

Vinhomes: A Sustainable Future for Cities

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This preference is fueled by the emergence of mega-complexes like Vinhomes' projects, which offer a comprehensive range of amenities within the heart of bustling cities. These developments are designed to meet the diverse needs of modern residents, creating a new standard for urban living.

The digital age has sparked a fascinating urban migration shift worldwide. In several countries, a mass exodus from major cities is underway, driven by a desire for open spaces, remote work flexibility, and a growing eco-consciousness.

However, in Asia, a different trend is emerging. Amidst the vibrant energy of Asian cities, modern, airy housing complexes are springing up, offering residents a harmonious blend of urban convenience and natural serenity.

This growing trend has caught the attention of real estate developers, who are eager to cater to a new generation of city dwellers seeking the best of both worlds. Vietnam's Vinhomes is a prime example of this emerging trend, leading the charge in creating sustainable, urban living spaces.

Redefining Urban Living: Vinhomes Vision for the Future

Vinhomes, Vietnam's largest real estate developer, is at the forefront of transforming urban landscapes. Their ambitious Ocean City project is a prime example, offering a self-contained community with everything residents need: homes, workplaces, entertainment, and retail, all within a gated environment.

Beyond Ocean City, Vinhomes Vinhomes Royal Island project offers another luxurious living experience. Inspired by island getaways, it features extensive parklands, pools, and sports facilities.

These developments are attracting international residents seeking a high quality of life. As the world continues to evolve, Vinhomes all-in-one communities are setting the standard for future urban living.

Vingroup, Vinhomes parent company and a leading private conglomerate in Southeast Asia, is leading the charge towards a greener future by implementing digital initiatives aligned with ESG principles. Through the strategic use of AI, IoT, robotics, immersive technologies, and blockchain, Vingroup is addressing sustainability challenges across its diverse portfolio, encompassing technology & industry, trade & services, and social enterprise.

As a member of the Vingroup conglomerate, Vinhomes is dedicated to sustainability. The company is harnessing technology to create smart cities that optimize energy consumption, reduce waste, and improve transportation.

The Rise of Mega-Complexes in Asia

The COVID-19 pandemic has reshaped urban living globally. While Western societies have shown a growing preference for nature and less dense environments, many in Asia have embraced the convenience and community offered by large-scale

residential complexes. This shift is particularly evident in Vietnam.

As the grip of the Covid-19 pandemic loosened, a swift decision took root in the mind of Hien Nguyen, Hanoi, capital of Vietnam. He swapped his cramped city-center dwelling for a sprawling, 1,200-hectare haven within the self-contained mega-complex called Ocean City.

“Even if a pandemic shadow falls again,” he mused, “I may be confined to my own backyard, but within its embrace, I’ll have a lake at my doorstep, a hospital a stones throw away, and a school, supermarket, gym, pool, and cinema, all woven into the very fabric of my home,” he confided.

In Asian cities, mega-complexes are becoming increasingly popular. Vinhomes’ sprawling developments offer a unique blend of urban convenience and suburban tranquility. With integrated shopping malls, artificial lakes, and extensive recreational facilities, they provide a secure and comfortable living experience.

Residents are drawn to the convenience of having everything they need within walking distance, while also enjoying the benefits of a green and spacious environment.

Vinhomes: A Leader in Sustainable Living

According to the United Nations report **“The Future of Asian and Pacific Cities”**, Asian metropolises have experienced a dramatic population increase since 1970, growing at a rate of 3.4% annually compared to 1% in developed nations. This rapid urbanization highlights a significant global demographic shift. As Dr. Robert Guild, the Asian Development Banks sustainability chief, emphasizes, **“Asia’s future is urban”**.

Asia currently hosts 17 of the world’s 33 megacities, cities with populations exceeding 10 million. A recent Knight Frank survey further underscores the region’s enduring urban appeal.

While global buyers increasingly favor suburban, resort, and coastal destinations, Asian buyers remain steadfastly committed to city living.

As the global demand for environmentally friendly, healthy living experiences grows, Vinhomes is well-positioned to capitalize on this trend.

The company is known for its scale, rapid development, and high-quality services. Vinhomes is driving sustainable development in the Vietnamese real estate market and setting new international standards.

For example, for centuries, Hanoi, Vietnams capital, was landlocked, with the nearest beach located 100 kilometers away. Vinhomes Ocean City development has transformed this by introducing a 6.2-hectare artificial saltwater lake to the heart of the city. The sand on this beach was carefully imported from Nha Trang, Vietnams renowned coastal destination, creating a beachside experience within the urban environment. Additionally, Ocean City features a 24.5-hectare man-made freshwater lake.

Vinhomes is committed to providing exceptional living experiences in urban settings. The companys developments feature well-planned residential areas, comprehensive amenities, and a clean, green environment. Vinhomes aims to redefine the Vietnamese lifestyle by fostering a strong sense of community, building a vibrant and civilized living environment, and promoting healthy and fulfilling lifestyles.