

Vietnam: investimenti esteri nell'immobiliare in crescita

Il mercato immobiliare vietnamita si conferma molto dinamico, in particolare nei principali centri urbani del Paese. Come a Ho Chi Minh City (HCM City), dove i ricavi immobiliari hanno raggiunto i 4,9 miliardi di dollari nella prima metà dell'anno, in crescita del 6,1% secondo l'Ufficio statistico della città. Una ripresa del segmento real estate che giunge dopo il calo del 6,4% dello scorso anno e che vede gli analisti del settore fiduciosi per quanto riguarda le prospettive future del mercato, anche in considerazione dei benefici attesi dall'aumento degli investimenti diretti esteri nel settore immobiliare e dalle revisioni della legge fondiaria. Gli investimenti diretti esteri nel settore immobiliare sono infatti aumentati del 70% su base annua, raggiungendo oltre 1,98 miliardi di dollari alla fine di maggio. L'afflusso di capitali esteri, che rappresenta il 18% del totale degli IDE nel Paese, ha reso il settore immobiliare il secondo comparto più attraente dopo quello manifatturiero. Va detto che la posizione strategica e le moderne infrastrutture di HCM City la rendono una destinazione d'investimento particolarmente attraente per i capitali stranieri, e un rapporto recente degli analisti Cushman&Wakefield ha rilevato che le prospettive positive per gli investimenti esteri nel settore immobiliare vietnamita si estenderanno per tutto il triennio 2024/2026, trainate da bassi tassi di interesse e dalle politiche governative di sostegno. Sempre secondo questo rapporto, i principali investitori provengono da paesi come Singapore, Hong Kong, Cina continentale, Giappone e Corea del Sud, e sono sempre più interessati ai segmenti di fascia alta e di lusso, con Singapore in testa alla classifica con quasi 3,25 miliardi di dollari di investimenti nei primi cinque mesi 2024. Dati particolarmente interessanti e positivi di un'area a elevato potenziale di sviluppo, che anche il comparto del marmo potrà verificare in presa diretta nel corso della prima edizione di ASEAN STONE Vietnam, fiera specializzata per il settore delle pietre ornamentali e tecnologia per la lavorazione in programma dall'11 al 13 dicembre 2024 presso il Centro Fieristico SECC di HCM City.



Vietnam: foreign investments in realty on the rise

Vietnam's real estate market is very dynamic, especially in the country's main cities, like Ho Chi Minh City (HCM City) where property revenues reached US\$4.9 billion in the first half of the year, an increase of 6.1% according to the city's statistics bureau.

A rebound in realty after the 6.4% drop last year, making sector analysts confident for the market's future prospects, also considering the expected benefits from an increase in foreign direct investments in real estate and from revision of the land law.

In fact, foreign direct investments in the real estate sector have increased 70% on an annual basis and reached \$US1.98 billion by the end of May.

The influx of foreign capital, which accounts for 18% of the country's DFI, has made the real estate sector the second most attractive after manufacturing.

It should be said that the strategic position and modern infrastructure of HCM City make it a particularly appealing investment destination for foreign capital, and a recent report from Cushman & Wakefield predicted that good prospects for foreign investments in Vietnam's realty sector will continue from 2024 through 2026, driven by low interest rates and the government's support policies.

According to this same report, the main investors are from countries like Singapore, Hong Kong, mainland China, Japan and South Korea, who are increasingly interested in high-range and luxury properties, with Singapore leading with nearly US\$3.25 billion in investments in the first five months of 2024.

Very interesting figures in an area with high development potential that the stone sector, too, can verify directly at the first edition of ASEAN STONE Vietnam, a showcase for the ornamental stone materials and technologies sector to be held from December 11 to 13 at the Saigon Exhibition and Convention Center (SECC) in HCM City.



ASEAN Stone: Southeast Asia's Only Exhibition for the Natural Stone Industry

- **Launch of ASEAN Stone to provide for the rising demand from the commercial, residential, industrial and infrastructure sectors**
- **ASEAN Stone 2024 Exhibition, co-locating with ASEAN Ceramics in Vietnam at the Saigon Exhibition and Convention Centre (SECC) this December**
- **Expected turnout rate of 5,000+ trade visitors and 300 exhibitors over the three-day event welcoming international manufacturers, distributors, suppliers of stone, applied products, equipment and chemicals to join with us at the event**

MMI Asia Pte. Ltd. (MMI Asia), the regional subsidiary of Messe München GmbH, is proud to announce the launch of the **ASEAN Stone** Exhibition in addition to its line-up of trade exhibitions, taking place from 11 to 13 December 2024, at the prestigious Saigon Exhibition and Convention Centre (SECC) in Ho Chi Minh City, Vietnam, to support in helping Southeast Asia countries and Vietnam deliver the 2050 Vision. **The event is supported by Marmomacchine Servizi Srl, a service company of Confindustria Marmomacchine (Associazione Italiana Marmomacchine), and China Council for the Promotion of International Trade (CCPIT) Building Materials Sub-Council.**

ASEAN Stone 2024 is the first dedicated exhibition of stone, allied machinery, tools, chemicals and materials in Southeast Asia. The exhibition will be co-located with ASEAN Ceramics 2024 in Vietnam. The stone and ceramics industries go hand in hand with the broader manufacturing and construction industries to support the expansion in Southeast Asia. Both events will address growing demand for raw materials, machinery, tools, equipment and other related services and technologies necessary to produce high-quality building products in the region's USD 450+ billion construction sector. The move will allow two distinctive fo-



rum the opportunity to foster greater crossover while maintaining the branding and identity of each community in two distinct halls.

Trade visitors will have access to both show floors affording the unique opportunity to engage, collaborate, learn, and acquaint themselves with the latest advancements. **The synergy of co-location** provides an extremely powerful and significant avenue for networking at an incredibly important time for our industry where technology and knowledge from both industries can be shared whilst specific programming and events will continue to serve each show thus providing a brand-new set of experiences and solutions to attendees.

With an exhibition space of **6,600 sqm, almost double the size of ASEAN Ceramics 2023 in Hanoi**, an expected turnout of over 300 exhibitors and brands and over 5,000 trade visitors, these events promise to bring together the most influential stakeholders in the stone and ceramics industries in the region. One of the biggest highlights of the show would be the Quarry Pavilion, where local and regional quarries will be featured in the hall. The pavilion will provide an overview to the trade visi-





tors of the top-quality local stone quarries. Vietnam, notably rich in deposits of **marble, granite and limestone**, along with Southeast Asia countries, is set to invest in modern quarrying and processing facilities and adherence to international quality standards to boost production and exports.

As an example of market growth according to regional analysis, the natural stone market in Asia-pacific region generated a revenue of \$19,907.20 million in 2021 and is expected to reach up to \$35,170.00 million by 2030 (source: ResearchDive). In addition, Vietnam's ceramic industry soars and ranked as the world's 4th largest tile production and one of the top 10 largest construction ceramic-producing countries. With this evident surge in the natural stone and ceramics market, the exhibition will play a key role in accelerating network building between local and international brands and associations to meet the growing requirements and demand, a great platform for exhibitors to offer solutions to address current challenges on digitalization & automation and to demonstrate the future of each industry from manufacturing, production and technologies to 10 countries in Southeast Asia – Vietnam, Indonesia, Thailand, Philippines, Malaysia, Singapore, Laos, Cambodia, Brunei and Myanmar.

Michael Wilton, CEO & Managing Director of MMI Asia, expresses his anticipation for this event, "We decided to co-locate these events after analyzing the market requirements and potential synergies afforded by the cross-industry integration. The exhibition will welcome all exhibit profiles and suppliers from around the world to give access for ASEAN's distributors, suppliers, manufacturers, architects, designers, contractors and developers to the latest most innovative technologies and services. This will be in addition to extensive experience and knowledge base enabling a positive difference in the value chain of both stone and ceramics."

Several supporting programs will provide a highly interactive, knowledge platform for the industry for regional buyers to meet global suppliers. Highlights of the 3-day exhibition include academic seminar, product showcasing, hosted buyer program, buyer-seller forum, pre-event factory tour, networking dinner, and over 50+ conference sessions hosted by renowned experts at both events.

ASEAN Stone will focus on applications for building & monumental while 8th ASEAN Ceramics, with co-organizer Vietnam Building Ceramic Association (VIBCA), will remain its focus on raw materials as well as technology and machinery for the

production of refractory materials, bricks, tiles, sanitary ceramics, tableware and advanced ceramics – the perfect gateway to meet the ASEAN regional buyers and global suppliers, establish trade relationships and expand geographic reach. Leveraging on the great success of ASEAN Ceramics 2023 in Hanoi, the team promises to deliver the best experience for all professionals in the stone industry again at Ho Chi Minh City, Vietnam. For more information, please visit website <https://aseanceramics.com/asean-stone-2024/>.

About ASEAN Ceramics

ASEAN Ceramics is Southeast Asia's leading international exhibition of machinery, technology and materials for manufacturing, white-ware, heavy clay, and advanced ceramics, and the only in the region that unites the whole ceramics community. The exhibition brings together manufacturers, suppliers, professionals, and industry experts from around the world to show-

case the latest products, technologies, and ideas. For more information, visit <https://aseanceramics.com/>.

About Messe Muenchen GmbH

Messe Muenchen GmbH is one of the world's leading trade fair organizers with more than 50 trade fairs for capital goods, consumer goods, and modern technologies. Every year, Messe Muenchen organizes more than 200 events in Munich, Germany, and abroad, attracting over 30,000 exhibitors and 2 million visitors. The company's mission is to create innovative, sustainable, and profitable platforms for its customers to do business and connect with their target markets.

About MMI Asia Pte Ltd

MMI Asia is a full subsidiary of Messe München GMBH (MMG) established in 1992 and one of the world largest and leading exhibition organizers. MMI Asia was set up as the regional headquarter and a wholly owned subsidiary of MMG to promote global trade expansion by facilitating participation of Asian exhibitors in Messe München fairs worldwide. MMI Asia also provides consultancy in professional trade fairs and conference management to government bodies, international trade and promotion organizations, and trade associations.

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