

Nomination: 19769

Tran Thanh Phuong’s Journey to Elevate ExtendMax Globally

Page: General Information

Name of Organization / Company

ExtendMax Vietnam Company Limited

Logo

Download File (<https://asiastevieawards.secure-platform.com/file/30329/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMjMDMyOSwiYWxzbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImlnbExtendMax%20logo.png>)

Web Site Address

<https://extendmax.vn> (<https://extendmax.vn>)

Page: Entry Information

Entry Title

Tran Thanh Phuong’s Journey to Elevate ExtendMax Globally

Category

W01 - W03 - Thought Leadership > W01. Innovative Achievement in Thought Leadership

Submission Format

An Essay of up to 625 Words

Essay

Mr. Tran Thanh Phuong, CEO of ExtendMax, is an outstanding professional and a symbol of success in the field of regulatory compliance and import-export consulting, not only in Vietnam but globally. With over 20 years of experience in leadership and innovation, Mr. Phuong has proven his exceptional management skills, relentless creativity, and clear strategic vision, developing ExtendMax from a small enterprise into an industry-leading company.

Mr. Tran Thanh Phuong began his career in management roles at major multinational corporations, where he gained extensive experience and in-depth knowledge in product quality law, customs regulations, and international trade. Driven by a desire to create a professional and reliable consulting platform for international businesses entering the Vietnamese market, he founded ExtendMax in 2015. Since then, he has continuously guided the company through significant challenges, from a micro-company to becoming a trusted provider for leading technology corporations such as ██████████ Cisco, Lenovo, HPE, and other renowned names.

Creativity and innovation are the hallmarks of Mr. Phuong’s leadership style. During the COVID-19 pandemic, when many businesses faced difficulties or had to scale down operations, he saw opportunities for innovation and growth. He continuously researched and introduced new services such as Importer of Record (IOR), Exporter of Record (EOR) and obtaining civil cryptography licenses to meet the growing needs of clients. At the same time, ExtendMax made a strong shift by adopting digital transformation, optimizing remote work, and maintaining continuous operations through advanced technological platforms. Thanks to this vision, ExtendMax not only sustained operations but achieved consistent compound annual growth of 20% ~ 30% from 2022 to 2024, even as the world faced post-pandemic economic challenges.

Mr. Phuong is not only a visionary leader but also an advocate for team development. He prioritizes training and employee growth, fostering creativity and responsibility within the workplace. Under his leadership, ExtendMax has built a team of experts with deep knowledge and flexible problem-solving capabilities, solidifying the company’s market position and establishing strong trust with clients.

Mr. Phuong’s contributions extend beyond the company and into the wider business community and industry. He frequently shares his knowledge through workshops, professional articles, and collaborative projects to enhance understanding and support businesses in meeting regulatory requirements. These efforts have reshaped the way businesses approach conformity certification and import regulations in Vietnam.

In recognition of his achievements and contributions, Mr. Tran Thanh Phuong has been honored by various prestigious international organizations, including the “Business Icon of the Year in Vietnam” award. Additionally, he was acknowledged as a leading expert in the field by serving as a judge for the 2024 Stevie Awards, among other notable achievements.

With his strategic vision, unwavering passion, and tireless dedication, Mr. Tran Thanh Phuong embodies the ideal of an innovative and inspirational leader.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in thought leadership since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

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URL 10

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Terms and Conditions

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