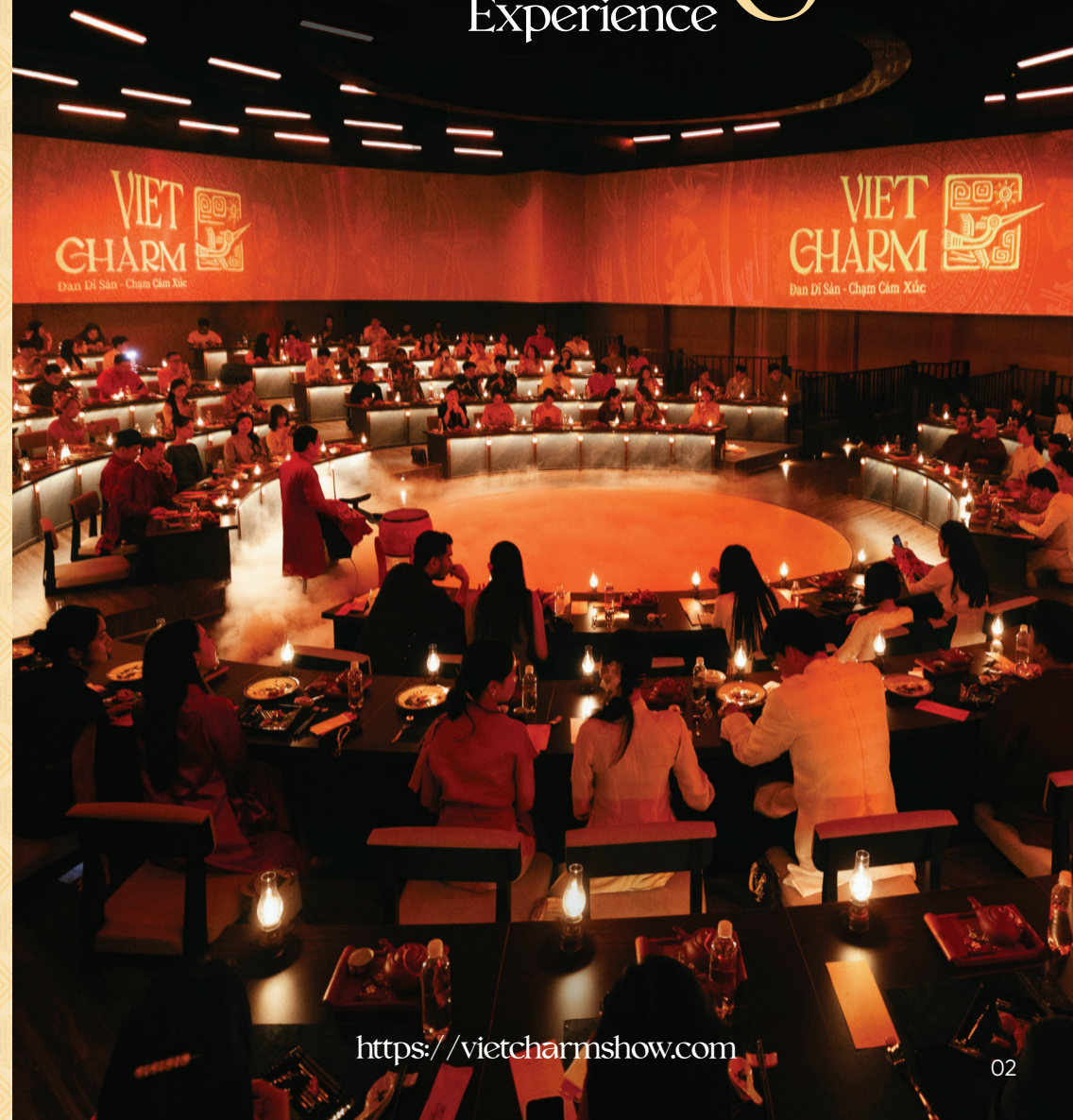


Live the Legacy

B2B Collaboration Guide



Vietnam's First & Only
**Culture
& Dining**
Experience



<https://vietcharmshow.com>

SHOW OVERVIEW

VietCharm is Vietnam's first

Culture & Dining experience

an original format that seamlessly converges world-class stage performances with an exquisite culinary journey right at your table, all within a 100-minute immersive itinerary. Neither a traditional restaurant nor a conventional stage, VietCharm **pioneers a distinctive and most unique experiential category** in Vietnam.



ICONIC LOCATION

The Independence Palace

Ho Chi Minh City

Top #1 Heritage Landmark:

The city's most iconic and historically significant site.

Prime Central Location:

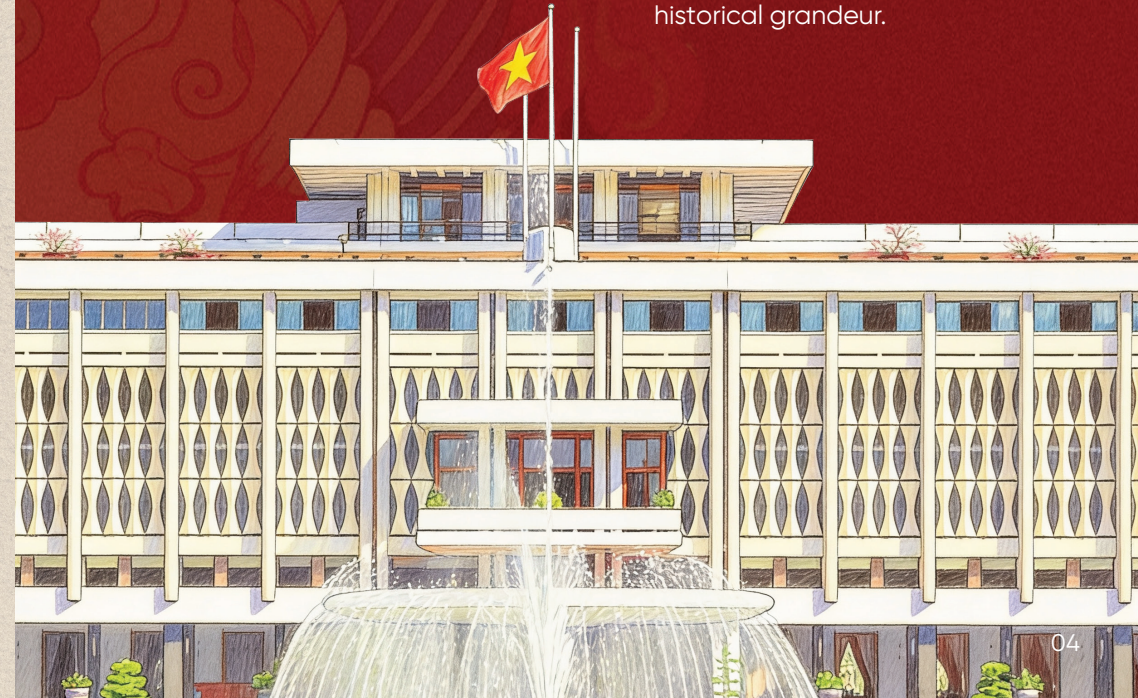
Situated in the very heart of the city's economic and cultural hub.

Cultural Significance:

A historic witness of national importance.

Unique Event Setting:

A one-of-a-kind venue offering unparalleled architectural and historical grandeur.



A ONE-OF-A-KIND EXPERIENTIAL JOURNEY

A meticulously designed 100-minute journey, curated for VietCharm only

09 Exclusive Artistic Performances

Bespoke stages and choreographies created solely for the VietCharm experience.



08 Curated Culinary Courses

A signature menu specifically crafted to harmonize with each artistic segment.



Bespoke Music & Custom Costumes

All music is exclusively composed and arranged in VietCharm's contemporary style

Nearly 100 costumes are custom-designed and tailored for each act



One Seamless Masterpiece

A singular, integrated journey of arts and cuisine that cannot be found anywhere else.



01 The Sole Iconic Location

Set within the Independence Palace — a historic landmark in Ho Chi Minh City



02 The Profound Vietnamese Essence

Authentic Vietnamese heritage presented through contemporary storytelling



The Distinction ♦ Why VietCharm?

03 Integrated Dining Experience

Cuisine is synchronized with the show — not separate



04 360° Multi-Dimensional Staging

500m² staging with rotating performance environment



05 A Unique Immersive Experience

A unique transformation service with a wide variety of styles and colors from Northern, Central, and Southern Vietnam



Unique Category

Vietnam's first and only integrated "Culture & Dining" experience — a distinct and pioneering market leader.

A Symphony of Heritage Flavors

Cuisine at VietCharm transcends a standard 8-course menu; it is a meticulously crafted heritage journey. From 72-hour slow-distilled royal broths to modern infusions of Northwest Vietnamese herbs, every dish harmonizes indigenous ingredients with contemporary culinary techniques.



THE CURATED MENU

01 Sacred Lotus Origins

A delicate crunch of lotus root and buttery seeds, honoring the indomitable essence and transcendence of the Vietnamese spirit.



02 Sacred Flame of Âu Lạc

Distilled over 18 hours, this clear broth awakens the scents of the highlands and the legacy of the wet-rice civilization.



03 Highland Sturgeon Trio

Fresh Northwest sturgeon, slow-steamed with Doi seeds and Mac Khen to radiate the pure herbal fragrance of the great forests.



04 Golden Phoenix Five-Color Platter

Crispy roasted hill-grown chicken served with five-color sticky rice, symbolizing cosmic harmony and a blessing for prosperity.

05 Radiant Coconut Prawn

Prawn encased in a crispy Tam Quan coconut shell, preserving the savory and invigorating spirit of the open sea.



06 The Phoenix Palace Imperial Soup

A radiant golden broth from 72-hour slow-distillation of abalone and cordyceps, offering a truly regal sensory journey.

07 The Dawn of the South

Grilled lemongrass beef—a soulful "love song" dedicated to the generosity and steadfast loyalty of the Southern pioneers.



08 The Bloom of Happiness

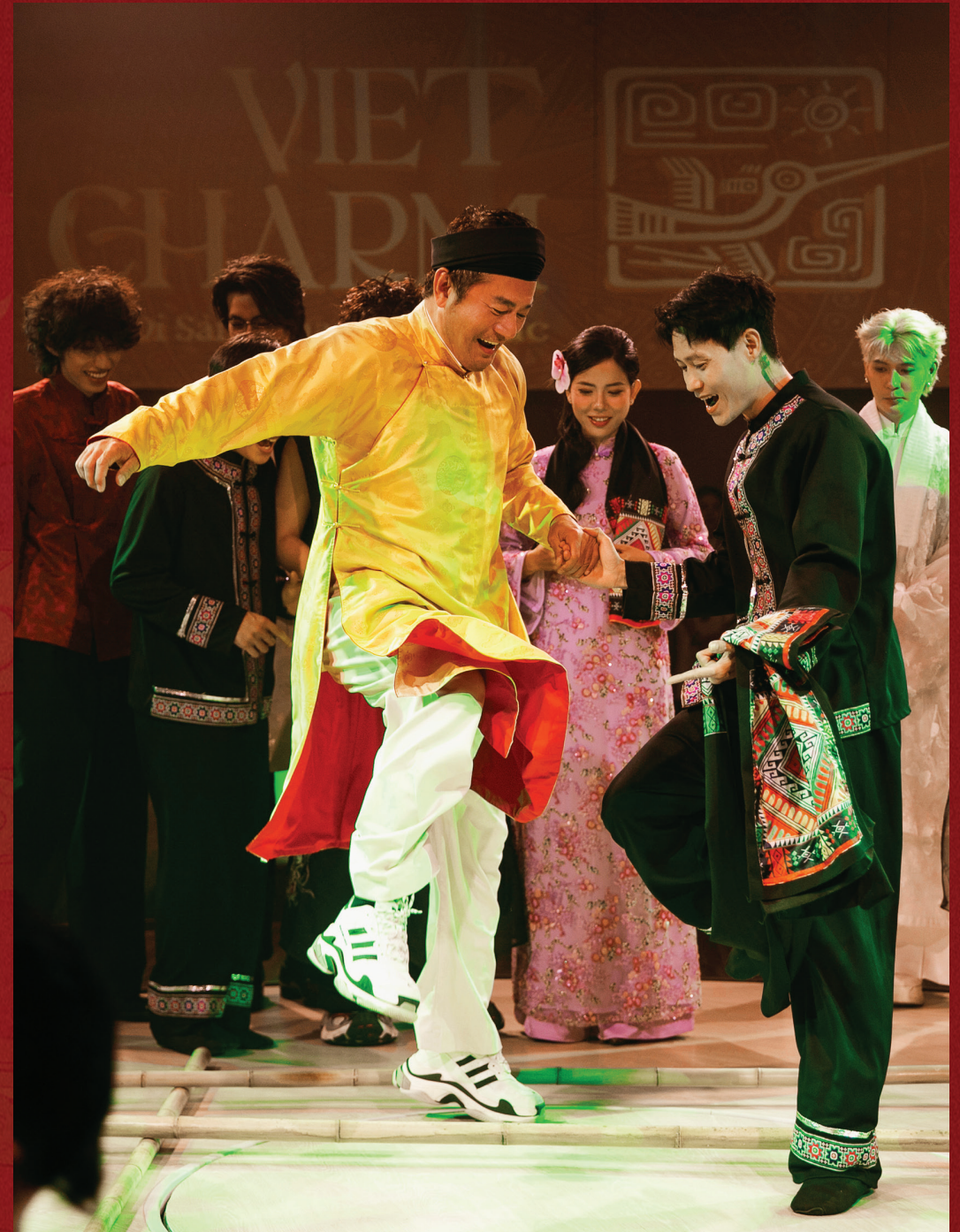
A refined balance of Thap Muoi lotus and longan, providing a soothing sense of peace and a proud tribute to Vietnamese heritage.



Moments at VIETCHARM

Where performance,
cuisine, and emotion meet.



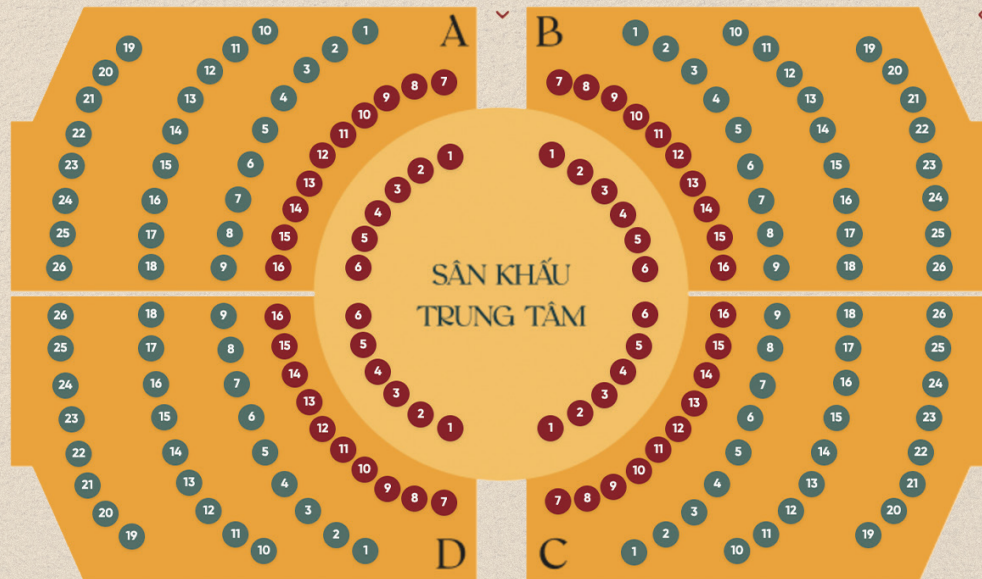




PRICING & SEATING PLAN

● VVIP Class
1.800.000 VND

● VIP Class:
1.600.000 VND



Capacity & Layout

Total Capacity: 168 seats.

VVIP: 64 seats (2 front rows).

VIP: 104 seats (3 back rows).

Optimal Panoramic Viewing: The 360° rotating stage design with surrounding seating ensures a perfect, high-definition view from every single seat.

Ideal For

Travel Agencies & Tour Operators.
Corporate Events & Private
Group Charters.
MICE Programs & Corporate
Incentive Trips.
Hotel Concierge Services &
Premium Private Tours.

COSTUME EXPERIENCE

ENHANCE THE EXPERIENCE: TRADITIONAL COSTUME

Offer your guests a deeper cultural immersion by transforming into Vietnamese heritage figures



Northern
traditional
attire



Royal court
(Nhật Bình,
imperial style)

Ethnic
highland
costumes



300.000 VND / PAX

Unlimited outfit changes

A highly popular add-on for photos,
storytelling, and guest engagement

GROUP & TRAVEL TRADE

Optimized for tour operators and event organizers:

◆ Standardized 100-Minute Itinerary

A streamlined schedule, perfect for seamless tour integration.



◆ Group-Friendly Capacity

Efficient operations for MICE groups and corporate events.



◆ Preferred Seating Allocation

Dedicated seating rows designed to keep your group together for maximum comfort and engagement.



◆ Customizable Culinary Experience

Flexible menu adaptations to accommodate dietary requirements or religious beliefs (Vegetarian, Halal, etc.) for large group bookings.



◆ Marketing & Media Support

Access to high-quality visual toolkits and multi-language content for effortless partner promotion.



◆ Operational Excellence

Priority check-in, dedicated reception areas, and a professional group-handling team for a smooth guest journey.



CORPORATE & MICE

A distinctive "Culture & Dining" experience, bespoke for

◆ Corporate Events

Elevating brand prestige within an iconic heritage setting.



◆ Incentive Programs

A reward that inspires and honors top-performing talents.



◆ Private Bookings & VIP Hosting

A refined and exclusive atmosphere for high-level meetings and intimate gatherings.



◆ Customizable Culinary Experience

Flexible menu adaptations to suit dietary requirements or religious beliefs (Vegetarian, Halal, etc.) for large-scale bookings, ensuring the ultimate hospitality for every guest.



◆ State-of-the-art infrastructure

140m panorama display & theater-grade surround sound.



THE VIETCHARM EVENT EXPERIENCE



PRE-SHOW: WELCOMING & NETWORKING

Spacious and versatile foyer, ideal for brand activations and professional networking.

Curated Catering

Cocktail reception & premium finger food.

Bespoke Photo Zone

Concept-driven photobooths for brand identity.

Live Traditional Melodies

Authentic instrumental performances.

Cultural Workshops

Interactive folk arts (Tò He clay modeling leaf weaving, etc.).

An ideal space for guest reception, check-in, and meaningful brand-corporate engagement.

IN-THEATER: CORE ENGAGEMENT

A flexible theater space designed to seamlessly integrate corporate proceedings before the main event.

Executive Keynotes

Opening remarks and leadership speeches.

Internal Ceremonies

Customized corporate programs and awards.

Grand Toast

Official kick-off and gala dinner commencement.

FOLLOWED BY —> THE VIETCHARM CULTURE & DINING SHOW (100 MINUTES)

POST-SHOW: THE FINALE

A grand conclusion to ensure lasting impressions.

Artist Meet & Greet

Exclusive photo opportunities with the cast.

Door Gift Presentation

Handing over commemorative tokens.

Farewell & Departure

Professional guest send-off.

A SEAMLESS EMOTIONAL JOURNEY

Reception – Connection – Experience – Resonance

PRESS & MEDIA ENDORSEMENTS

THANH NIÊN

As stage lights fade and oil lamps flicker to life... a warm, intimate atmosphere emerges, setting it apart from any modern theater. A product deeply rooted in Vietnamese identity, yet delivered through a contemporary lens to resonate globally.



The cuisine is crafted as a 'palate script'... where light, sound, and stage rhythms harmonize with the pace of the meal.

An 'open-hearted lesson' in culture for international visitors... offering a deep understanding of Vietnamese diversity through a modern and accessible lens.



A 360-degree stage inspired by the 'round sky, square earth' philosophy—symbolizing the eternal evolution of Vietnamese culture. A revival of folk arts through modern aesthetics... a powerful reminder to preserve heritage for both younger generations and international guests.



Reimagining folk arts through modern aesthetics, evoking national pride through every sophisticated detail. A landmark cultural and culinary destination in Ho Chi Minh City... a rare symphony where contemporary arts meet historic heritage.



Set within a majestic and historic landmark, aiming to become the new iconic destination for artistic appreciation in Ho Chi Minh City. An invitation for audiences to not just 'watch' but to 'feel' and 'live' within the Vietnamese cultural space through all senses.



A seamless 90-minute journey where the boundaries between performer and audience dissolve... letting the palate converse with the eyes. Folk materials treated with contemporary aesthetics, elevating heritage beyond mere tourism displays.



A collaboration of industry leaders dedicated to reimagining Vietnamese culture through sophisticated and professional artistry and cuisine. VietCharm is poised to become a 'must-visit' destination in Ho Chi Minh City.

Partnership Opportunities

Empowering Your Success

VietCharm is dedicated to fostering scalable growth through structured partnership programs and premium service standards.

Partner Benefits

Competitive Partner Rates

Exclusive B2B pricing designed to maximize your margins.

Attractive Group Incentives

Flexible discount structures and advantages for large groups.

Preferred Seating Allocation

Priority booking for the best viewing experience.

Dedicated Partner Support

Seamless coordination with our professional account management team.

Built for Long-Term Collaboration

We support our partners with consistent quality, operational excellence, and a commitment to mutual growth.

Contact & Collaboration

Elevate Your Guest Experience

Bring your valued guests to Vietnam's most
Unique Culture & Dining destination.

Partner With VietCharm

We welcome partnerships with Travel Agencies, Corporate Partners, and Event Organizers to deliver world-class cultural experiences.

Hotline: 0989.239.118 – 0989.935.118



Email: Sale2@vietcharmshow.com



Independence Palace, Ben Thanh Ward, Ho Chi Minh City



Website



Facebook



Tiktok

Your esteemed partnership is our greatest motivation to continue the journey of preserving and sharing Vietnamese cultural heritage with the world.



VIET CHARM
Đan Di Sản - Chạm Cảm Xúc

VIET CHARM
Đan Di Sản - Chạm Cảm Xúc

HOTLINE
0989.239.118 - 0989.935.118

Scan the QR code to partner with us
<https://vietcharmshow.com/en/partnership>

