

# CBRE FORUM

## 2020

VIETNAM

HCMC | 09 JULY, 2020

CBRE



# CBRE FORUM

## 2020

VIETNAM

## CONTENT

- 01. HOTEL SECTOR
- 02. OFFICE SECTOR
- 03. RETAIL SECTOR
- 04. RESIDENTIAL SECTOR

A decorative graphic on the left side of the slide. It features five vertical bars of different heights and colors: light blue, white, lime green, medium blue, and purple. A white line graph with circular nodes is overlaid on these bars. The line starts at a node on the first bar, goes up to a node on the second bar, down to a node on the third bar, up to a node on the fourth bar, and finally up to a node on the fifth bar. The background of the slide is a gradient from light blue at the top to light purple in the middle, and then a solid light grey at the bottom.

# HCMC HOTEL MARKET



## COVID-19 IMPACT ON TOURISM & HOTEL MARKET

▼ 98.6% y-o-y

Drop of International  
Visitors in Q2 2020

~62%

Recovery Rate of  
Number of Flights in  
June

▼ 53.2% y-o-y

Drop of Vietnam's  
Tourism Revenue in H1  
2020

~95%

Domestic and  
international travel agents  
suspended operation in H1  
2020

Source: VNAT, CBRE Research, Q2 2020.



# VIETNAM'S BORDERS REMAIN CLOSED TO FOREIGN VISITORS

International arrivals almost non-existent in Q2

## International Tourist Arrivals (ITA), H1 2020

### HCMC

1.3 Mil

▼  
70%

### Hanoi

0.70 Mil

▼  
68.4%

### Da Nang

0.60 Mil

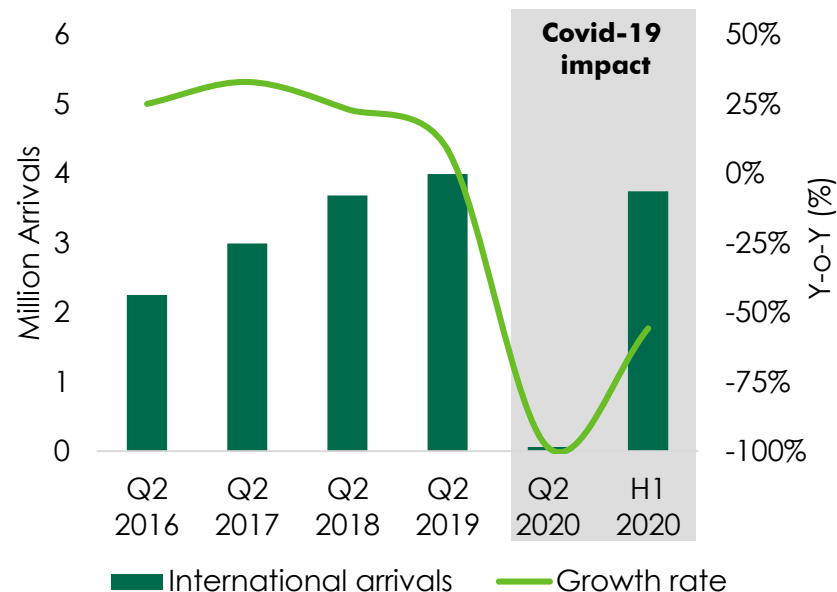
▼  
66.1%

### Nha Trang

0.42 Mil

▼  
75.7%

## International Tourist Arrivals (ITA) to Vietnam



Source: Various Departments of Tourism, CBRE Research, Q2 2020

## SOME SIGNS OF RECOVERY



# VIETNAM AVIATION INDUSTRY SHOWED SIGNS OF REVIVAL

Airlines focus on domestic market while cross-border flights still suspended



## Total number of flights, January - June 2020



Source: Civil Aviation Authority of Vietnam, CBRE Research, Q2 2020.

# 4-5 STAR HOTEL UPDATE Q2.2020 HANOI VS. HCMC



▼ 92.9%

**INTERNATIONAL  
ARRIVALS**

▼ 100%

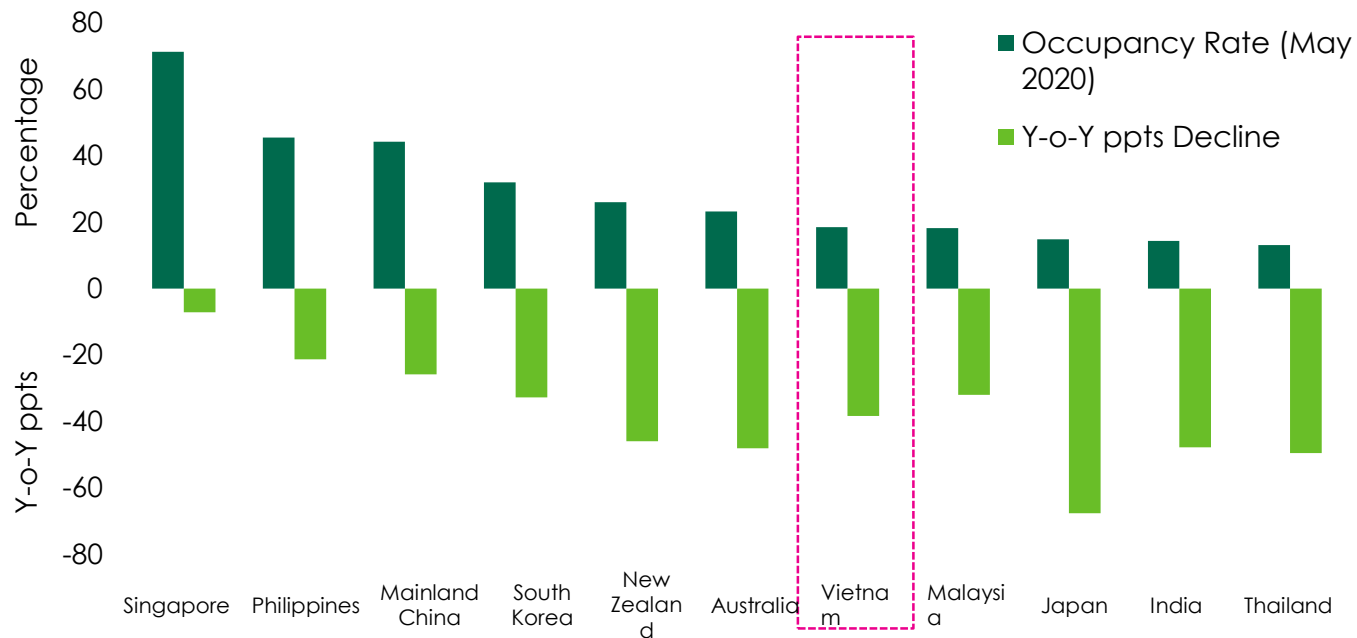


▼ \*Compared to Q2 2019

Source: STR, CBRE Research, Q2 2020

## IN APAC, OCCUPANCY RATES OF MOST MARKETS STILL BELOW 30%

### Hotel Occupancy Comparison, May 2020



Source: STR, CBRE Research, Q2 2020.

# EXPECTED REBOUND OF VARIOUS SEGMENTS

Domestic travellers led the tourism industry's recovery



Source: CBRE Research, Q2 2020.

# NEW TOURISM TRENDS SET TO EMERGE



## PRE COVID-19

Socializing  
Preference for wellness & hygiene  
Globalisation  
Business Seasonality

## AMID COVID-19



Distancing  
Priority to wellness & hygiene  
Localism  
Disease/Crisis Seasonality



## WELLNESS TRAVEL/ECOTOURISM

Good health & well-being are among top priorities



## SHORT-HAUL HOLIDAYS

Drive-to destinations with shorter days are preferred



## STAYCATION TREND

Attractive package deals with late check-outs, F&B/spa credits, complimentary pick-up service



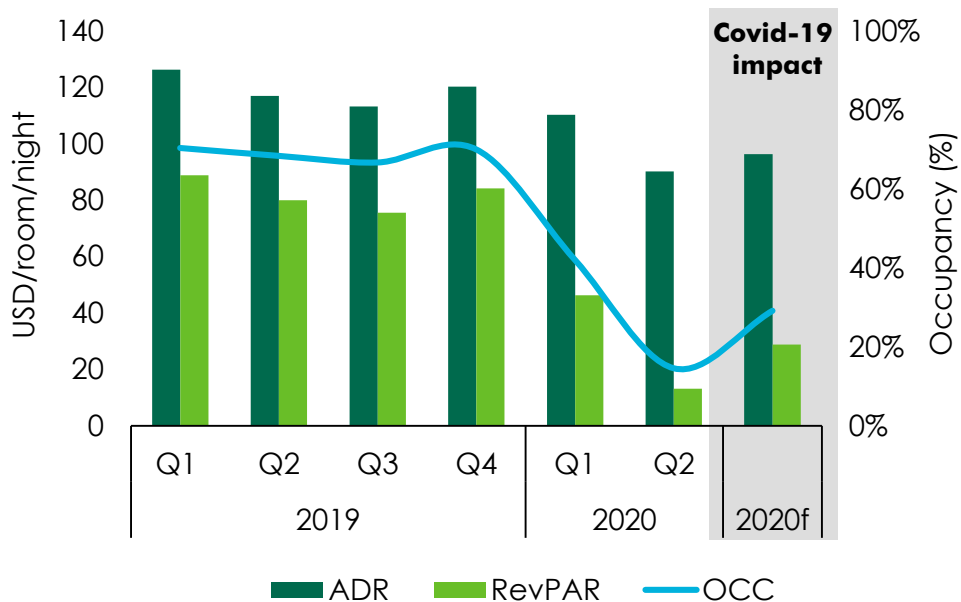
## TRAVEL BUBBLE

Examples:  
Vietnam - Japan  
Vietnam - Korea  
Vietnam - China



# HCMC HOTEL OUTLOOK

## HCMC Hotel, Performance Forecast 2020F



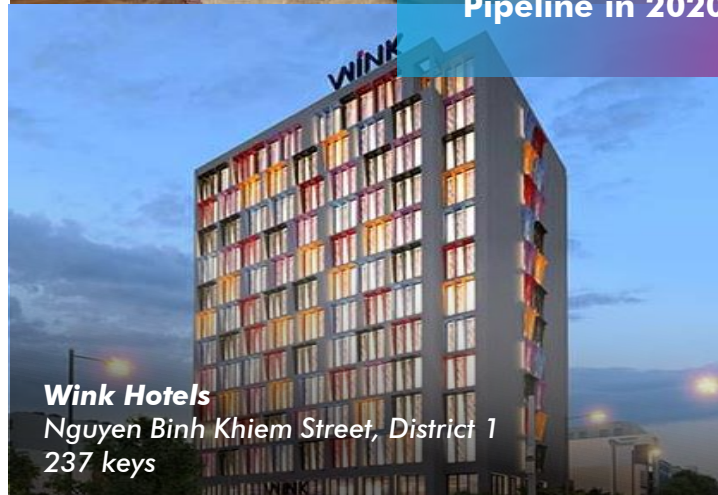
Source: STR, CBRE Research, Q2 2020.

**Fusion Original Saigon Centre**  
Le Loi Street, District 1  
146 keys



**HCMC Hotel Pipeline in 2020F**

**Wink Hotels**  
Nguyen Binh Khiem Street, District 1  
237 keys





# HOTEL - ROADMAP TO RECOVERY



01

## **DOMESTIC FOCUS**

MARKETING & PR ACTIVITIES TO FOCUS ON DOMESTIC SEGMENT

02

## **BOOSTING DEMAND**

DISCOUNT PROGRAMS, ALLIANCES WITH AIRLINES & TRAVEL AGENTS

03

## **'CLEAN & SAFE'**

REVISE HYGIENE AND CLEANLINESS STANDARDS

04

## **PLAN FOR THE RETURN OF INT'L GUESTS**

PARTNER WITH STAKEHOLDERS IN MARKETS LIKELY TO RESUME TRAVEL TO VIETNAM SOON

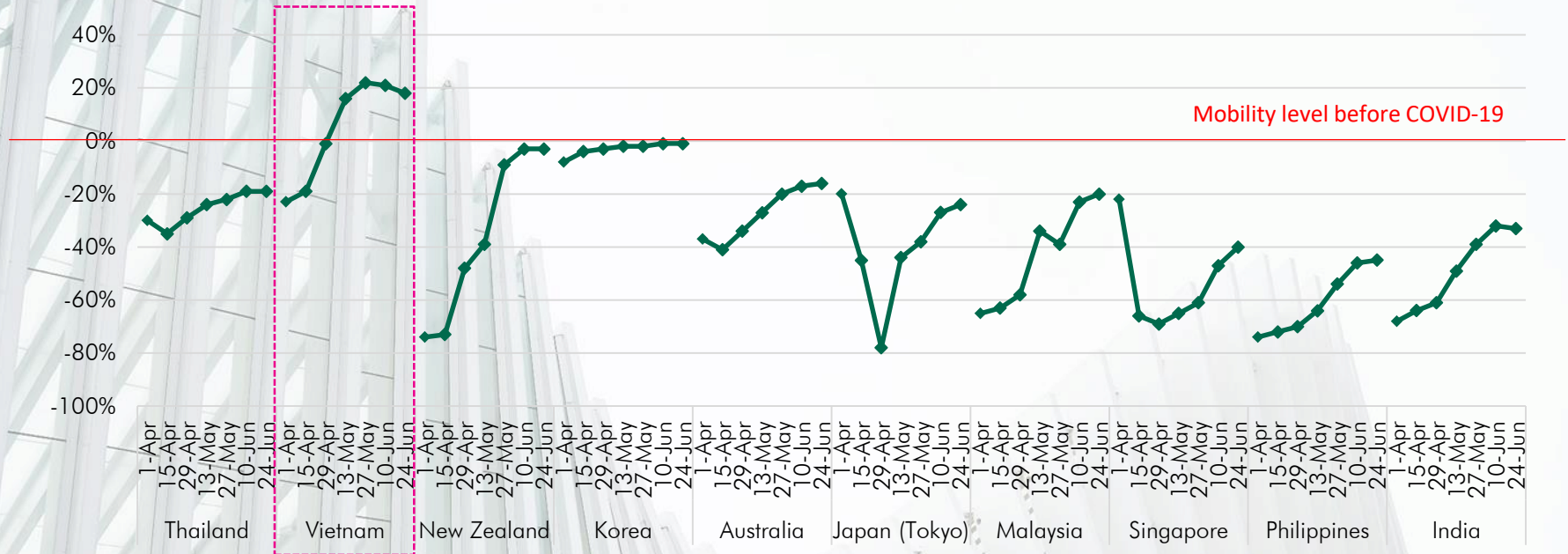


# HCMC OFFICE MARKET

# VIETNAM'S SUCCESS IN CONTROLLING THE OUTBREAK

Employees got back to work quicker than other peer countries

## Mobility level of visiting to workplace amongst APAC cities, Jun 2020



Note: Google's mobility index extracted from Google's COVID-19 Community Mobility Reports, as of 1, 15, 29 April, 13, 27 May, 10 & 24 June 2020. The reference day would shift one day behind if it is a national holiday. The baseline for prior outbreak is the median value for the corresponding day of the week during the 5 week period Jan 3-Feb 6, 2020

Source: Google, CBRE Research, 2 July 2020.

## HCMC OFFICE: MARKET SNAPSHOT Q2 2020

### GRADE A



**TOTAL  
SUPPLY**  
NLA (sqm)

**445,313**  
sqm NLA  
17 projects



**ASKING  
RENT\***

**US\$44.4** ▼ -4.9% y-o-y  
▼ -0.5% q-o-q

US\$/sqm/month



**VACANCY  
RATE**

**11.8%** ▲ 9.2 ppts y-o-y  
▲ 1.0 ppts q-o-q

(%)

**NO NEW  
SUPPLY**

### GRADE B



**TOTAL  
SUPPLY**  
NLA (sqm)

**925,501**  
sqm NLA  
67 projects



**ASKING  
RENT\***

**US\$25.3** ▲ 7.4% y-o-y  
▲ 0.6% q-o-q

US\$/sqm/month



**VACANCY  
RATE**

**4.7%** ▲ 0.4 ppts y-o-y  
▼ 0.9 ppts q-o-q

(%)

\*Asking rent is quoted on Net Leasable Area, excluding VAT and service charge  
Source: CBRE Research, Q2 2020.

## HCMC OFFICE MARKET IN Q2 2020

### NO NEW SUPPLY

Q2 2020

▲ 12% y-o-y

Total Supply in H1 2020

3%

Average Net Absorption Rate  
in H1 2020

▼ 34ppts y-o-y

35%

Grade B Net Absorption Rate  
in H1 2020

▲ 16 ppts y-o-y

▲ 7-9 ppts y-o-y

Average vacancy rate is  
expected to increase by  
H2 2020

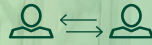
▼ 8-10% y-o-y

Average rental rate is  
expected to drop by  
H2 2020

Source: CBRE Research, Q2 2020.

## NEW LEASING PREFERENCES OF OCCUPIERS

### COST SAVING



Contracting spaces for back offices



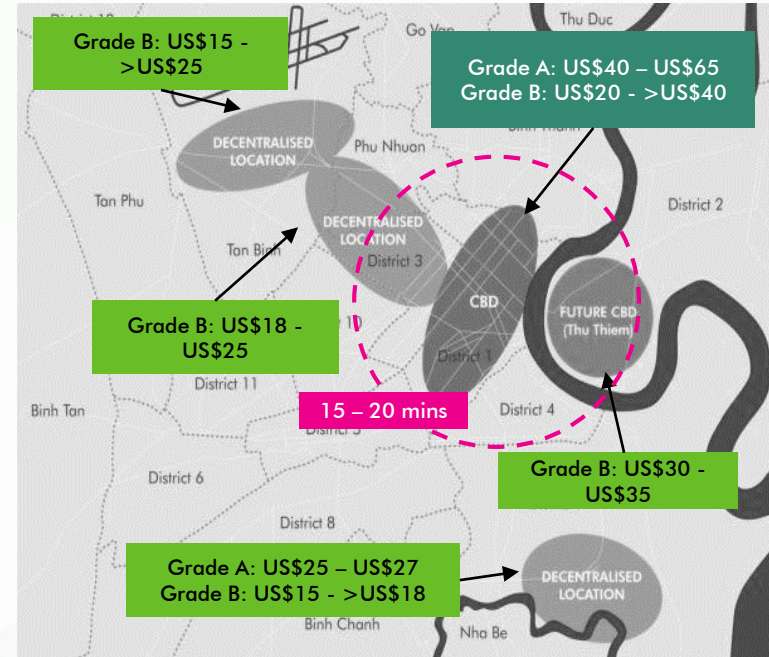
Long-term application of work from home



Relocation decision can be accelerated

### TENANT CHECK LIST

- ✓ Fringe CBD
- ✓ Adopt open offices from surrenders
- ✓ Convenient accessibility to cbd
- ✓ Cheap rental rate: < US\$ 30 psm pm



\*Asking rent is quoted on Net Leasable Area, excluding VAT and service charge

Source: CBRE Research, Q2 2020.

## DIVERGENT OCCUPIER RESPONSES

### HCMC Office, Leasing Inquiries and Transactions by Purposes, Q2 2020

Relocation	Notable transactions	From	To	Areas
	Manufacturing	Vincom	Viettel Tower	1,800 sqm
	Tourism	Pearl Plaza	Royal Center	1,000 sqm
	Chemicals	A&B	Sofic Tower	800 sqm


#### Expansion

 Insurance:  
500 – 1,000 sqm

 Healthcare/Pharmaceuticals:  
500 – 1,000 sqm

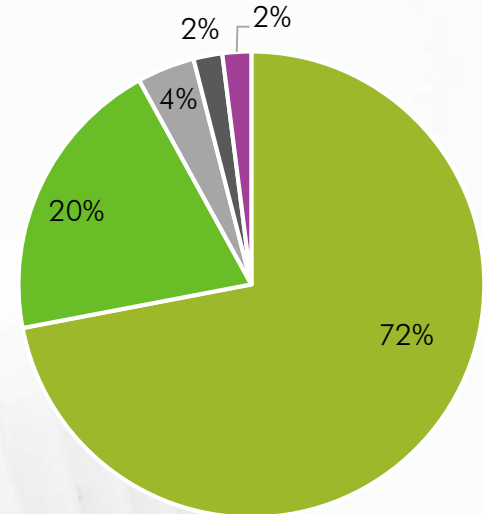
 Retail/E-Commerce:  
400 – 500 sqm

#### Contraction

 Finance/Banking:  
700 – >1,000 sqm

 Fintech:  
>1,000 sqm

- Relocation
- Expansion
- New Letting
- Renewal
- Contraction

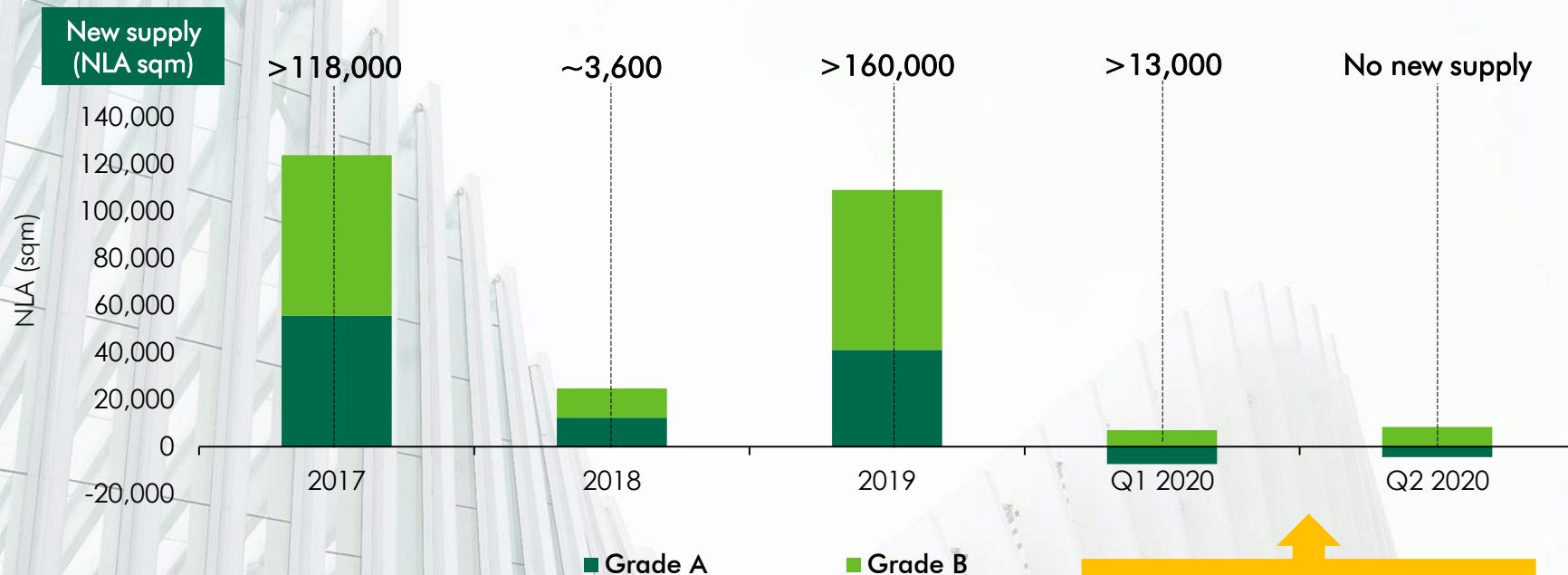


Source: CBRE Research, Q2 2020.

# SLOW LEASING ACTIVITIES

Due to COVID-19

## HCMC Office, Net Absorption, Q2 2020

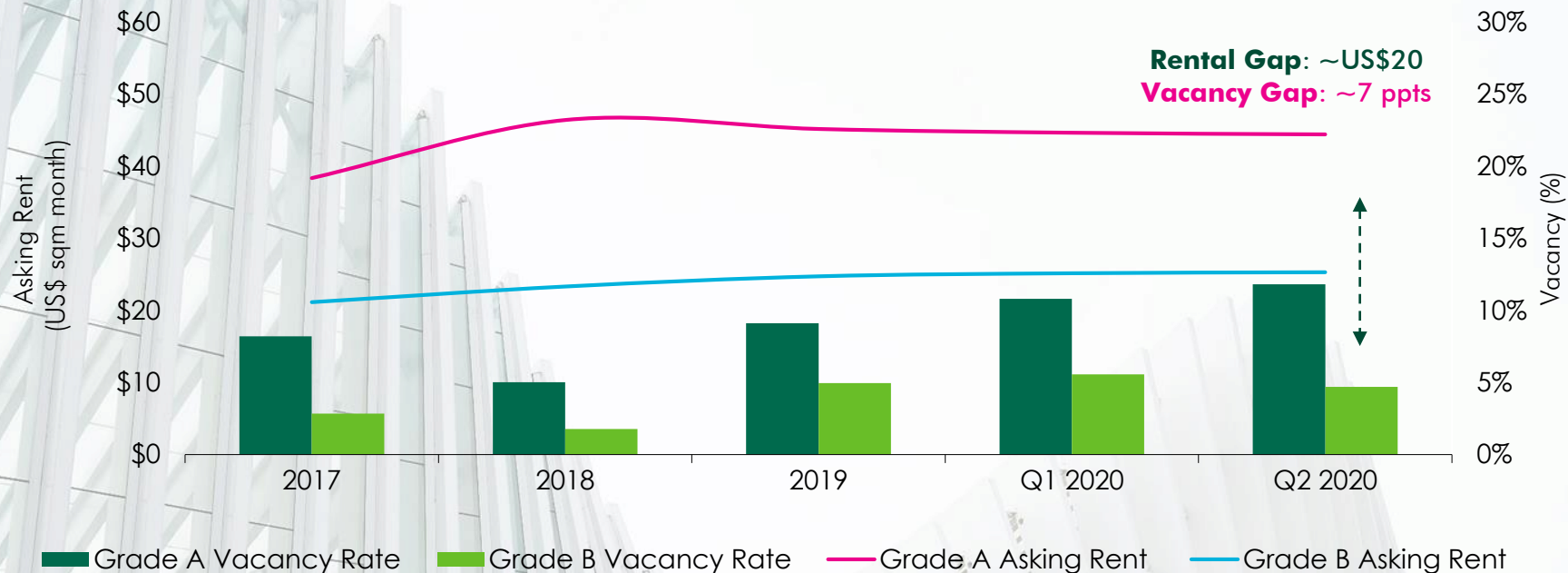


Total new leasing areas in H1 2020:  
~3,800 sqm NLA

\*Asking rent is quoted on Net Leasable Area, excluding VAT and service charge  
Source: CBRE Research, Q2 2020.

# INCREASE IN VACANCY PUT PRESSURE ON GRADE A RENT

## HCMC Office, Asking Rent and Vacancy Rate, Q2 2020



\*Asking rent is quoted on Net Leasable Area, excluding VAT and service charge

Source: CBRE Research, Q2 2020.

# FLEXIBLE WORKSPACE WAS AFFECTED BY COVID-19

Lower expansion and occupancy rate

## Existing Supply of Flexible workspace, HCMC & Hanoi



## HCMC Flexible workspace, Occupancy Rate



Source: CBRE Research, Q2 2020.

# OPERATORS' REACTIONS TOWARDS FLUCTUATED BUSINESS PERFORMANCES

Short-term & Long-term strategies

## SHORT-TERM



**Asset Management**

OR

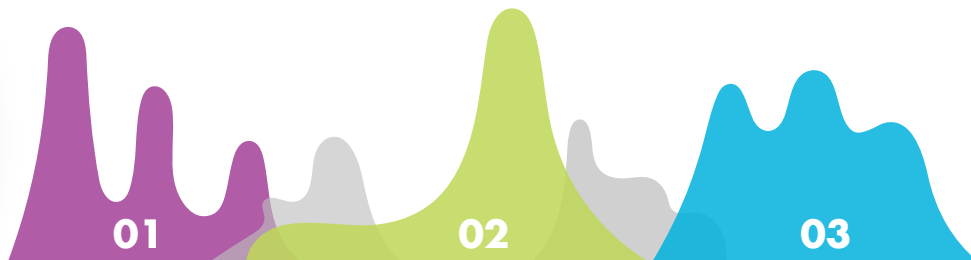


**Franchise**

**Regus**  
THE  
EXECUTIVE  
CENTRE

**toong** YOUR FIRST PLACE,  
AFTER HOME

## LONG-TERM



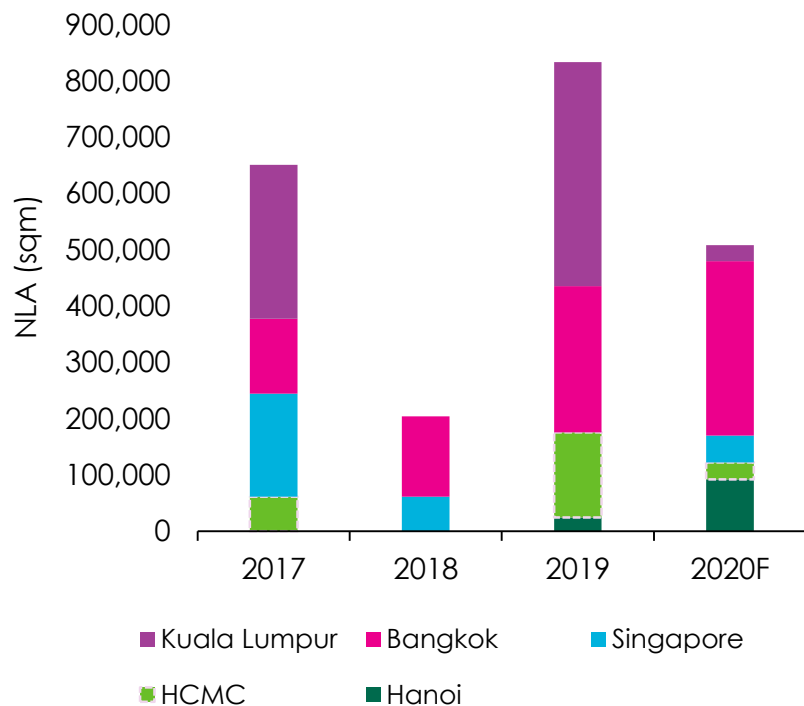
**Closure/Sublease of  
unprofitable centres**

**Offer fee reduction &  
payment deferral, even  
for short-term lease**

**Put more focus on  
large enterprises**

# PIPELINES ARE UNDER GOOD CONSTRUCTION DESPITE OF THE OUTBREAK

## APAC Office, New Grade A Completions in 2020F

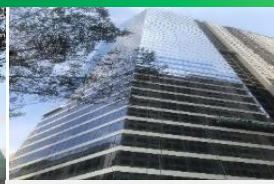


Source: CBRE Research, Q2 2020.

## HCMC Office, Future Grade A & B Supply in 2020F



**UOA Tower,  
District 7**  
NLA: 29,940 sqm



**Opal Tower,  
Binh Thanh**  
NLA: 21,732 sqm



**APC Tower,  
Binh Thanh**  
GFA: > 12,000 sqm



**257 Dien Bien Phu  
District 3**  
NLA: 15,348 sqm



**The 67 Tower,  
District 7**  
NLA: 9,736 sqm

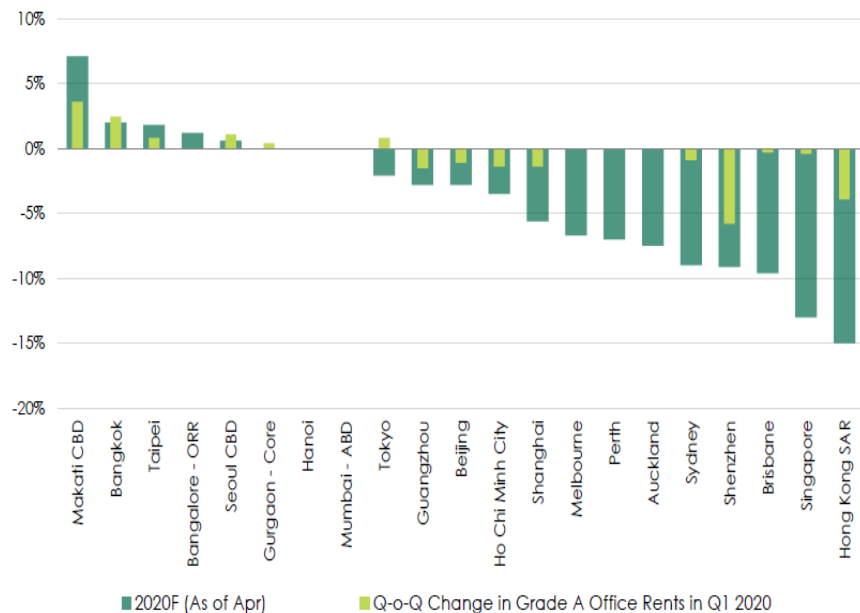


**Q2 Thao Dien,  
District 2**  
GFA: ~5,000 sqm

Asking rent of new supply decreased by US\$1 – 3 psm pm to ease the pre-commitment challenge during COVID-19

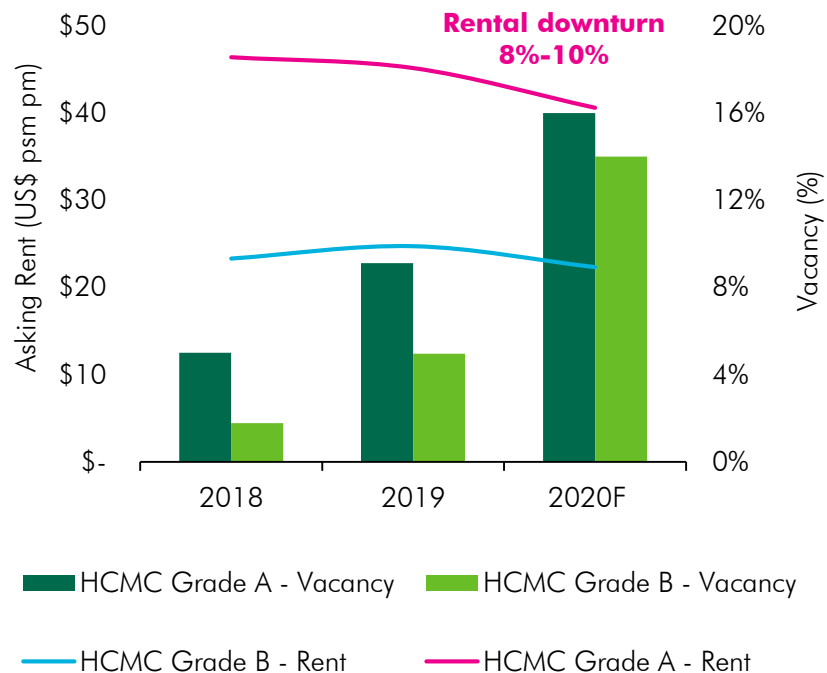
# RENTAL RATE IS EXPECTED TO SHRINK FURTHER

## APAC Office, Performance forecast from Q1 2020

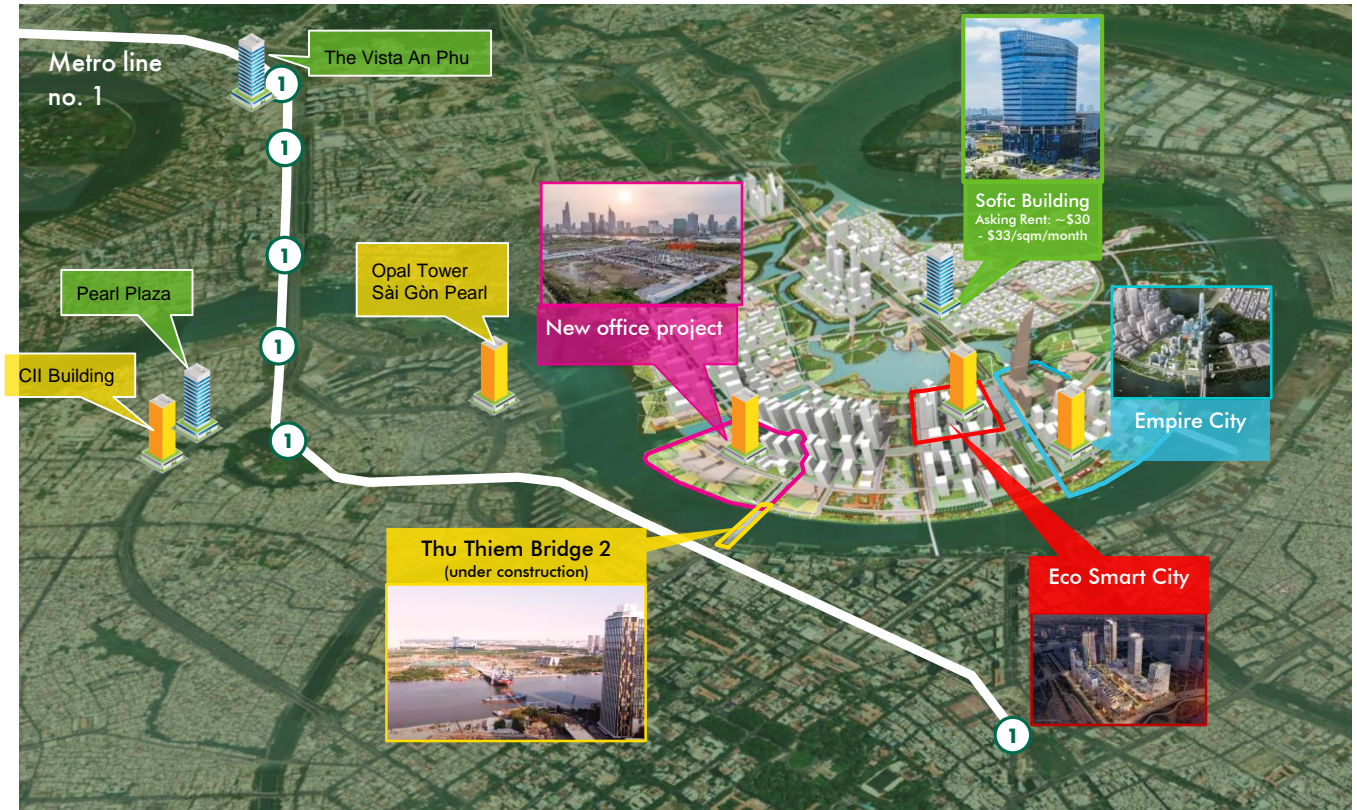
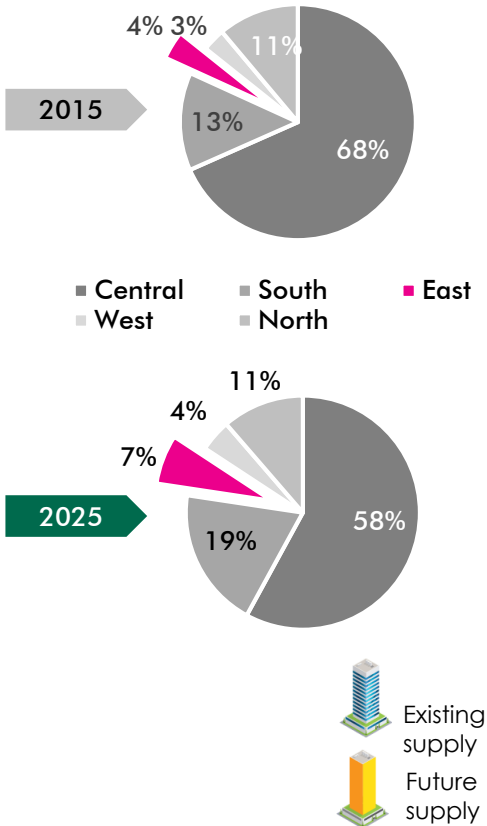


Source: CBRE Research, Q2 2020.

## HCMC Office, Performance forecast in Q2 2020



# METRO LINE NO. 1 AND THU THIEM BRIDGE NUMBER 2 ARE UNDER GOOD CONSTRUCTION



## OFFICE - ROADMAP TO RECOVERY

### QUALITY OFFICE SUPPLY IN SUB-CLUSTERS TO EMERGE

More options for tenants to save costs

### REVIEW LEASE AGREEMENT

More flexible leasing terms  
and incentives

### WORKPLACE STRATEGY

### FLEXI SPACE: BE PRUDENT IN EXPANSION PLAN

Flexible workspace operators  
should be more cautious to  
expand during this period

A decorative graphic on the left side of the slide. It features four vertical bars of different heights and colors: a tall green bar, a medium blue bar, a short purple bar, and a tall orange bar. A white line graph with circular nodes connects the tops of the bars. The background is a gradient of blue, purple, and grey.

# HCMC RETAIL MARKET

# HCMC RETAIL: MARKET SNAPSHOT IN Q2 2020

## CBD



### SUPPLY

NLA (sqm)

**101,753 sqm NLA**

3 projects and  
8 small podiums



### ASKING RENT \*

US\$ psm pm

**US\$ 135.5**

▲ 3.8% y-o-y  
▲ 0% q-o-q



### VACANCY RATE

(%)

**1.9%**

▲ 0.3 ppt y-o-y  
▲ 0.3 ppt q-o-q

1

**Expansion**

## Non-CBD



### SUPPLY

NLA (sqm)

**942,575 sqm NLA**

47 projects



### ASKING RENT \*

US\$ psm pm

**US\$ 35.8**

▼ -0.9% y-o-y  
▲ 0% q-o-q



### VACANCY RATE

(%)

**13.3%**

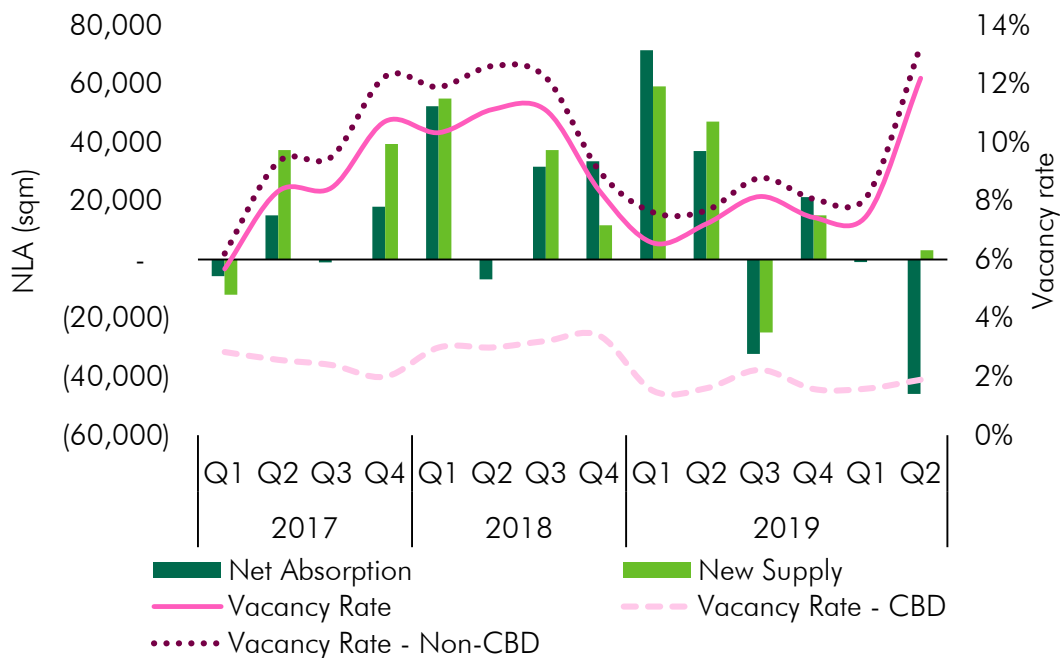
▲ 5.4 ppt y-o-y  
▲ 5.2 ppt q-o-q

Note: Rental rate is average of Ground Floor and First floor, excluding of Service Charge and 10% VAT.

Source: CBRE Research, Q2 2020.

## PERFORMANCE ACROSS FORMATS

### HCMC Retail, Net Absorption and Vacancy Rate



Source: CBRE Vietnam, Q2 2020

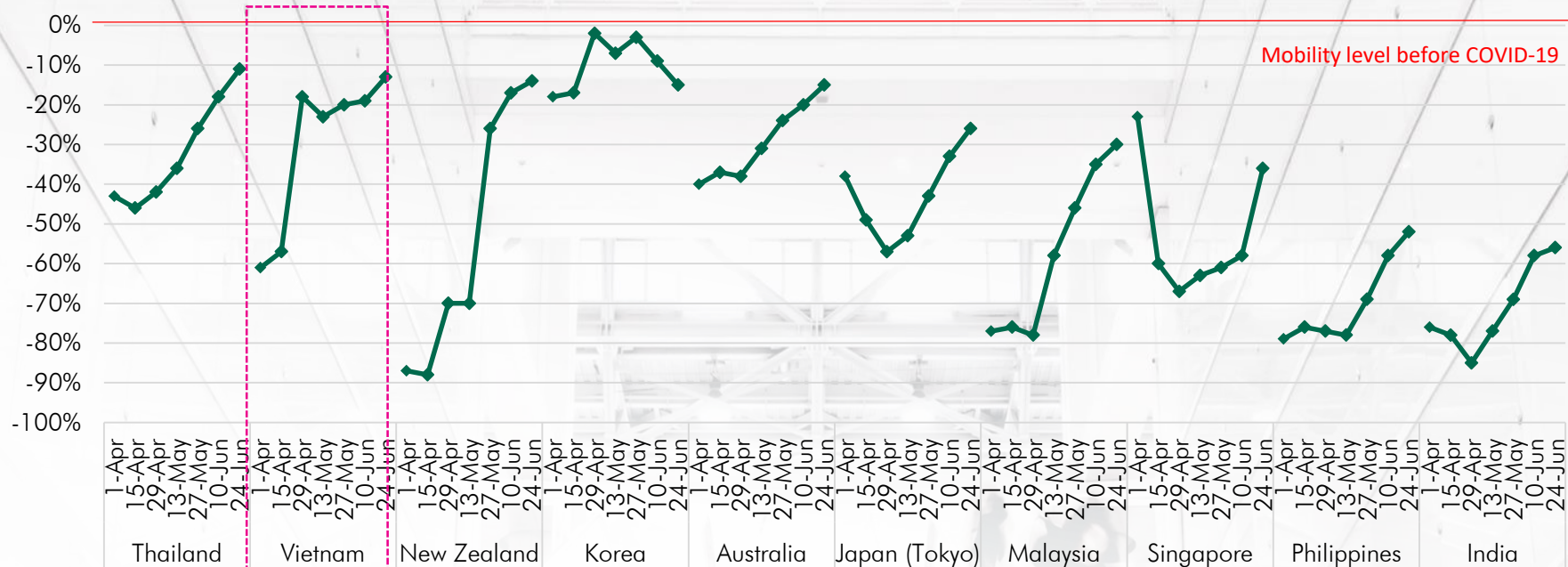
#### Q2 2020 VACANCY RATE

#### CHANGE IN VACANCY RATE (q-o-q)

Overall	△ 4.68 pts
CBD	△ 0.30 pts
Non-CBD	△ 5.15 pts
Retail podium	△ 8.93 pts
Department Store	△ 0.45 pts
Shopping Centre	△ 4.13 pts

# FOOTFALL TO SHOPPING MALLS RECOVERS (GOOGLE MOBILITY INDEX)

## Mobility level of visiting to retail malls amongst APAC cities, Jun 2020



Note: Google's mobility index extracted from Google's COVID-19 Community Mobility Reports, as of 1, 15, 29 April, 13, 27 May, 10 & 24 June 2020. The reference day would shift one day behind if it is a national holiday. The baseline for prior outbreak is the median value for the corresponding day of the week during the 5 week period Jan 3–Feb 6, 2020  
Source: Google, CBRE Research, 2 July 2020.

# IS COVID-19 A HAS BEEN OR A NEW NORM?

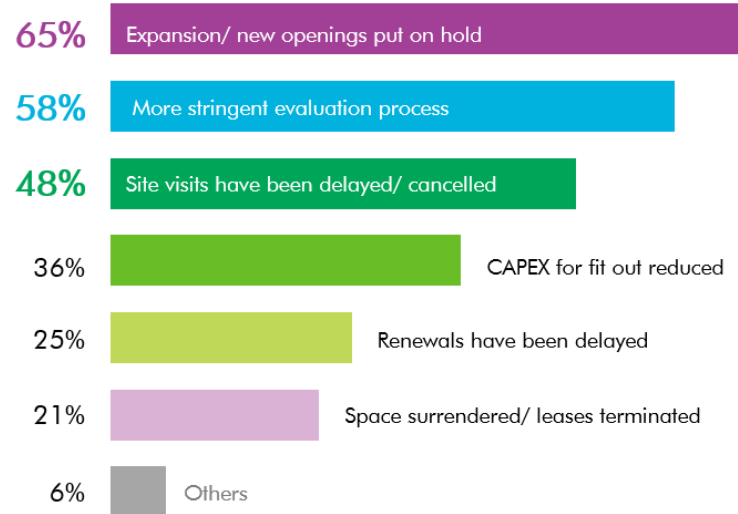
## Top three impacts

Retailers with headquarters  
based in Asia Pacific

Retailers with headquarters  
based outside Asia Pacific

1	Expansion on hold 65%	More stringent evaluation process 69%
2	More stringent evaluation process 54%	Expansion on hold 67%
3	Site visits delayed / cancelled 50%	CAPEX for fit out reduced 43%

## How have your real estate leasing decisions been impacted? [select all that apply]



Data as of 21 May 2020, n to Q4 = 179

Source: CBRE Research, Asia Pacific Retail Flash Survey conducted Apr 28 to May 21, 2020

# SHOPHOUSES ARE NOT PERFORMING SIGNIFICANTLY BETTER

## After COVID-19, some chains are reconsidering “prime location”

19:45 | 11/06/2020

Thích 0

Chia sẻ



Đại dịch viêm phổi cấp COVID-19 đang thay đổi tư duy của các chủ mô hình chuỗi, khiến họ không còn ưu tiên mặt bằng ở vị trí đẹp, mà chú trọng những mặt bằng ở xa trung tâm, có diện tích nhỏ.



Source: Vietnambiz, June 11



Some chains get more creative



- Lack of international tourists
- Domestics tightening budget
- F&B sales at stores recovered by 40-70% in Vietnam
- Asking rents at shophouses down by 10-20% vs. Pre-COVID 19
- Shorter lease terms (2-3 years)
- Retailers focusing on business recovery over location



# 2020: A PAUSE IN THE INFLUX OF INTERNATIONAL TENANTS

## Opening 2020 in Vietnam



Uniqlo 3<sup>rd</sup> store @  
Vincom Landmark 81

Image source: tuoitre.vn



Uniqlo 2<sup>nd</sup> store @  
SCVivo City

Image source: eva.vn

<expansion>

Kiehl's  
SINCE 1851



<first store>

MUJI  
無印良品

<potential>

美洋锅  
Beauty in The Pot

watsons



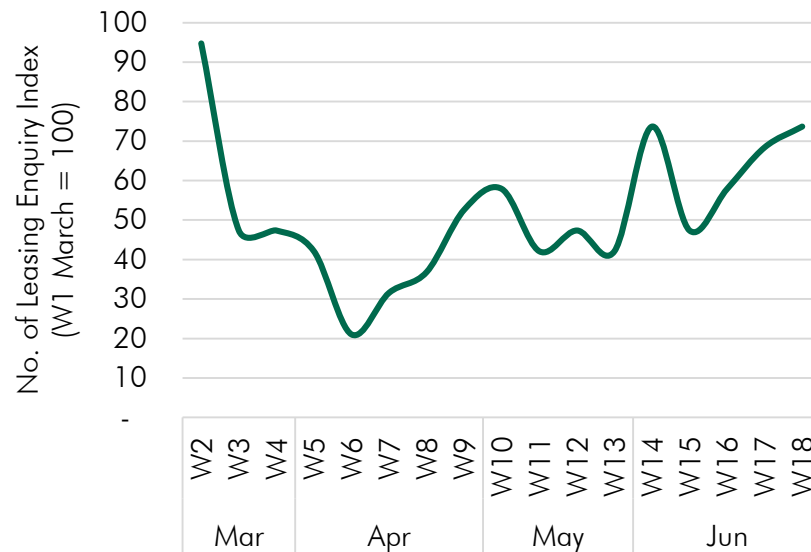
ANYTIME  
FITNESS

KW  
KIWOOWA  
EDUTAINMENT



Dunlopillo

## Retail Leasing Enquiries Index, CBRE Vietnam



Note: Leasing enquiries collected by CBRE Vietnam in Hanoi & HCMC between March and June 2020.

Source: CBRE Research, Q2 2020.

## APAC: INNOVATIONS AMONGST THE CRISIS

### FairPrice launches mobile supermarket in Singapore

Source: InsideRetailAsia, retrieved on April 23, 2020

### Meitu lets retailers test online makeup service during Covid-19

Source: RetailNewsAsia, retrieved on April 23, 2020

### Brotzeit creates a virtual experience to promote new outlet during Covid-19 crisis

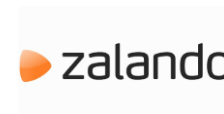
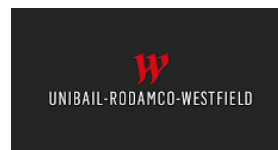
Source: InsideRetailAsia, retrieved on April 22, 2020

### Vienam's E-commerce to account to 3.1% of total retail in Vietnam by 2024 (vs. 2.3% 2019)

Source: Euromonitor, retrieved on April 28, 2020

### Central Pattana improves Covid-19 communication to reassure shoppers

Source: RetailNewsAsia, retrieved on April 24, 2020

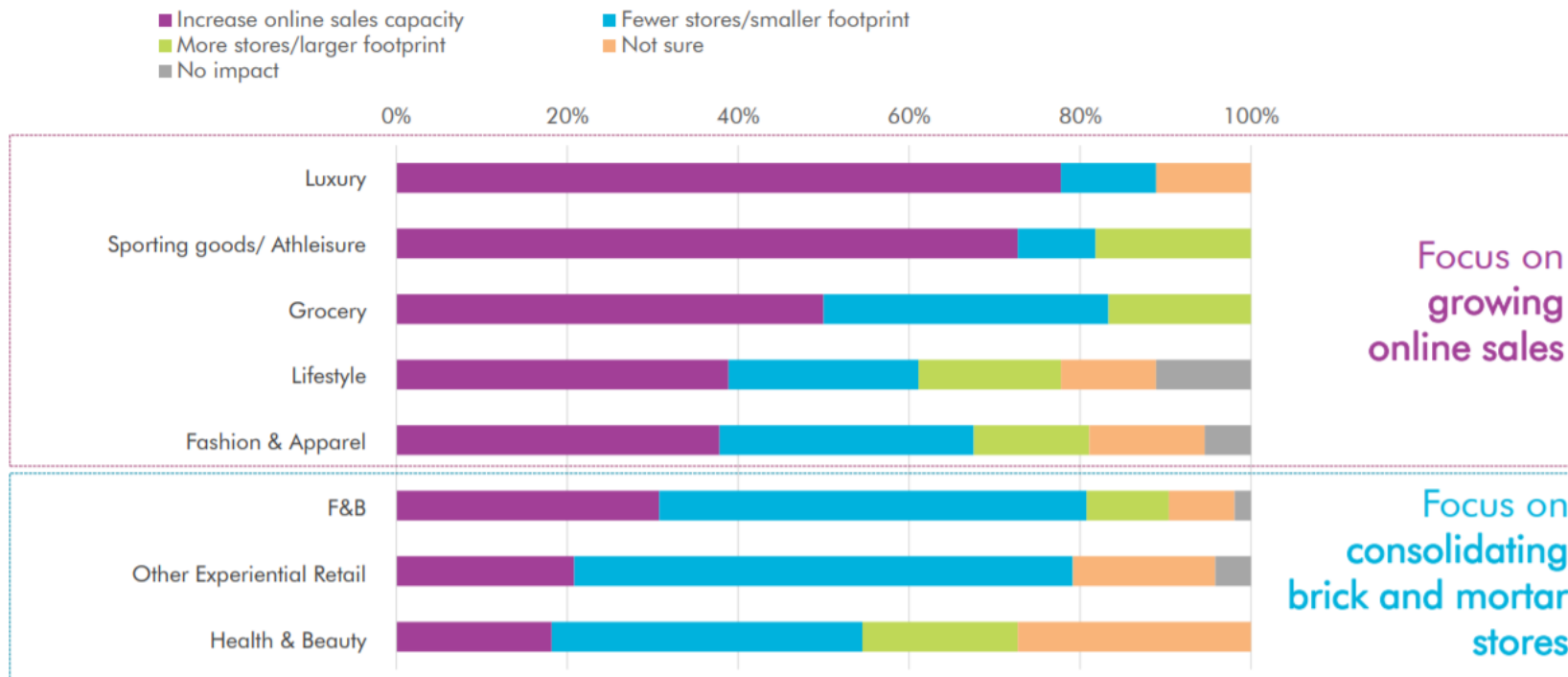


Germany. **Landlord entered a strategic cooperation** with Zalando

- Support its smaller, independent retailers in accessing the online market
- Participating occupiers within URW's seven shopping centres in Berlin can use Zalando as an additional sales channel

## APAC RETAILER SURVEY: DIFFERENT STRATEGY ACROSS SECTORS

About 38% of retailers will focus on increase online sales capacity while similar amount will reduce physical footprint. But it is not all negative, about 11% expect to tap on the current weakness to add more stores within the year.



Data as of 21 May 2020, N = 178  
Source: CBRE Research, May 2020

## DUE TO COVID-19, RETAILERS SERIOUS ABOUT MOVING ONLINE

### Alibaba and Tencent cash in on Southeast Asia e-payments boom

Report shows Chinese groups' proxy war by funding local players is accelerating



Source: Nikkei Asian Review, June 26

### Tiki, Sendo inform authorities of merger plan

By Anh Minh, Vien Thong June 6, 2020 | 01:35 pm GMT+7



Source: VnExpress, June 6

## Vietnam is ready to supercharge its e-commerce market



The Vietnamese government has unveiled a national e-commerce development plan for Vietnam, which will see the sector growing by 25% each year to reach US\$35 billion in sales within the next five years.

Source: TechWireAsia, June 17

maisononline.vn  
THIỆN ĐƯỜNG  
THỜI TRANG HÀNG HIỆU

#MaisonOnlineNow



cocomi.vn

THƯƠNG HIỆU ▾ DÀNH CHO NAM ▾ DÀNH CHO NỮ ▾ QUÀ TẶNG ▾ CHƯƠNG TRÌNH THẨM VIÊN

Tìm kiếm...



18.6  
Lazada  
SALE HÈ  
RỰC RỠ

18 - 22.06

SIÊU SALE 90%  
SẢN PHẨM YÊU THÍCH

MIỄN PHÍ  
GIAO HÀNG

Lazada

LAZ

QUAY LẠI & SHOP NOW

## FURTHER OUTLOOK: METROLINE NO.1



- Expanding retail supply to the non-CBD while encourage shopping activities in the CBD.



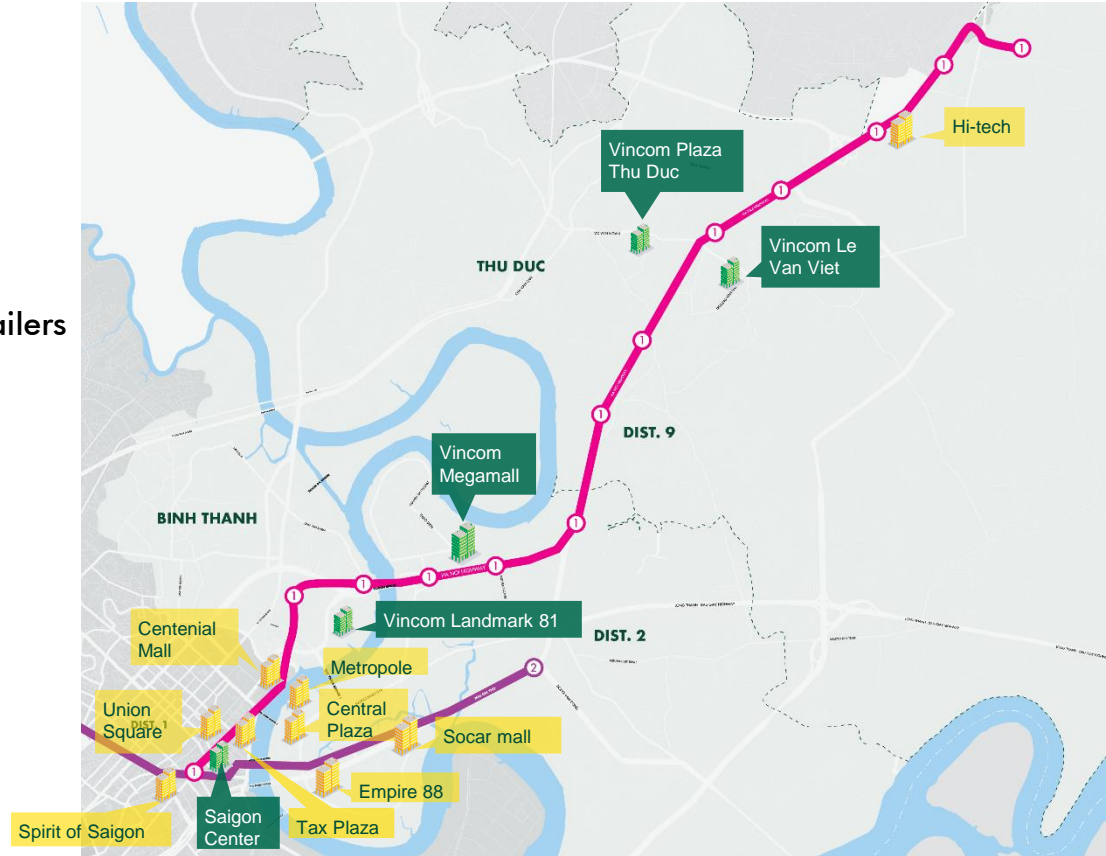
- The appearance of real big box retailers
- Underground retail



- Rental rate upside potential



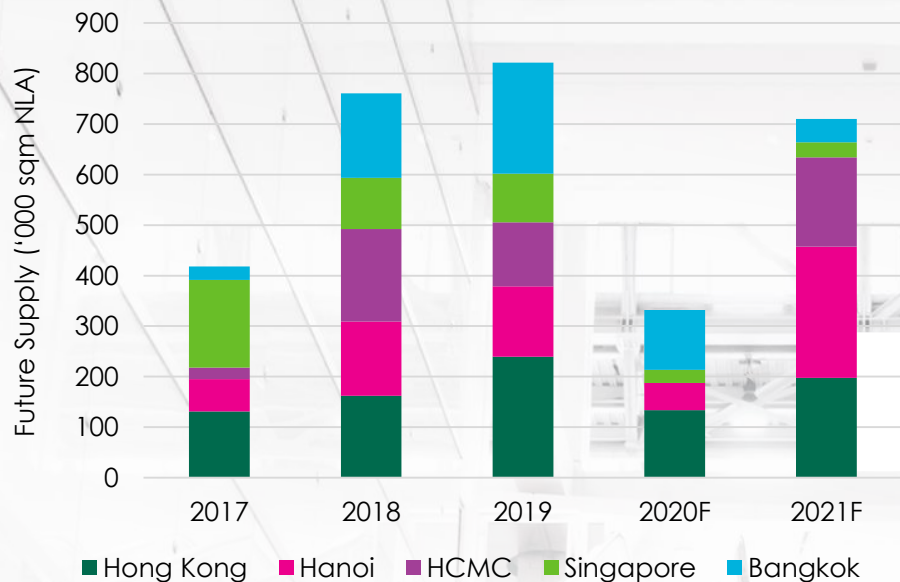
- A need for a category mix update



# FUTURE SUPPLY AWAITS DEMAND RECOVERY

## Vietnam Retail, Supply Forecast

2022



2021



**Vincom Grand Park, D.9**  
48,000 sqm



**Elite Mall, D.8**  
42,000 sqm



**Sense City, D.9**  
32,000 sqm



**Socar Mall, D.2**  
35,000 sqm



**Central Premium Mall, D.8**  
24,000 sqm

Source: CBRE Research, Data as of Apr 2020.  
For Hanoi and HCMC, data is updated till Jul 2020.

# RETAILERS LANDLORDS

COST-CUTTING, LANDLORD  
COMMUNICATION

Sustainability

Review and Reinforce  
brick-n-mortar stores

Cautiously expanding  
omni-channel  
system

Risk  
management  
strategy

Rent/CAPEX support  
scheme for existing  
and new tenants

Promotions/  
Sales to encourage sales

- Systemwide long-term solution
- Technology to boost sales by improving stores' connectivity and efficiency
- Sustainability/smart building



# HCMC RESIDENTIAL MARKET

**LUXURY:** >US\$4,000 psm | **HIGH END:** US\$2,000 – 4,000 psm  
**MID END:** US\$1,000 – 2,000 psm | **AFFORDABLE:** < US\$1,000 psm



## HCMC CONDOMINIUM MARKET IN Q2 2020

▼ 60% y-o-y

Drop of New Launch  
Supply in HCMC in  
Q2 2020

▼ 66% y-o-y

Drop of Sold  
Units in HCMC in  
Q2 2020

72%

Average Sold Rate in  
Newly Launched  
Projects in Q2 2020

▲ 4% y-o-y

Average selling price  
in HCMC in Q2 2020

▼ 39% y-o-y

Drop of New Launch  
Supply in HCMC in  
H1 2020

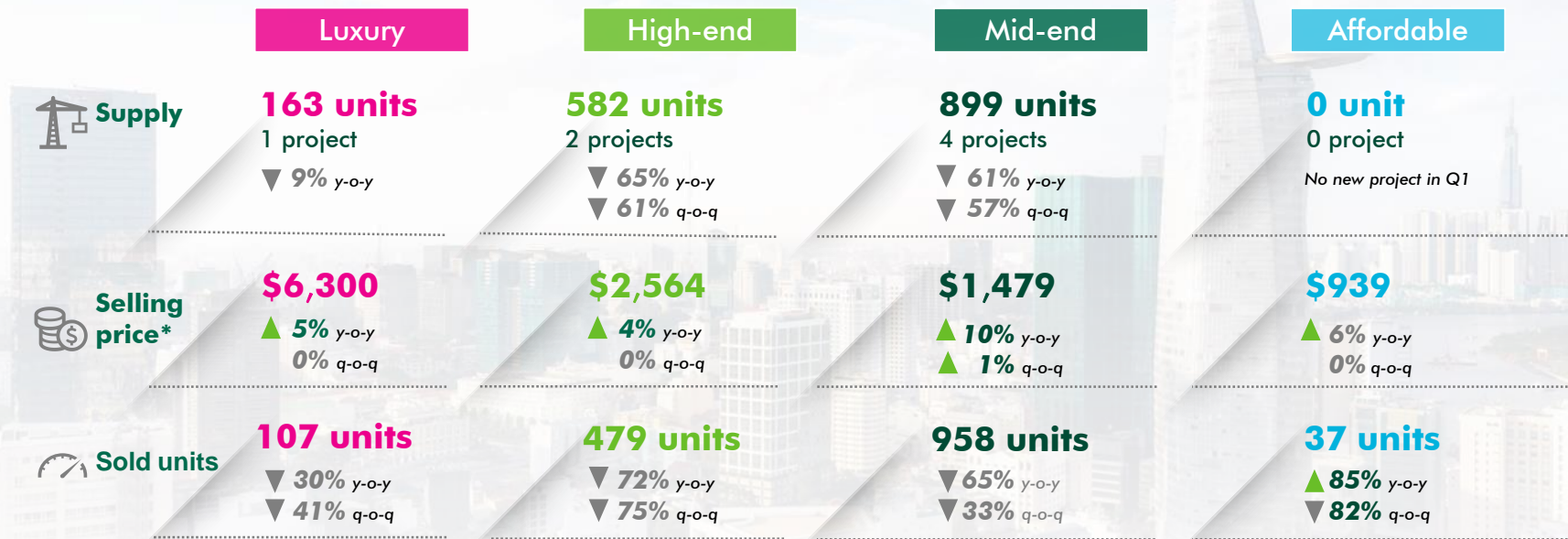
▼ 49% y-o-y

Drop of Sold Units in  
HCMC in H1 2020

Source: CBRE Research, Q2 2020.

# HCMC RESIDENTIAL: MARKET SNAPSHOT IN Q2 2020

Lack of new launch supply maintained high selling price



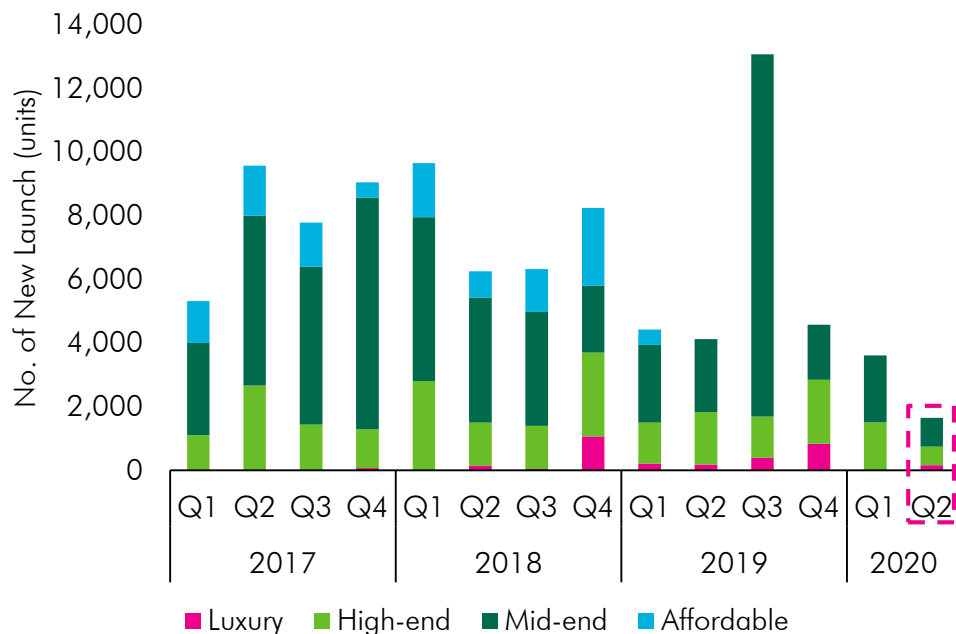
(\*) Selling price: US\$ psm (excluding VAT and quoted on NSA)

Source: CBRE Research, Q2 2020.

## HCMC RESIDENTIAL: NEW LAUNCH SUPPLY

Lowest level of new launch supply in the last five years

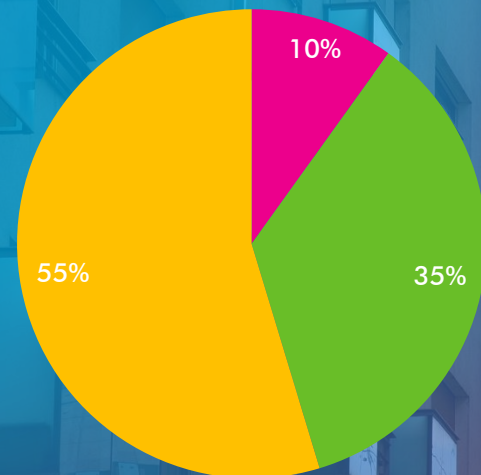
HCMC Condominium, New launch supply, Q2 2020



Source: CBRE Research, Q2 2020.

1,644 UNITS

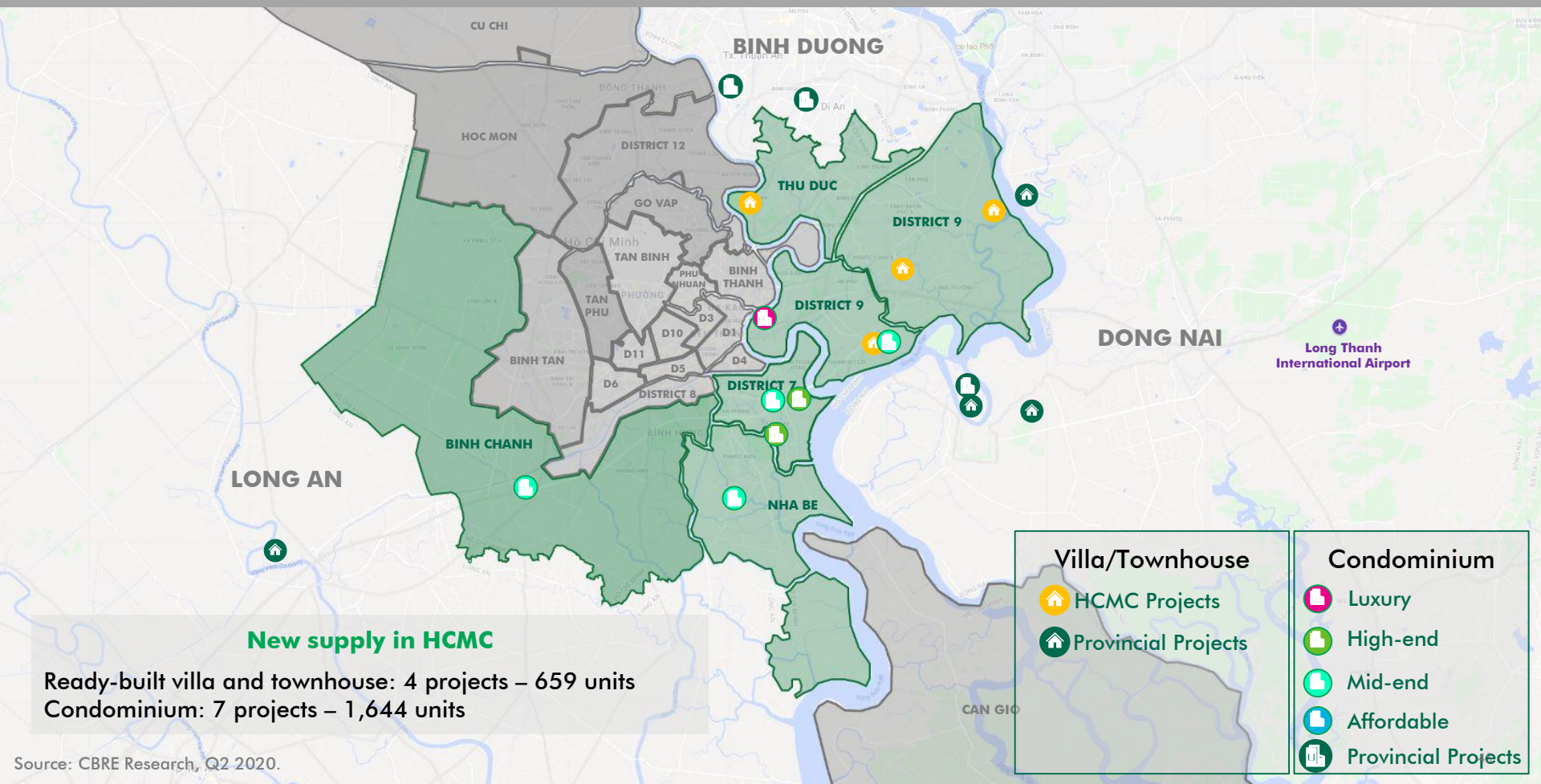
(▼60% y-o-y)



Mid-end projects  
dominated the market

# MAP OF NEW LAUNCHED SUPPLY BY DISTRICT - Q2 2020

*The South and The East led the new supply*



## HCMC RESIDENTIAL: SOLD UNITS

Supplies were absorbed at a slower pace amid high selling prices

### HCMC Condominium, Sold units, Q2 2020



Source: CBRE Research, Q2 2020.

## HCMC RESIDENTIAL: PRIMARY PRICE

Selling price remained stable. Mid-end was the most active segment.

### HCMC Condominium, Average Primary Price, Q2 2020

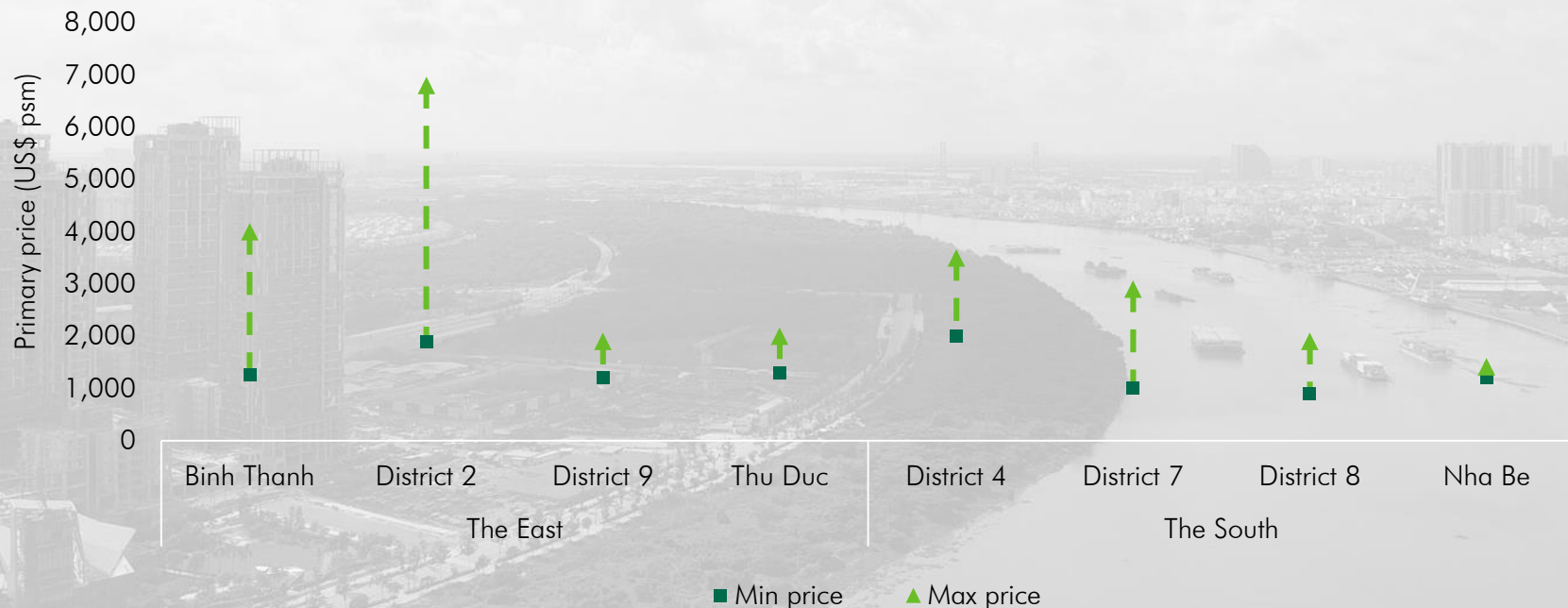


Source: CBRE Research, Q2 2020.

## HCMC RESIDENTIAL: PRIMARY PRICE

The East had higher price than the South thanks to good infrastructure and master plan

### HCMC Condominium, Average Primary Price by District, Q2 2020

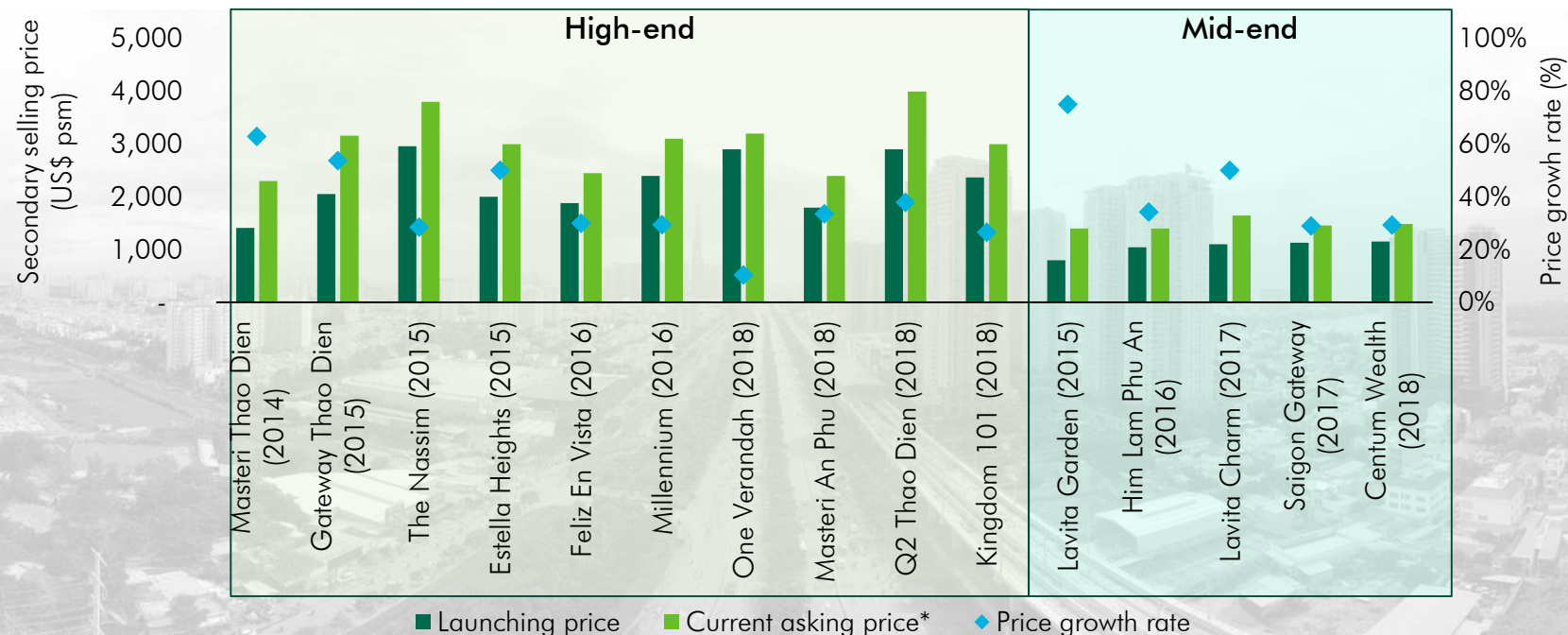


Source: CBRE Research, Q2 2020.

## HCMC RESIDENTIAL: SECONDARY PRICE

Most of project maintained asking price. Handover projects recorded price growth

### HCMC Condominium, Secondary Price in Some Projects, Q2 2020

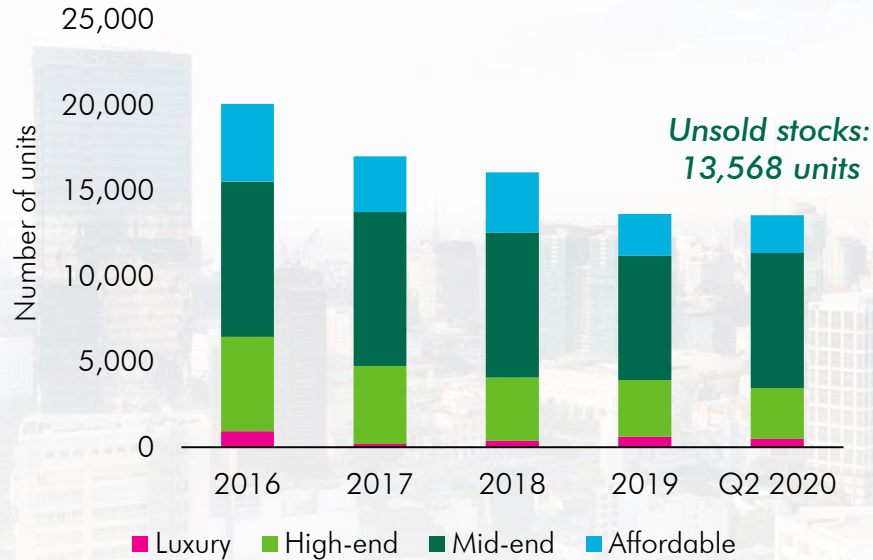


\* Current asking price: secondary asking price collected in the market .  
Source: CBRE Research, Q2 2020.

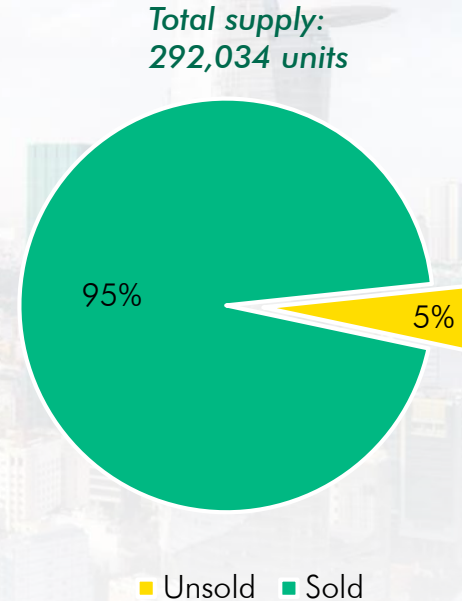
# HCMC RESIDENTIAL: INVENTORY

Inventory maintained the same level due to lower absorption rate

## HCMC Condominium, Inventory, Q2 2020



## HCMC Condominium, Inventory, Q2 2020

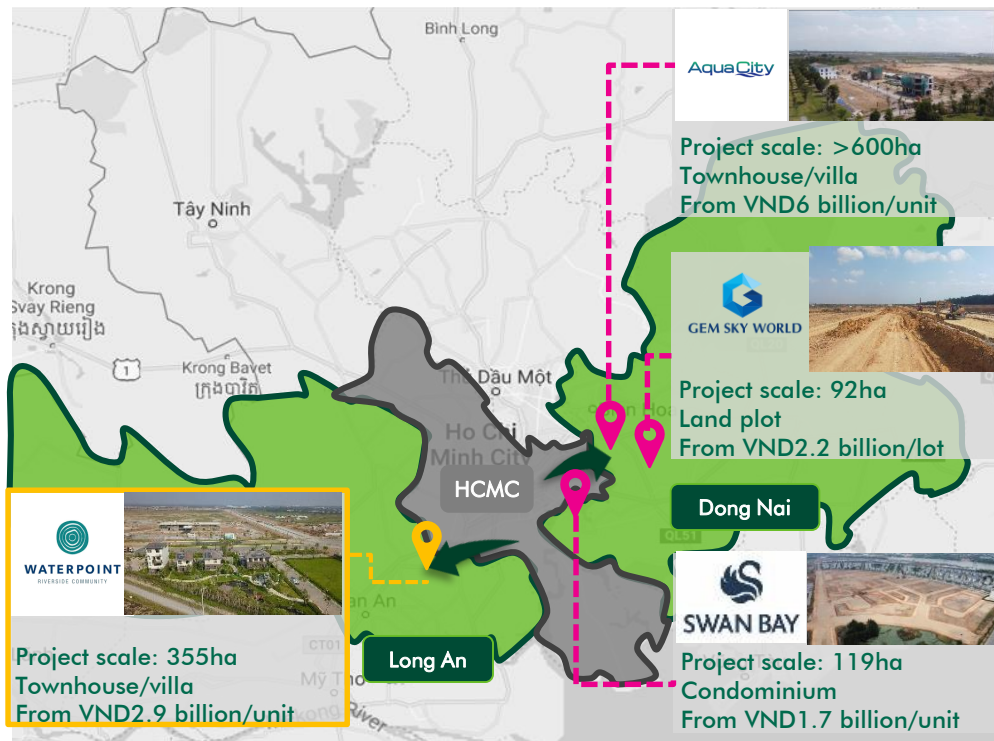


\* Absorption rate = Sold units/(new launch + inventory)

Source: CBRE Research, Q2 2020.

# NEIGHBOURING PROVINCES RESIDENTIAL MARKETS

Become active with large township projects in well-connected areas



## DONG NAI

Under planning 2025



Long Thanh international airport

Completed - 2015



HCMC-Long Thanh- Dau Giay Expressway

## LONG AN



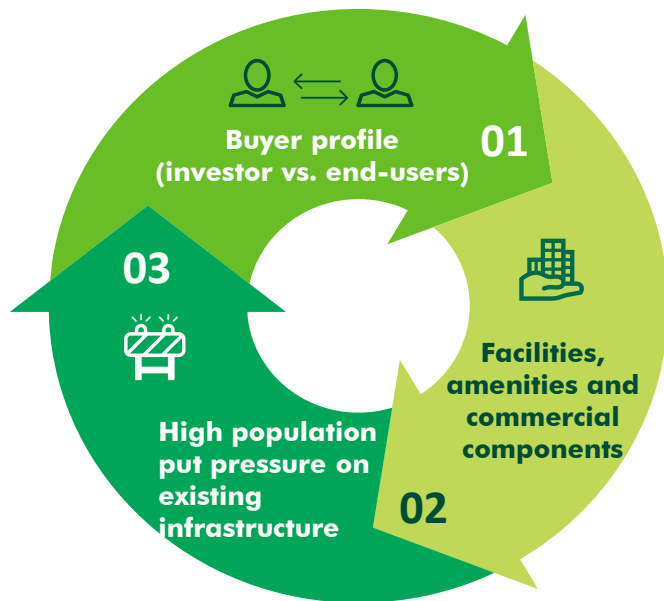
Ben Luc - Long Thanh Expressway



HCMC - Trung Luong Highway

# NEIGHBOURING PROVINCES RESIDENTIAL MARKETS

## Remaining challenges

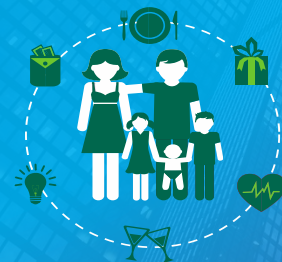


**To create a livable new township,  
end-user plays an important role.**

Source: CBRE Research, Q2 2020.

## BUYER PROFILE IN NEIGHBOURING TOWNSHIP PROJECTS

**End-user (~10%)**



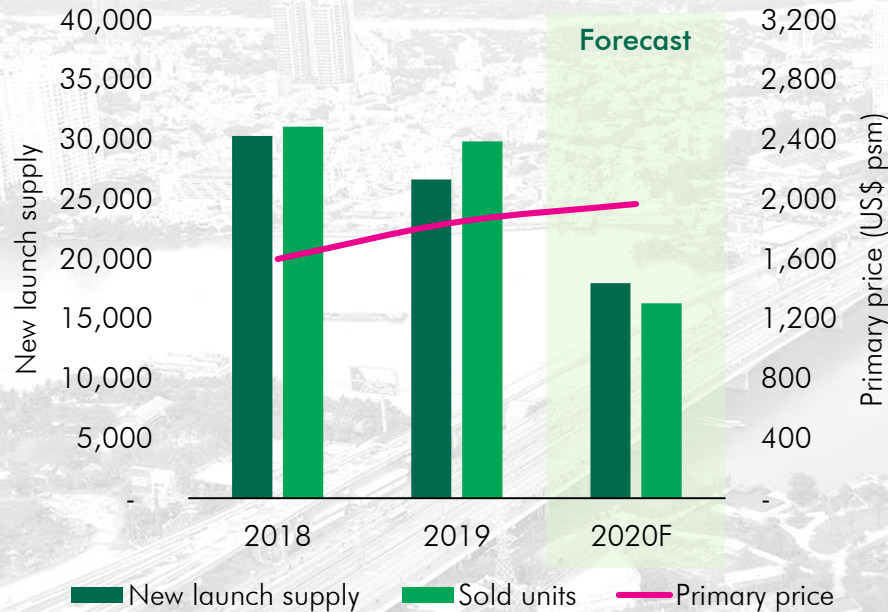
**Investor (~90%)**



**Need to invest in facilities,  
commercial component  
and improve the existing infrastructure**

# HCMC RESIDENTIAL: OUTLOOK

## HCMC Condominium Market, Forecast for FY2020



COVID-19 contained by Sep 2020

Source: CBRE Research, Q2 2020.

Image: Zingnews.vn



*The River Thu Thiem, D.2*  
300 units in 2<sup>nd</sup> phase



*The Opera Residence, D.2*  
290 units

Q4  
2020



*Sunshine Venicia, D.2*  
245 units

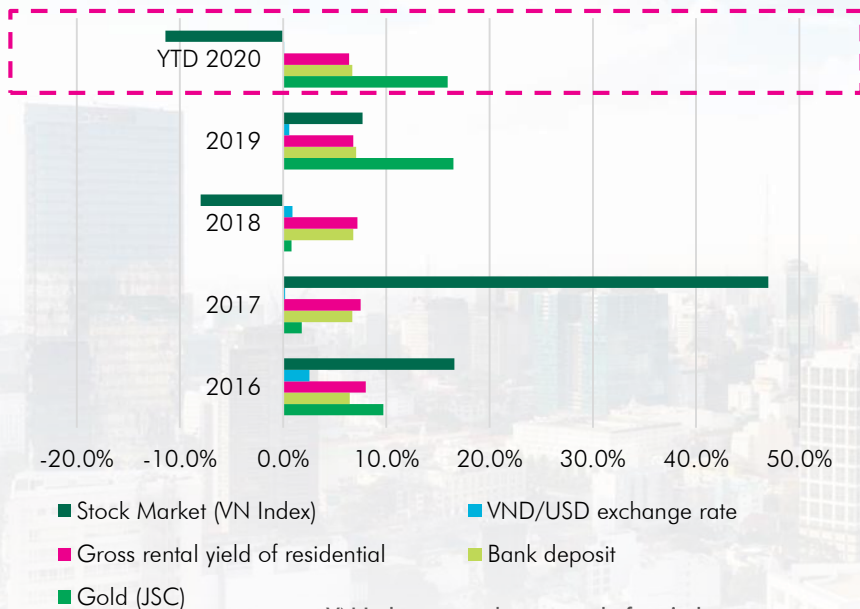


*Vinhomes Grand Park, D.9*  
6,000 units in 2<sup>nd</sup> phase

# HCMC RESIDENTIAL: OTHER INVESTMENT CHANNELS

Gold recorded highest return but real estate is still the most popular channel

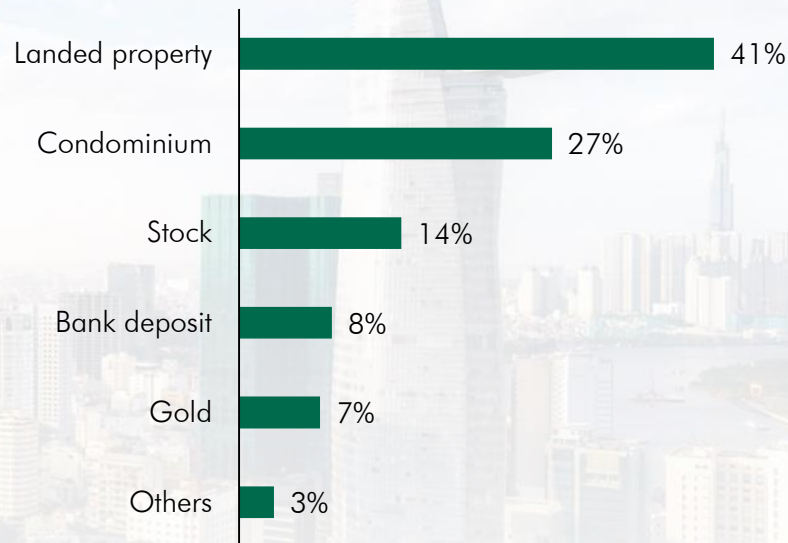
## Return on Different Assets (Y-o-Y)



Source: CBRE; SJC; SBV

- VN Index: y-o-y change, end of period
- Bank savings: 12 month deposit
- SJC gold: y-o-y change of price per tael
- Rental yield: average of high end projects in D2, Binh Thanh and D7, HCMC. Capital gain not included.

## CBRE Flash Survey: Preferred Investment Channel



Source: CBRE, Q1 2020.

Sample size: 299 respondents



## SHORT TERM

### Focus on Vietnamese buyers

Attractive sale policies  
Flexible payment term

Supporting policies for  
**Foreign Buyers**

### Innovation in Product Development

Changes in unit mix, unit size, larger corridor, lifts



## LONG TERM



### Pricing Strategy

Suitable price growth rate  
and total unit quantum



### Landbank Development

Diversifying landbanks  
Active landbank build-up



# CBRE FORUM 2020 VIETNAM

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