-use urban project in Dong Hoi and Xuan Canh Commune, Dong Anh District, Ha Noi. The Project covers a c. 300ha site and lies on both side of the National Highway No. 5, just 1.5km away from Dong Tru Bridge.

FIGURE 1 LOCATION OF THE PROJECT



The new National Exhibition and Convention Center is highly accessible. The Project is located on one of the main routes connecting Ha Noi city center and Noi Bai International Airport, 15 minutes from the airport and 20 minutes to the city center. The site is also located at the junction of various national highways which allows it to be easily connected to main ports and bordergates such as:

- Hai Phong (120km – 1h30min) via Hanoi – Hai Phong Express way. Hai Phong is the primary gateway of Vietnam for sea transportation. The largest seaport of the North of Vietnam, Dinh Vu port, is located in the city.
- Quang Ninh (190km – 3h30min) via Hanoi – Hai Phong Express way and national highway no. 10. Quang Ninh is an important tourist destination in the north with the famous world heritage, Ha Long Bay. Mong Cai border gate, an important border gate between Vietnam and China, is also in Quang Ninh.
- Lang Son (170km – 3h30min) via National highway no. 1. Lang Son is an important province of the north with the busy Dong Dang bordergate connecting Vietnam and Guangxi, China.



FIGURE 2 PROPOSED METRO LINE CONNECTING THE PROJECT TO HANOI CITY CENTER

Infrastructure in the adjacent areas is being developed extensively. Most notably, the Hanoi People’s Committee has approved zoning for a metro line running through the site and a station at the new National Exhibition and Convention Center, bringing even more connectivity between the site and other urban areas in Ha Noi.

COMPREHENSIVE DESIGN PROGRAMME AND FUNCTIONALITY

The National Exhibition and Convention Center is the primary component of a mixed-use urban project development. The project covers a site of c. 300ha with four main components:



NATIONAL EXHIBITION AND CONVENTION CENTER:

Consists of 9 exhibition, convention, multi-function halls with an aggregate GFA of 120,000sqm. There are two other exhibition centers with a total GFA of 220,000sqm and another 220,000sqm of outdoor exhibition area.



LOW-RISE RESIDENTIAL

Villas and low-rise townhouses will cover a total area of c. 773,000 sqm with a total GFA of c. 1,392,000 sqm.



MIXED-USE COMMERCIAL:

Commercial components include a shopping mall, high-end hotels, offices, SOHO offices and luxury residential properties. These components will be located next to the Exhibition Center to provide necessary amenities.



SUPPORTING FACILITIES:

Other facilities include kindergarten, primary, middle- and highschool.

"THE PROJECT'S COMPREHENSIVE DESIGN AND FUNCTIONALITY AIMS TO ENSURE THAT ALL VISITORS' NEEDS - BUSINESS, COMMERCE, ENTERTAINMENT, RETAIL, CULINARY AND CULTURE CAN BE SATISFIED AT THE NEW NATIONAL EXHIBITION CENTER."





WORLD-CLASS QUALITY OF SERVICE AND PRODUCTS

The National Exhibition and Convention Center benefits immensely from Vingroup's extensive experience in providing the finest quality services and products. Vingroup currently owns and operates various premium urban developments, shopping malls, hotels and resorts, entertainment parks, supermarkets and convenience stores, hospitals and schools.

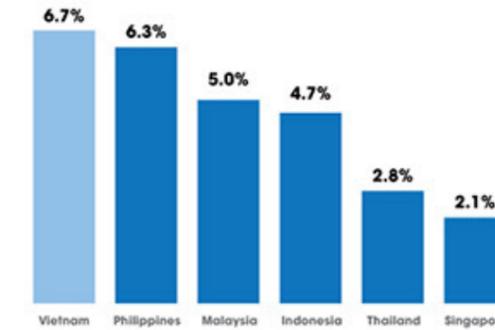
Vingroup believes in the principle of "Best People - Best Products and Services - Best Life - Best Society." By making the quality of its products and services the cornerstone of the Vingroup brand, the Group aims at increasing customer satisfaction and leading new consumer trends and preferences.

VIETNAM MARKET HIGHLIGHTS

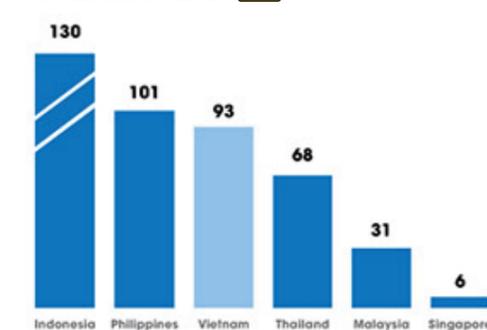
"Various trade agreements not only in Asia but with trade partners all around the world. Recently Vietnam has become a member of the TPP (Trans-Pacific Partnership) and also finalized the Free-Trade-Agreement with the European Union."

ONE OF THE MOST ATTRACTIVE SOUTHEAST ASIAN ECONOMIES

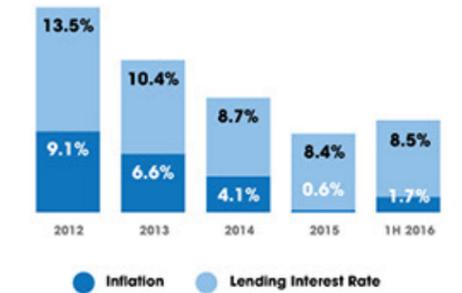
One of the fastest growing economies in the region⁽¹⁾
2015 real GDP growth (%)



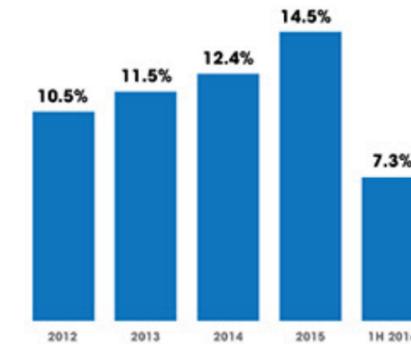
The third most populous country in Southeast Asia⁽²⁾
2015 population (bn)



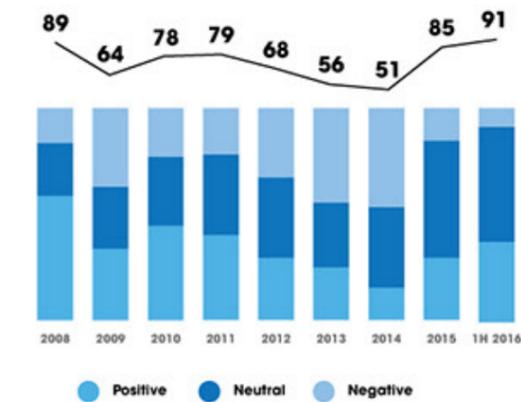
Inflation and interest rates are well managed⁽³⁾



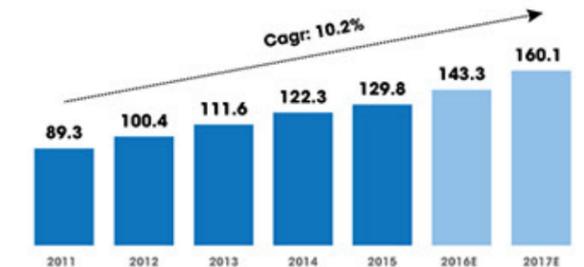
Disbursed FDI consistently on the rise⁽⁴⁾



Positive trends in consumer confidence⁽⁵⁾
Consumer Confidence Index



Consumer spending growth⁽⁶⁾
(US\$ bn)



Source:

(1), (2) Economist Intelligence Unit
(3), (4) General Statistics Office of Vietnam

(5) TNS Consumer Confidence Index
(6) Economist Intelligence Unit

POSITIVE OUTLOOK OF THE EXHIBITION INDUSTRY

- The exhibition industry supports the economic growth of Vietnam. Hanoi and Ho Chi Minh City, being the largest cities in the country, are the key hubs for exhibition shows and congresses of various kinds in Vietnam.
- The economic growth of Vietnam in combination with its trade connections with foreign countries offers great potential for a strong expansion of MICE activities in the whole country.
- One of the key issues is the lack of an exhibition venue in Vietnam which can host shows and exhibitions of large scale.
- Center services and supporting facilities around current venues are not fulfilling international standards

"The National Exhibition and Convention Center will not only provide enough exhibition space for large scale shows and events but also supporting facilities, all with international standards. Being the first of its kind and size, the Center will offer a whole new set of opportunities to the MICE industry and therewith it will actively enhance Vietnam's continuous overall development to become one of the most important aspiring countries in Asia."

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