

Company: ExtendMax Vietnam Company Limited
Company Description: ExtendMax is a unique firm at the intersection of legal advisory, regulatory compliance, and logistics execution. We provide end-to-end solutions for product licensing, conformity certification, and IOR/EOR services—especially for high-tech and regulated goods. Trusted by leading brands like Cisco, Samsung, Lenovo, and LEGO, ExtendMax ensures seamless, lawful, and on-time market entry in Vietnam.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Innovation of the Year - Business Service Industries
Nomination Title: ExtendMax Vietnam Redefining Compliance Consulting with an Integrated IOR/EOR Service Model



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 166 words used.

Founded in 2015, [ExtendMax](#) is a pioneering compliance consulting firm in Vietnam, specializing in legal and regulatory solutions for global technology corporations expanding into the Vietnamese market. Observing the fragmented nature of legal, certification, and logistics services in Vietnam, CEO [Trần Thanh Phương](#) developed an integrated model that combines Importer and Exporter of Record ([IOR/EOR](#)) services with full legal accountability. This model enables ExtendMax to assume comprehensive responsibility for licensing, testing, customs clearance, and compliance procedures within a seamless, unified system. Over nearly a decade, ExtendMax has grown from a boutique consultancy into a trusted partner for multinational corporations navigating Vietnam’s complex regulatory environment, particularly in fields related to encryption, cybersecurity, and radio frequency devices. By 2024, ExtendMax had completed thousands of projects and served more than 200 global clients, including Cisco, IBM, HPE, Nutanix, Siemens, Palo Alto, Samsung, LG, Panasonic, Foxconn, Pegatron, Lenovo, Arista, Vitrox, Flash Global, and Choice Logistics. The firm is highly regarded for its innovation, credibility, and deep expertise in legal compliance.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Since January 2023, ExtendMax has achieved remarkable growth and international acclaim. In 2024, the company delivered 60.3% year-over-year growth with a 36% EBITDA margin, surpassing industry benchmarks. ExtendMax expanded its client base to over 200 global corporations, delivered high-impact projects, and reinforced its leadership in [compliance consulting in Vietnam](#).

A landmark achievement was supporting LEGO’s \$1.3 billion smart factory project in Vietnam, the largest LEGO factory in the world. The project required importing [civil cryptographic IT equipment](#) subject to Vietnam’s strictest regulatory controls. As LEGO’s newly established Vietnamese entity was ineligible to apply for civil cryptography licenses, ExtendMax stepped in as the legal Importer of Record. The company developed a comprehensive compliance roadmap, secured licenses, coordinated testing, and completed importation. Thanks to ExtendMax’s end-to-end management, all IT systems were delivered on schedule with zero legal violations, ensuring critical infrastructure met construction milestones.

In parallel, ExtendMax launched a cloud-based project management system to provide real-time compliance tracking and improve transparency. CEO Trần Thanh Phương also contributed as a legal expert in drafting a policy report submitted to the National Assembly through the Vietnam Chamber of Commerce and Industry, recommending regulatory improvements for ICT imports.

In 2025, ExtendMax became the first Vietnamese company to win the Asia-Pacific People’s Choice Stevie® Award for Favorite Companies. CEO Trần Thanh Phương was honored with the Gold Stevie® Award for Innovative Achievement in Thought Leadership. The company also earned multiple international awards recognizing excellence in import-export services, compliance consulting, rapid growth, and outstanding leadership.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 242 words used.

ExtendMax’s achievements are truly groundbreaking, pioneering an entirely new model of compliance consulting within an emerging market. While traditional law firms, logistics providers, and testing labs deliver isolated services, ExtendMax became the first company in Vietnam to fully integrate the compliance process. This includes advisory, licensing, testing, customs clearance, and post-clearance monitoring under a comprehensive IOR/EOR service model with full legal accountability. This innovative approach has redefined industry standards, transforming regulatory complexity into a strategic advantage for global businesses.

In an industry fragmented by silos, ExtendMax’s unified solution eliminated coordination gaps, minimized risks, and accelerated timelines. This achievement was exemplified by the flawless execution of LEGO’s \$1.3 billion smart factory project in Vietnam. ExtendMax successfully secured licenses, completed testing, and imported encrypted IT equipment with full compliance and zero legal issues—an unprecedented outcome in comparable projects.

Financially, ExtendMax achieved 60.3% YOY revenue growth and a 36% EBITDA margin in 2024, outperforming the 15–20% industry average for 3PL logistics and legal consulting in Vietnam. Beyond market leadership, ExtendMax helped shape legal reforms by co-authoring policy proposals through the Vietnam Chamber of Commerce and Industry. It remains one of the few firms that both implement and influence national legal frameworks.

Winning the Asia-Pacific People’s Choice Stevie® Award and multiple international honors reflects the profound trust ExtendMax has earned from clients, partners, policymakers, and the global business community, reinforcing its position as an innovator, an influencer, and a trusted leader in compliance consulting.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 216 words used.

- Appendix A: A letter from LEGO to the Vietnam Customs Authority acknowledging ExtendMax’s role as the legal Importer of Record, along with an export invoice for one shipment (out of eight total) under its smart factory project in Vietnam.
- Appendix B: Electronic copy of ExtendMax's business license for trading civil cryptographic products, issued by the Government Cipher Committee under the Ministry of National Defense, demonstrating unique legal authorization.
- Appendix C: Selected shipping invoices from leading global corporations confirming deliveries to ExtendMax under the IOR/EOR service model.
- Appendix D: A news article from Vietnam Plus quoting CEO Trần Thanh Phương’s contributions to the Business Law Flow Report prepared by the Vietnam Chamber of Commerce and Industry (VCCI) and submitted to the National Assembly and Government.
- Appendix E: A feature article from One World Magazine (VASTI) detailing CEO Trần Thanh Phương’s contributions to the same policy report.
- Appendix F: A news article from Vietnam Logistics Review recognizing ExtendMax’s achievements in import-export services under the IOR/EOR model.
- Appendix G: A compilation of international awards granted to ExtendMax recognizing excellence in import-export consulting and IOR/EOR services.
- Additional documentation includes transaction records of IOR/EOR shipments handled by ExtendMax, as well as international media coverage of ExtendMax’s Asia-Pacific People’s Choice Stevie® Award, CEO Trần Thanh Phương’s Gold Stevie® Award, and other achievements.

Attachments/Videos/Links:

[ExtendMax Vietnam Redefining Compliance Consulting with an Integrated IOR/EOR Service Model](#)

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