

**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:** Company of the Year - Legal - Small

**Nomination Title:** ExtendMax Vietnam

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 179 words used.**

Founded in 2015, [ExtendMax](#) has redefined what compliance means for global technology companies entering Vietnam. At a time when legal, certification, and logistics services operated in silos, CEO [Trần Thanh Phương](#) envisioned a bold solution: an integrated model combining Importer and Exporter of Record (IOR/EOR) services with full legal accountability. This pioneering approach positioned ExtendMax not just as an advisor, but as a partner who takes end-to-end responsibility for licensing, testing, customs clearance, and regulatory compliance—delivering clarity where others saw complexity.

In less than a decade, ExtendMax has transformed from a small consultancy into a trusted gateway for multinational corporations navigating Vietnam's regulatory landscape, especially in high-stakes sectors like civil cryptography, cybersecurity, and radio frequency devices. By 2024, the firm had successfully delivered thousands of projects and served over 200 global clients, including Cisco, IBM, HPE, Nutanix, Siemens, Palo Alto, Samsung, LG, Fujitsu, Hitachi, Panasonic, Foxconn, Pegatron, Lenovo, Arista, Vitrox (Malaysia), Flash Global (US), and Choice Logistics (US). Today, ExtendMax is celebrated for its innovation, integrity, and unrivaled legal expertise, empowering businesses to turn compliance into a competitive advantage.

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 235 words used.**

Since January 2023, ExtendMax has achieved remarkable growth and international recognition. In 2024, the company delivered 60.3% year-over-year growth with a 36% EBITDA margin. ExtendMax expanded its client base to over 200 global clients, 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 in Vietnam, the largest LEGO factory worldwide. ExtendMax acted as the legal [Importer of Record after LEGO's local entity](#), which was ineligible for civil cryptography licenses. The company developed a 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, enabling the factory to launch 60 days early and unlocking an estimated \$143 million in additional revenue.

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):

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ExtendMax's achievements are truly groundbreaking, pioneering an entirely new model of legal 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 cryptographic 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 industry average of 15 - 20% for 3PL logistics and legal consulting firms in Vietnam. Beyond market leadership, ExtendMax contributed to shaping the legal landscape by co-authoring regulatory reforms through the Vietnam Chamber of Commerce and Industry. It is one of the few firms that both implements and influences 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 legal 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):

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**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 (of eight total) under LEGO's smart factory project in Vietnam.

**Appendix B:** Scanned copies of ExtendMax's business license and civil cryptography import license issued by the Government Cipher Committee under the Ministry of National Defense, demonstrating its unique legal authorization.

**Appendix C:** Selected shipping invoices from leading global corporations delivering goods to ExtendMax under the IOR/EOR service model.

**Appendix D:** A news article from Vietnam Plus – Vietnam News Agency quoting CEO Trần Thanh Phương's contributions to the Business Law Flow Report prepared by the Vietnam Chamber of Commerce and Industry and submitted to the National Assembly of Vietnam.

**Appendix E:** A feature article from One World Magazine – Vietnam Association for Science and Technology Information providing a detailed account of CEO Trần Thanh Phương's contributions to the same report.

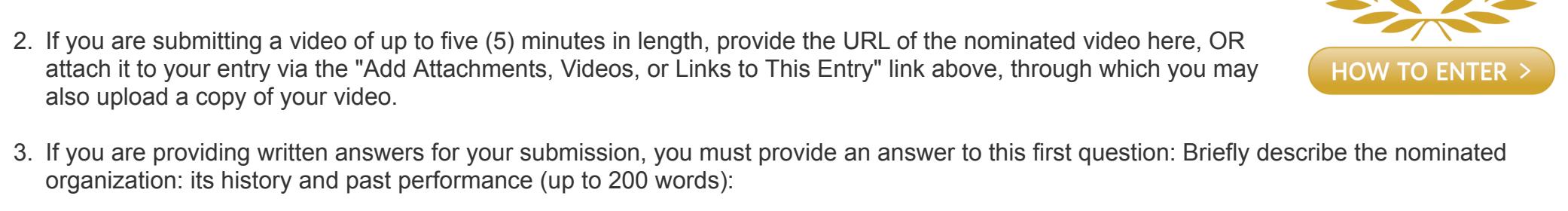
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**Appendix G:** Coverage of Mr. Phương in Vietnam Quality Magazine – Ministry of Science and Technology.

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**Appendix I:** A compilation of international awards granted to ExtendMax and Mr. Phương.

Links for Transaction records of ExtendMax, showing it has more than 200 Global clients.



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