



**SAIGON
BINH CHAU**
CORPORATION



WHERE IS VIETNAM



WHERE IS VIETNAM



LOCATED IN THE CONTINENT OF ASIA

OUR NEIGHBOURING COUNTRIES: CHINA, THAILAND, CAMBODIA & LAOS



TOTAL AREA

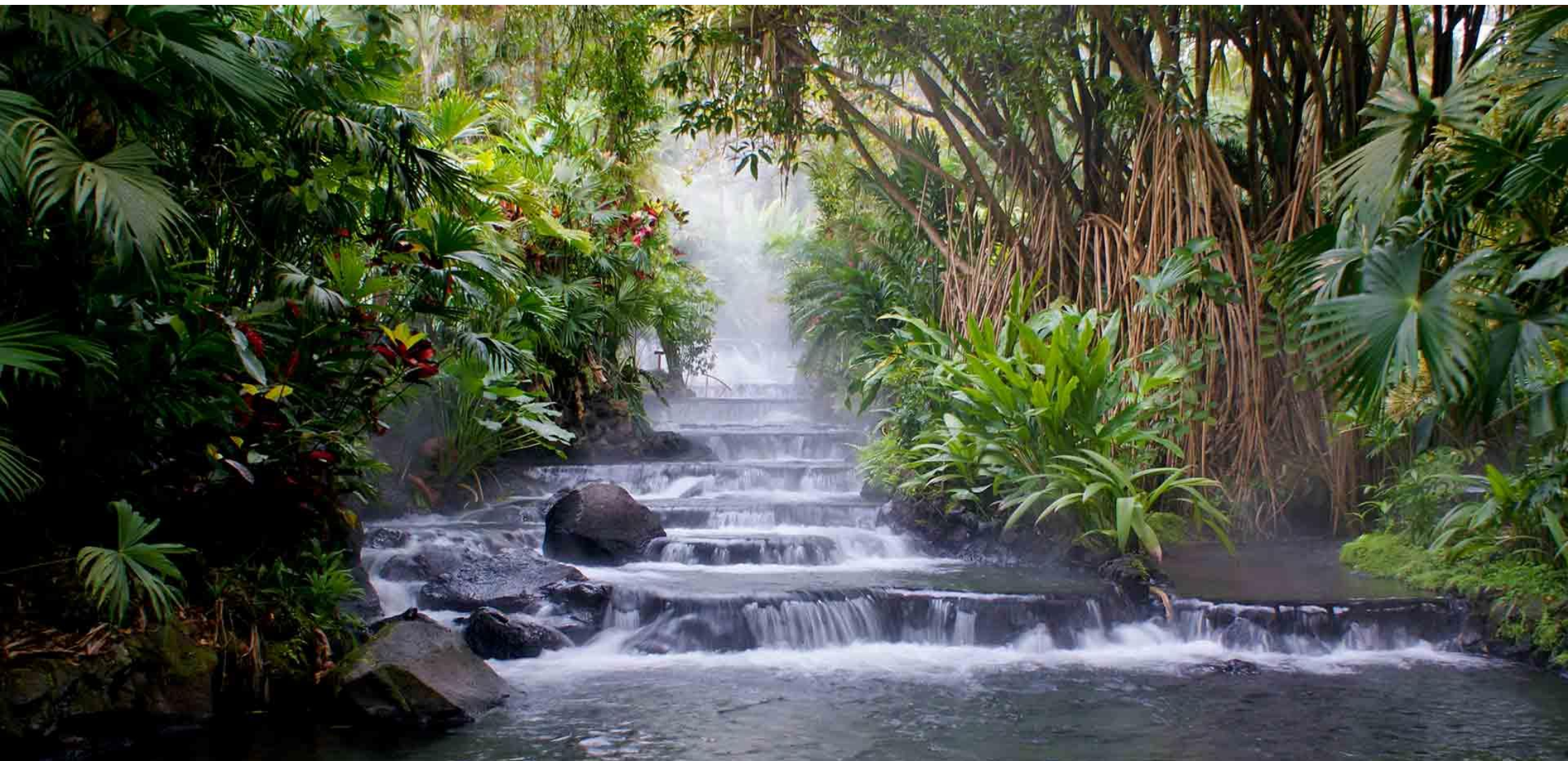
331,210 KM²



POPULATION IN 2018

96 MILLION PEOPLE

HOT SPRING LOCATIONS IN VIETNAM





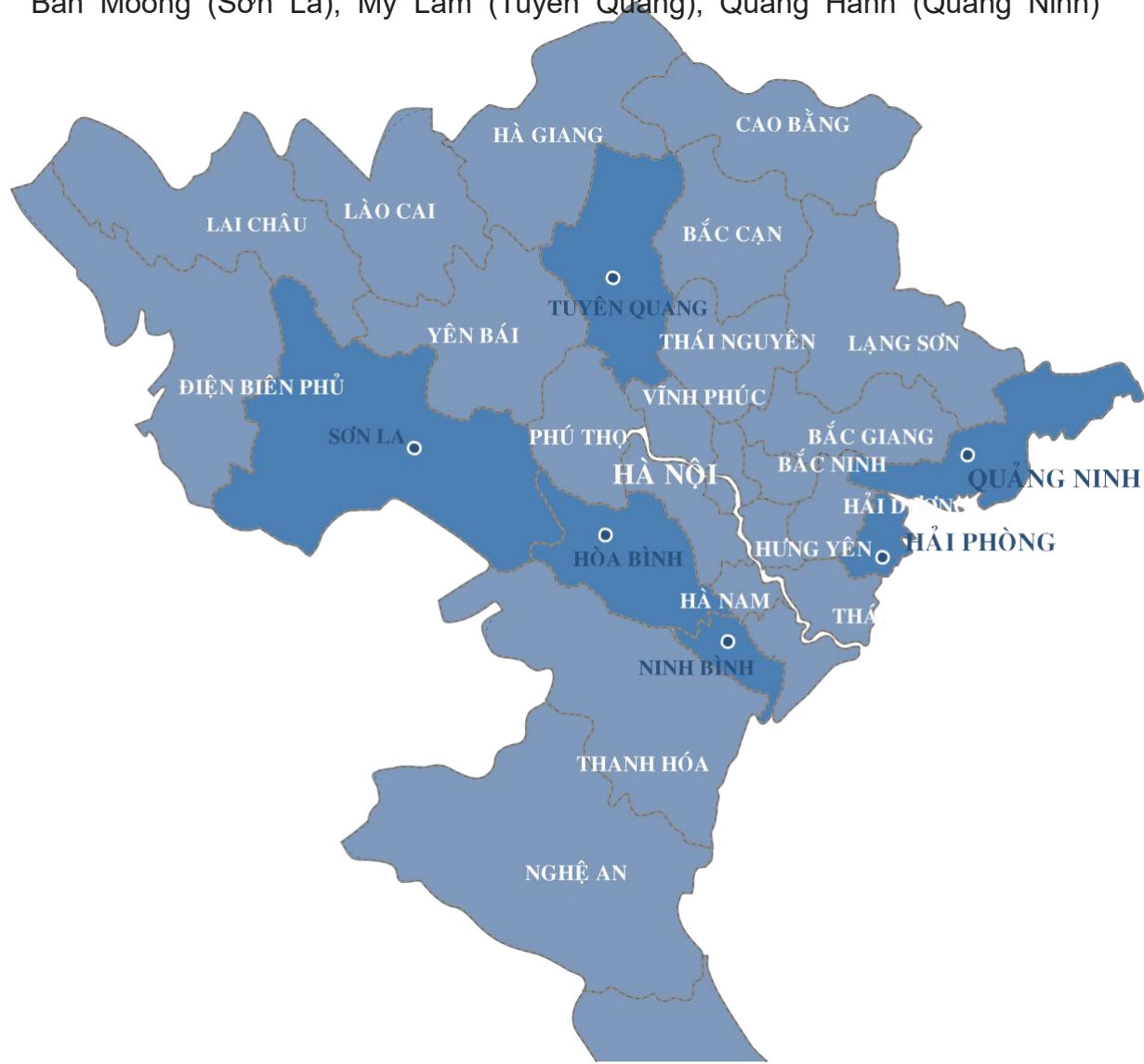
NATURAL HOT SPRINGS IN VIETNAM

- ▶ Northern Vietnam
- ▶ Central & Highlands Vietnam
- ▶ Southern Vietnam

NORTHERN VIETNAM

6 Locations

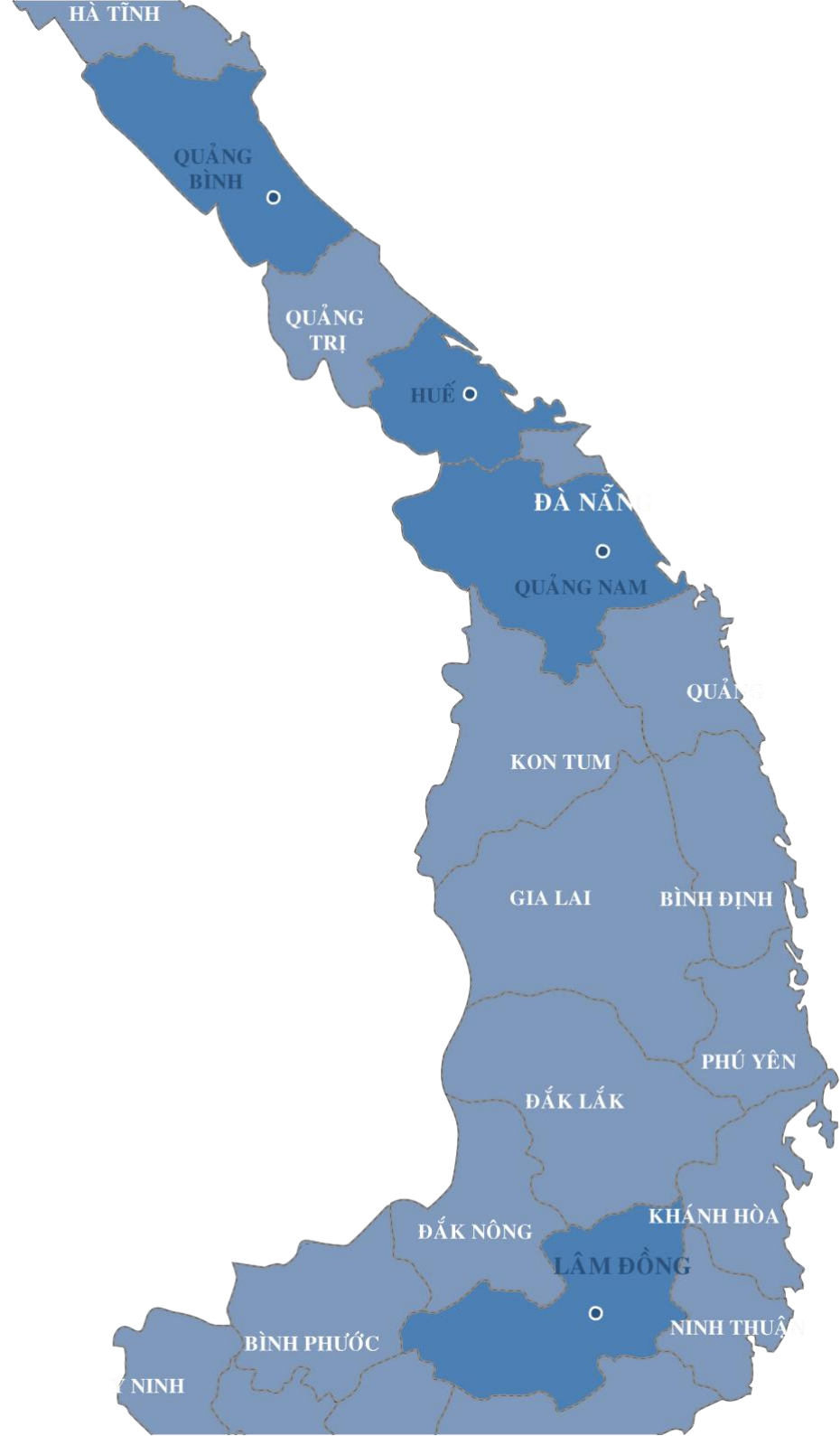
Tiên Lãng (Hải Phòng), Kim Bôi (Hoà Bình), Kê Gà (Ninh Bình),
Bản Moong (Sơn La), Mỹ Lâm (Tuyên Quang), Quang Hanh (Quảng Ninh)

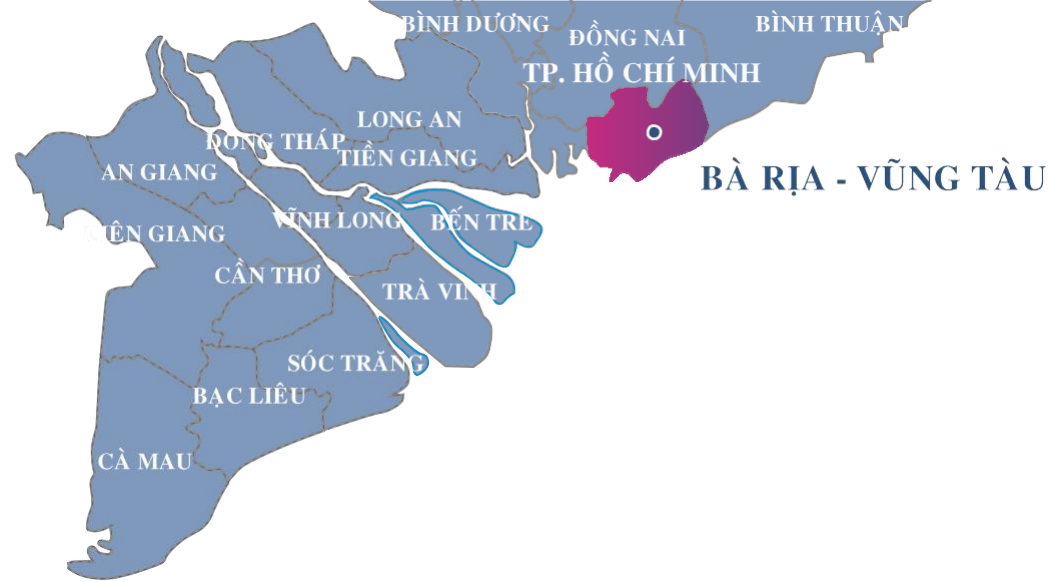


CENTRAL & HIGHLANDS VIETNAM

4 Locations

Thanh Tân (Huế), Tây Viên (Quảng Nam), Bang
(Quảng Bình), Đam Rông (Lâm Đồng)





SOUTHERN VIETNAM

Only one location

Bình Châu (Bà Rịa, Vũng Tàu)

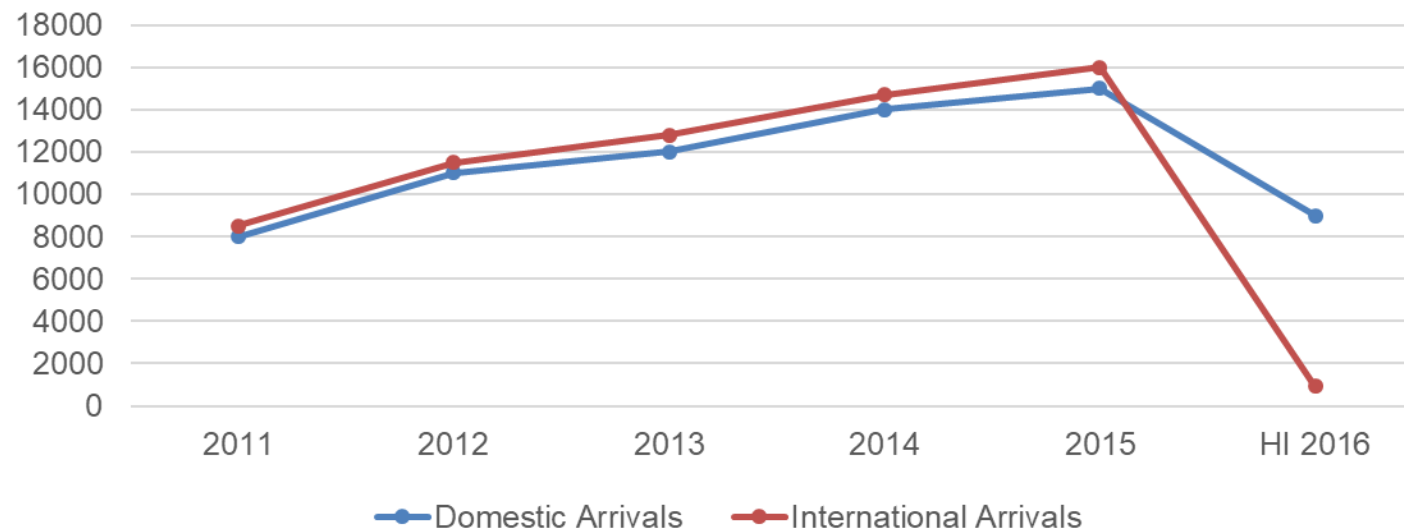
BA RIA – VUNG TAU

TRAVEL TRENDS & INSIGHTS



BA RIA-VUNG TAU SNAPSHOT

FOREIGN AND DOMESTIC TOURIST ARRIVALS INTO BA RIA – VUNG TAU



HOT SPRING SUPPLY WORLDWIDE



TOP THERMAL SPRING MARKETS - APAC

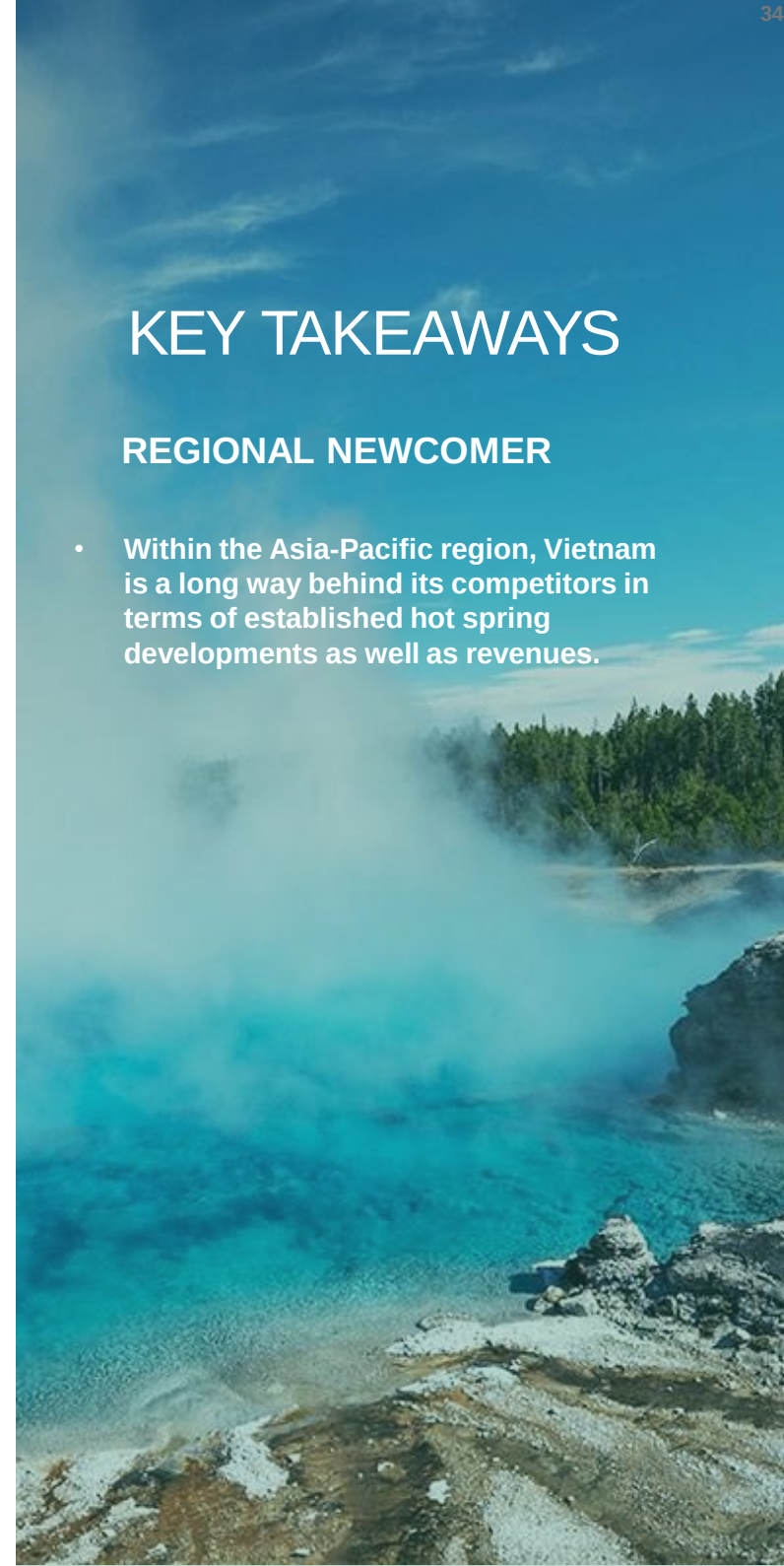
	Number of Establishments	Revenues (US\$mn)	Avg Revenue per Est. (US\$mn)	Rank
China	2,200	15,721.6	7.14	1
Japan	17,328	12,493.4	0.72	2
South Korea	96	293.2	3.05	3
Taiwan	125	291.3	2.33	4
New Zealand	117	261.9	2.33	5
Australia	23	54.2	2.35	6
Philippines	58	41.0	0.7	7
Thailand	47	15.3	0.32	8
Vietnam	24	12.7	0.53	9
Malaysia	25	11.9	0.48	10

Source: Global Wellness Economy Monitor, 2017

KEY TAKEAWAYS

REGIONAL NEWCOMER

- Within the Asia-Pacific region, Vietnam is a long way behind its competitors in terms of established hot spring developments as well as revenues.



Water is the driving force of all nature.

Leonardo da Vinci



HISTORY OF BINH CHAU HOT SPRING

THE ONLY NATURAL HOT SPRING IN SOUTHERN VIETNAM



HISTORY OF BINH CHAU HOT SPRING

THE ONLY NATURAL HOT SPRING IN SOUTHERN VIETNAM



XXI
CENTURY

At the beginning years of this XXI century, the Saigon - Binh Chau Tourist Corporation has developed



33
HECTARES

Over 33 hectares of the Binh Chau Hot Spring into a complex business model



4
STAR STANDARD

A complex business model including 4-star standard accommodation, F&B services, site-seeing and hot spring services.



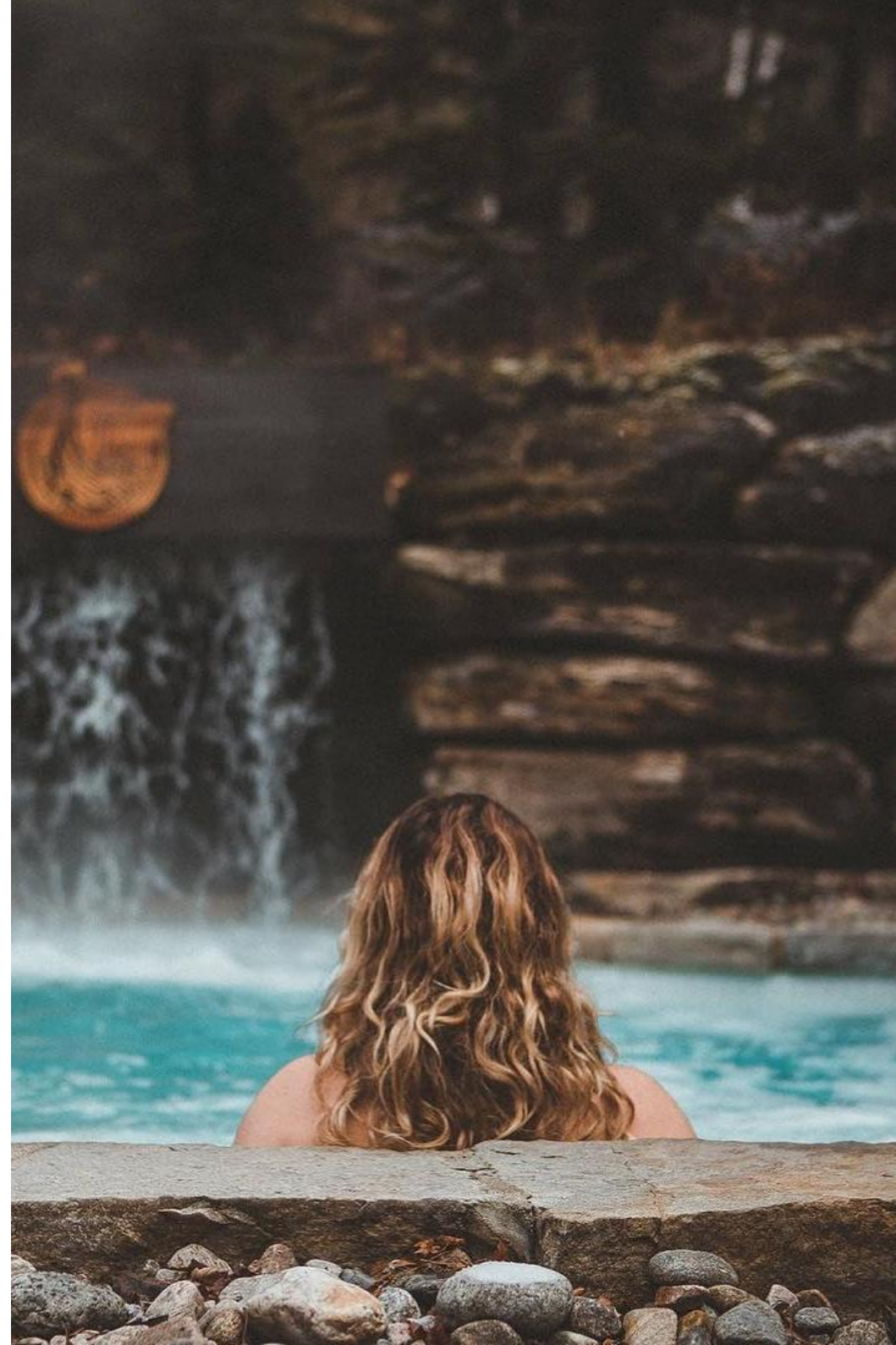
1 OF 65
AREAS

Listed on the 65 areas of the eco-tourist sustainable development of 47 nations worldwide by the World Travel Organization (WTO).

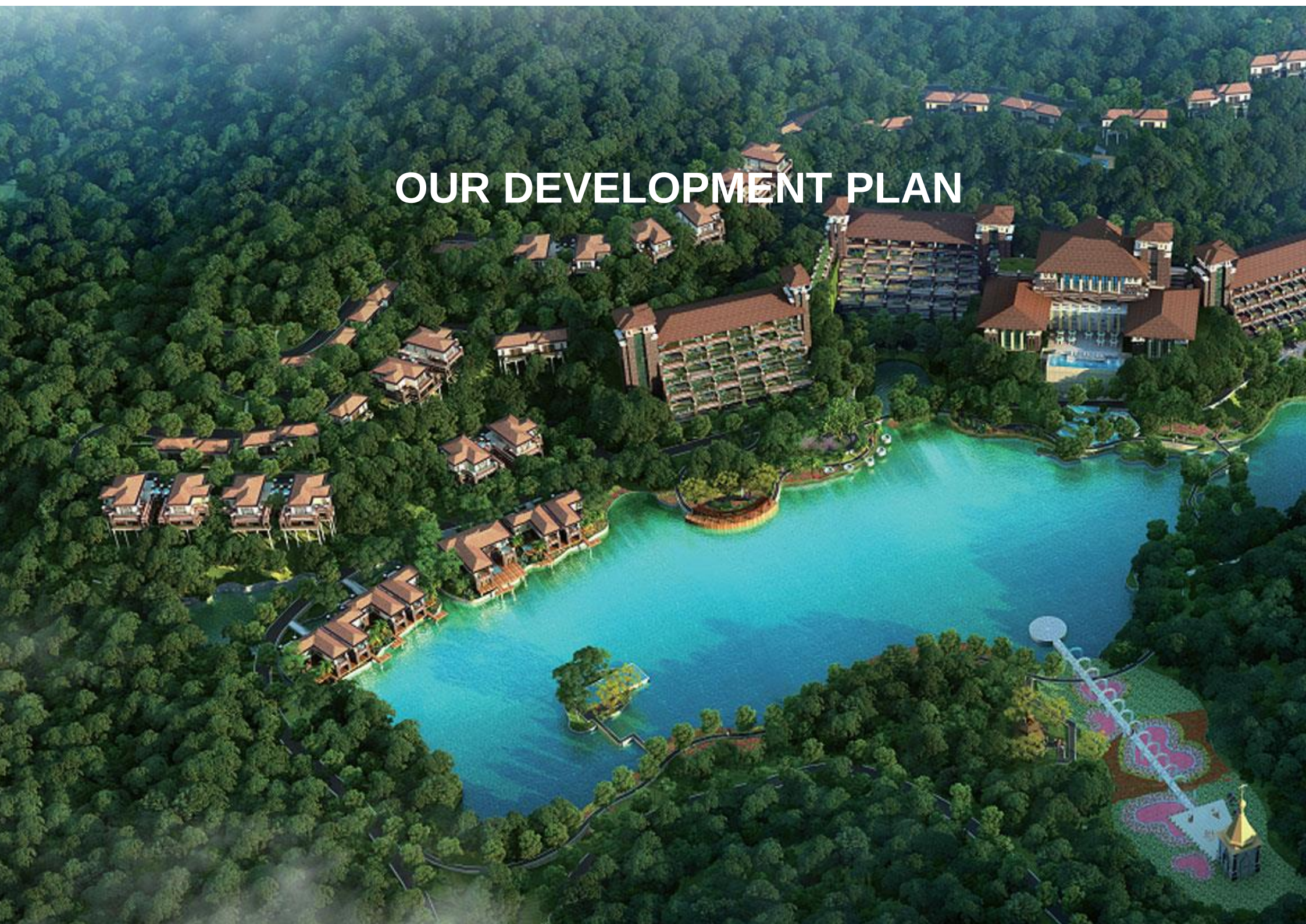
HOW MANY GUESTS HAVE WE
WELCOMED TO THE HOT SPRING
A YEAR

300,000
TRAVELLERS / YEAR

Each year, we are welcoming 300,000 domestic and international travellers to visit and experience hot spring products and services.



OUR DEVELOPMENT PLAN



EVERYONE DESERVES TO FEEL HOW TRUE WELL-BEING IS

Our Projects To Be Launched in 2020





PROJECT ZONING



PROJECT OVERVIEW IN 2020

HOT SPRING PRODUCT LISTING



- Guest house and spa
- World spa
- Hot spring theme park
- Spa cooking
- Wetland
- Water park
- Public / other
- VIP area

FOREST PARK PRODUCT LISTING



- Bamboo forest with over 100 bamboo varieties
- Wild-life (poultry, cattle, semi-wild animals)
- Botanical garden
- Organic farm
- Outdoor adventure activities (high ropes, swing)
- Natural lakes for sightseeing
- Horse and bicycle riding tours
- Fishing
- Hammock



VISION

Pioneering a new style of holistic wellbeing that is accessible to all, we will emerge as a leading WELLNESS TRAVEL destination in Vietnam for relaxation and rejuvenation.

Informed by bathing culture across the world and tailored for local needs, we will set the scene for high-quality hot spring tourism in the region.



WELLNESS TRAVEL - WHAT IS IT?

“Travel associated with the goal of maintaining or enhancing one’s personal wellbeing... and includes pursuit of physical, mental, spiritual or environmental wellness while traveling for either leisure or business.”



WELLNESS TRAVEL

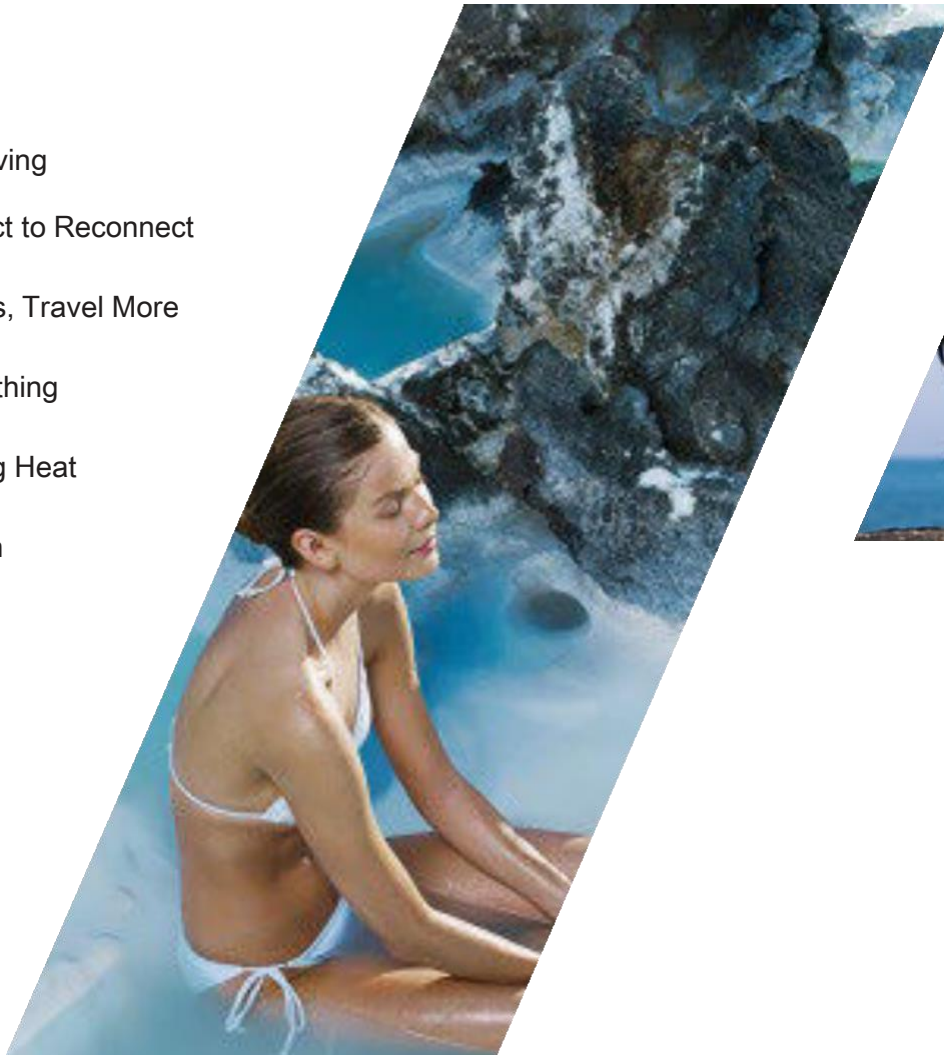
WHAT THEY SEEK

- ▶ Healthy Living (eat well, move their bodies)
- ▶ Stress Reduction
- ▶ Rejuvenation & Relaxation (live longer, feel younger)
- ▶ Meaning & Connection
- ▶ Authentic Experiences (quest for spirituality)
- ▶ Access to Nature
- ▶ Disease Prevention & Management (wellness for cancer)

WELLNESS TRAVEL

WHAT THEY DO

- ▶ Mindful Living
- ▶ Disconnect to Reconnect
- ▶ Work Less, Travel More
- ▶ Forest Bathing
- ▶ Hot Spring Heat
- ▶ Meditation



WELLNESS TOURISM GROWTH

	No. of Wellness Arrivals/ Trips Added from 2013-2015 (millions)	Average Annual Growth Rate from 2013-2015	Rank
China	18.1	26.6	1
USA	12.6	4.1	2
Germany	8.3	7.9	3
India	6.0	8.8	4
France	4.9	9.0	5
Australia	4.0	36.7	6
Mexico	3.3	13.0	7
Russia	3.2	14.4	8
Brazil	2.7	21.0	9
Austria	2.6	10.0	10
South Korea	2.4	7.3	11
Spain	2.4	9.9	12
Vietnam	2.3	25.3	13
Canada	2.2	4.7	14
Sweden	2.2	35.0	15
Japan	1.8	2.5	16
Chile	1.8	26.5	17
UK	1.7	4.4	18
Indonesia	1.6	18.7	19
Argentina	1.6	29.1	20

HOW DO WE INTEGRATE TRADITIONAL MEDICINES WITH OUR WELLNESS TRAVEL PROJECTS?

Can you imagine how great it would feel to actually experience a combination of smart health care and exotic travel?

At Saigon Binh Chau Corporations, together with 3 Wellness Projects located on the land of 40 hectares, we choose two Traditional Medicines/ Method to enhance the value of customers wellness trip:





TRADITIONAL MEDICINES IN VIETNAM

TUE TINH - THE FOUNDER OF VIETNAM TRADITIONAL MEDICINES

Tue Tinh, a Buddhist monk, was the founder of Vietnamese medicine. Tue Tinh has always been considered the master of Southern medicine and the teacher of practitioners of Traditional Vietnamese Medicine.



TRADITIONAL MEDICINES IN VIETNAM

Vietnam's hot and humid tropical climate provides for a lavish range of medicinal plant species.

1,300 Statistics from the Vietnam Ministry of Health show that 1,300 medicinal plant species have been found in Vietnam.



TRADITIONAL MEDICINES IN VIETNAM

You can find Traditional Medicines not just in an institution or hospital but it is almost everywhere, on the farm, in the market, and you can even grow it in your small garden at your front house.

The thing is you must be able to identify them. Otherwise, they are just weed. Even food is medicine.



The Vietnamese have a saying that goes “Doi Rau, Dau Thuoc” (when hungry, eat vegetables; when ill, take medical herbs), which clearly illustrates the importance of traditional medicine in our culture and daily life.



NGHỆ/ TURMERIC



HEALTH BENEFITS

- A natural antiseptic and antibacterial agent, useful in disinfecting cuts and burns.
- When combined with cauliflower, turmeric has shown to prevent prostate cancer and stop the growth of existing prostate cancer.
- Prevents breast cancer from spreading to the lungs in mice.
- Reduces the risk of childhood leukemia.
- A natural liver detoxifier.
- Because of its anti-inflammatory properties, turmeric is a natural treatment for arthritis and rheumatoid arthritis.
- Boosts the effects of chemo drug paclitaxel and reduces its side effects.
- Speeds up wound healing and assists in remodeling of damaged skin.

RAU RĂM / LAKSA LEAVES



HEALTH BENEFITS

- Helps in the Process of Digestion
- Helps in Controlling Sexual Desires
- Helps in treatment of Numerous Skin Condition
- Is known to possess Anti-bacterial qualities
- Are known to possess diuretic properties

GỪNG/ GINGER



HEALTH BENEFITS

- Helps Treat Nausea
- Fights Fungal Infections
- Protects Against Stomach Ulcers
- Eases Menstrual Pains
- May Inhibit Cancer Growth
- Regulates Blood Sugar
- Relieves Joint and Muscle Pain
- Lowers Cholesterol Levels
- Improves Brain Function
- Blocks Bacterial Infections
- Eases Inflammation
- Promotes Proper Digestion

LÁ BẠC HÀ PEPPERMINT LEAVES



HEALTH BENEFITS

- Defends against lice, fungus, and worms
- Supports digestive health
- Promotes respiratory health
- Promotes oral health
- May relieve headaches
- Soothes against stress
- Supports the liver
- Contains antioxidants
- Soothes muscle tissue

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ACUPUNCTURE

“When I stimulate the body with acupuncture, the body releases endorphins, I find acupuncture as a way for pain, stress and headaches relief.”

YOUR BODY ON ACUPUNCTURE

Who would have guessed that a tiny needle (or 12) could be such a boon to your well-being? Here are **10 research-backed ways** the ancient practice of acupuncture improves your health from head to toe.

Head 20 sessions of electroacupuncture (where a small electric current is applied to the needles) within 4 weeks reduced the number of monthly migraines.

Nose For seasonal allergy sufferers, 12 acupuncture sessions reduced symptoms and allowed people to use antihistamines less often.

Mood Once weekly acupuncture sessions can treat depression within 3 months (comparable to results from counseling) likely because it regulates happy-making neurotransmitters in your brain.

Throat 10 sessions over the course of a month treated acid reflux disease and soothed heartburn better than upping meds, possibly by regulating acid secretion and speeding digestion.

Heart Regular sessions can decrease markers of stress and lower blood pressure.

Immune System Well-placed needles can boost the activity of immune cells that seek out and destroy infections.

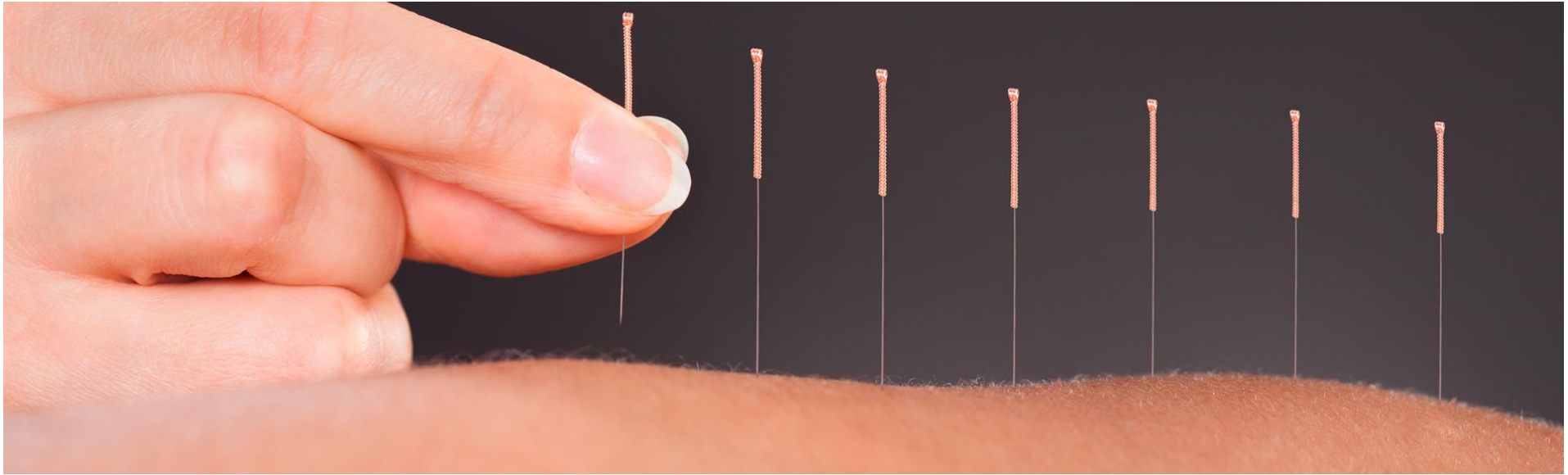
Sleep acupuncture revs up the production of neurotransmitters associated with relaxation and sleep, helping insomnia sufferers sleep better.

Back 5 weeks of twice-weekly needling was found to relieve lower back discomfort for up to 6 months.

Menopause Acupuncture can ease the frequency and severity of hot flashes for up to 3 months after treatment, possibly by helping regulate body temperature.

Weight Acupuncture helped obese adults shed up to 9 pounds over a span of 2-weeks to 4-months.

Prevention



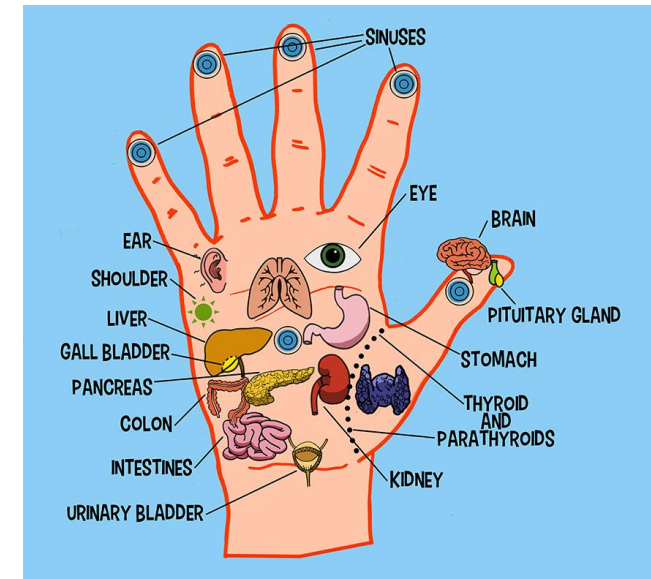
Acupuncture is among the oldest healing practices in the world. As part of traditional Chinese medicine, acupuncture aims to restore and maintain health through the stimulation of specific points on the body.

They use magnet power in acupuncture for better effect with the frequency about 25 hertz. You will feel your skin vibrating when the magnet power works and it is not painful. The depth of the needle put into your skin is around 1 centimeter. It will be much better in a few hours after the treatment.

ACUPRESSURE

This is one of the most popular treatment Vietnam where you can have it not just in an institution but also every Spa.

If you've got a cramp during a jogging session, you can press a pressure point to release the pain. It's been very interesting to know a "strange" concept to cure car sick and cramp by pressing pressure point.



FIRE CUPPING

Fire cupping therapy has been practiced in the world for a very long time, particularly in South East Asia countries like Vietnam. It is popular in Vietnamese traditional treatment and it mostly used to treat conditions related to colds, such as headache or dizziness.

It brings an interesting feeling, the jars squeezing your skin and your whole back is contracting and tightening a lot. It gives you very large marks on your back that will fade in around 5-7 days.





OUR BELIEF

We believe that wellness should
be demystified and made
available to all.



RETREAT TO
PURE HAPPINESS



**SAIGON
BINH CHAU**
CORPORATION

THANK YOU