

An aerial photograph of a lush green agricultural landscape. The image shows a series of terraced fields, likely rice paddies, with a central pond. The fields are separated by narrow paths and are surrounded by dense green vegetation. The overall scene is vibrant and shows a well-maintained agricultural area.

AsiaInvest
Connecting Successes

AsiaInvest Property Development Consortium (APDC)

Our Team Members



About Us

- AsialInvest is an international investment group with significant investments in emerging markets in ASEAN. We have major interests in investment categories ranging from real estate to healthcare and hi-tech.
- With AsialInvest's guiding principle of **"Investing For A Better Quality Of Life"**, we employ sustainable development solutions to maximize long-term benefits not only for shareholders, partners, and employees but also for communities where we do business
- The AsialInvest Property Development Consortium (APDC) was established by AsialInvest Group and its International Partners, who are reputable companies in the fields of investment, finance and property project development, and have participated in many famous projects in the region.



Figure: All Services diagram

Our Mission

We work to reconnect people back to nature and through technology, assimilate other global challenges such as the COVID-19 pandemic with everyday living. We are committed to address the challenges of urbanization, climate changes and stop biodiversity extinction to leave behind a sustainable green legacy for our children.

As Architects, Engineers and Consultants, each a specialist in our field, we aim to address:



Climate Change



Water Shortages



Industrial Impact



Green Footprint



Maximise Profit

- Meet the needs of our society without breaching the earth's ecological boundaries;
- Push the boundaries while we commission, plan and design landscapes, cities, infrastructures and buildings;
- Manage carbon quantity and quality; and
- Maximise returns on your projects.





Real Estate Investment, Capital Arrangement and M&A

- Investment preparation;
- Capital arrangement and consultancy;
- Project management, execution and implementation;
- Connecting real estate investment (local and international)
- M&A strategy and solution development;
- M&A targets/buyers search and selection;
- Assist in selecting other professional service providers for legal , financial due-diligence and appraisal services.



Smart Technology & Digital Transformation

- Building and implementing Digital Transformation Strategy;
- Developing & deploying PropTech & Fintech platforms, Smart City & Building Solutions.



Architecture, Urban Design, & Building Services

- buildings that commits to minimize waste at every stage during the construction and operation of the building, resulting in low costs, according to experts in the technology.
- Architecture & Town Planning & Interior Design
- Civil & Structure Engineering
- M&E and Sustainability
- Quantity Surveyor
- Landscaping
- Theme Parks and Amusement Rides



Operations & Consultancy

- Hospitality (Hotels, Resorts, Serviced Apartments, Co-working/Co-living)
- Branding and Design
- Bring in and manage well-known operators
- Technology & Security

Our Solution



Renewable Water & Energy

Water resources index includes the strategy of water saving, the plan of water use, rainwater reuse and primary water source



Green Footprint

The purpose of “Greening” is to improve the phenomenon of cement-filling, and change it into an environment which relaxes people. “Greening” could be conducted at the roof, on the streets, on the slopes or on the ground.



Farm to Table

Generate interest amongst residents to farm in community gardens and consume the produce it generates



Our Solution



Guest Experience

Increase hotel revenue & profit. Improve guests satisfaction. Reduce sales & operating costs. Improves employee satisfaction



Green Technology

Using innovative methods to create environmental friendly products. Uses renewable energy that can never be depleted so that next generation can still benefit from it can effectively change waste pattern & production.



Branding & Design

Building relationship between your brand and customers
Value systems and brand recognition

The Guest Experience



Trip Planning

Guests can find the information needed to plan their trips and arrival, and plan activities

Mobile Ordering

Guests can pre-order food and other items, and make dining, spa and other reservations

Location and Directions

Guests can find their current location on the map, and get walking directions to wherever they want to go

Personalized Experiences

Guests receive personalized content that arrives at just the right point in their stay

Elevated Experience

Guests feel special, as though the hotel catered exactly to their needs



Strategic and Financial Investment for Glamping



Figures: Existing projects

A brand-new concept of elevated camping, also known as “Glamping”. The new solution for millennials travelers who are looking for unique, whole new experience, to stay in nature, with comfortable and compact facilities.

- Any location
- Self contained unit
- Meticulous design
- Smart booking
- Integrated payment
- Contactless check in/out
- Internet of Things (IoT) control system
- Secure and private

Sustainable features:

- Fiber cement board
- Wood plastic composite
- Metal cladding
- Smart glass window with aluminum frame



Nature-Themed Adventure Parks



- Budget Planning
- Research
- Consultancy
- Conceptualization
- Design & Development
- Equipment Design and Installation
- Risk Management
- Project Management
- Fabrication
- Logistics & Transportation
- Installation
- Testing and Commissioning
- Park Operation
- Park Maintenance



Figure: Design Capabilities

Nature-Themed Adventure Parks Experience

SKY Bike – developed with our French Partner

Magical activity where anyone can cycle across any large space



Majestic Landscape View



Nature-Themed Adventure Parks Experience



Hospitality Services

Hospitality Pre-Opening Office

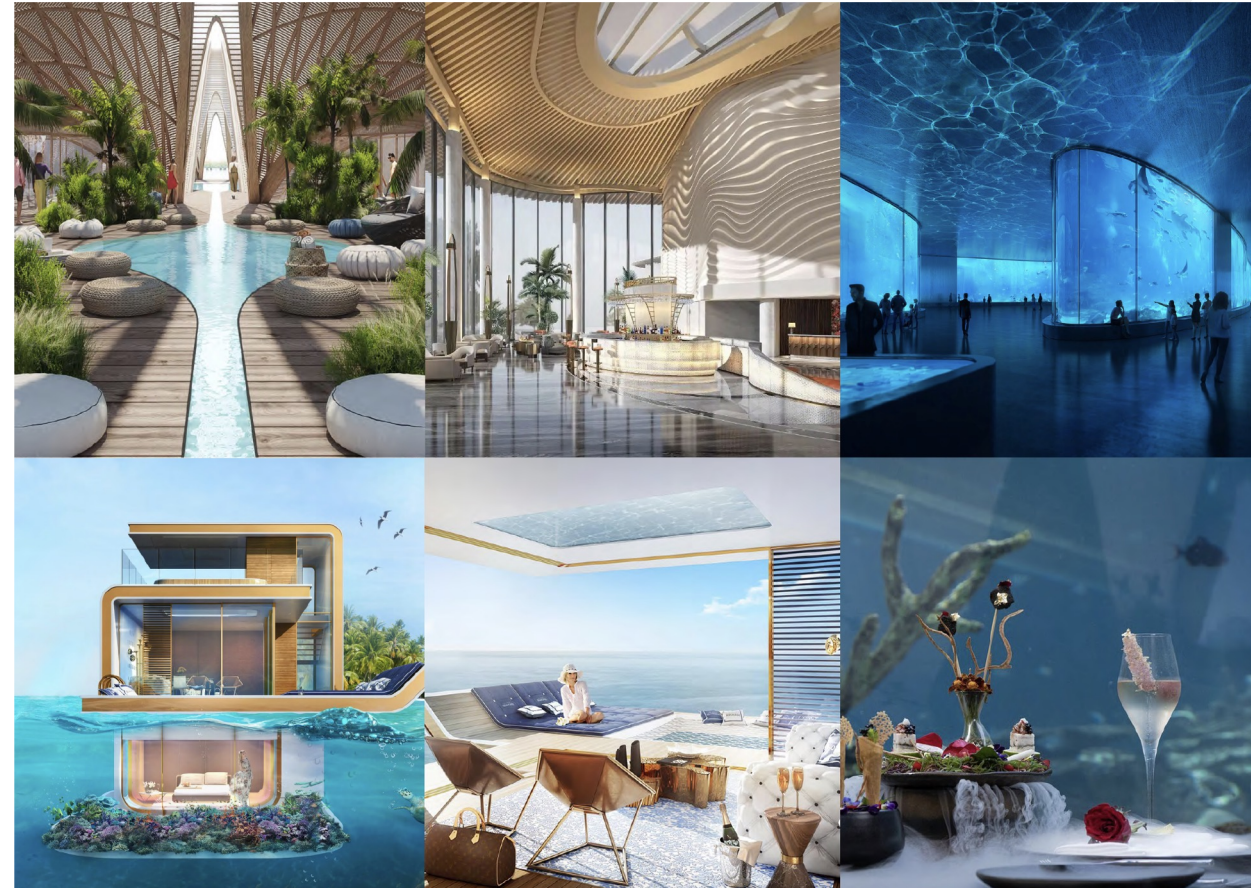
- Provide a structured roadmap to assist **Clients** in establishing the Hospitality Corporate Office within 6 months and to ensure continuity of smooth flowing operations thereafter.

This process includes:

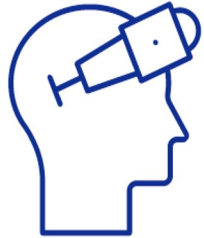
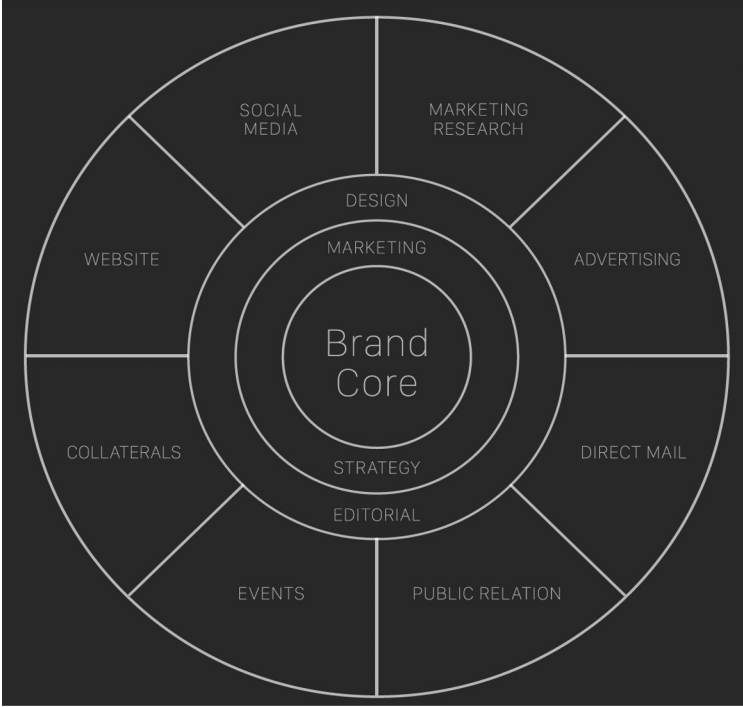
- Conceptualise and implementation of Senior Executive Corporate Structure based on business strategy.
- The provision and implementation of Job Descriptions and Standard Operating Procedures in various key Corporate Portfolios.
- Assist in sourcing and screening of candidates to ensure Team cohesion and success.
- Conceptualizing and implement Balance Talent Academy.
- Build a strategic team to provide taskforce duties for new or existing hotels.
- Implement policies and procedures to ensure properties are Green certified, including energy Saving (from building construction to guest amenities).
- To support **your long-term vision** for hospitality division to fulfil its main mission **and financial objective** in Hotel Management.

Financial Service - Establishing of Pre-Opening Finance Department and Support.

- Establish Finance Function for Corporate Hospitality Office.
- Select and implement software including spend management, payroll, cashflows and other accounting process.
- Set up Accounts Department and training for Financial Controller and Finance Team.
- Establish Documentation, Procedures & Policies and Internal Audits.
- 6-12 months and thereafter continued advisory & audits.



Branding and Marketing



01

Discovery

Discover & Analysis

Key Deliverables

- Clarify the corporate vision, strategies, goals, and values
- Research stakeholder needs and perceptions
- Conduct marketing, competitive, technological, legal, and language audits
- Interview key members management team
- Evaluate existing brands and brand architecture



02

Envision

Strategy & Concepting

Key Deliverables

- Synthesise the research into actionable data
- Clarify the brand strategy
- Develop a brand positioning platform
- Co-create the brand attributes
- Provide a brand brief for review and approval
- Creation of a naming strategy
- Development key branding messages



03

Realization

Design & Development

Key Deliverables

- Design brand identity
- Explore brand applications
- Finalise brand architecture
- Presentation of the final branding visual strategy



04

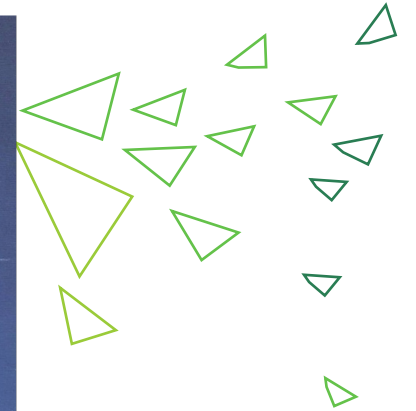
Activation

Production & Distribution

Key Deliverables

- Finalize identity design
- Initiate trademark protection.
- Prioritize and design applications
- Delivery of final branded print materials

Selection of Past Projects

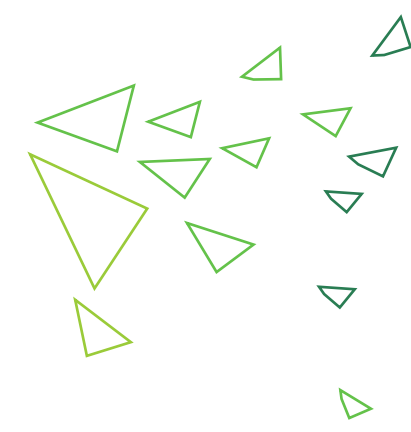


Ngee Ann City Development, Singapore

Awards:

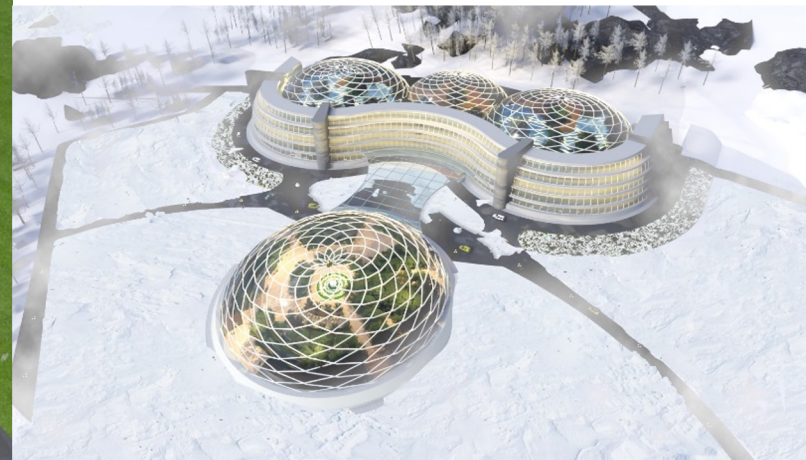
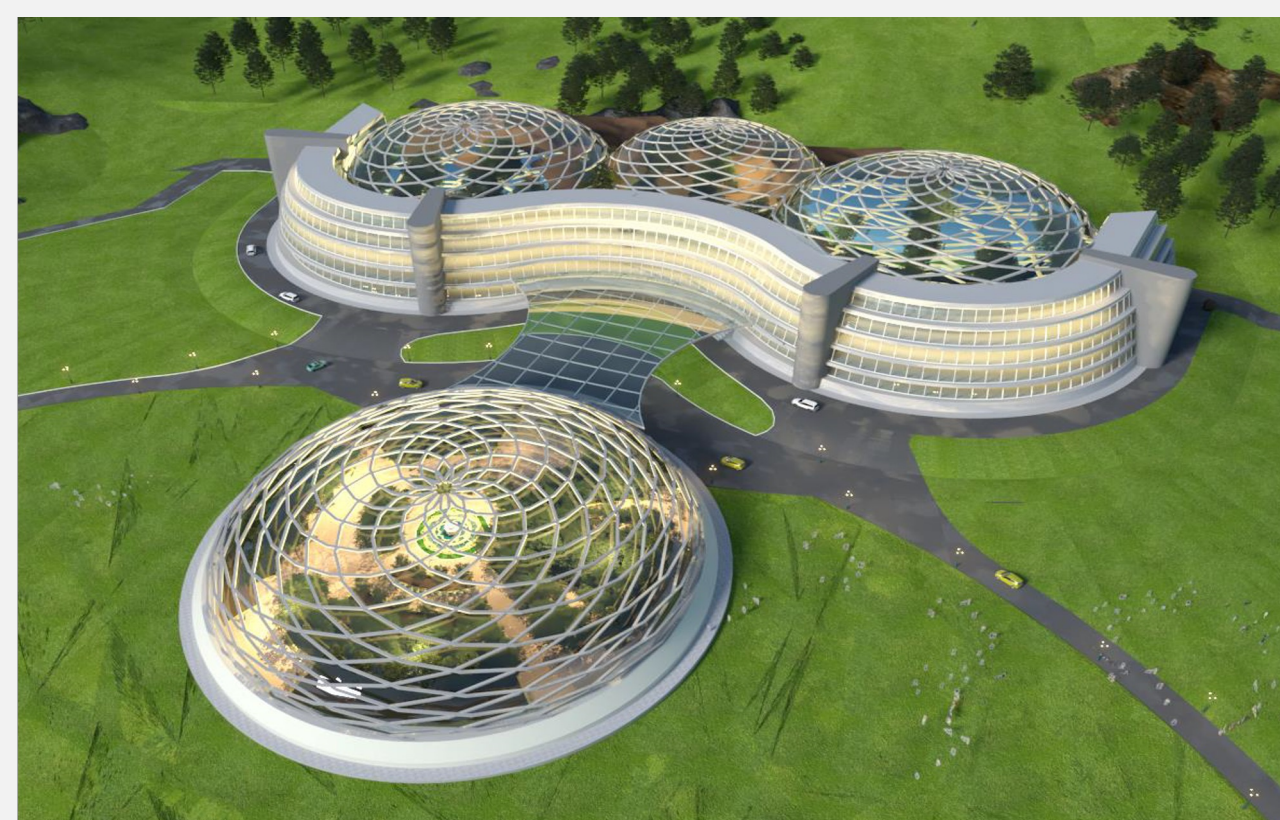
1994 CIDB Best Buildable Design Award for Ngee Ann City

CIDB Award for Construction Excellence for Ngee Ann City



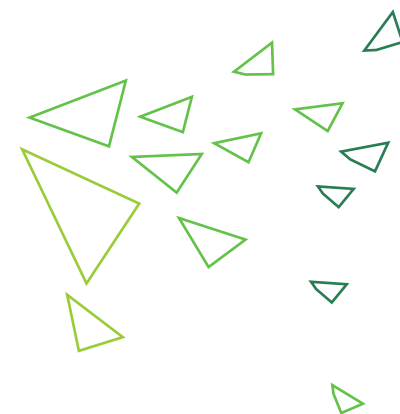
Alam Sutera Mall, Jakarta Indonesia

Terraced platform perimeter for planting with solar panels on roof-top.



Terej Eco Resort, Mongolia

Proposed 270 rooms, conference facilities, theme park and all year round temperate forest conservatory under 3 Geodesic dome with controlled environment.



Royal Park Residential Complex, Hanoi, Vietnam

12 storey waterfront cluster housing with clubhouse and abundant lush terraced landscape and tiered pool decks.





Dự án : Côn Ngọc Thảo | Vị trí: Nha Trang | Diện tích: 60ha | Chức năng: Khu phức hợp | Tình trạng: Đang triển khai dự án

Masterplan of Con Ngoc Thao In Nha Trang, Vietnam

Proposed Masterplan for an eco village with sustainable features such as solar farms, recycling water features, community cooling plant and a car-free zones to reduce carbon footprint.

Overcoming Land Constraints



Overcomes land constraints in pursuit of greater renewable energy generation and contributes to national climate change mitigation



100%

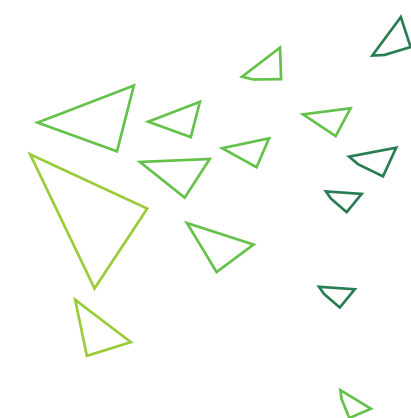
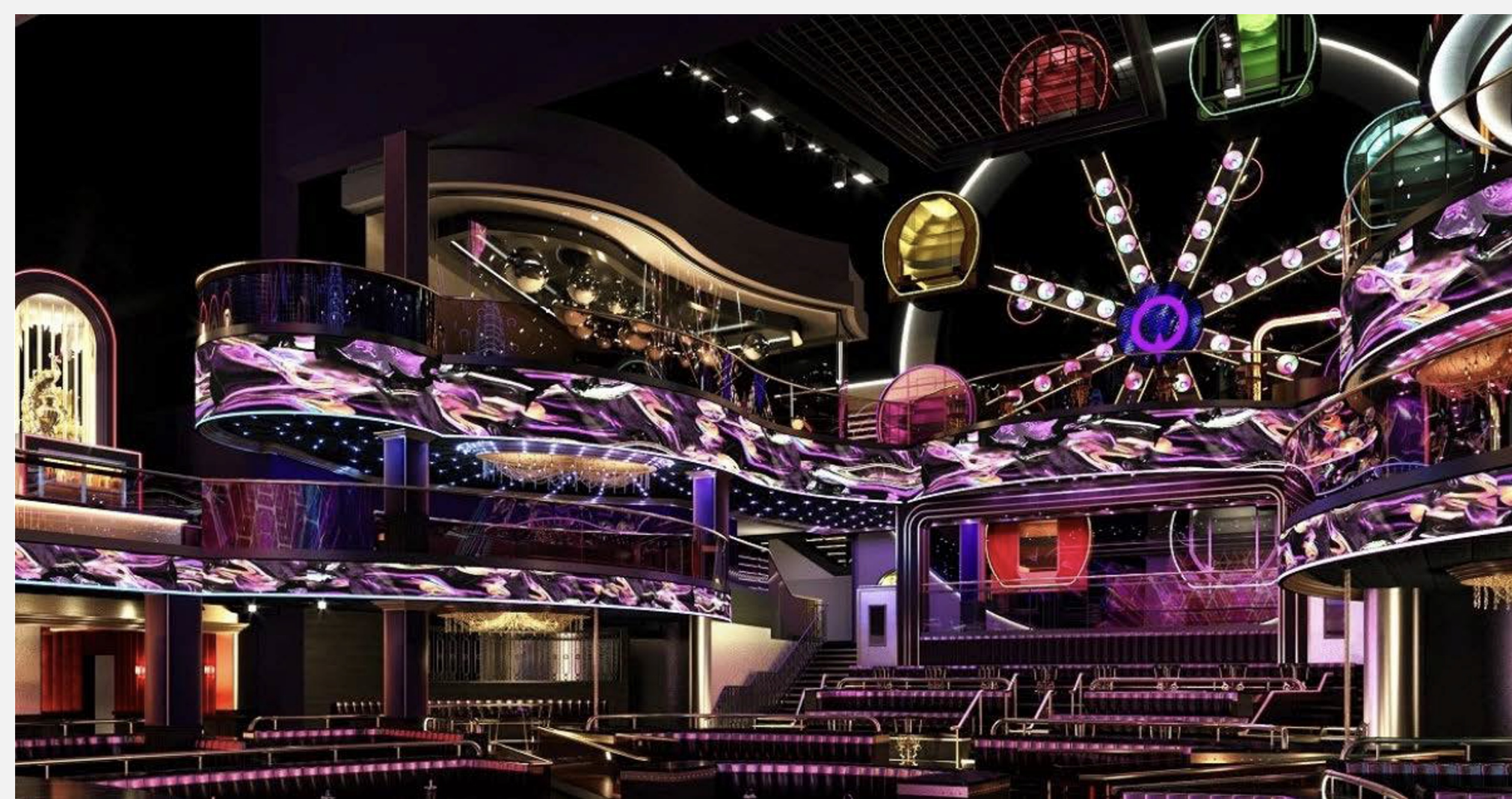
Greening Waterworks

The energy generated is sufficient to meet the operational needs of PUB's local waterworks. Singapore's waterworks will be one of the few in the world to be 100% green



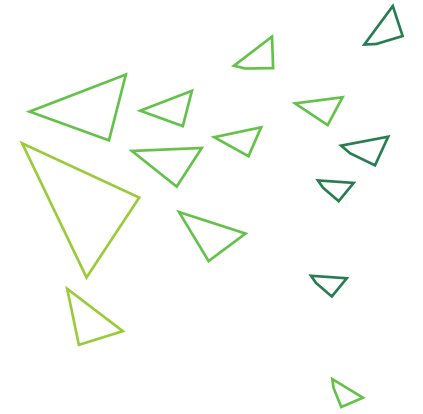
Reducing Our Carbon Footprint

Offsets 32 kilotonnes of emissions, equivalent to taking 7,000 cars off Singapore's roads



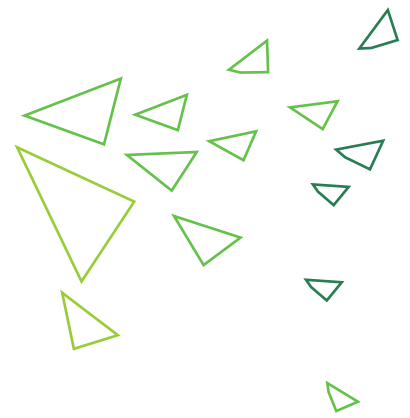
Marina Bay Sands, Casino

Indoor Ferris Wheel in Marquee Night Club



TAYO Playground, Singapore

(Intellectual Property
of Radius)



Alice, Down the Rabbit Hole

Hi-tech LED Tunnel in Vin Wonder Phu Quoc

Core Leadership Team



Mr. Nguyen Ngoc Bach
Chairman & CEO, AsiaInvest Group

Mr Bach is the founder of AsiaInvest Group. He is a gifted expert with nearly 30 years working in corporate governance and finance, of which, over 11 years as Chief Financial Officer for Multinational Corporations and Telecommunication Firms such as TNT, Hutchison Telecom, HT Mobile. Mr. Bach is Director of Alliance of International Corporate Advisors (AICA) in 2012 - 2013; Area President for Asia of International Association of Financial Executives Institutes (IAFEI) in 2011 - 2013, Board Member and Vice Chairman of Vietnam Association of Corporate Directors (VACD) in 2019-2023; Founding Chairman of Vietnam CFO Club (VCFO), Board member of Viet Nam National Real Estate Association (VNREA) 2016 – 2021, Advisory Panel Member of China-ASEAN Business Alliance (CABA) 2019 – 2021.



Ms. Diane Tan
Managing Partner - APDC, Singapore

With more than 20 years of experience in banking and finance, private equity and debt financing, M&A, fundraising and business strategy consulting, Ms. Tan's experience and networks span throughout China, Korea and Southeast Asia and has a robust network of associates and clients from different sectors. Previously, Ms. Tan was a Senior Relationship Manager in Private Banking in UBS AG and OCBC Bank. After she left private banking, she went into Private Equity, M&A and consulting. She had worked with start-ups, multi-national corporations, government-linked corporations and NGOs.

Ms. Tan has a degree in Business Administration from National University of Singapore.



Core Leadership Team



Mr. Malcolm Tan

Consulting Partner, Vietnam and Singapore

Mr. Tan is the General Manager of Radius Vietnam Company Limited, a wholly owned subsidiary of Radius Holdings Singapore.

Started in this industry in 1995 as a designer, with 26 years of experience in Interior Fit-out, Exhibition and Theme parks. He has executed and successfully completed multi-million dollars projects around the world. With his past experiences in construction companies, Design Consultants, Theme Park Operators etc, he will effectively contribute and lead projects.

A few of the projects Mr. Tan had done were the Beau Rivage Showflat for Capitaland Vietnam, Gulf Finance House Exhibition in Cityscape Dubai, UAE, and Monetary Authority of Singapore Gallery, which was the most technologically advanced implementation of interactives and conservation of artifacts at its forefront.



Ms. Kay Loh

Consulting Partner, Singapore

Ms. Loh is the managing director of DH APAC and DH Ride Solutions. DH APAC is a multi-disciplinary engineering consulting firm while DH Ride solution is a special Maintenance & Operation branch serving respective developers. The company's expertise includes specialized engineering design work of Building, Theme park, Civil infrastructure works and others. More than a conventional engineering company, her team possesses the ability to deliver unique business values outside engineering capabilities by creating innovative space use and building in-style modern and worthy of note attractive entertainment features. These strategies always generate additional revenues, draw higher visitorships, attract good media attention, elevate project standings, and advance developers' branding.

Some of her notable projects are done for Resort World Singapore, Marina Bay Sands, Mandai Development Holding, Mount Faber Holdings, NTUC Singapore, Universal Studio. These projects are executed in countries such as Singapore, Abu Dhabi, Spain, Vietnam, Philippines, Japan, and others.



Core Leadership Team



Mr. Philip Ommen

Head of Hospitality and Asset Management - APDC, Singapore

Mr. Ommen is a hospitality veteran with over 30 years of experience in hotel operations as well as sales and marketing. His career has taken him through some of the world's leading award-winning hotel brands, including Grand Hyatt, Shangri-La Hotels & Resorts, InterContinental Hotels & Resorts, Radisson Hotel Group and Furama Hotels International; and independent brands and operators, such as Ayana Hotels & Resorts, Best Sunshine International and NagaCorp Ltd.

He has driven successful projects around Asia in hotel rebranding, renovations and repositioning; enhancing brand and asset values; developing high potential talent; and transforming regions and delivering stakeholder returns in both business, resort and gaming environments.

Mr. Ommen is a Maître Hôte of La Chaîne des Rôtisseurs



Mr. Mario Utama

Consulting Partner - APDC, Singapore, Indonesia, and Malaysia

Mario spent his early years living in Singapore and San Francisco. He holds BFA from Academy of Art University and MBA from University of San Francisco. Mario served as the CEO of Rubicube Creative Indonesia since 2008, and Rubicube Creative is a member of Adhya Group since 2022, a rising Indonesia Multinational Corporation with collection of more than 50 brands. Rubicube Creative has expanded its RHQ in Singapore in 2020 and an office in Malaysia in 2022, with strategic business partners in Hong Kong and Los Angeles.

Mario specializes his only passion in building Brands and Marketing Strategy, he led multiple businesses in his journey to become profitable multinational leading brands in Forbes Indonesia. He has amassed a wealth of experience since the start of his career at Landor Associates San Francisco, Salt Design San Francisco, MakkiMakki, and Afterhours Group. Prior CEO of ARKx Global Group, Former Founder of Cranium Digital Agency, Former Managing Director of FGD Magazine, Co-Founder of FiftyMM Studio, Former CEO of Weirdo Apparels, Partner of Red & White Publishing, a Member of ADGI, a Member of DGI. His current mission is to keep telling stories through Brands and build a creative collective network.

Core Leadership Team



Mr. Thanh Nguyen

CEO of AsiaInvest Saigon,
Vietnam

Mr. Thanh is an experienced expert in finance and accounting. Mr. Thanh has worked for over 25 years, of which, over 10 years as Chief Accountant, Head of Finance – Accounting Department in FDI companies in Vietnam. He was the Chief of Representative Office of Vietnam Association of Corporate Directors (VACD) in Ho Chi Minh city in 2010 - 2015; Board Member of VACD in 2019 – 2023; Standing Vice Chairman cum Head of Vietnam CFO Club’s Forum (VCFO).

Mr. Thanh is CEO of AsiaInvest Saigon and is in charge of Investment Management in Vietnam.

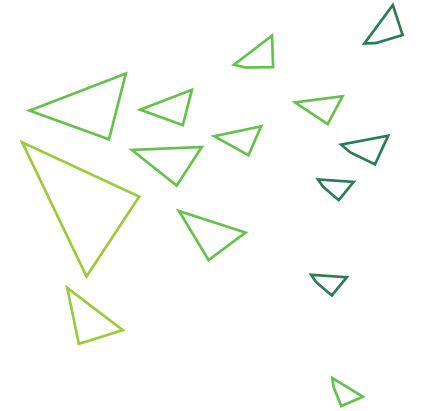


Mr. Duc Tien Bui

Director of Real Estate Project Development
& Investment Management Division
Hanoi, Vietnam

Mr. Tien has nearly 20 years of working experience, in which he has worked at the Investment Department of AsiaInvest Vietnam since 2012. Since the beginning of 2016, Mr. Tien has been involved in real estate project investment and development activities of AsiaInvest Group. He has participated in developing and managing many big housing projects such as: Tham Luong Depot Metro Tower - HCMC, The Western Capital - HCMC, Orchid Park - HCMC, Golf View Palace - HCMC.

Our Key Partners



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