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The glorious and original architectures lodged in every street corner of this Southeast Asian city beam traces of European taste. Ho Chi Minh City, the "Paris of Asia" still preserves the European elements and styles from its French colonial past. Visitors can effortlessly feel the distinct characteristics different from that of local Vietnamese culture.

According to the 2021 report of the United Nations Conference on Trade and Development (UNCTAD), the COVID-19 pandemic has shifted foreign direct investment (FDI) capital flows to Vietnam, making it the preferred investment location for foreign-funded enterprises. In 2020, Vietnam ranked 19th in the world with US\$16 billion worth of foreign investments. This is the first time Vietnam is included in the top 20 countries with the most FDI in the world. In addition, according to the 2021 Economic Freedom Index released by the Heritage Foundation, Vietnam's average economic freedom index reached 61.7, placing it in 90th place among the 184 countries in the world, and in 17th place among the 40 regions in the Asia-Pacific. Vietnam moved up 15 places compared to 2020, with a total score that is higher than the regional and world averages.

Under the influence of international situations such as the US-China trade war in 2020, the shift in the manufacturing supply chain will also bring vast business opportunities to Vietnamese real estate. The recent Vietnam-European Union Free Trade Agreement (EVFTA) and Vietnam-UK Free Trade Agreement (UKVFTA) are also expected to drive a wave of industrial real estate investments.

The beauty of Ho Chi Minh City (previously known as Saigon) also attracted a lot of international visitors, contributing to the continuous growth in the number of foreign visitors. According to 2020 reports from InterNations, a well-known community website for expatriates, the city ranks 19th among the 86 cities surveyed in the world and ranked 3rd among the most livable cities in Asia, a clear testimony to the city's charm.

Ho Chi Minh City, the largest city in Vietnam, attracts countless travelers. Yet, the beauty and the glamor of this city are impossible to describe with words. The romantic side of French, the enthusiasm of Southeast Asia, the friendliness and serenity of Vietnam. These diverse cultural characteristics allow every traveler to relax and to be immersed in the city's beauty, creating a one-of-a-kind travel experience.