

# VinaLiving and Danang Beach Resort project wins Bloomberg Property Awards

VinaLiving, Vietnam's leading real estate brand, today announces that its Ocean Villas luxury residential villas project, a component of the 260-hectare Danang Beach Resort, was awarded two prizes as part of the **2011 Asia Pacific Property Awards** in association with Bloomberg Television.

The Bloomberg-sponsored awards are among the world's most prestigious real estate industry accolades. **The Ocean Villas won in two categories: 'Best Golf Development' and 'Best Project Marketing.'**



The Ocean Villas is an enclave of 115 free-standing homes on a 21-hectare parcel of beachfront land near Danang, Vietnam. The homes are on lots that average 700 square metres, each with a private swimming pool. The Ocean Villas are part of the 260-hectare Danang Beach Resort, which features the 18-hole Dunes Golf Course, designed by golf legend Greg Norman.

The 'Best Marketing' award reflects the launch of the VinaLiving residential brand, Vietnam's first lifestyle and tailored living brand. The Ocean Villas was the first VinaLiving project to reach the market, with very rapid acceptance and take-up from 100-percent domestic Vietnamese buyers.

The 'Best Golf Development' award recognised the Ocean Villas unique aspects as an integrated beachfront/golf course development. The master planning accentuates this integration, in both form and function. All the Ocean Villas homes have ocean and/or golf course views, and are connected by waterways that wind through the community, and the fairways of the golf course. The built environment follows the form and context of the natural surroundings, and there is easy access by foot or vehicle to the other components of the resort.

The presentation of 2011 Asia Pacific Property Awards will be held in Shanghai on 30-31 May 2011 at The Longemont Hotel in Shanghai. The presentation dinner is part of a two-day Property Summit event that will be attended by hundreds of leading property professionals from across Asia Pacific.

A record number of 21 different countries took part in the 2011 Asia Pacific Property Awards. These awards are part of the International Property Awards which was established 17 years ago and cover residential as well as commercial categories. Later this year, top scoring winners from the Asia Pacific Property Awards will compete against other winning companies from Europe, Africa, the Americas and Arabia to find the World's best in each category.

VinaCapital's Managing Director of Real Estate Mr. David Henry comments: "These awards demonstrate our commitment to developing products that stand at the forefront of the property industry in Vietnam. The Ocean Villas and the Danang Beach Resort more broadly, are landmark projects in a rapidly developing market. We believe our approach of offering Vietnamese buyers an international-standard product at a competitive price, less than one master brand, will further raise VinaCapital above its competitors in the coming years."

Sales of the Ocean Villas residences are almost complete, with ongoing sales at the Danang Beach Resort including two more villa enclaves, Norman Estates and Dunes Residences, and one condominium project, the Cham.