



ALEX PHUC

Founder | Technical Business Development

YOUR LOCAL TECHNICAL & MARKET DEVELOPMENT PARTNER IN VIETNAM

Industrial Equipment • Technical Representation • Project Delivery • After-Sales Support

EXECUTIVE POSITIONING

Alex Phuc is a mechanical engineer and project leader with 17+ years of hands-on experience across industrial equipment, MEP/site execution and international project environments. Through HPIE Viet Nam, he brings that delivery experience into a partner-focused model: helping foreign OEMs and industrial technology suppliers develop opportunities in Vietnam, communicate effectively with local customers, coordinate technical requirements, and support projects from first discussion through installation, commissioning and after-sales.

WHY INTERNATIONAL PARTNERS WORK WITH HPIE

MARKET ACCESS	TECHNICAL-COMMERCIAL BRIDGE	PROJECT CONTINUITY
Local customer development, opportunity screening, site-level understanding and practical follow-up in Vietnam.	Engineering-led communication between OEMs, end users, consultants, contractors and project teams.	On-the-ground support from technical clarification and site survey to installation, handover and after-sales coordination.

HPIE PARTNERSHIP MODEL

01 Market & Customer Development	02 Technical Qualification	03 Project Coordination	04 Lifecycle Support
Identify target accounts, needs and viable opportunities.	Clarify application, specifications, site conditions and commercial fit.	Connect OEM and customer teams through proposal, engineering and site execution.	Support commissioning, handover, troubleshooting, maintenance and spare-parts coordination.

PARTNERSHIP FOCUS

TARGET SOLUTIONS

High-value industrial machinery and systems; automation and production equipment; process/mechanical equipment; food and packaging solutions; coating/surface-treatment systems; imported technical equipment.

FLEXIBLE ENGAGEMENT

Project-based support, local technical coordination, market-development cooperation, country-representative support or a longer-term partnership as business develops.

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EXPERIENCE BEHIND HPIE



A senior technical background built through industrial systems, imported equipment, site execution, stakeholder coordination and international project delivery.

CAREER FOUNDATION

PERIOD	ROLE / COMPANY	RELEVANCE TO HPIE TODAY
Sep 2022 - Present	Project Director - Northern Vietnam HA YEN CORPORATION	Current senior project-delivery leadership: installation, MEP interfaces, subcontractor coordination, quality, safety, schedule, testing and handover readiness.
2017 - 2022	Project Manager - Northern Vietnam BT INTERNATIONAL	Technical solutions, drawing review, imported/fabricated equipment, budgets, QA/QC, owner-consultant-PMU coordination, VO/VE/PO and project close-out.
2012 - 2017	Project Manager - Vietnam & Overseas PFT (Singapore)	Powder-coating systems, fabrication drawings, equipment/material planning, logistics, installation, testing support, handover and international supplier coordination.
2009 - 2012	Maintenance Assistant Manager VIVABLAST (France)	Preventive maintenance, fault analysis, repair planning, equipment/assets, team processes, offshore maintenance-painting projects and cost-saving improvements.

WHAT THIS EXPERIENCE MEANS FOR A PARTNER

Engineering-First Business Development Technical conversations are grounded in site realities, interfaces, drawings, installation and lifecycle requirements.	One Local Point of Coordination A partner can work through one senior contact for customers, suppliers, consultants, contractors and foreign technical teams.	Execution Mindset Opportunities are evaluated with delivery in mind: scope clarity, schedule, quality, safety, handover and commercial discipline.
International Working Style Experience across Vietnam, Singapore and the Philippines supports practical communication with multinational teams.	Project-to-After-Sales Continuity Support can continue beyond the quotation: site readiness, installation, commissioning, punch list, maintenance and troubleshooting.	Lean Market Entry A foreign supplier can test and develop the Vietnam market with local technical support before committing to a full local organization.

SELECTED EXPOSURE & PROFESSIONAL FOUNDATION

SELECTED PROJECT / INTERNATIONAL EXPOSURE

- Galveston Key Offshore, Mikazuki 365, NCS and Sofitel Metropole.
- Vietnam, Singapore and Philippines exposure; French, Singaporean and multicultural working environments.
- Industrial systems, MEP coordination, installation, testing/commissioning support and handover.

EDUCATION & CERTIFICATIONS

- Mechanical Engineer - University of Transport and Communications (2004-2009).
- Project Manager Certificate - No. 03.048/2018/NV-CHT.
- NACE-SSPC & ASTM QA / Coating; Offshore Safety T-BOSIET.
- English working proficiency; Microsoft Office, CAD and project-management tools.

HPIE VIET NAM IS BUILT TO BE THE LOCAL EXTENSION OF YOUR TECHNICAL AND COMMERCIAL TEAM.

For international OEMs seeking a practical route into Vietnam, HPIE offers a flexible starting point: local market development, engineering communication, project coordination and on-the-ground follow-through - with the objective of building sustainable business together.