

BÁ HÙNG TECHNOLOGY

Pro AV & Smart Building Solution Architecture

Core Company Brief for International Partners

A 10-minute read, six essential chapters

Prepared for two partner audiences:

- (1) International manufacturers seeking a direct partner in Vietnam
- (2) Foreign investors and leaders of FDI companies, groups & 5-star resorts in Vietnam

Company at a Glance

This brief distills the core of Bá Hùng Technology into six short chapters. It is written for decision-makers who do not have much time: read it end to end in about ten minutes, or read only Chapters 1–3 to understand who we are and why we are different.

Legal name	Ba Hung Technology Co., Ltd. (Công Ty TNHH Thương Mại Công Nghệ Bá Hùng)
Established	2003, 23+ years in professional audio-visual and smart building integration
Business registration	0302.946.890 (Ho Chi Minh City Department of Planning and Investment)
Headquarters	8/11A Chanh Hung Street, Chanh Hung Ward, Ho Chi Minh City, Vietnam
Field	Pro AV, conferencing, acoustics, lighting, control & smart building solution architecture
Direct brand partners	75+ manufacturers from the G7, UK and EU (audio, control, display, environment, infrastructure)
Quality system	ISO 9001 certified continuously since 2011 (2008 → 2015 standard), independently audited
Track record	500+ projects across 40+ provinces; 8 official commendations from government agencies
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1. Who We Are

A trusted partner that walks alongside the world's leading technology brands to deliver audio-visual and smart-control solutions, solutions that are listened to, designed, and deployed for each specific need.

Bá Hùng Technology is a Vietnamese professional audio-visual and smart building integrator, founded in 2003 and headquartered in Ho Chi Minh City. For more than twenty-three years we have designed, built, and maintained the systems that let organisations hear clearly, see clearly, and control their spaces with confidence, in conference centres, government halls, hospitals, universities, corporate offices, and premium hospitality.

We are not a reseller who forwards a price list. We are a solution architecture firm: we begin with the problem a space must solve, and only then decide what equipment belongs in it. That is why more than seventy-five leading manufacturers from the G7, the UK and the EU have entrusted us to represent their technology in Vietnam, and why owners return to us project after project.

What defines us

- **End-to-end solution architecture** across audio, conferencing, acoustics, lighting, display, control and smart-building systems, one accountable technical partner instead of many disconnected vendors.
- **Direct relationships** with the manufacturers, not through layers of intermediaries, genuine technical access, warranty, and origin assurance.
- **A whole-lifecycle mindset**, we design for the full ten-year lifecycle and stay accountable long after handover.
- **Proof over claims**, credibility is not declared; it is accumulated, one project at a time.

2. Solution Architect vs. Box-Mover

Two ways a technology project can end

Picture two projects. The same building, the same type of room, an almost identical equipment list on the quotation. Two different contractors take the job. On opening day, both hand over a working system, the lights come on, sound comes out, images appear on screen. From the outside, no one can tell them apart.

Then time passes. And by year three, by year five, those two projects have gone to two completely different places. The difference is not in the equipment. It is in the kind of people who built them.

How a box-mover runs a project

A box-mover works by a logic that is coherent and, in its own way, reasonable. There is an equipment list, a unit price, a contract. Their job is to deliver the exact items on the list, install them so they run, pass acceptance testing, and issue the invoice. Done. From their point of view, the project ends on handover day, and they have delivered exactly what was asked.

The problem is that an equipment list is not a system. It is only a pile of good materials placed side by side. The box-mover does not ask what this space really needs, how people will operate it over the next five years, what will fail first, and who will handle it when it does. Those questions lie outside their scope of work, and outside their concern.

So a few years later, when the system begins to degrade, when one weak link fails and drags the whole chain down with it, the owner calls back, and the box-mover is already on another project. Responsibility dissolves into thin air. The owner is left holding a system whose remaining life no one truly owns, carrying an operating burden they never knew they were buying at the time of purchase.

A solution architect starts somewhere else

A solution architect does not start from the equipment list. They start from the problem. What purpose does this space serve? Who will use it, in what situations, and what must absolutely never go wrong? What constraints arise from this particular building, this climate, these operating habits? Only after those questions are answered does equipment enter the story, and it enters in its proper role: material to realise a design, not the solution itself.

The deeper difference lies in the relationship with time. A solution architect designs for the whole lifecycle, not just for opening day. They anticipate what will wear out, prepare for maintenance, and stay on after handover, because for them, handover is not the end point but the beginning of the longest part of the work. When something goes wrong, someone is accountable and knows exactly what to do, because they conceived the system themselves.

Why the difference never shows on the quotation

This is the most uncomfortable part, and the part that leads many owners to choose wrong without ever knowing it. The two sides may quote nearly the same figure: the same line items, the same equipment categories, numbers so close that whoever approves the budget comfortably picks the lower one and believes they bought smart. Because what makes a solution architect, the way they ask questions, the depth of their calculations, the commitment to stay, has no box on the quotation form to be written into. It is invisible at exactly the moment of decision.

And it only becomes visible later. In year three, when one system begins to falter while the other still runs smoothly. In year five, when one side faces mounting repair and replacement costs while the other needs only routine maintenance. Precisely when everything is settled and can no longer be undone, the difference finally reveals itself. The price of choosing a box-mover is not paid at signing. It is paid gradually, later, when it is too late to choose again.

A question we leave with you

Next time you place three quotations side by side and see that they look much alike, perhaps the most valuable question is not which is cheaper. It is: which one is selling me an equipment list, and which one is designing me a system that will still be alive and well five years from now? For an owner, that question decides whether they will feel pride or regret later on. For a technology partner looking for someone to represent them in an unfamiliar market, that same question is enough to recognise which side of the line Bá Hùng stands on.

Same equipment, two kinds of people, two outcomes. The difference is not in what you buy, but in who decides where it goes, and who stays with it.

3. Direct G7 / UK / EU Partnerships

Before we talk about equipment, we talk about origin. A serious Pro AV integrator in Vietnam must hold direct partnerships with G7, UK and European manufacturers, not sit at the end of a chain of resellers.

Anyone can quote a brand name. Very few can prove a direct line to the manufacturer behind it. Bá Hùng maintains direct partnerships with more than seventy-five technology brands from the world's most demanding markets. That direct relationship is not a marketing badge, it is what guarantees authentic technical support, valid warranty, verified origin, and access to engineering knowledge that never appears on a spec sheet.

Why this matters to an international manufacturer

A G7 technology company entering Vietnam does not need one more sales distributor. It needs a local partner who understands the market, protects the brand's reputation on the ground, and can turn a product into a working, well-run system that clients are proud of years later. A distributor moves boxes and disappears. A solution architect represents your name the way you would represent it yourself, which is precisely the standard we hold ourselves to.

Why this matters to an investor or FDI leader

In premium and government projects in Vietnam, the origin and compliance of equipment is often decisive. Genuine G7/EU components, sourced directly, with documented provenance, reduce regulatory risk, satisfy demanding procurement standards, and hold their performance for the long life these projects demand. Working with a partner who holds those relationships directly means fewer surprises during approval, and fewer compromises in the finished result.

A sample of our direct brand partners

- **Audio & sound**, Auditel, CADAC, Cloud Electronics, Kling & Freitag, Audio Performance, British Acoustics, Mogami, Origin Acoustics, Holoplot, Amadeus, ...
- **Control & automation**, Loxone, Grenton, CUE, XYTE, Utelogy, Qmatic, ...
- **Display & visual**, LEDMAN, Verkada, Kindermann, Arthur Holm, Bolin, AVPro, Inogeni, Matrox, True Performance, ...
- **Environment & lighting**, BioClimatic, Well Air Solutions, Zen Control, Tridonic, Casambi, Esylux, ...

...and dozens more across signal, infrastructure, and integration, a network built patiently over two decades, brand by brand.

4. Featured Projects, Proof of Execution

We do not describe ourselves with adjectives. We describe ourselves with projects that were delivered when it was hardest to deliver.

Over more than two decades we have completed 300+ installations across 40+ provinces of Vietnam, for government bodies, hospitals, universities, and corporations. A few illustrate how we work under pressure:

- A 57-day microphone installation was completed three days early, and we used the extra time not to leave, but to run additional quality assurance before handover.
- A conference system serving 85 delegates delivered a flawless electronic voting record, with no technical failure during a high-stakes session.
- During Saigon's July 2021 COVID lockdown, we completed a critical installation within 12 hours, under conditions that stopped most teams entirely.
- A 1,150-seat auditorium retrofit exceeded expectations despite severe architectural constraints inherited from the existing structure.
- In a conference hall, we achieved stable microphone pickup at 120 cm, against a typical industry range of 20–40 cm, by engineering acoustics, speaker directionality, signal processing and calibration as one integrated system, not as separate parts.
- For a hospital auditorium of 400 seats, we specified professional-grade components over cheaper alternatives, and designed suspended sub-bass solutions to fit an unforgiving room.

The common thread is not the brand names on the invoice. It is anticipation, solving problems before they appear, and refusing to hand over anything we would not stand behind years later.

5. Certified Credibility

Credibility is not declared. It is accumulated, one project at a time.

ISO 9001, a system, not a wall decoration

Bá Hùng has held ISO 9001 certification continuously since 2011, first to the 2008 standard (2011–2017), then to the 2015 standard from 2017 onward, independently audited throughout. For us the certificate is not decoration; it is evidence of a quality system proven across more than a decade of real operations. As one measure of that: the audio systems at the Lâm Đồng Administrative Center have run for over ten years in high-humidity conditions without a major incident.

ISO 9001 exists to protect the client, not the company. It means documented systems, disciplined quality control, and clear accountability that extends well beyond the day of handover.

Eight government commendations, certificates no one writes for themselves

Across 2012–2021 we received eight official commendations from Vietnamese government agencies, each following a real, delivered project:

- Ho Chi Minh City Party Committee (2021), technical excellence during the 11th Party Congress.
- Ha Tien Town (2012), support for an international diplomatic event between Vietnam and Cambodia.
- Long Ho District (2015), a 400-seat auditorium system.
- Lam Dong Department of Construction (2015), the provincial administrative centre, including individual recognition of the lead engineer.
- Lam Dong Cultural–Sports Project Board (2012), a two-year youth cultural centre, with full equipment and technology transfer.
- Vinh Long Department of Culture (2015), the memorial museum for scientist Tran Dai Nghia.
- Ben Tre Department of Culture (2021), recognition for community cultural contribution.
- Can Tho University of Medicine and Pharmacy (2021), technical support for the university's 40th anniversary.

We have also received brand and business awards over the years, Trusted Brand, Top Brand, Gold and Platinum recognitions between 2007 and 2016. We value them, but we value far more the twelve years of independently audited ISO 9001 certification and the eight commendations above, because those were earned after the work was done.

6. How We Work With You

We join at the concept stage, not after the concrete is poured. That single decision is what separates a system that fits from a system that fights the building around it.

A five-step method

- **Listening & analysis**, we start from what the space must achieve and what must never fail, not from a product list.
- **Solution architecture**, we design the system as a whole before selecting any single device.
- **Detailed technical design**, drawings, specifications, acoustic and infrastructure planning, and realistic budgeting.
- **Integration & testing**, execution to the approved design, full testing, and staff training at handover.
- **Long-term operation & maintenance**, we stay accountable for the full lifecycle, with prepared rapid-response scenarios for when something goes wrong.

Why early involvement changes everything

Most AV providers arrive after the structural work is finished, and then fight the consequences: poor acoustics, no cable pathways, equipment squeezed into spaces never designed for it. We work the other way. By entering during the concept and design-development phases, when changes cost the least and matter the most, we give architects and owners a single technical point of contact instead of a crowd of vendors, and we prevent the expensive, embarrassing problems that only surface after opening day.

For an international manufacturer, this is what it means to have your technology represented properly. For an investor, FDI leader or hospitality operator, it means one partner who is accountable from the first sketch to the tenth year of operation.

Let's Talk

If any part of this brief resonates with the project or partnership you have in mind, we would welcome a conversation.

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