

*SDE
Summer News
2010*

*Summer Programme 2010
in Vietnam*



Day 1: Arrival and a walk to remember

We had an educational walk led by Professor Sim Loo Lee and Professor Lim Lan Yuan. Our experienced professors gave an excellent land tour around Ho Chi Minh City, showing us the old and new buildings.



The streets of Vietnam and lifestyle of the Vietnamese were very different from Singapore. Indeed, a unique experience for first-time visitors from Singapore.

Day 2: Phu My Hung & Kenton Residences

The trip was enriching and fruitful as this was the first time students were able to understand real estate practices and market of another country. We visited Phu My Hung, a huge township that spans across 600 hectares. This joint venture by the Vietnamese government and a Taiwanese developer has transformed a marshland into a successful township.



We also visited Kenton Residences, a residential project by a Vietnamese developer in HCMC. It gave the students an opportunity to better understand the marketing techniques and strategies adopted in Vietnam.



Day 3: Seminars and HoREA Night

We were also fortunate to be able to visit the Department of Planning and Architecture as well as the Department of Natural Resources and Environment. The hosts briefed us on the future plans for Ho Chi Minh City. Not only were we told about the future developments, we were also able to understand some of the 'behind the scene' issues to appreciate the valuable experiences shared by the authorities.



HoREA Night was a sharing session, where Professor Lim gave a talk about branding in real estate and how important it is to brand for developers. Students not only learnt the importance of branding in real estate business, but also had the opportunity to net-work.



Day 4: HoREA, Keppeland and Capitaland

HoREA, our REDAS equivalent was a wonderful host and gave us in-sights into the performance of the property market in HCMC. The talk emphasized the importance of demographics to understand the future demand for housing in HCMC.

Estella and Villa Riveria are projects by Keppel Land. Estella



Talk given by Dr. Do, Secretary-General of the Ho Chi Minh Real Estate Association (HoREA)

provided students a better understanding of the various marketing strategies by foreign developers and their target markets. Villa Riveria consists of landed properties fronting a river to provide a resort feel for the occupiers.

At Keppeland, two interns (undergraduates from our Department) briefed us on the performance of the Vietnam market.



Day 5 & 6: Cu Chi Tunnel & Hanoi

Besides the seminars, we made time for Cu Chi Tunnel. It is a place full of historical values and meaning for the Vietnamese, show-casing how they fought against the Americans.

This part of the trip provided a good opportunity for students to learn the history of HCMC.



After 5 days in HCMC, the 28 of us flew to Hanoi, capital city of Vietnam. Hanoi was not as busy as HCMC, the business centre of Vietnam, but there is a demand for serviced apartments and residential properties. After lunch students explored the old French quarters of Hanoi and some new developments to get a feel of the city.

*Summer Programme
2010 in Vietnam*

The trip to Vietnam was definitely an experience that none of the students could have gained purely by attending classes or reading books. The fun, laughter and joy shared by students while learning will forever be remembered. It was indeed an experience of a life time!

- Thai Jun

Day 7: Site Visits and Seminars

Students visited the Institute for Architecture, Urban and Rural Planning, Savills, Mulberry lane and Somerset service apartments.

The visit to the Institute gave us an opportunity to understand the developments and urban planning in Hanoi.



Mulberry Lane was a residential project in Hanoi by Capitaland. It enabled the students to compare the marketing techniques and strategy of Capitaland's projects in HCMC and Hanoi, and between Capitaland and local developers.

We visited Somerset West Lake and Somerset Hoa Binh serviced



Prof Sim presenting token of appreciation to Savills

Savills gave the students a briefing on the real estate market of Hanoi.



apartments. The host was very hospitable. We were taken on a first class tour of the apartments, which ended with a briefing and refreshments.

Day 8 & 9: Halong Bay and Good bye Vietnam!

The next day we went to Halong Bay, a UNESCO heritage site. The tourist attraction boasts breath-taking natural scenery, with spectacular panoramic view from our boat.

The trip was both educational and fun. From the 9 days' stay in Vietnam, students returned with better knowledge and understanding of the Vietnamese real estate market.



Remarkable Learning Expedition

Different Perspectives

Vietnam provided students with different perspectives, in terms of understanding real estate as well as way of life. Due to our blissful environment in Singapore, our well-organized urban development and our comfortable life have often been taken for granted. The Vietnamese culture we experienced and the old streets we weaved through were extremely busy and disorganized, but beautiful in their own way.



Professors-Students Bonding

Another surprise that students would discover is the usually unseen side of our professors - their humor and genuine personal sharing. Their affectionate care for the students throughout the trip would most likely warm your hearts too.

Strengthening & Forging Friendships

Other than broadening our knowledge, the educational trip also strengthened the bonding between students. The trip definitely left unforgettable footprints in the hearts of all the participants - a trip that all participants will always recall as the best part of their university days.

