

MaaS Demonstration in Binh Duong New City, Vietnam started from February 11

- Verify the synergy between the EV demand mobility service and commercial facilities in the area
to assess its impact on usage promotion -

Nippon Koei Co., Ltd.
TOKYU CORPORATION
BECAMEX TOKYU CO., LTD.
SystemEXE Vietnam Co.,Ltd.

An urban development consortium will conduct a MaaS demonstration in Binh Duong New City, Binh Duong Province, Vietnam, from February 11 to March 9, 2025, as a part of the Ministry of Land, Infrastructure, Transport and Tourism's project named "Study and Demonstration Project for TOD Urban Development Utilizing Smart Technology in Vietnam." The consortium consists of Nippon Koei Co., Ltd. (Nippon Koei), which is a subsidiary of Integrated Design & Engineering Holdings Co., Ltd., Tokyu Corporation (Tokyu), BECAMEX TOKYU CO., LTD. (Becamex Tokyu), which is a subsidiary of Tokyu, engaged in real estate development in Binh Duong New City, and SystemEXE Vietnam Co., Ltd. (SystemEXE Vietnam), a subsidiary of SystemEXE Co., Ltd. (SystemEXE Vietnam), which develops IT systems.

This demonstration experiment aims to realize flexible last-mile transportation*¹ that is not restricted by time or place, by operating an EV demand mobility service*² (hereinafter referred to as "the Service") with 48 pick-up and drop-off point set up within the area for residents of properties developed by Becamex Tokyu in Binh Duong New City (hereinafter referred to as "the Area"). Additionally, after using the Service, vouchers that can be used at Pizza 4P's in the commercial facility "Hikari" and at four FamilyMart stores within the Area will be distributed to strengthen the connection between public transportation and urban life services and promote their use.

Booking requests for the Service can be made through a newly developed mini-app within the communication app "Zalo," which is widely used in Vietnam. The voucher will be displayed in the mini-app after using this service.

By analyzing various data such as the user routes in this demonstration experiment and the usage of commercial facilities, we will evaluate the future of public transportation and the effectiveness of promoting the use of commercial facilities towards the realization of a smart city. Additionally, we will verify the environmental load reduction effect of switching from motorcycles, which are currently the main means of transportation in Vietnam, to EV demand mobility, and the future potential of the MaaS business in Vietnam.

The target area of this demonstration experiment, Binh Duong New City (total area of approximately 1,000 ha), is located about 30 km north of the center of Ho Chi Minh City, Vietnam, and has various urban functions such as government offices, residences, commerce, offices, schools, and large urban parks. Since 2012, Tokyu and Becamex Tokyu have been promoting sustainable urban development (TOD: Transit Oriented Development) centered on public transportation in collaboration with local governments and companies. Becamex Tokyu Bus, a subsidiary of Becamex Tokyu, operates the "KAZE SHUTTLE," which adopted the Japanese route bus system, and the "Go! Go! Shuttle Bus," a free circulator bus within the Area.

We will continue to promote urban development centered on public transportation and contribute to the development of Binh Duong New City.

Note 1: Transportation that connects the last mile, approximately one mile, to the final destination (e.g., from home to a commercial facility).

Note 2: A mobility service that operates routes connecting to the final destination according to the user's timing and preferences, rather than operating on a fixed route and schedule.



Photo: Demand APP (left), EV Demand Mobility (center), Use of Vouchers at Commercial Facilities (right)

Attachment

■ Overview of This Project

Date Date: February 11, 2025 (Tue) - March 9, 2025 (Sun)
Operating Hours 9:00 AM – 9:00 PM
Location Binh Duong New City (approximately 1,000 hectares, about 3 km x 3 km) with around 50 pick-up and drop-off points
Users Approximately 3,000 residents of properties developed by Becamex Tokyu in Binh Duong New City

[Properties]

- SORA gardens I,
- SORA gardens II,
- The VIEW
- HARUKA
- The GLORY

Fare Free

How to Ride Book a ride through the mini-app in Zalo app

When using the mini-app, resident information registration is required.

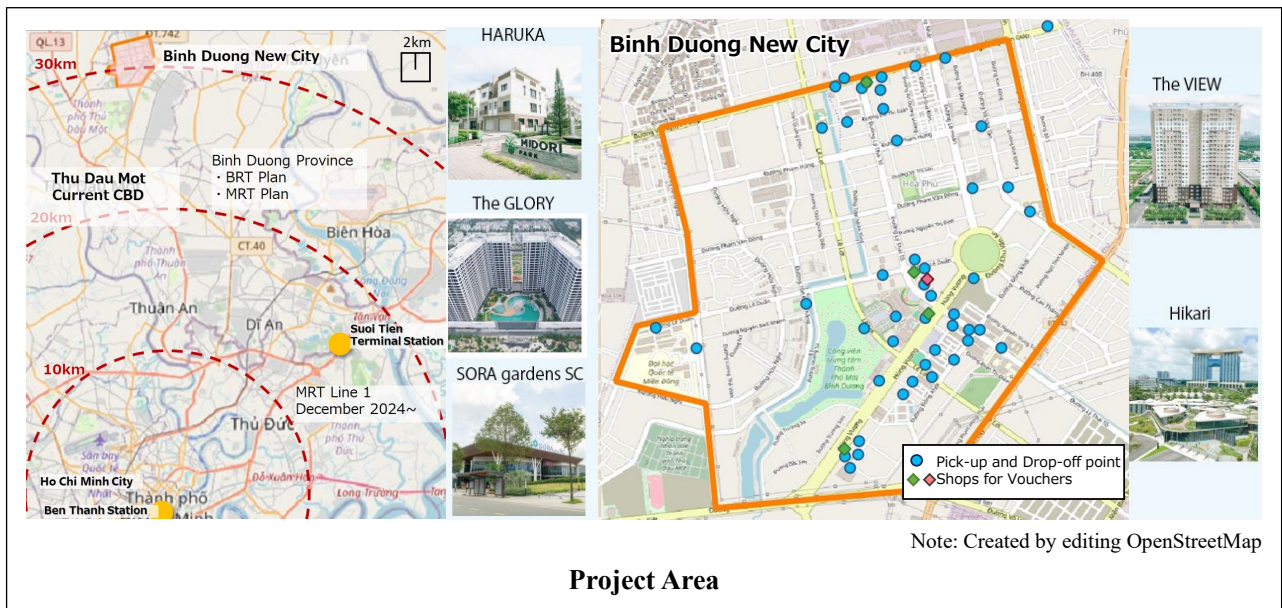
Overview On the app, select pick-up and drop-off points from the 48 points within the area, and the EV demand mobility service will operate accordingly. After using the service, users will receive vouchers on the app that can be used at Pizza 4P's in the Hikari commercial facility and at four FamilyMart stores within Binh Duong New City.

By analyzing various data such as the user routes in this demonstration experiment and the usage of commercial facilities, we will evaluate the future of public transportation and the effectiveness of promoting the use of commercial facilities towards the realization of a smart city.

Implementation Structure **Nippon Koei:** Planning and operation of the MaaS pilot project, joint development of the MaaS app, planning and data analysis for smart city development

Tokyu, Becamex Tokyu and Becamex Tokyu Bus: Planning and operation of the MaaS pilot project, coordination with relevant authorities, provision of necessary infrastructure and facilities for this pilot project, and joint development of the MaaS app

SystemEXE Vietnam: Joint development of the MaaS app



Major Achievements of Tokyu in Binh Duong New City

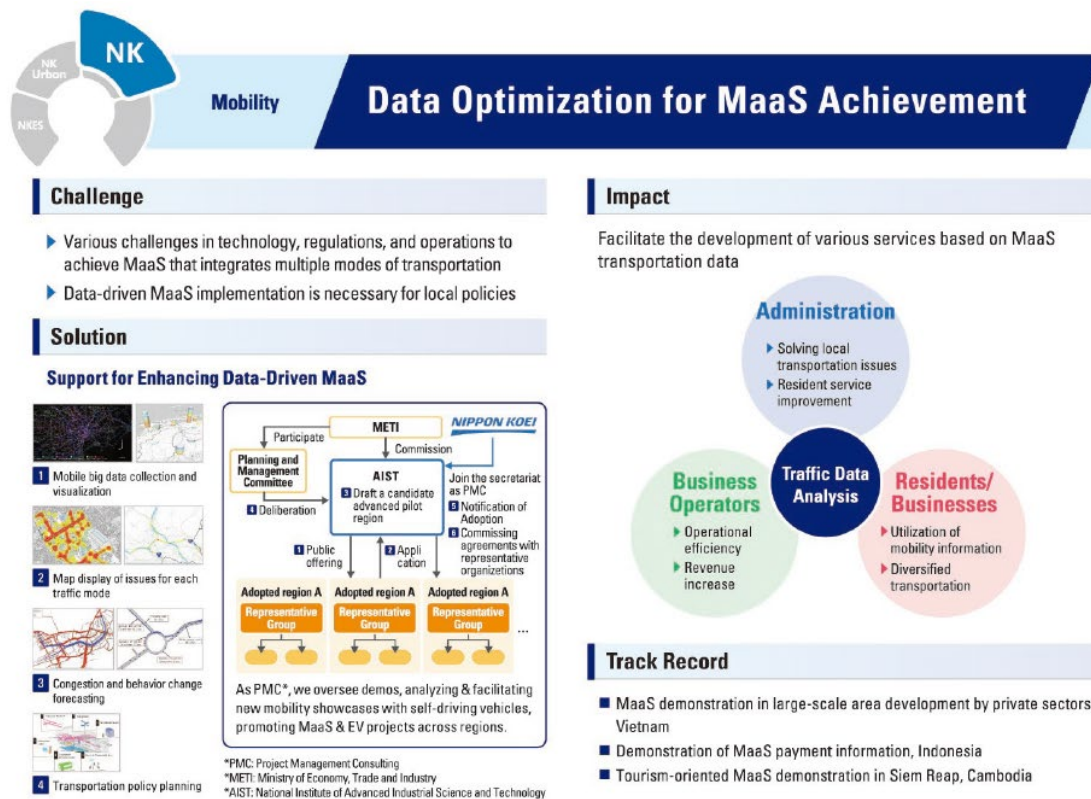
Since 2012, Tokyu has been developing low-rise and high-rise residential buildings and commercial facilities in Binh Duong New City, Binh Duong Province (total area of about 1,000 hectares). Additionally, since 2014, Tokyu has been operating a bus service as a part of the public transportation in Binh Duong New City.



Overall Image of Binh Duong New City Development

Development of Smart City and MaaS Projects by Nippon Koei

Nippon Koei is actively promoting smart city projects, providing strategic planning, implementation support, and data analysis in fields ranging from transportation planning to urban planning. Regarding transportation, in Japan, Nippon Koei supports the realization of MaaS centered on autonomous driving. Overseas, the company collaborates with local governments and businesses to build MaaS projects and platforms that utilize big data obtained from MaaS to solve urban and transportation issues. In Vietnam, Nippon Koei supports the development of the Ho Chi Minh City Metro Line 1, which began operations in December 2024 and development of further public transportation, TOD and MaaS projects.



Source/Reference Link (Nippon Koei Website):

[ID&E Groups Smart City-Related Services.pdf](#)

[Solving Transportation Issues by MaaS Technology and Creating Future Possibilities with Multinational Partnerships. | Performance | ID&E Holdings](#)

[GauDT – mobility data – The Good City](#)