

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: Product & Service Categories

Nomination Sub Category: Business-to-Business Services

Nomination Title: Pioneering End-to-End IOR/EOR Services in Vietnam's Compliance Market

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, 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: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

ExtendMax officially launched its Importer and Exporter of Record (IOR/EOR) service in August 2022, offering a fully integrated solution for global businesses navigating Vietnam's complex regulatory environment. In February 2023, we introduced a key upgrade featuring enhanced legal coverage for civil cryptographic devices and integrated real-time compliance tracking, reinforcing our legal accountability and transparency.

In May 2024, we further expanded the service with upgraded customs handling capabilities tailored for high-compliance ICT products, enabling faster, smoother clearance of sensitive technologies under Vietnam's stringent regulations.

With these continuous enhancements, ExtendMax's IOR/EOR service provides clients with a seamless, legally assured pathway to market access, empowering them to mitigate risks, accelerate entry, and stay fully compliant at every step.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 307 words used.

At ExtendMax, we believe compliance should not be a barrier; it should be a bridge to opportunity. Since 2015, we have been committed to helping global businesses navigate Vietnam's complex legal landscape. Our Importer and Exporter of Record service, officially launched in August 2022, embodies this mission by offering an integrated, legally accountable solution for seamless market entry.

Unlike traditional providers offering fragmented services, our IOR/EOR solution consolidates legal accountability, licensing, product testing, customs clearance, and compliance tracking into one cohesive process. We take full legal responsibility for importing and exporting products on behalf of clients, especially those without a local entity or unable to meet Vietnam's stringent requirements for civil cryptographic devices, radio frequency equipment, or cybersecurity products.

By leveraging government-issued import licenses for sensitive products, we unlock market access that would otherwise be unattainable for many multinational companies. Clients trust us not only to move goods but to navigate one of Southeast Asia's most challenging regulatory environments with precision, speed, and legal certainty.

In February 2023, we upgraded our IOR/EOR service with enhanced legal coverage for civil cryptographic devices and introduced a cloud-based compliance monitoring tool, enabling real-time tracking of licensing and shipments. In May 2024, we expanded customs handling capabilities tailored for high-compliance ICT products, ensuring faster, smoother clearance under Vietnam's strict regulations.

Every function, from legal documentation to customs coordination, is delivered through a single, seamless, and trusted process. The result is more than operational efficiency: we empower clients to enter Vietnam faster, mitigate compliance risks, and focus on growth. Beyond individual success, our IOR/EOR service is influencing the industry by setting a new benchmark for legal accountability and integrated compliance, inspiring higher standards across Vietnam's import-export sector. As Vietnam Logistics Review noted, "The emergence of professional IOR/EOR providers like ExtendMax proves Vietnam's improving investment environment, enhancing national competitiveness amid global integration."

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 314 words used.

Since launching our IOR/EOR service, ExtendMax has facilitated thousands of import and export transactions for over 200 multinational clients across the technology, IT, telecommunications, and industrial sectors. Our client portfolio includes global names such as Palo Alto Networks, HPE, Axon, Infinera, Carrier Transicold, Sec Datacom, Foxconn, Pegatron, Arista, Sonion, Gebruder Weiss, Anton Paar, HMD, Flash Logistics, Choice Logistics, and Plus Logistics.

In 2024, the IOR/EOR service accounted for 36% of total company revenue, driving 60.3% year-over-year growth and delivering a 36% EBITDA margin, significantly surpassing the 15–20% industry average for legal consulting and 3PL logistics in Vietnam.

A landmark achievement was supporting LEGO's \$1.3B smart factory in Vietnam - the world's largest. As legal Importer of Record, ExtendMax secured licenses, coordinated testing, and cleared encrypted IT equipment on time, enabling the factory to launch 60 days early and unlocking \$143 million in revenue, showcasing our ability to solve complex regulatory challenges under tight deadlines.

Client satisfaction has been overwhelming. Since 2023, hundreds of clients have rated ExtendMax 5 stars on Google Business, consistently praising our precision, transparency, and legal accountability. Nearly all clients continue to reuse our IOR/EOR service year after year, reflecting exceptional loyalty and trust. Among the many glowing reviews, Ms. Chika Suto (須藤智佳) from Toyo (Japan) shared:

"I am truly indebted to EXTENDMAX. He is able to handle even the most difficult cases. I would like to thank Mr. Phuong and Quinn Pham for always being prompt and dedicated to the end. Thank you, Quinn!"

In 2025, ExtendMax became the first Vietnamese company to win the Asia-Pacific People's Choice Stevie® Award for Favorite Companies. That same year, we proudly celebrated CEO Trần Thanh Phượng's Asia-Pacific Gold Stevie® Award for Innovative Achievement in Thought Leadership - affirming our role as both a legal pioneer and a trusted partner empowering global businesses to navigate Vietnam's complex regulatory environment with confidence.

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 209 words used.

Appendix A: Transaction records of IOR and EOR shipments successfully handled by ExtendMax, evidencing our operational scope and service reliability.

Appendix B: A formal letter from LEGO to the Vietnam Customs Authority acknowledging ExtendMax's role as the legal Importer of Record for its \$1.3 billion smart factory project, accompanied by an export invoice for one of eight shipments under the project.

Appendix C: An electronic copy of ExtendMax's business license for trading civil cryptographic products, issued by the Government Cipher Committee under the Ministry of National Defense, confirming ExtendMax's unique legal authorization to import sensitive products.

Appendix D: Selected shipping invoices from leading global corporations delivering goods to ExtendMax under the IOR/EOR model, showcasing trusted partnerships with multinational clients.

Appendix E: A published news article from *Vietnam Logistics Review* (Vietnam Logistics Business Association) recognizing ExtendMax's achievements and contributions to import-export services under the IOR/EOR model.

Appendix F: A compilation of international awards honoring ExtendMax's excellence in import-export consulting and IOR/EOR services, including CEO Trần Thanh Phượng's Gold Stevie® Award for Innovative Achievement in Thought Leadership, and other notable achievements.

Articles and international media coverage of ExtendMax's Asia-Pacific People's Choice Stevie® Award, CEO Trần Thanh Phượng's Gold Stevie® Award, and other achievements.

Customer reviews on ExtendMax's Google Business profile



Attachments/Videos/Links:

[Pioneering End-to-End IOR/EOR Services in Vietnam's Compliance Market](#)

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