TRANSFORMING CITIES THROUGH INNOVATION
THE CHALLENGES IN URBAN PLANNING AND DESIGN

Rapid urbanisation in Asia requires an expert opinion on the local social-economic conditions in order to build a strong foundation for urban developments to take off.

Vietnam, like many other emerging countries, has overcrowded old city centres with aging infrastructure no longer able to support the new economic growth trajectory. Remaining environmentally resilient is now the biggest challenge.

The need to preserve identity and culture in our age of urbanisation requires the development of new urban communities around the rich and diverse heritage of Asia, and the establishment of new standards of living based on equal opportunities and liveable spaces.

Majority of urban consulting firms come from the West or developed countries, and many of them face difficulties in accurately reflecting the planning needs of the local urban sector.
ENCity™: THE SOLUTION

Redefine urban planning and city design through combining real-world insights with a multidisciplinary approach that responds to any business objective, cultural context or geographical setting.

ENCity is an international urban solutions provider. Our team consists of planners, designers, researchers, and innovators with insights into city development and a commitment to transforming urban communities.

With a combined 80 years of experience in four continents, we understand what it takes to combine local and real-world insights with a multidisciplinary planning approach to deliver urban solutions that work. We are proud to have journeyed with developers to maximise the land value and human experience at minimum economic, social and environmental costs. Our portfolios span a wide range of developments of different scales, from new townships, university campuses and technology parks to new residential communities and urban redevelopments.

Urbanisation in Asia has no precedence. There has been no other time in human history that cities have to accommodate such rapid expansion of both economic activities and population size. All this running parallel to the consistent quest for global attention, local identity and higher living standard. Therefore, Asia needs new know-how on city building rooted in a deep understanding of local history, culture, economy, decision-making process and technological possibility. ENCity’s mission is to bring that know-how into practice and transform Asian cities through innovation.

Mr. Dzung Do Nguyen
Group Managing Director
OUR SERVICES

A full range of urban solutions, from Planning, Design to Tech-based solutions

Responding to the environmental, social and resource challenges of today, we co-create a future-resilient urban future with our clients in both public and private sectors to

• Improve quality of living
• Increase land value
• Optimize urban operations
• Reduce economic, social and environmental risks
• Mitigate market externalities in urban development
Innovative and feasible plans start with rigorous analysis of data that imagine different possibilities and futures for the urban environment. These concept and feasibility studies construct a foundation for us to imagine possibilities for different urban problems presented to us. We involve the best practices from the industry and creative urban solutions and concepts to co-create together with our clients.

Combining acute awareness of economic cycles and political shifts within the regions of each project, we create feasible plans with phasing options to ensure a successful urban plan.

To implement a complex project successfully, local developers are in need of a partner who is able to co-lead the project from the start to its end, and to collaborate with multiple parties through out various project phases.

Mr Dzung Do Nguyen
Group Managing Director
DESIGN SERVICES

Design processes aim to nourish and complement the urban planning processes. Through human-centric design, we aim to implement design that are liveable and sustainable. The iterative design processes seek to design from the most macro of structures to the most micro of structures to optimise human interface with our urban environment.

- Landscape Design
- Urban Design
- Infrastructural Planning/ Design

enCity is a team full of new ideas and know-how to drive any challenging development project forward. They have worked closely with us to set a bold vision and an innovative development model for Van Lang University’s new campus in Hoa Lac High-tech park. enCity will work closely with HTT Group to develop a master plan that brings the richness of local history, landscape and innovation ecosystem into our students’ experience.

Dr Nguyen Cao Tri
Vice Chairman of Van Lang University
TECH-BASED SOLUTIONS

Technological modelling and analysis underlines our core practices in enCity ranging from spatial analysis to data simulation and modelling. As cities become smarter and smarter, enCity locates itself as a partner in the creation of smart solutions. These practices inform the decision-making processes allowing for smart solutions.

- Spatial Analysis
- Data Analytics
- Data Simulation and Modelling
- Tools for analysis engagement and decision-making
- Smart City Solutions
- Asset Management
Our Featured Projects

Translating Vision Into Reality

Leaders in both public and private sectors have counted on enCity’s creative ideas and innovation to help them develop and transform their communities.

“A good master plan is the one that shapes a liveable community and optimises land value through an efficient investment model. No planner understands this better than Mr Nguyen Do Dung who has spent many years working in the Ecopark master plan. We highly appreciate Mr Dzung and enCity team for their partnership with TDH Ecoland in our journey to spread out Ecopark model to many cities throughout Vietnam.”

Mr Nguyen Cong Hong
Co-founder of Ecopark and CEO of TDH Ecoland
ECOVALLEY
TUY HOA

<table>
<thead>
<tr>
<th>Location</th>
<th>TUY HOA CITY, PHU YEN PROVINCE, VIETNAM</th>
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<tbody>
<tr>
<td>Size</td>
<td>64.5 ha</td>
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<tr>
<td>Client</td>
<td>TDH ecoland</td>
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<tr>
<td>Population (Est)</td>
<td>2000</td>
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<tr>
<td>Development Goals</td>
<td>To create a green and people-friendly community and a unique destination in the heart of Tuy Hoa center</td>
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<tr>
<td>Service Offered</td>
<td>Landscape Design, Urban Planning, Urban Design</td>
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<tr>
<td>Team Head(s)</td>
<td>Dzung Nguyen, Gabriel Daly</td>
</tr>
<tr>
<td>Team Members</td>
<td>Hai Phong, Duong Vuong, Phuoc Vu</td>
</tr>
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**Summary of enCity solution**

Ecovalley will be a community with its landscape featuring Phu Yen’s famous sceneries and a green and cultural destination in the heart of Tuy Hoa city. The project featured planning strategies that realigned roads for greater accessibility throughout the site, created a viewshed towards the sea for all residences to be built, and a nice liveable green corridor. The concept master plan also set the future for infrastructure to be economically and environmentally resilient.
Con Tien Eco-Community gave enCity an opportunity for the detailed master planning of a community within Hoi An City. This detailed master planning was done with multiple site visits by our team to produce a masterplan that was culturally sensitive and appropriate for its surroundings. This featured integration into the existing landscape, but also active placemaking from the creation of different districts through the detailed masterplan to create varied housing options and a sense of community created by various landmarks within the site.
DEVELOPMENT CONCEPT
FOR PHU YEN SOUTH,
ZONE 1 & 2

<table>
<thead>
<tr>
<th>Location</th>
<th>PHU YEN, TUY HOA, VIETNAM</th>
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<tr>
<td>Size</td>
<td>251 ha</td>
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<tr>
<td>Client</td>
<td>TDH ecoland</td>
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<tr>
<td>Development Goals</td>
<td>To build a destination rich in culture, embedded with nature, along the coast of Phu Yen</td>
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<td>Service Offered</td>
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<td>Team Head(s)</td>
<td>Nguyen Do Dzung, Pham Hoang Hai</td>
</tr>
<tr>
<td>Team Members</td>
<td>Vu Minh Phuc, Pham Cong Khanh</td>
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Summary of enCity solution:
Concept Development and Illustrative Masterplan for Phu Yen that harnessed on the long coastline of the development site. Key proposed adjustments to the national highway allowed for opportunities to preserve green spaces and creation of public spaces for all. Within these open green spaces, overlooking residential blocks that will house up to 19,500 people with different affordable housing options and multiple key districts such as an urban beach centre and a high-technological park in order to create a diverse, vibrant community.
OUR OUTREACH

Sharing Ideas And Insights Into Transforming Urban Communities

Our founding members constantly make efforts to share ideas and insights to various business communities and invite partners to join enCity in this mission.

• “Housing Singapore – Planning and policy making for affordable housing in the city-state” Conference on Affordable Housing, Sydney, 2017.
• “Value capture through planning and design of TOD areas” Conference on Transit Oriented Development, Singapore, 2015.
A RESILIENT URBAN FUTURE REQUIRES COLLECTIVE EFFORTS. PARTNER WITH US.