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After the initial success of the first coffee table edition published in February 2014, a second updated edition will be available, this time in a smaller, lightweight format with less pages for greater portability.

Order early for your customized copies with your company logo on the cover for your corporate holiday and Tết gift giving needs!

Foreword from Dr. Almuth Meyer-Zollitsch, Director of Goethe-Institute Vietnam

Welcome to Ho Chi Minh City, the vibrant economic metropolis and biggest city of Vietnam, which recently emerged as the country's first mega city. Ho Chi Minh City is rapidly changing against the backdrop of globalization, but has preserved its rural character in many of its small alleys. For the influx of immigrants from rural areas, this mega city offers a place of hope for a better future, opportunity and lifestyle. Can these dreams be fulfilled if the number of inhabitants continues to rise by millions and climate change results in the flooding of entire city districts? This book invites the reader on a journey through the familiar and lesser-known aspects of this fascinating city to witness its vibrancy and dynamism. Allow yourself to be taken by an endless stream of traffic, which while chaotic, barrels forward, just like the city of Ho Chi Minh itself.

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Photo Book Overview

Cover: Hard-Cover; Format: 24 cm x 21,5 cm;
Specifics of inner pages: 150 g/m² couché-paper;
Volume: 200 pages; 2 languages VN, ENG;
Packaging: clear plastic for every individual book;
Total amount of circulation: minimum 1,500 copies;
Delivery: free house in Ho Chi Minh City or Hanoi.

Specific sponsorship packages can be customized to your specifications upon request including the cover photo.

Contact Us

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