



## **FROM OPTICAL DISC BEGINNINGS TO ELECTRONIC EXPERTISE: MANUTRONIC VIETNAM'S EVOLUTION IN A CHANGING GLOBAL LANDSCAPE**

### **A REPUTATION BUILT ON QUALITY AND TRUST**

Within the busy landscape of Bac Ninh's Tien Son Industrial Zone stands a company whose journey mirrors the evolution of Vietnam's electronics industry itself. MANUTRONIC VIETNAM, fully owned by Vietnamese founders, carries a story not of overnight success, but of deliberate steps taken with precision and a deep respect for quality. What makes this company remarkable is not just what it manufactures, but how it has chosen to grow—shaped by global standards, technological discipline, and an unwavering belief in its people.

From its earliest days, MANUTRONIC learned something invaluable: **credibility is earned, not claimed**. Its initial work in optical disc manufacturing placed it in front of demanding global clients, and before long, Canon and Brother recognized the company's commitment with "Best Supplier" and "Best Quality" awards. Those acknowledgments didn't simply hang on walls - they seeped into the company's identity. The team discovered that quality could be a compass, a backbone, and eventually, the culture through which they would navigate far more complex ambitions.

### **GROWING WITH A CHANGING GLOBAL ELECTRONICS LANDSCAPE**

As the global electronics landscape shifted, so did Vietnam's role in it. Supply chains were rebalancing, investment was accelerating, and new industries were redefining what the future of manufacturing needed. MANUTRONIC didn't wait to be shaped by these forces; instead, it reshaped itself. It stepped boldly into PCBA and electronic assembly, building capabilities that could stand up to the growing demand driven by shifting global supply chains. The addition of nine modern SMT lines, collectively capable of producing 3.5 million CPH, wasn't just an expansion - it was a statement that MANUTRONIC had evolved far beyond its early beginnings.

But technology alone cannot carry a company into the future. MANUTRONIC understood this better than most. As competition intensified from global EMS giants and cost-efficient rivals emerging in India and Thailand, the real differentiator became people. The company was facing rising input costs, increasing labor expenses, and a turnover rate of 20–25%. Yet instead of accepting these challenges as limitations, MANUTRONIC chose to turn its workforce into its strongest advantage



## PEOPLE AS THE ENGINE OF EXCELLENCE

If there is one part of MANUTRONIC' story that defines its future, it is its *structured, standards-driven approach to workforce development*.

The company built a rigorous, four-stage training system that does more than teach skills—it builds capability, confidence, and pride. They learn to operate 3D SPI, 3D AOI, and X-Ray systems under practical guidance, shaped by frameworks designed using international standards. Every employee is mapped on a detailed skill matrix, and MANUTRONIC is working toward a future where 95% of this matrix is complete and 40% of its people are fully multi-tasking by 2026. This isn't simply an HR initiative; it is the engine behind the company's ability to deliver 20–30% higher productivity than industry averages—and to support the intense demands of its “Zero Defect” strategic program.

Central to this entire transformation is the company's deep relationship with the Global Electronics Association (formerly IPC). Membership wasn't something pursued for prestige; it was pursued for alignment. MANUTRONIC wanted to anchor its operations to international reliability standards like IPC-A-610 and IPC-7711/7721 and it chose to cultivate these capabilities internally. *By developing Certified IPC Trainers within its own teams, the company ensured that global best practices didn't trickle in - they flowed directly into its training systems, production lines, and everyday operations.* The result is a workforce that doesn't just understand international standards; it lives them.

### Standards as a Catalyst for Capability

This alignment has done more than enhance quality it has deepened collaboration. Within Vietnam's increasingly interconnected electronics ecosystem, Association membership acts like a trust mark. It signals to partners and tier-1 clients that MANUTRONIC is not merely adopting standards - it is committed to them. This credibility has been essential in supporting complex projects, including those in high-reliability sectors such as automotive electronics.

Today, MANUTRONIC looks toward the future with a clear and ambitious vision: to become Vietnam's leading EMS provider and a global partner of choice for high-reliability products. It is building specialized automated lines for advanced manufacturing requirements, strengthening its ecosystem from NPI to JIT delivery, and pushing ahead with its Zero Defect initiative. It is, in every sense, transitioning from a PCB assembly company into a world-class EMS partner grounded in precision, integrity, and continuous technological advancement.



### A Vision Defined by Precision and Integrity

Through every stage of its journey, the company has stayed rooted in something fundamentally human - its belief in people. “Delivering happiness to our employees” is not a slogan, but a promise that skill development, career progression, and professional recognition will always be part of its identity. When a company believes that excellence begins with empowered people, it inevitably builds products and trust - that carry that same excellence forward.

And so, as MANUTRONIC continues its rise, its message to the global electronics community is clear:

*IPC standards are not rules; they are a shared language. They bring reliability, precision, and trust into every connection. They shape not only the products that leave the factory floor, but the people who make them. And in an industry where every detail matters, these standards are the roadmap that leads manufacturers, partners, and nations toward a future built on quality.*

### A Message to the Electronics Community

“In an industry where precision is everything,” the company says, “IPC standards are the roadmap to global trust. Together, we can build a future of high-reliability products one standardized connection at a time.”

## CONTACT

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