

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: Entrepreneur Categories

Nomination Sub Category: Best Entrepreneur - Business & Professional Services

Nomination Title: Trần Thanh Phương

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

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 a written essay for this nomination, submit in this space an essay of up to 650 words describing the achievements of the nominated entrepreneur since 1 January 2023:

Total 635 words used.

In a landscape where legal procedures, compliance obligations, and logistics execution are often fragmented and siloed, [Trần Thanh Phương](#), Founder and CEO of [ExtendMax](#), saw not a barrier, but an opportunity. He envisioned a new kind of service model that would turn regulatory complexity into a catalyst for global business growth in Vietnam.

This vision came from real-world experience. In his early years advising foreign tech corporations entering Vietnam, Mr. Phương observed a recurring challenge: businesses were forced to engage multiple service providers, including law firms, testing labs, and freight forwarders. This disjointed approach often led to delays, compliance failures, and legal risks, especially for high-tech products involving encryption, radio transmission, or cybersecurity.

Mr. Phương set out to challenge this status quo. With deep legal expertise, strategic clarity, and a relentless commitment to client success, he pioneered a bold and integrated solution: a full-service compliance consulting model based on the IOR/EOR framework. Instead of merely advising, ExtendMax assumes full legal responsibility for licensing, certification, importation, and regulatory liaison, managing every step under one roof.

In 2023, that model faced a defining test, and proved its value.

As LEGO began constructing its \$1.3 billion smart factory in Vietnam, the company encountered a major hurdle: the need to import encrypted IT equipment subject to Vietnam's strictest licensing laws. Despite LEGO's global presence, its newly formed legal entity in Vietnam was ineligible to apply for the required [civil cryptography licenses](#).

Under Mr. Phương's leadership, ExtendMax stepped in as the legal [Importer of Record](#). The team built a comprehensive compliance roadmap, secured licenses under civil cryptography regulations, conducted product testing, and completed the importation process with zero delays or violations. This achievement was not only critical for LEGO, it validated the strength and scalability of the ExtendMax model.

The impact didn't stop there.

In 2024, ExtendMax achieved 60.3% year-over-year growth and a 36% EBITDA margin, reflecting its strategic leadership and operational excellence. Its growing client portfolio, featuring global technology leaders like Cisco, Lenovo, Microsoft, Foxconn, Pegatron, Arista, and Samsung, demonstrates the trust and value it consistently delivers.

But Mr. Phương's leadership goes beyond business metrics.

He spearheaded the digital transformation of compliance consulting in Vietnam, deploying a real-time, cloud-based project management system that significantly improved speed, transparency, and team collaboration. He also invested heavily in talent development, mentoring the next generation of compliance professionals and fostering a culture of continuous learning and ethical practice.

In parallel, he emerged as a respected contributor to regulatory reform. In 2024, Mr. Phương played a key role in a legislative report submitted to the Vietnamese Government and National Assembly through the Vietnam Chamber of Commerce and Industry, offering policy recommendations aimed at improving national standards for imported ICT products - a role rarely undertaken by entrepreneurs in Vietnam.

His contributions have also been recognized internationally.

He served as a Stevie Awards judge in both 2023 and 2024, evaluating top business initiatives across the APAC region. In April 2025, he was honored with the Gold [Stevie® Award for Innovative Achievement in Thought Leadership](#). Just one month later, in May 2025, ExtendMax made history by becoming the first Vietnamese company to win the Asia-Pacific People's Choice Stevie® Award for Favorite Companies. This victory, powered by thousands of public votes from clients, partners, and employees, reflected the deep trust Mr. Phương has built and the impact of his mission-driven leadership.

Throughout his journey, Trần Thanh Phương has remained committed to a guiding belief: compliance should not be a burden, it should be a bridge. A bridge that enables businesses to enter emerging markets, accelerate operations, and achieve sustainable, long-term growth.

From a small legal consultancy to an award-winning leader across Asia-Pacific, his story is more than a business success, it is a blueprint for how vision, integrity, and innovation can reshape an entire industry.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the chief achievements of the nominated entrepreneur since 1 January 2023:

Total 140 words used.

- Successfully led LEGO's \$1.3B factory project by acting as IOR for civil cryptographic IT equipment imports. Helped LEGO's smart factory launch 60 days early, unlocking \$143 million in revenue via Importer of Record services.
- Achieved 60.3% revenue growth in 2024. Maintained a strong EBITDA margin of 36% in 2024.
- Won Gold Stevie® Award 2025 and led ExtendMax to become Vietnam's first Asia-Pacific People's Choice Stevie® Award winner.
- Developed a unique compliance model integrating legal consulting, licensing, and IOR/EOR execution.
- Delivered zero legal violations across 2,000+ IOR/EOR shipments, ensuring 100% compliance under strict regulations.
- Expanded ExtendMax's market share as Vietnam's leading IOR/EOR provider, serving 200+ global clients across APAC, Europe, and North America.
- Received multiple international awards for excellence in IOR/EOR and regulatory compliance services.
- Contributed to regulatory reform through expert consultation to Vietnam's National Assembly via VCCI.

Attachments/Videos/Links:

[Trần Thanh Phương](#)



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