



SERVICED  
APARTMENT  
INVESTMENT

# CHALLENGES & OPPORTUNITIES

**Vietnam Serviced Apartment Investment Conference**

December 1st 2011, Legend Hotel Saigon, HCMC

Vietnam's growing serviced accommodation market needs specialized investment and management to unlock its potential. Serviced Apartment Investment Conference, the only event of its kind in Vietnam to explore the challenges & opportunities in the sector.

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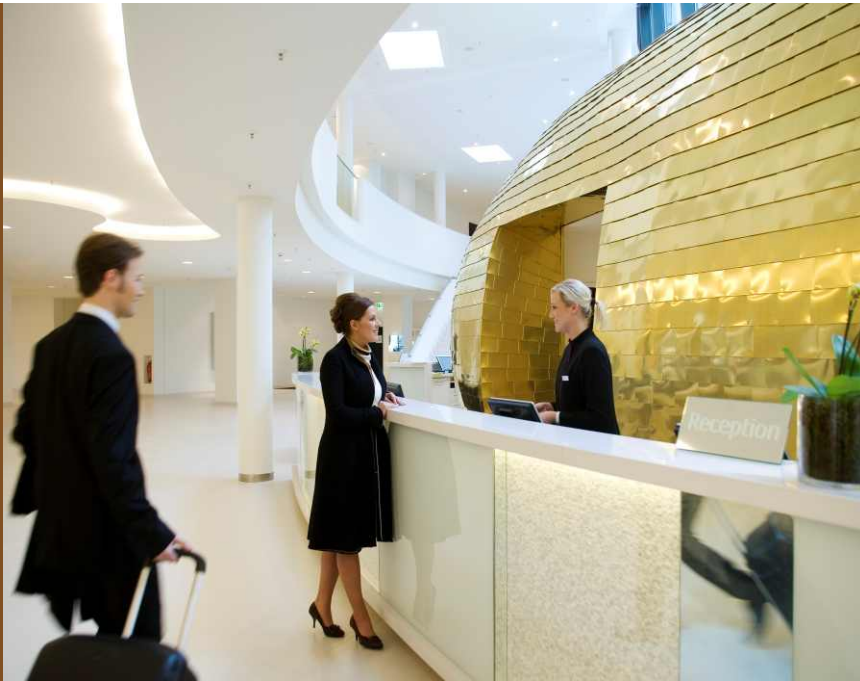


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## Challenges & Opportunities

As the property market slows, there have been some investors who could not sell or unwilling to sell their apartments at lower-than-expected prices, especially if the projects are in very prime locations, so the best choice for them is to convert these units to Serviced apartment. The investors still retain ownership of the properties, so if the residential market improves, they can sell them; but in the meantime, they earn steady income from their developments.

Serviced apartment is positive about the future. A huge demand for these segment existing in the major cities of Vietnam due to the limited supply of quality accommodations which are just waiting to be explored.

There are many opportunities but also challenges. The most important one is the lack of understanding and experience of the concept itself.

- *What are characteristic of Serviced Apartment?*
- *What drive the market demand in the sectors*
- *Returns, Risks and Financial Realities. Which are significant impacts on the returns generated for investors?*
- *Luxury, Mid-Market or Budget? - What Works Best, Where?*
- *What will be the role of Service apartment operator?*

In one day in depth conference focus on the practical side of working in Serviced apartment. The conference will provide valuable insight on the emergence and growth of this dynamic sector of the accommodation industry, including key drivers and challenges, as well as factors likely to impact future development.

### KEY POINTS

- Vietnam Serviced Apartment Market overview. Challenges & Opportunities
- Serviced Apartment Development Process: Best practices and case studies
- Financial Planning & Structure for Serviced Apartment Project best practices
- Serviced Apartment Operation, choosing the right management brand for your properties
- Retrofitting & How to retrofit properties effectively
- Merge & Acquisition Partly and Fully projects to Serviced Apartment
- Legal procedure, Liquidation for Serviced Apartment
- What should be considered when developing serviced apartment projects ?