

Organiser



Venue Sponsor



# AUSCHAM REAL ESTATE SYMPOSIUM 2024

**SUSTAINABLE URBAN &  
COMMERCIAL DEVELOPMENT**

**DATE:** 23RD OCTOBER 2024

**TIME:** 13:00 - 17:30

**VENUE:** THE GLOBAL CITY, HCMC

Co-hosts





# TABLE OF CONTENTS

Sustainable Urban Development	3
Real Estate Vietnam	5
Event Introduction	9
Venue	12
Agenda	13
Individual Tickets	15
Sponsorship Information	16





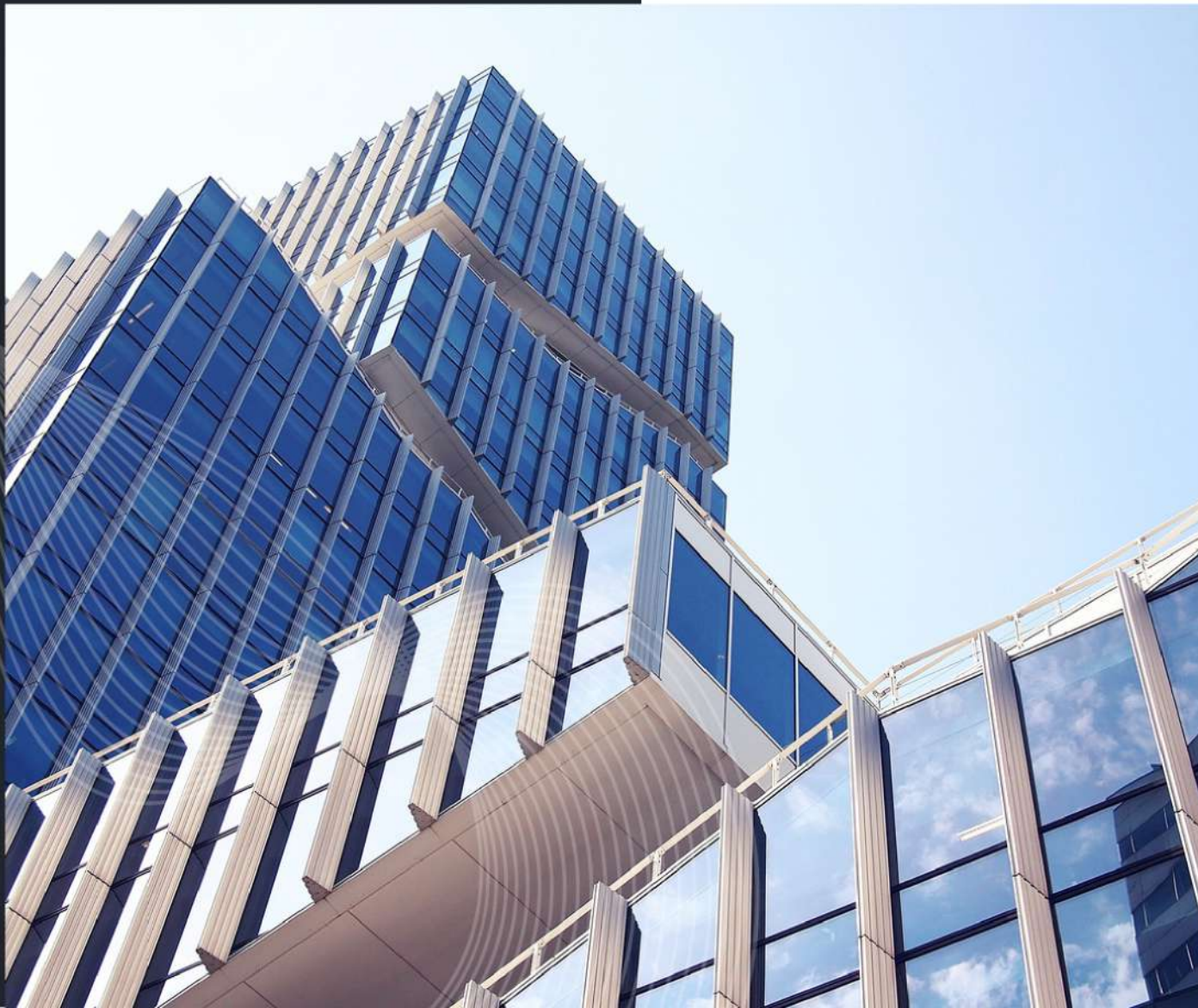
# SUSTAINABLE URBAN DEVELOPMENT

## THIS YEAR'S THEME

Amidst the challenges facing Vietnam's real estate market, it's clear that future lies in sustainable urban development. Join us as we explore ESG practices and long-term solutions designed to enhance the quality of living and create vibrant, resilient communities for generations to come.



# VIETNAM'S REAL ESTATE IS BOUNCING BACK AFTER HARD TIMES



**1,294**  
USD million

Vietnam's total real estate transaction value in FY2023 (CBRE, 2024)

**2nd**  
rank

Most attractive markets in Asia-Pacific for property investment (VNExpress, 2024)

**1.60%**  
CAGR

Anticipated CAGR in the real estate market from 2024-2028 (Statista, 2024)

**42.6%**

Urbanisation rate in 2023 (Ministry of Construction, Vietnam, 2024)



# REAL ESTATE SYMPOSIUM

The AusCham Real Estate Symposium is a professional event where key industry stakeholders gather to share ideas, debate issues, and network.

- **Attracts senior executives** from sectors including real estate, legal, construction, banking, and finance
- Features **100+ attendees**
- Has a **closed-door environment** for candid discussions and insights into Vietnam's property markets

This year's event is the **10th edition of the Real Estate Symposium hosted by AusCham**

- **Time and Date:** 13:00, Wednesday 23rd October
- **Venue:** The Global City, Masterise, HCMC
- **Format:** In-person conference and networking





# LAST TIME OUT





# LAST TIME OUT

**1.7%**

Company  
CEO and Chair

**15.8%**

Company  
2IC's and Executives

**45.8%**

Company  
Directors

**9**

Sponsoring  
Companies

**157**

Attendees

**9**

Presentations and  
Panel Discussions





# SPONSORS OF PAST EVENTS



Deep C Industrial Zones



DFDL



VSIP



HSBC (Vietnam)



LOGOS



Keppel Land



Knight Frank (Vietnam)



Tuan Le



Cushman & Wakefield



# SPEAKERS FROM PAST EVENTS



**Paul Tonkes**  
Core 5 - Indochine Kajima



**Quynh Dao**  
Deep C Industrial Zones



**Mai Phuong Luong**  
HSBC (Vietnam)



**Gabe Carter**  
Aurecon



**Joseph Low**  
Keppel



**Thomas Harris**  
Supply Chain Global



**Chau Ta**  
SC Capital



**Hoang Nguyen**  
DKRA Vietnam



**Alex Crane**  
Knight Frank



**Glenn Hughes**  
LOGOS



**Michael Kolkari**  
VinaCapital



**Vy Vu**  
Sonkimland



**TO CELEBRATE AUSCHAM'S**

**10<sup>th</sup>**

**REAL ESTATE SYMPOSIUM,  
WE'RE GOING BIG...**



# THIS YEAR'S VENUE







# THE GLOBAL CITY

The Global City, Đỗ Xuân Hợp, An Phú, Thủ Đức - 30 minutes (11km) from D1





# EVENT AGENDA - TENTATIVE

TIME	SESSION	SPEAKER/HOST	DURATION
13:00 - 14:00	Reception		60 mins
14:00 - 14:05	Welcome		5 mins
14:05 - 14:25	Keynote Speech 1	Satellite Cities: Exploring the Potential for Vietnam's Urban Future	20 mins
14:25 - 14:45	Keynote Speech 2	Redefining Interior Design: Technology and Sustainability at the Forefront	20 mins
14:45 - 15:15	Tea Break		30 mins
15:15 - 16:00	Panel 1	Lessons from Neighbours: Applying Planning Success in SEA to HCMC	45 mins
16:00 - 16:45	Panel 2	Commercial Real Estate: What is the outlook for 2025?	45 mins
16:45- 17:00	Q&A		15 mins
17:00 - 17:05	Wrap Up		5 mins
17:05 - 17:30	Networking		25 mins



# 2024 CO-HOSTING PARTNERS





# WHY SHOULD YOU JOIN US?

## Individual Objectives

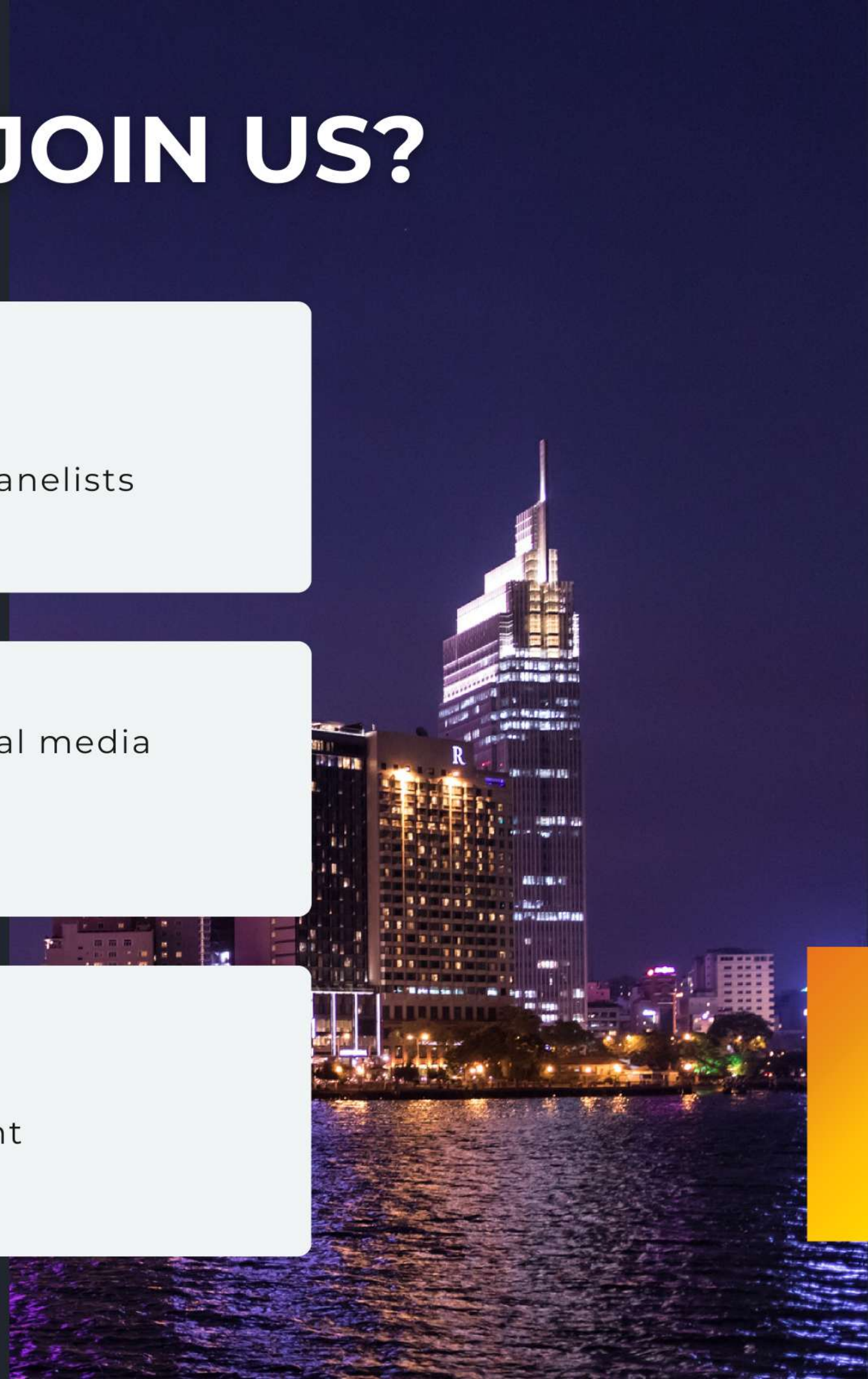
- Build personal relationships with investors, developers and RE experts
- Gain insights into current trends and future projections from expert panelists
- Discover new investment opportunities

## Business Objectives

- Raise the awareness of your company through event TVCs and on social media
- Discover innovative business solutions from key RE players
- Use the event as your launch pad for partnerships

## Event Activities

- Deliver keynote speeches on relevant RE topics of your expertise
- Attract talent in a highly concentrated RE and investment environment
- Foster B2B connections and collaborations





# INDIVIDUAL TICKETS

## Ticket Prices

\*Early Bird tickets are available until August 31st EOD

AUSCHAM & CO-HOSTS' MEMBERS EARLY BIRD	600,000 VND
AUSCHAM & CO-HOSTS' MEMBERS	800,000 VND
NON-MEMBER EARLY BIRD	800,000 VND
NON-MEMBER	950,000 VND



# SPONSORSHIP BENEFITS

	<b>PLATINUM SPONSOR</b> USD 4000	<b>GOLD SPONSOR</b> USD 2000	<b>SILVER SPONSOR</b> USD 1000	<b>TABLE SPONSOR</b> USD 500
01 speaking slot as the keynote speaker - 15 minutes	✓	N/A	N/A	N/A
Speaking slots as panelists in the panel discussions - 30-45 minutes/panel	1	1	1	N/A
VIP tickets to attend the Symposium	5	3	2	2
TVC to showcase sponsors' services and projects, to be played at the opening and tea-break	Max 3' TVC	Max 1' TVC	Max 30" TVC	Max 30" TVC
01 introductory post on AusCham's social media channels	✓	✓	N/A	N/A



# SPONSORSHIP BENEFITS

	<b>PLATINUM SPONSOR</b> USD 4000	<b>GOLD SPONSOR</b> USD 2000	<b>SILVER SPONSOR</b> USD 1000	<b>TABLE SPONSOR</b> USD 500
Acknowledgement in the welcoming and closing speeches	✓	✓	✓	✓
Access to the Symposium's sponsor and guest database	✓	✓	N/A	N/A
Sponsors' logo and title to appear in all advertisements of the event on the event's official social media and AusCham channels	Title "Platinum Sponsor"	Title "Gold Sponsor"	Title "Silver Sponsor"	Title "Table Sponsor"
<b>PROMOTION DESK</b> <ul style="list-style-type: none"> <li>• One promotion desk to introduce the business and projects</li> <li>• One standee placed in the welcoming area</li> <li>• Flyer distribution to all participants</li> </ul>	✓	✓	✓	✓



Organiser



Venue Sponsor



# READY TO PUT YOUR COMPANY UPFRONT AND CENTRE?

**Contact Us!**

**Anh-Thu Nguyen**

Marketing Manager

+84 (0) 97 385 4789

marketing@aushub.vn

www.auschamvn.org