COMPANY PROFILE Est. 2025

VIETCOREA

Korea–Vietnam Strategic Business Platform



주식회사 비엣코리아 (VIETCOREA Co., Ltd.)



CORPORATE IDENTITY

· Korean Business Expansion into Vietnam
· Integration with Large-Scale Local Development Projects
· Investment Structure Planning & Advisory
· Commercial Operation System Development
· Tourism & Culture-Based Business Development

BUSINESS CORE

· Korea–Vietnam Business Development
· Cross-border Investment Platform
· Franchise & Brand Expansion
· Hospitality & Tourism Business
· Commercial Infrastructure Projects
· Sports & Cultural Exchange
· K-Food / K-Lifestyle Market Entry
· Strategic Partnership & Operation Management

Beyond consulting, we are an execution-driven business platform.

CORPORATE POSITIONING



VIETCOREA is a cross-border business platform connecting Korean brands with Vietnam.

INTEGRATED BUSINESS AREAS

SPORTS	CULTURE	TOURISM	COMMERCIAL INFRA	FRANCHISE	REAL ESTATE
스포츠	문화	관광	상업 인프라	프랜차이즈	부동산 연계 사업
Sports Industry & Event Partnerships	Cultural Content & K-Culture Exchange	Tourism Resources & Travel Infrastructure	Commercial Facilities & Mixed-Use Development	Franchise Brands & Distribution	Estate Development & Asset Integration

CORPORATE VISION

MISSION

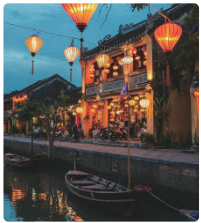
Promoting Korea–Vietnam exchange through sports, culture, and business while building a sustainable cross-border business ecosystem.

VISION

The leading private business platform connecting Korea and Vietnam.



Sports-Driven Cultural Diplomacy



Brand Localization Platform Development



Tourism-Linked Commercial Ecosystem Development



Supporting Korean Companies Entering Vietnam



Long-Term Operational Project Development

STRATEGIC BUSINESS MODEL

PROJECT ARCHITECT & OPERATION MANAGER

Rather than directly owning large-scale assets,
VIETCOREA pursues a strategic platform business model.



LEADERSHIP – REPUBLIC OF KOREA

김 태 주 CEO

KIM TAE JOO

Ph.D. in Leisure Services & Sports Studies
Ph.D. in Business Administration

Planning and leading sports, tourism, and business projects connecting Korea and Vietnam, while building a strategic Korea–Vietnam platform through extensive public and private sector networks.



CERTIFICATION

· Certified Corporate Turnaround Manager

PROFILE SUMMARY

· Korea–Vietnam Business Networks
· Brand & Business Model Development
· International Project Management
· Strategic Partnership Coordination
· Sports Diplomacy & Business Development

CAREER HISTORY

· Manager | Gaeseong Customs (2003–2007)
· CEO | Sunhan (2007–2018)
· General Manager | Bareuljeong Law Firm (2018–2020)
· Executive Director | Serbiz (2022–2026)
· CEO | VIETCOREA (2025~)

AWARDS

· Korea CGM Volunteer Corps
· Korea Women with Disabilities Association
· Korea Outdoor Advertising Association
· Korea Peace Media Awards

GOVERNMENT & PUBLIC EXPERIENCE

· Former Business Advisor | MSS
· Former Instructor | SEMAS
· Former Consultant | SEMAS
· Former Advisor | National Tax Service

LEADERSHIP – VIETNAM

따오뒤탕 CEO

DAO DUY THANG

Ph.D. in Business Administration

Leading business, tourism, and sports initiatives through Vietnam's local networks while fostering practical Korea–Vietnam partnerships.



PROFILE SUMMARY

· Vietnam Business Networks
· Tourism & Sports Development
· Cross-Border Project Management
· Government & Business Partnerships
· Local Operations & Infrastructure

CAREER HISTORY

· Researcher | Woosong University
· Lecturer | Ho Chi Minh City University of Economics
· Director | Hoang Min An Trading & Export-Impor
· CEO | SolDream Education
· CEO | VIETCOREA

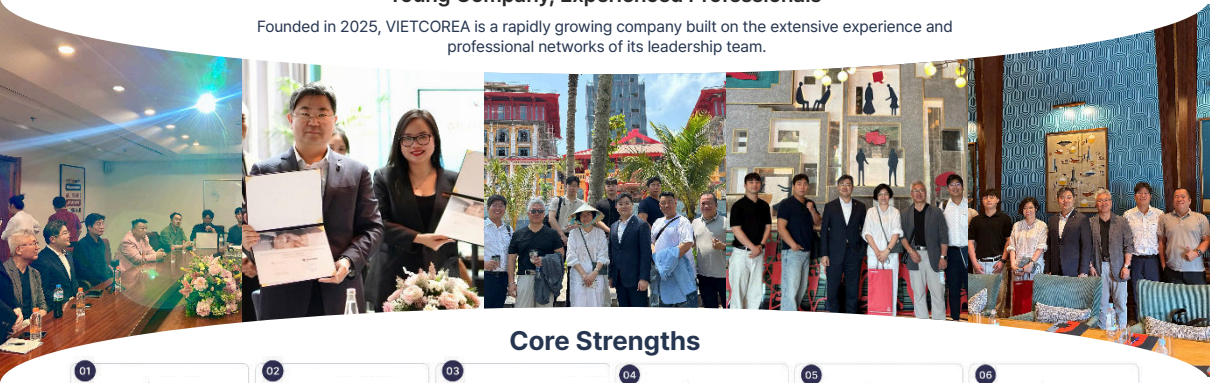
AWARDS

· Best Paper Award – Korea E-Commerce Society
· Commendation – Korea Distribution Science Association
· Best Presentation Award – Korea Distribution Science Association

WHY VIETCOREA

Young Company, Experienced Professionals

Founded in 2025, VIETCOREA is a rapidly growing company built on the extensive experience and professional networks of its leadership team.



Core Strengths

01

Korea–Vietnam Business Experience

Extensive experience in cross-border business projects and practical execution between Korea and Vietnam.

02

Local Development Network

Strong partnerships with local developers, project leaders, and key stakeholders in Vietnam.

03

Sports, Culture & Tourism Expertise

Planning and operating projects centered on sports, culture, and tourism.

04

Franchise & Brand Expansion

Proven capabilities in attracting, localizing, and expanding Korean brands.

05

Investment & Operations

Expertise in investment structuring, operations, and sustainable business management.

06

Government & Institutional Relations

Strong collaboration with government agencies and public institutions for reliable project execution.

STRATEGIC PARTNER - VINGROUP

A Leading Diversified Business Group Shaping the Future of Vietnam

Vietnam's largest private conglomerate, with businesses spanning real estate, hospitality, resorts, shopping malls, automotive, healthcare, and education.

KEY PROJECTS & DESTINATIONS



01

VINHOMES
Residential & Smart City

베트남 최대 규모의 주거·복합도시 개발 브랜드

- Smart City & Mega Township
- Premium Residential Complex
- Integrated Urban Development



02

VINCOM MEGA MALL
Retail & Commercial Platform

베트남 대표 리테일 플랫폼
쇼핑·엔터테인먼트·라이프스타일의 중심

- Nationwide Shopping Mall Network
- Retail Infrastructure & Leasing
- Commercial Activation & Marketing



03

VINFAST
Industrial & Technology Platform

베트남 글로벌 전기차 브랜드
스마트 제조·기술 혁신을 선도

- Electric Vehicle Leader
- Smart Manufacturing & R&D
- Global Expansion & Innovation

STRATEGIC VALUE

VIETCOREA works closely with VINGROUP's commercial developments and tourism infrastructure to expand market opportunities for Korean companies and brands in Vietnam.



VINGROUP AT A GLANCE

200,000+	30+	1,800+	No.1
Employees 임직원 수	Countries 글로벌 네트워크	Subsidiries & Affiliates 계열사 및 관계사	Vitnam's Largest Private Enterprise 베트남 최대 민간기업

KEY BUSINESS AREAS

- REAL ESTATE 부동산 개발
- HOSPITALITY 호텔 · 리조트
- RETAIL 쇼핑몰 · 유통
- ATOMOTIVE 자동차
- HEALTHCARE 의료 · 웰스케어
- EDUCATION 교육

STRATEGIC PARTNER - SUNGROUP

A Global Leader in Tourism, Leisure & Mixed-Use Development

One of Vietnam's leading private enterprises, successfully developing and operating large-scale projects across tourism, leisure, real estate, and infrastructure.



KEY PROJECTS & DESTINATIONS



SUNSET TOWN

세계적 수준의 해양관광 복합 도시 개발 프로젝트
(상업시설, 호텔, 레지던스, 엔터테인먼트 등)



BA NA HILLS

테마파크, 케이블카, 리조트가 결합된
베트남 대표 관광지



SUN GRAND CITY HANOI

하노이 중심의 대규모 복합문화·상업단지
프로젝트 (주거, 상업, 엔터테인먼트 등)

STRATEGIC VALUE

Leveraging SUN GROUP's world-class tourism and commercial infrastructure, VIETCOREA expands market opportunities for Korean brands, cultural content, and franchise businesses while building a sustainable business ecosystem in Vietnam.

- K-Street Project
- K-Food Zone
- Franchise Expansion
- Commercial Activation

SUN GROUP AT A GLANCE

50,000+	50+	10+	World-class
Employees 임직원 수	Projects Across Vietnam 베트남 전역 프로젝트	Key Destinations 주요 관광 목적지	Infrastructure & Attractions 세계적 수준의 인프라 및 시설

KEY BUSINESS AREAS

TOURISM DESTINATION	RESORT COMPLEX	ENTERTAINMENT & ATTRACTION	COMMERCIAL DISTRICT	COASTAL DEVELOPMENT	TOURISM INFRASTRUCTURE
관광지 개발	리조트 복합단지	엔터테인먼트	상업지구 개발	해안 개발	관광 인프라



STRATEGIC NETWORK

CORE PARTNERSHIP NETWORK

VIETCOREA has established a collaborative network with trusted local partners across Vietnam.

CONSTRUCTION & INFRASTRUCTURE

BIC Construction Architectural JSC

Industrial & Commercial Construction Network

주요 역량

- Factory Construction
- Industrial Infrastructure
- Engineering
- Steel Structure
- Logistics Facility Development

Industrial Infrastructure Specialist

LEGAL & INVESTMENT ADVISORY

BLG (BizLegal Group)

Investment, Legal & Hospitality Network

주요 분야

- Foreign Investment Advisory
- Real Estate & Infrastructure
- Corporate & M&A
- Project Finance
- Investment Structuring

HOSPITALITY & TOURISM OPERATION

DD Hospitality

Hospitality & Resort Operations Network

주요 역량

- Resort Operation
- Hospitality Consulting
- Tourism Infrastructure
- Serviced Apartment Management
- Sustainable Hospitality

DD Hospitality는:

- 13+ Years of Experience
- 50+ Completed Projects
- Multi-Regional Operations Network

CURRENT PROJECT PORTFOLIO

VIETCOREA is developing a diverse portfolio of projects across tourism, commercial, and industrial infrastructure.

01 PHU QUOC K-ZONE PROJECT



Phu Quoc
Mixed-Use Commercial
Development

- K-Food
- Nightlife
- K-Beauty
- Korean Lifestyle

02 K-TOWN DEVELOPMENT PROJECT



Korean Brand Direct
Entry Platform

- Korean Street
- Lifestyle Complex
- Franchise Zone

Strategic Development Projects

03 SUNSET TOWN COMMERCIAL PROJECT



Sunset Town Commercial Revitalization

04 MEYHOMES KOREAN BUSINESS DISTRICT



Korean Brand
Commercial District

05 INDUSTRIAL LAUNDRY HUB PROJECT



B2B Laundry
Infrastructure for
Hospitality

FUTURE ROADMAP

VIETCOREA builds a sustainable business ecosystem through a phased strategic approach.

01 PHASE 1

K-Food & Commercial Zone Development



- ✓ Attraction and incubation of Korean K-Food brands
- ✓ Development of commercial facilities and infrastructure
- ✓ Initial market activation and operational stabilization

02 PHASE 2

K-Town & Tourism Commercial Expansion



- ✓ Development of K-Town and Korean brand district
- ✓ Enhancement of tourism content and visitor experiences
- ✓ Expansion of commercial zones and visitor traffic

03 PHASE 3

Korea–Vietnam Cross-Border Investment Platform



- ✓ Connection of Korea–Vietnam investment networks
- ✓ Joint project development and investment partnerships
- ✓ Establishment of a cross-border investment platform

04 PHASE 4

Master Franchise & Operations Ecosystem



- ✓ Establishment of the Master Franchise model
- ✓ Advancement of operational systems and management standards
- ✓ Global expansion and ecosystem development

Building a sustainable business model and a foundation for global expansion through a phased growth strategy.

Thank you

VIETCOREA

(주)비엣코리아
(VIETCOREA Co., Ltd.)

Korea–Vietnam Strategic Business Platform
“Sports · Culture · Business · Infrastructure”

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