

## ENHANCING QUALITY OF LIFE AND BUILDING LIFECYCLE: A CONVERSATION WITH FPT CITY AND ADEN



In an insightful discussion on the evolving landscape of property management, we bring together two key players in the real estate industry: **FPT City, a leading developer known for its innovative approach to urban living spaces**, and **Aden, a facility and property management company** recognized for its forward-thinking strategies in enhancing the resident experience and extending the lifecycle of buildings. This conversation sheds light on their collaborative efforts to redefine living standards and sustainability in the Vietnamese property development market.

**Interviewer:** To start off, could you each share your organization's philosophy and how it aligns with enhancing the quality of life for residents?

**Mr. Nguyễn Văn Lộc, CEO of FPT City Da Nang:** At FPT City, our philosophy revolves around creating smart, sustainable living environments that not only meet the current needs of our residents but also anticipate their future requirements. We believe in integrating technology with natural elements to foster communities that are not just places to live but spaces where people can thrive, connect, and lead healthier lives.

**Mr. Vincent Romeo, General Manager of Aden:** Similarly, Aden focuses on transforming property management from a traditional service into a comprehensive experience that prioritizes the well-being and satisfaction of every resident while helping developer to improve the building lifecycle. Our approach is centered around sustainability, innovation, and technology, aiming to create environments that enhance the quality of life while ensuring the longevity and resilience of the property.

**Interviewer:** How do you collaborate to achieve these goals?

**Mr. Lộc:** Our collaboration with Aden starts from the very beginning of a project. By involving them early on, we can incorporate their expertise in property management into our design and development process. This synergy allows us to anticipate operational challenges and integrate solutions that benefit both the residents and the overall sustainability of the building. Additionally, we work with them in a continuous improvement mindset to solve some of challenges that can happen after the construction.

**Mr. Vincent:** I agree, our partnership goes beyond the traditional Client/Supplier mindset. We work closely with FPT City to understand their vision for each project and tailor our property management solutions accordingly. Our role is to bring their vision to life by ensuring the day-to-day operations support the long-term goals of FPT City to create a vibrant and sustainable community in Danang. We leverage our experience and technology to enhance efficiency, reduce environmental impact, and improve resident satisfaction.

**Interviewer:** Can you give examples of how your partnership has directly impacted residents and building lifecycles?

**Mr. Lộc:** One of our flagship projects FPT Plaza 2, is the first to incorporate smart building technologies (Smart parking, facial recognition in the elevators) and green building practices. This building has set a new standard for residential living in Central Vietnam at an affordable price with a high mix of foreign and local resident. Through our collaboration with Aden, we've been able to offer residents a seamless and intuitive living environment that adapts to their specific needs while keeping it affordable for all.



**Mr. Vincent:** In that project, we implemented a digital application (Akila) for facility management system that not only enhances the resident experience through digital conveniences but also extends the building's lifecycle by ensuring efficient operations and maintenance. Our proactive approach to property management has resulted in lower operating costs, increased resident satisfaction, and a significant reduction in the management fees.

**Interviewer:** Looking to the future, how do you see your partnership evolving to meet the challenges of urban living?

**Mr. Lộc:** As urban living continues to evolve, we're committed to pushing the boundaries of what's possible in residential development. This means deeper integration of smart technologies, more sustainable building practices, and innovative community-building initiatives. With Aden by our side, we're confident in our ability to create spaces that not only meet the demands of modern living but also contribute positively to the urban landscape. Our next project FP3 that start groundbreaking last month will be the testimony of that promise.

**Mr. Vincent:** The future of property management lies in our ability to anticipate and adapt to the changing needs of residents and the environment. A key aspect of this is our commitment to the WELL certification standards, which guides our efforts in ensuring the health and well-being of the communities we manage. We train our employees in these standards to make sure that every project we undertake prioritizes the physical and mental health of its residents. For instance, we are currently working on initiatives like monitoring air quality within buildings, which is a critical component of the WELL certification. This not only provides a healthier environment for residents but also educates them on the importance of air quality, contributing to a more informed and health-conscious

community. Together with FPT City, we're not just building homes; we're creating ecosystems that enhance the quality of life for everyone involved.

**Interviewer:** Thank you both for sharing your insights. It's clear that through collaboration, FPT City and Aden are setting new standards in property management and development, with a strong focus on enhancing the quality of life and ensuring the sustainability of urban living spaces.



**About:** <https://fptcity.vn/> Standing out next to the poetic and peaceful Co Co River, FPT City Da Nang urban area is a green, smart, modern urban area owned by FPT Da Nang Urban Joint Stock Company. With a total area of more than 181 hectares, this green urban area in the heart of a green city is an ideal place to live and relax, but also have the potential to promote an increase in real estate value, providing attractive investment opportunities. This place will be the City of the future - where each resident feels the difference in their living environment and is proud to be an citizen of FPT City.

## Aden

**About:** <https://adengroup.com/> Aden Group is a Eurasian group founded in 1997 in Vietnam. Aden Group began in the Food-Services and integrated facility management (IFM) industry, and has since expanded its portfolio to dedicated businesses specialized in Property Management, on-site energy, industrial real estate, and digital twin.

Aden employs more than 26,000 people worldwide, and has operations in 25 countries. Aden Group's largest base of business is the Asia-Pacific market, where it was founded, but Aden also manages client sites in Africa and its digital twin business operates in Europe, Africa and North America.