



HỘI NGHỊ  
BẤT ĐỘNG SẢN  
VIỆT NAM 2021



# VACCINE

CHO THỊ TRƯỜNG BẤT ĐỘNG SẢN

## FOR REAL ESTATE MARKET

13-17 DEC  
2021  
ONLINE SUMMIT

**ABOUT VRES**  
**INFORMATION OF VRES 2021**  
**OPPORTUNITIES FOR COOPERATION**  
**HIGHLIGHTS VRES 2020**





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# ABOUT VRES

13-17 DEC  
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ONLINE SUMMIT



# THE MOST REPUTABLE REAL ESTATE EVENT

Vietnam Real Estate Summit (VRES) is a premier event in real estate industry, which has been held by the No.1 real estate portal in Vietnam, Batdongsan.com.vn since 2014. VRES takes pride in being a place where real estate leaders, experts in Vietnam and overseas gather to **connect & share** their **knowledges, statements, market forecast** about Vietnam's real estate market as well as introduce new **solutions, technologies and trends** in the real estate industry.

VRES attracts thousands of attendees and the press, honorably becomes the most anticipated real estate event of the year.



**19+**

Speakers

**1.300+**

Attendees

**74%**

Senior executives  
& leaders

**400+**

Real estate  
enterprises

**1.1M+**

Engagement on social  
media channels

**400K+**

Sessions to find  
event information

**151+**

Media channels

01

## Batdongsan.com.vn



About 50 articles introducing the conference and related information on Batdongsan.com.vn and other PropertyGuru channels

02

## Social Media



Promoting articles, videos, trailers **are** posted on social networks of Batdongsan.com.vn **such as** Facebook, Youtube,...

03

## Newspaper & Magazines



Analytical articles, expert comments, event introduction are **published** on about 40 prestigious newspapers and magazines

04

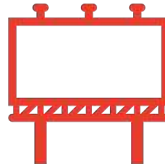
## Television



News **about the** event **will be featured** on the news of reputable television stations

05

## OOH



Advertising billboards on large panels, LCD screens in elevators of office buildings and apartments in **Nationwide**.

06

## Email & SMS

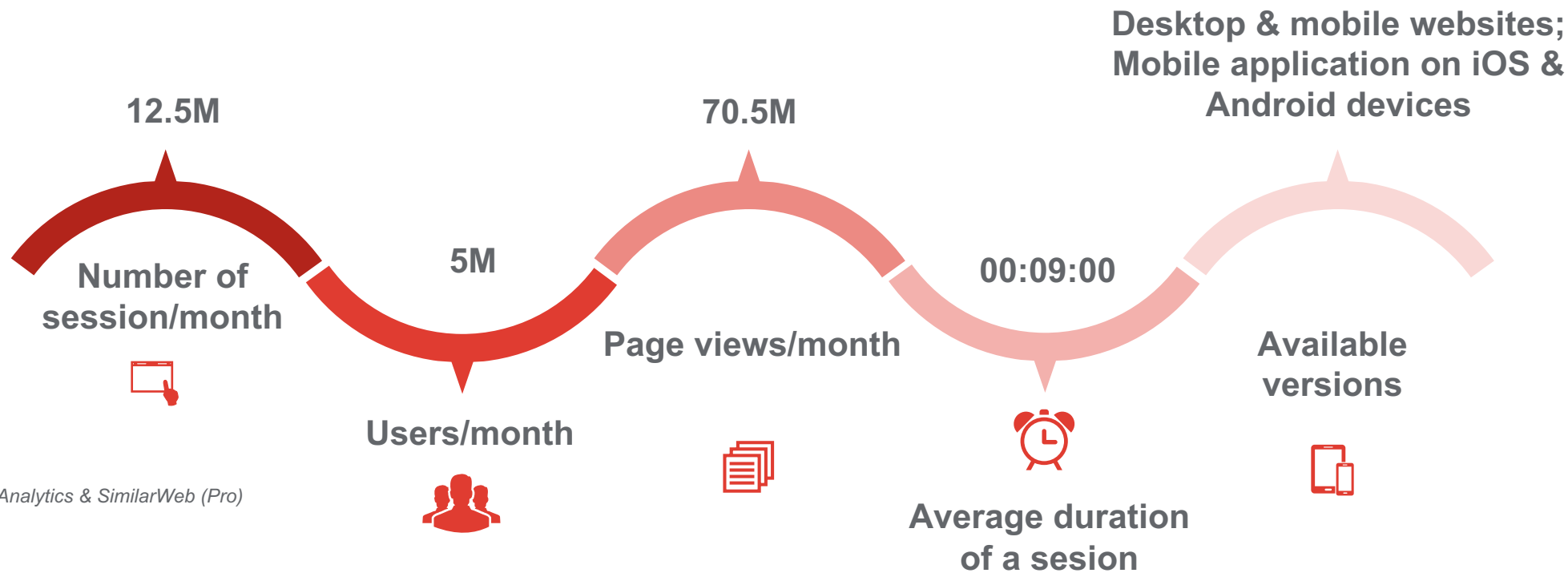


Information about the conference is sent to millions of customers of Batdongsan.com.vn





# HELD BY NO.1 REAL ESTATE WEBSITE IN VIETNAM



Source: Google Analytics & SimilarWeb (Pro)

*Established in 2007, Batdongsan.com.vn is currently no.1 real estate website in Vietnam*





PropertyGuru  
Group

# MEMBERS OF PROPERTYGURUGROUP



- PropertyGuru Group
- Asia Property Award
- Asia Real Estate Summit

PropertyGuru Group currently holds **60%** market share in Southeast Asia in the online real estate technology, owning platforms: PropertyGuru in Singapore and Malaysia, DDproperty.com in Thailand, Rumah.com in Indonesia, Batdongsan.com.vn in Vietnam. It is also the owner of Asia's most prestigious real estate award - Asia Property Awards in 14 Asian nations, including Vietnam.

Impressive numbers:

50M



Property Seekers per month

2.8M



Property Listings per month

6M



Mobile App Downloads

50.000



Partner Agents In Southeast Asia



# 5 REASONS TO JOIN IN VRES

01

Becoming a part of the biggest real estate conference of the year in Vietnam

02

Networking with real estate experts & enterprises in Vietnam & internationally

03

Rewarding for managers joining the conference

04

Branding to the real estate enterprises and the public on leading media channels

05

Getting opportunity to approach investors of Batdongsan.com.vn - A member of PropertyGuru Group with over 25 million users in 15 countries





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# INFORMATION OF VRES 2021

13-17 DEC  
2021  
ONLINE SUMMIT

**VRES**  
**2021**  
13/12 - 17/12



**December/2021**

13/12 – 17/12 | 01 week of online event (On [Vres.batdongsan.com.vn](https://vres.batdongsan.com.vn))



**10.000+**

Attendees



**25+ SPEAKERS**

The speakers are Vietnamese & international experts on Economics, Finance, Real estate fields



**4+ BILLION DONGS**

Communication value

*\* Time & locations can be changed*



## VACCINE FOR REAL ESTATE MARKET

*\*Some contents can be changed.*

### Day 1: HEALTH PUSLE – THE REAL ESTATE OVERVIEW 2021

“Black Swan” | Macroeconomics 2021 | Public Policy | Real estate market capital flow  
Real estate market of Vietnam and Global through waves of Covid-19 | Vaccines & Market recovery

### DAY 2: VACCINE X – CUSTOMER EXPERIENCE

Customer Experience in Covid-time | Investor portrait | Young Vietnamese Millionaire Generation | Lifestyle – insight of Customer for second-home products.  
Customer Centric | Making-touches strategy | Increasing customer experience

### DAY 3: LEGAL VACCINE - READING INSTRUCTION CAREFULLY

Law changes related to real estate business | New form of capital mobilizing in real estate  
Understanding law to become savvy investors | advices for investing in new forms of investment

### DAY 4: DIGITAL VACCINE - PROPTech & DIGITAL TRANSFORMATION IN REAL ESTATE

Digital transformation trends | Proptech/Fintech & the development potential | Effective application technology in real estate | High tech brokers  
Virtual city with AR/XR | Virtual event | Real experience about the technology

### DAY 5: DIAGNOSING - REAL ESTATE MARKET HEALTH 2022

A look at vaccine types for the market | Enterprises are ready for rushing | Philosophy and trends of real estate product development in 2022 | Types of real estate has huge advantages for developing  
Market scenario from 2022 – 2025 | Corporate health corresponds to the recovery of the economy





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# OPPORTUNITIES FOR COOPERATION VRES 2021

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# VACCINE

FOR REAL ESTATE MARKET

## CHO THỊ TRƯỜNG BẤT ĐỘNG SẢN

13-17 DEC  
2021

ONLINE SUMMIT


*Sponsorship package is including benefits in the event & media  
10% VAT is excluded.*

## SPONSOR PACKAGES (Main Sponsor)

- 
- **01 DIAMON SPONSOR**
  - VND 450,000,000

- 
- **02 PLATINUM SPONSORS**
  - VND 300,000,000

- 
- **03 GOLD SPONSORS**
  - VND 200,000,000

- 
- **04 SILVER SPONSORS**
  - VND 120,000,000

## COMMUNICATION BENEFITS

### DIAMOND

- ✓ Interviews and media appearances

### PLATINUM

- ✓ Appeared in VRES 2021 trailer
- ✓ PR Articles for brand / projects
- ✓ Project introduction with Premium Listing

### GOLD

- ✓ Articles on the News tab of the Website
- ✓ Introduction prominent projects
- ✓ eMail Marketing to customers
- ✓ Brand mention in media articles

### SILVER

- ✓ Communication in all channels
- ✓ PR article introduced on the homepage
- ✓ 3D scanning
- ✓ **Banner on the homepage**
- ✓ **VIP packages on Batdongsan.com.vn**

## ONLINE EVENT BENEFITS

- ✓ Own timeslot to introduce a project
- ✓ Representative speaker at the event
- ✓ Logo on Key Visual screen

- ✓ Logo on the invitation
- ✓ Displaying brand information
- ✓ Popup banner on VRES's website

- ✓ Representative participating in the panel discussion

- ✓ Honored as a VRES Sponsor
- ✓ Receiving medals from the Organizer
- ✓ Logo appeared on the website
- ✓ Event attendance account
- ✓ VIP Invitation

## General benefits of Sponsors:

- Honored as a VRES Sponsor
- Receiving medals of the Organizer
- Logo appeared on Vres.batdongsan.com.vn

	DIAMOND	PLATINUM	GOLD	SILVER
✓ 1 slot for project introduction in the afternoon session (30min/slot)	Privileges			
✓ Becoming a speaker of VRES 2021	Privileges			
✓ Logo appeared on Key Visual	Privileges			
✓ Logo appeared on invitation (E-invitation)	✓	✓		
✓ Displaying brand information in Bar name	✓	✓		
✓ Displaying brand information in subtitle of Livestream	✓	✓		
✓ Popup banner on VRES's website	✓	✓		
✓ Representative participating in panel discussion	✓	✓	✓	
✓ Accounts to participate in online events	20	15	10	5
✓ VIP invitations (E- invitation)	20	15	10	5

# COMMUNICATION BENEFITS IN DETAILS

Applied for online events on VRES's website

	DIAMOND	PLATINUM	GOLD	SILVER
✓ Interviewed and appeared on media channels <i>(Discuss details when sponsoring)</i>	1 channel (80M)			
✓ Project introduction with Premium Listing and detail in website: batdongsan.com.vn	30 days (45M)	15 days (30M)		
✓ Appeared in VRES 2021 trailer <i>(2 months prior to event)</i>	✓	✓		
✓ Interactive story/ Long form to introduce brand/project <i>(Sponsor to provide content)</i>	2	1		
✓ Articles about the segment/region that is relevant to the project appeared on the News tab of the VRES Website	5	2	1	
✓ Introducing featured projects on "Project page" of website Duan.batdongsan.com.vn	1 week	3 days	1 day	
✓ eMail Marketing	4.000 data	2.000 data	1.000 data	
✓ Mentioned in media news/articles written about event	10	6	4	1
✓ Banner on homepage: Batdongsan.com.vn <i>(Desktop version)</i>	✓ (96M)	✓ (76M)	✓ (50M)	✓ (50M)
✓ VIP post package on Batdongsan.com.vn (1 pack) <i>(can be exchanged for banner ads with equivalent value)</i>	VVIP (55M)	VIP 1 (22M)	VIP 2 (16,5M)	VIP 2 (16,5M)
✓ A social media campaign on Batdongsan.com.vn's Facebook and Youtube channels <i>(No KPIs commitment)</i>	01 campaign (Maximum:10 posts)	5 posts	2 posts	1 posts
✓ PR articles on Batdongsan.com.vn homepage <i>(Brand mention)</i>	3	2	1	1
✓ 3D scanning <i>(&lt; 500m2)</i>	3	2	1	1



## TIMELINE

Sponsor Registration

Final list of Sponsors

Communication Activities



From  
**01/09/2021**

**30/11/2021**

From  
**01/11/2021**

**December 2021**

## EARLY BIRD

- *Extra early bird: Discount **20%** if the sponsor registration is prior to Oct 1<sup>st</sup>, 2021*
- *Early bird: Discount **15%** if the sponsor registration is prior to Nov 11<sup>th</sup>, 2021*





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# HIGHLIGHTS VRES 2020

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# VIETNAM REAL ESTATE SUMMIT HỘI NGHỊ BẤT ĐỘNG SẢN VIỆT NAM

# 2020

**HA NOI**

*8<sup>th</sup> December, 2020  
Melia Ha Noi Hotel*



**19+**

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Media channels





# VIETNAM REAL ESTATE SUMMIT HỘI NGHỊ BẤT ĐỘNG SẢN VIỆT NAM

# 2020

## HO CHI MINH city

December 11<sup>th</sup>, 2020  
Sheraton Saigon Hotel



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# VRES TESTIMONIALS

“

Thanks to VRES 2020. The VRES agenda was very close to market expectations.



**Tran Nhu Trung**  
General Director of EDGE

“

The information which was given by Batdongsan.com.vn was very diversified and showed the changes of the recent market.



**Nguyen Hong Van**  
Head of Markets for JLL  
Vietnam in Hanoi

“

VRES 2020 was awesome. This is also an opportunity to meet other real estate businesses all over Vietnam.



**Nguyen Viet Son**  
VP & General Director of TNS  
Holdings

“

Congratulations VRES 2020. I always 100% believe in events organized by Batdongsan.com.vn



**Ng Teck Yow**  
General Director of Gamuda  
Land Vietnam



# SPONSORS



GOLD SPONSOR

**GAMUDA LAND**

SILVER SPONSORS



**VACCINE**  
FOR REAL ESTATE MARKET

CHO THỊ TRƯỜNG BẤT ĐỘNG SẢN

**THANK YOU**

**For more information**

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