

NOIP. He also expects and believes that the program will play an important role in the vibrant development of Vietnam's economy.

■ NEW LIFE ■



Life Resort Management has announced that the 187-room resort on Bac My An Beach in Da Nang will officially open on March 20. "Although we're opening a resort on the beach, the region's appeal extends far beyond, to new golf courses, to Marble Mountain just a few kilometres up the road, and the nearby UNESCO World Heritage Sites at Hoi An, Hue and My Son," said Mr Chris Duffy, General Director of Life Resorts. "There's something here for everyone." Life Resort Danang's 187 rooms will include nine categories of accommodation, from 67 superior rooms and 91 deluxe rooms to suites and villas and one grand presidential suite. The resort will also feature the 1,400 square metre Nang Spa, with ten treatment rooms, a fitness centre, tennis courts, a resort pool, conference facilities, and several food and beverage outlets, including the 300-seat Senses. As a pre-opening gesture, Life Resorts is accepting reservations at \$135++ per night for stays between April 1 and May 31.

tered in Pleiku city, Gia Lai province.

■ COMPETITIVE INDEX RELEASED ■

The Vietnam Chamber of Commerce and Industry (VCCI) released the Provincial Competitiveness Index (PCI) 2009 on January 14. It gives the top two positions to Da Nang city in the central region and Binh Duong province in the south. Meanwhile, Hanoi fell two grades to 33rd and Ho Chi Minh City fell three grades to 16th. According to VCCI Chairman Vu Tien Loc, the independent and objective report aims to help local authorities recognise their advantages and disadvantages and help the central government create a more competitive business environment in the country. 2009 is the fifth consecutive year VCCI and the US Agency for

An advertisement for the Amata resort. At the top, the word "AMATA" is written in large, green, block letters with a stylized grey arch above it. Below the logo, there are two main images. On the left is a rendering of the "Amata hotel", a modern building with a distinctive white and green facade. On the right is a rendering of "Amata Villas", showing a cluster of buildings with red roofs and a swimming pool. The background of the advertisement is a dark blue gradient with a faint, stylized map of Vietnam.