

# SAGEN JOURNEY 18 YEARS

**“YOUR ASPIRATION IS OUR INSPIRATION!”**

NGOC HAN (performs)



Sir NGUYEN THANH TAN  
General Director

In the early days of September 2021, SAGEN (Sagen Construction Design Consultancy Joint Stock Company) celebrated its 18th anniversary (September 5, 2003 - September 5, 2021). Sharing with the 18-year journey of taking Sagen from a fledgling enterprise to becoming one of the leading prestigious construction design consulting brands in Vietnam, TCKT had a short interview with Mr. Nguyen Thanh Tan, General Director, Director of SAGEN Company.

**Welcome to introduce the readers!**

**Architecture Magazine (TCKT):** Congratulations to you and Sagen Company. 18 years is a long journey with many efforts of the Board of Directors and the team of architects, engineers and employees of the company. Can you share with TCKT readers about the goal Sagen has always been aiming for, which is the company's operating motto throughout the past time?

Mr. Nguyen Thanh Tan: Hello TCKT and readers. First of all, Sagen wishes you good health in general and thanks TCKT in particular for giving Sagen the opportunity to share his story. Indeed, 18 years is a long, arduous and challenging journey. From the early years of establishment, unknown to the market, trying to find its own strengths, to the period of economic crisis, and today, when the name Sagen has become a prestigious brand in the private market, design consultancy... Each journey leaves many memorable lessons. Overcoming those difficulties, all thanks to the goal, the guideline for Sagen to act. At Sagen, each member from the Board of Directors, the team of architects, engineers, or other employees always remembers the slogan "Your Aspiration is Our Inspiration!" - Your Aspiration, Our Inspiration. Design consulting is a creative job, Sagen always thinks that in addition to providing a product that meets quality and efficiency requirements, Sagen's products must also



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be a work ensures artistic, aesthetic and technical characteristics in line with modern architectural trends. Meeting and satisfying customers' requirements is the most important criterion and also the creative inspiration in all activities of each architect and hotel in Sagen. The higher the customer's requirements and aspirations, the greater inspiration for Sagen team to implement unique architectural works.

**TCKT:** You just mentioned that Sagen has overcome many difficulties to get where he is today. So can you give our readers a few more examples and how Sagen got through?

**Mr. Nguyen Thanh Tan:** The difficult period that I remember the most was from 2008 to 2013, the Vietnamese economy fell into crisis, inflation was very high, the real estate market froze, the construction industry in general and Construction design consultants in particular faced many difficulties, the market for design consulting services dropped sharply, leading to fierce competition, especially price competition. In that situation, Sagen has focused on the traditional market and the company's strength: Designing a food-pharmaceutical factory. In the civil sector, Sagen focuses on power offices. These are customers with good ability to pay, so even though the market is difficult, Sagen still grows at an average of 10-20% per year. During the COVID19 pandemic, in the past 2 years, Sagen's traditional strengths have also helped the Company to always have new contracts in the field of designing pharmaceutical, food, industrial factories... with service contracts. Package consulting from planning, full design of items, legal procedures related to applying for construction permits and also project management consulting and construction supervision. Sagen also built the process, invested in technology equipment, trained the team to proactively work online and work from home (WFH) during the quarantine period. Therefore, despite serious epidemics occurring continuously, hundreds of thousands of businesses struggling and bankrupt, Sagen is still fortunate to have not stopped working for a day, still has new design consulting contracts. In times of trouble, people stick together even more so that no one is left behind. A very good thing, Sagen has made great progress and was voted as one of the top 10 architectural design companies in Vietnam in 2021 with the TOP 10 BCI ASIA ARCHITECTS -- VIETNAM AWARD by prestigious media corporation BCI.

For Sagen, every successful project or project is an important milestone in his career. Up to now, Sagen has successfully designed for more than 300 civil - industrial works, construction supervision and project management for more than 50 projects. In particular, Sagen has also become a reliable partner of foreign investors when designing more than 30 projects and supervising the construction of more than 10 FDI projects.



**Ho Tram Complex**  
(Hung Thinh Land)  
Address: Ba Ria - Vung Tau - Scale: 206,000 m<sup>2</sup>



**Opal Skyline Apartment**  
(Dat Xanh)  
Address: Thuan An - Binh Duong - Scale: 160,000 m<sup>2</sup>



**Dat Xanh Mien Trung Apartment**  
Address: Da Nang - Scale: 106,000 m<sup>2</sup>



**Gia Nghia Golden Residence**  
Address: Dak Nong - Scale: 63,000 m<sup>2</sup>



**FPT University at Binh Dinh**  
Address: Quy Nhon City - Binh Dinh - Scale: 30,000 m<sup>2</sup>



**VFIS**  
Address: Dist. 7, HCMC - Scale: 33,000 m<sup>2</sup>

**SAGEN has been honored to receive major and prestigious awards in the industry, such as:**

- Topten BCI ASIA Architects Award 2015, 2016 & 2021
- Best Architectural Design Firm 2018 (Dot Property)
- Typical Brand of Asean 2018
- TOP BRANDS 2015
- Entrepreneur of the Year 2019 of The Business Excellence Forum and Award (BEFA).
- First prize in architecture competition for more than 10 competitions...



**Office Building combined with Auto Trade and Service Center (Samco)** - Address: Dist.1, HCMC  
Scale: 78,000 m<sup>2</sup>



**MWG Office**  
Address: Dist. 9, HCMC  
Scale: 25,000 m<sup>2</sup>



**Aqua Trade Center (Novaland)**  
Address: KDC Aqua city 112 ha, Bien Hoa - Dong Nai- Scale: 25,000 m<sup>2</sup>

**TCKT:** First known as one of the prestigious brands in the design of pharmaceutical and food factories. But after that, Sagen has made spectacular moves into other types of projects such as apartments, offices, resorts, international schools... Please tell us more about this bold move and outstanding successes.

**Mr. Nguyen Thanh Tan:** In the early stage of establishment, the design consultancy market had many strong competitors and was always fiercely competitive. Therefore, Sagen focuses on the niche market of Pharmaceutical and Food factories. This is an industry that requires the application of many regulations and standards, especially high-tech standards such as GMP-WHO, PIC/S, EU, FDA... to help Sagen take advantage of the opportunities offered by the "big guys". At that time it was difficult to take advantage. Thanks to that, Sagen has been trusted to cooperate with investors such as DHG Pharma, Traphaco, OPC, Imexpharm, Medochemie, Mediplantex, Danapha, Vingroup, Masan, Vissan, Nutifood, IDP milk, Bibica, Kido, Mapletree, BW Industrial...

However, the civil design consulting market is always an attractive market attracting consulting units with awareness and large scale. After successfully building a brand in the pharmaceutical and food industries, Sagen aims to exploit the market of apartments, offices, resorts, schools, etc. With a team of highly qualified and experienced architects and engineers, Sagen believes that it can bring the best and most optimal products to the Investor. Obviously, in the early stages, Sagen also faced obstacles about the prejudice of only designing industrial works, but up to now, Sagen has designed for a series of civil works stretching across the country, including large investors. such as: Novaland, Phu My Hung, Hung Thinh, Dat Xanh, Fico, Thien Tan Land, FPT, The Gioi Di Dong, Samco, EVN, Nam A Bank, BIDV, international school systems such as VFIS, VAS, IS HCMC, ...

**TCKT:** At the age of 20, has Sagen's operation strategy changed anything, sir?

**Mr. Nguyen Thanh Tan:** In the short term, Sagen has quickly established online working processes, working from home - WFH, equipped with technology infrastructure, supporting machines, working facilities and combining personnel training... Although there were many surprises at first, with the advantage of a young, dynamic team, the application of work-from-home technology was quickly adapted by Sagen. Sagen is committed to executing the project on schedule, with quality and maximum customer support during this difficult period to build trust and understanding for each customer, and at the same time focus on taking care of the life of each customer. material and spiritual life of employees.

*Sagen is completing construction, training BIM/REVIT staff and has deployed for projects under design, meeting market trends and increasing demands of customers. Applying green building design standards, specialized design standards in the field of Pharmaceutical - Food such as HACCP, GMP WHO, GMP - EU, PICS, cGMP, FDA,... Sagen always strives to affirming the leading position in the field of designing pharmaceutical - food projects, as well as large-scale civil works. At the same time, becoming a popular brand throughout Asia is a long-term goal that we are gradually completing.*

**TCKT:** One last question, through TCKT, do you want to convey something to our readers, partners, and customers?

**Mr. Nguyen Thanh Tan:** On the occasion of the 18th anniversary of establishment, Sagen would like to sincerely thank our customers, partners and all employees who have always trusted and accompanied us over the years. Sagen will always try, make continuous efforts to bring the highest satisfaction to customers. Finally, Sagen wishes everyone good health and optimism to win the Covid pandemic and help Vietnam return to a new normal. **TCKT:** Thank you for your interesting conversation and sharing with TCKT readers. I wish you and Sagen to continue the success and have great development steps in the future!



**Hau Giang Pharmaceutical Factory**  
Address: Tan Phu Thanh Industrial Park - Scale: 80,000 m<sup>2</sup>



**Vissan Industrial Clusters**  
Address: Ben Luc, Long An - Scale: 224,000 m<sup>2</sup>



**Danapha Pharmaceutical Factory**  
Address: Da Nang High-Tech Park- Scale: 77,000 m<sup>2</sup>

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