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Throughout its long history, even though influenced by Chinese and Western cultures as well as other countries with different cultural characteristics, Vietnam has not been assimilated into any of those cultures, but has developed a new, unique style of its own. After centuries, Vietnam has absorbed the beauty of other cultures and become what it is today. The Saigon River flows through the city and waves form the breeze. Ho Chi Minh City, formerly named as Saigon, is also known as "Paris of the Orient," and is full of French-style old buildings scattered between the traditional old Vietnamese village houses. This city where the ancient and modern meets demonstrates beauty differently from other modern cities.

Because of the influence of China, India, France, and the United States, the cultural traces of the above-mentioned countries can be seen from time to time in different corners of Vietnam. Vietnam can be said to be a country that fully embodies the concept of a cultural melting pot, in which excellent cultures from all over the world gather. According to the statistics from the InterNations website, Vietnam has set a new record and ranked second as the best destination for foreign visitors. In addition to satisfactory work-life balance and a positive economic situation, Vietnam ranks first in career prospects and job satisfaction. In a survey with more than 20,000 respondents from 178 countries around the world, Ho Chi Minh City was selected as the third best city in 2019, second only to Taipei and Kuala Lumpur.

Vietnam's economy has also benefited from the China-US trade war, as well as from the vigorous implementation of infrastructure construction projects by the Vietnamese government and has continued to attract the attention of foreign investors. According to statistics from the Foreign Investment Agency, as of the end of 2019, Ho Chi Minh City had accumulated a total of US\$47.3 billion in foreign investment.

In addition to the overall strengths of the city, Ho Chi Minh City has always been a popular destination for tourists. According to 92,000 business travelers from 86 countries/regions and 1,400 corporate travel agencies in the World's 50 Best Cities For Street Food held by CEOWorld, Ho Chi Minh City ranked fourth among the 50 major cities in the world. The fragrant street food, which is delicious and affordable, has attracted tourists from all over the world. You can see the bustling life in the crowded markets, and the more you experience Vietnamese street food, the more you love it.

In this old, yet still up-and-coming city, where Eastern and Western cultures meet, you can see the ancient and romantic Indian style sometimes, and French fashion styles at other times. The historical traces that can be seen throughout the city have made remembrance of history part of a daily life for the local community. The variety of colors reflects the whirlpool of social changes experienced by the city, and has created a magnificent atmosphere in which to experience Ho Chi Minh City.