



Hawee M & E Case Study

GOLDEN LAND BUILDING

HANOI

HUNG VIET TRADING JSC - HOANG HUY GROUP

Hawee[®]
TRULY YOUR PARTNER

Golden Land Building, Hanoi

Address

275 Nguyen Trai Street, Thanh Xuan District, Hanoi

Investor

Hung Viet Trading Jsc - Hoang Huy Group

Management consultants

Consultant & Inspection Jsc of Construction Technology & Equipment - CONINCO

Designer

Archipel Jsc

Contract value

169,277,530,000 VND

Duration

05/2012 - 04/2014

Systems

Electrical system

Plumbing system

Water Treatment System

HVAC System

Fire protection system

Project Service Rating



Budget efficiency
(4 stars of 5)

We value-engineered M&E systems for the project to provide high-quality systems on a low-budget.

Project efficiency
(5 stars of 5)

We completed the project under extreme scheduling stress according to the developer's tight deadlines.

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Hanoi is a busy city, and its center swells as its population increases, especially during the day. The city of Hanoi has begun building elevated trains to ease the travel of the more than one million commuters who travel from outlying areas to Hanoi proper to work and shop. While there are several trains being built to ease the congestion caused by this commute, the main elevated train runs North and South the length of Nguyen Trai Street.

This street in particular has seen a transformation from a small street in the early 2000's, to a major thoroughfare connecting southern towns to the main part of Hanoi City. With this transformation came many good opportunities for the development of residential and retail spaces along main travel routes.



Three towers, 27 levels each of high-end residential space

Hoang Huy Group, a major Vietnamese real estate development company, saw an opportunity to construct a massive high-end retail, residential and office space project across 2.4 hectares of land along Nguyen Trai street.

Hoang Huy Group hired Archipel, a French design consultancy firm, to design a European-style complex that pushed and set new limits of luxury and comfort for residents, shoppers, and businesses in Hanoi. Archipel's design outlined three towers, 27 levels each of high-end residential space, with a shared base of retail and office space. The design also called for three floors of underground parking. To capture the sense of luxury, style and finesse that motivated the project, Hoang Huy Group called the project Golden Land.





**Hawee proved to be
the best option**

A few months after the project began, the economy dove into a nasty recession, causing funding to slow on projects across Vietnam, including the Golden Land project. The slow access to capital wreaked havoc for many Vietnamese construction projects, and those projects were promptly postponed or cancelled all-together. Seeing an opportunity in this, Hoang Huy Group pulled together the necessary capital to fund the project, and come out ahead of its competitors.

Hoang Huy Group contracted the Korean construction company POSCO E&C to manage the project. With the collective experience and highly qualified technical team assembled during the company's more than 20 years of operation as one of the world's largest construction companies, POSCO E&C had the recognizable name that could bring the interests of solid contractors and the general public to this project. This early decision would ensure that the Golden Land project would succeed during the recession.

POSCO E&C immediately put the project to bid, and sought M&E contractors who could provide excellent systems at extremely limited costs. M&E contractors from across Vietnam responded full force, submitting innovative ideas and cost-efficient system designs. However, it was Hawee's unique approach that proved to be the best option.

Hawee, a supplier of premium M&E systems, submitted a design that combined all of the M&E systems into a single comprehensive system. The contractor also operated the only M&E system production factory in Vietnam, allowing them to effectively control the cost and quality of the equipment. Hawee was the clear winner to supply a system that would meet Hoang Huy Group's needs.

Hawee worked closely with POSCO E&C to share information, learn from their expertise, and learn about Korean construction methods.

Hawee was contracted to provide M&E systems for the entire project. This included the electrical, plumbing, water treatment and HVAC systems.

After 16 months of diligent work, Hawee completed the Golden Land project, meeting the scheduled deadline under budget constraints. Hoang Huy Group was able to complete the project on time, and launch it for use by residents, shoppers, and businesses. All stakeholders were extremely happy with the project, and Hawee showed that it could do value engineering while providing quality systems delivered on schedule.



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