



BINH MINH ADVERTISING CO., LTD

# COMPANY PROFILE

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Rise & Shine with Binh Minh

**1993 — 2026**

33 YEARS ACCOMPANYING BUSINESSES

[binhminhad.net](http://binhminhad.net)

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01 · ABOUT US

## Company Introduction

Established in 1993, Binh Minh Advertising Co., Ltd is one of the most experienced firms in Vietnam's advertising industry. Over 33 years of growth, Binh Minh delivers turnkey solutions — from brand consulting, signage design & fabrication and interior–exterior decoration to event organization — backed by a modern production workshop in Hanoi and a branch in Ho Chi Minh City.

Binh Minh owns an experienced coordination team together with a network of specialist partners in staging, sound, lighting, medical, security and event operations. Binh Minh stands out through its ability to combine creative thinking, advertising production capacity and hands-on operational experience — delivering synchronized solutions from brand image to event experience.

**33**

years of experience

**02**

offices (Hanoi & HCMC)

**50+**

major clients

**07**

service groups

### LEGAL INFORMATION & CONTACT

|                     |                                                                                 |
|---------------------|---------------------------------------------------------------------------------|
| COMPANY NAME        | BINH MINH ADVERTISING CO., LTD                                                  |
| INTERNATIONAL NAME  | BINH MINH ADVERTISING COMPANY LTD. (BINHMINH ADV. CO., LTD)                     |
| BUSINESS LICENSE    | No. 0100254689 — issued 25 Jun 1993, Hanoi DPI                                  |
| WEBSITE             | binhminhad.net · Email: info@binhminh-group.com                                 |
| HEAD OFFICE (HANOI) | Suite P403, 4th Floor, Ocean Park Building, 1 Dao Duy Anh, Kim Lien Ward, Hanoi |
| TRANSACTION OFFICE  | 24 Mac Thai Tong, Yen Hoa Ward, Hanoi — Tel: 0982 070707                        |
| HCMC BRANCH         | Suite P1508 Vincom Center, 72 Le Thanh Ton, HCMC — Tel: 0352 06 7777            |

02 · ORIENTATION

# Vision – Mission – Values

## VISION

To become a leading, trusted company in advertising, brand identity, event organization and the operation of semi-professional running events for businesses.

Binh Minh Advertising aims to build a comprehensive service ecosystem connecting creativity, communications, event experience and community activities; helping businesses enhance their brand image, strengthen team bonding, expand relationships and create lasting value.

In the future, Binh Minh will be not only an advertising producer but also a partner accompanying businesses in creating professional events, emotionally engaging running events and distinctive brand marks.

## MISSION

Binh Minh Advertising delivers comprehensive solutions in advertising, brand identity, event organization and the operation of semi-professional running events for businesses.

We accompany clients from ideation, design, production and communications to on-site organization and execution; ensuring every program is not only carried out professionally but also creates a clear brand mark, strengthens internal cohesion and expands connection value within the business community.

With creativity, dedication and practical experience, Binh Minh strives to create quality advertising products, meticulous events and emotionally engaging running events – contributing to the image, culture and sustainable value of each business.

## CORE VALUES

### 01

#### Quality

Making product quality the bridge of trust with clients.

### 02

#### Dedication

Meticulous attention to every detail per client requirements.

### 03

#### Creativity

Constantly innovating to create a unique identity for each brand.

### 04

#### Professionalism

Skilled design and craft team with standardized processes.

### 05

#### Safety & Responsibility

Putting safety first in production, installation, events and running-event operations; proactively controlling risks and taking full responsibility for every project.

### 06

#### Sustainable Connection

Creating spaces and experiences that help businesses bond teams and connect clients, partners and community; toward long-term cooperation and sustainable growth.

03 · WHY CHOOSE BINH MINH

## Core Capabilities

Four advantages — and the numbers behind them — that set Binh Minh apart in the advertising market.

|                                  |                                    |                            |                                  |                               |
|----------------------------------|------------------------------------|----------------------------|----------------------------------|-------------------------------|
| <b>33</b><br>Years of experience | <b>1000+</b><br>Projects delivered | <b>50+</b><br>Major brands | <b>10+</b><br>CNC-laser machines | <b>Nationwide</b><br>Coverage |
|----------------------------------|------------------------------------|----------------------------|----------------------------------|-------------------------------|

**01 33 years of experience**

Operating continuously since 1993, with deep market and multi-industry insight.

► Since 1993 · 1000+ projects delivered

**02 In-house production**

CNC, fiber laser, laser welding, bending letter, large-format banner – decal printers – full control of quality & schedule.

► 10+ printing – fabrication machines, up to 1000W

**03 Turnkey service**

From idea consulting, design and production to installation and event organization.

► 07 service groups · single point of contact

**04 Two-region network**

Offices in Hanoi and Ho Chi Minh City, deploying projects nationwide.

► 2 offices Hanoi–HCMC · deployment in 63 provinces

### OUR COMMITMENT

We accompany businesses throughout their development, committing to:

- Quality, schedule and budget
- Consistent image, message and brand identity
- Safety and professionalism in installation and operation
- Proactive, flexible and responsible in every situation
- Creating real value, elevating the brand and connecting the business

04 · CORE SERVICES

## Service Areas

07 core service groups, fully meeting the communications – advertising needs of businesses.

01

### Consulting & Branding

Communications consulting and planning, brand building and reinforcement.

02

### Signage & Billboard

Large panels and billboards; production – installation of all signage types.

03

### Interior – Exterior

Design, construction and decoration of showroom and office interiors/exterior.

04

### Design & Printing

Design, prepress and printing of all advertising materials.

05

### Event Organization

Events, conferences, seminars, grand openings, team building.

06

### Advertising Permits

Advertising permit and promotion-program licensing services.

07

### Marketing planning & execution for businesses

Building and executing an overall marketing plan: brand positioning, multi-channel communications strategy, digital marketing and performance measurement – accompanying businesses toward sustainable growth.

05 · OUR TEAM

## Key Personnel

An experienced leadership team, guiding Binh Minh across every field of expertise.



### Chu Hoàng Thanh Vân

#### GENERAL DIRECTOR

- Over 20 years of experience in advertising, brand building and corporate identity deployment.
- Strong capabilities in strategic leadership, project management and organizing advertising production and professional events – ensuring quality, schedule and effectiveness.
- Deep market understanding, always pioneering creative solutions and building sustainable value for clients.



### Nguyễn Hồng Yến

#### Head of Strategy & Communications

Over 20 years of experience in communications & marketing. Brand-strategy consultant for Vinmec Healthcare System, Phu Thai Group, Funtap, 24h...



### Nguyễn Bích Ngọc

#### Head of Business Development

Over 12 years of experience in business development, market growth and building lasting client relationships.



### Bùi Phú Trường

#### Head of Technical

Extensive experience as Coordinator and Medical Leader at major running events such as VnExpress Marathon, Tien Phong Marathon, VPBank...



### Phí Hiền

#### Head of Finance

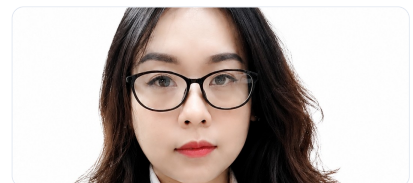
Over 15 years of experience in financial management and accounting; deep understanding of cash flow and optimizing financial efficiency for each advertising project.



### Trần Lập

#### Head of Design

Over 15 years of experience in advertising design, brand identity and visual communications.



### Trần Hà My

#### Head of Production Coordination

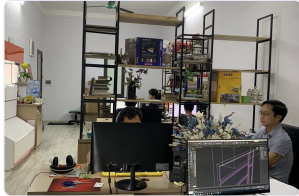
Over 14 years of experience in production operations and event organization; effective management of personnel – materials – schedule, ensuring quality and cost optimization for every project.

06 · WORKSHOP · MACHINERY · OFFICE

## Facilities

Modern machinery imported from Taiwan and China, operated in a closed workflow; professionally invested office and production workshop.

### OFFICE



Work office



Design area



Meeting room



Workspace

### PRODUCTION WORKSHOP



Production workshop



Fabrication area



Product fabrication

### MACHINERY & EQUIPMENT

| EQUIPMENT              | CAPACITY | ORIGIN |
|------------------------|----------|--------|
| Central CNC            | 1000W    | Taiwan |
| Single-head CNC        | 500W     | Taiwan |
| Fiber laser machine    | 500W     | China  |
| Laser machine          | 350W     | China  |
| Laser welding machine  | 150W     | China  |
| Bending letter machine | 150W     | Taiwan |

| EQUIPMENT                          | CAPACITY  | ORIGIN        |
|------------------------------------|-----------|---------------|
| 5m banner printer                  | —         | —             |
| 1.5m decal printer                 | —         | —             |
| 6-function edge bander             | —         | China         |
| Router – planer – jointer – molder | —         | China         |
| Central air compressor             | 700 L/min | Taiwan        |
| Truck fleet & support              | < 2 tons  | Hyundai/ Ford |

\* The company regularly invests in new equipment to enhance product quality.

07 · ACTUAL PHOTOS

# Events

Actual photos of the events and typical projects Binh Minh has delivered for clients.



Client conference



Hana Bank Golf Tournament



Tiger seaside event



Grand opening



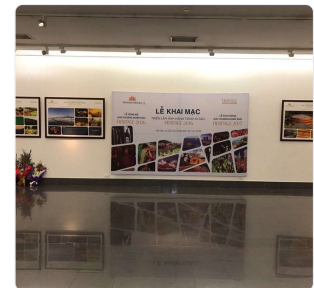
Hall event



Showroom decoration



Bien Cuong award ceremony



Heritage photo exhibition



Poetry festival at Temple of Literature



Heritage photo exhibition



National Brand program



Kuehne YEP event



APEC event in Hanoi



Vesak celebration



VTV Robocon decoration



Dong A Plastic client conference

08 · SPORTS & COMMUNITY

# Running Events

Binh Minh actively takes part in community running events across the country – spreading a sporting spirit and connecting the business community.



VnExpress Marathon Ha Long  
2023



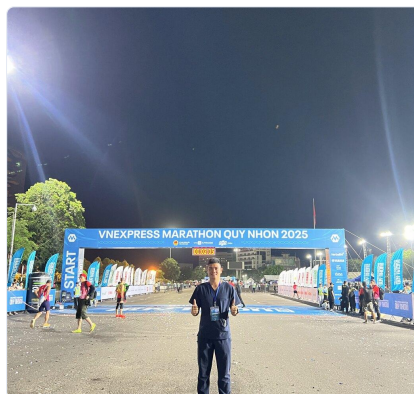
VnExpress Marathon Nha Trang  
2023



VnExpress Marathon Ha Long  
2024



VnExpress Marathon Hue 2024



VnExpress Marathon Quy Nhon  
2025



VnExpress Marathon Can Gio 2025



Tay Ho Half Marathon 2026



VnExpress Marathon Hue 2026



BNI PRO Run 2026

09 · FEATURED PRODUCTS

# Signage & Billboards

Design – installation of signage, lightboxes, 3D letters and pylons on all materials for major brands.



JOTUN paint dealer



BIDV Premier



PGA NovaWorld Phan Thiet



PV Oil Lube Northern



Heineken lightbox



Tiger Crystal



Dai-ichi Life



Prudential signage system



Shinhan Finance



VinFast



NOREVA booth



Urinco 7 City



Vacuum-formed lightbox



Meeyland lettering



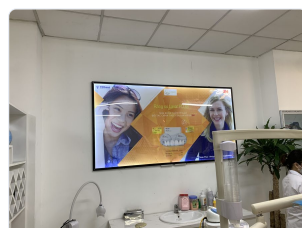
SHERA signage system



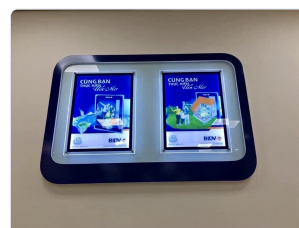
ANIMA office



Ngoi Sao eye clinic



Clinic LED sign



LED advertising screen



Photo booth

10 • FEATURED PRODUCTS

# Trophies & Medals

Crystal trophies, metal trophies, commemorative plaques and medals — refined honor gifts, engraved to order.



BNI trophy



VTV trophy



Honor trophy



Crystal trophy



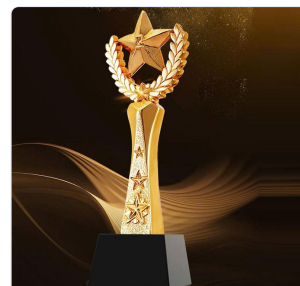
Crystal memento trophy



Crystal star trophy



Gold-star crystal trophy



Gold-plated metal trophy



Crown trophy



Star trophy



Pickleball trophy set



Crystal trophy set



Gold-silver-bronze trophy set



Pickleball trophy



Medal set



Commemorative plaques / medals

11 · FEATURED PRODUCTS

# POSM – Standee – Gifts

Roll-up standees, X-banner stands, backdrops, foamex boards, corporate gifts and complete event items.



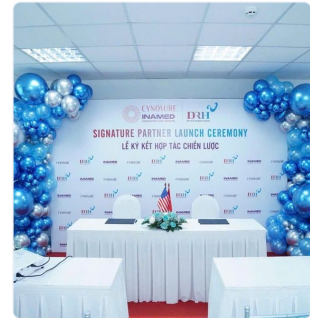
Roll-up standee



X-banner stand



Steel-base standee



Event backdrop



Event hashtag



Foamex board



Boutonniere



Honor board



Gift notebook



Branded pens



Thermos flask



Logo thermos flask

12 · FEATURED PRODUCTS

# Uniforms

Design & tailoring of office uniforms, event T-shirts – PG outfits and workwear to order.



Office uniform



Office wear



Uniform T-shirt



Sportswear – event PG



Technical uniform



Workwear (PPE)

## 13 • TRUSTED PARTNERS

# Key Clients

More than 50 domestic and international brands have trusted and partnered with Binh Minh.

|               |               |                    |                  |
|---------------|---------------|--------------------|------------------|
| Jotun Paint   | Prudential    | Shinhan Finance    | Vinaphone        |
| Coca-Cola     | Tiger         | Heineken           | Anchor           |
| Maritime Bank | VietinBank    | VIB Bank           | Bảo Việt         |
| Daewoo        | FedEx         | Hisamitsu Salonpas | Interfood        |
| VCCI          | Mobifone      | Biti's             | Chengshin Tire   |
| Eurowindow    | Picenza       | Hapulico           | Vietjet Air      |
| Siemens       | EMS           | Delta              | Vinaconex        |
| Dap Cau Glass | Tan Da Resort | VTV                | Tạp chí Heritage |
| Sunrise Corp  | SSE Steel     | APB                | Amber            |
| Asean Club    | KMC           | Appolo             |                  |

\* Shortened list, not in order of priority.



## OUR COMMITMENT

# Quality – Dedication – On Time

Binh Minh commits to delivering the right products, ensuring quality and refined detailing; advising clients on cost optimization; and delivering the highest satisfaction through dedication in every detail.

## HEAD OFFICE (HANOI)

Suite P403, 4th Floor, Ocean Park Building, 1 Dao Duy Anh, Kim Lien Ward, Hanoi

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Rise & Shine with Binh Minh

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