



SAN ANH HONG

BUSINESS MANAGER

COMMODITIES TEAM, TIMBER & LUMBER TRADING

SHONG@PVBARONPOINT.COM



OVERVIEW

Associated with Baron Point since 2018, Mr. San brings over three-decades of experience at major corporates and in the timber and lumber trade. He is an expert at grading logs for milling into building and furniture lumber. He heads up the trading desk from Southeast Asia, and was formally based in North America and the Middle East, with deep commodity trading relationships all over the world.



Personal Profile

Date of Birth	7th April, 1976
Place of Birth	Hochiminh City, Vietnam
Sex	Male
Marital status	Married



EXPERIENCE



Apr 2017 – Present

GENERAL MANAGER (Vietnam, Laos, Cambodia)

INTERTRANSTRADE INTERNATIONAL FZE. (ITTI)

Operating in Gabon, Cameroon, Congo, RCA, Croatia, Romania, Malaysia & Suriname. Apart from this we buy from Ghana/ Liberia/ IVC/ Austria/ Nigeria and some other countries too.

Do around 7,000 cbm per month from Africa & South America region and import 600 containers in Dubai. Deal with 33 different species across Globe we have very good operational structure in all these regions and our shipment to various market like India, China, Bangladesh, Middle East and Europe enable us to buy and ship cargo accordingly.

Major species ITTI deals from Africa, South America, Europe, Malaysia are Teak/Oak/Ash/Pine/Beech/Birch/Maranti/White wood/Okume/Tali/ Okan/ Padouk/ Sapelli/ Kosipo/ Kevazingo/ Iroko/ Dibetou/ Doussie/ Pachyloba/MKB/BOL etc.

ITTI is market leader of Okume in Middle east.

ITTI has been in this business for more than 10 years and some of partners are highly experienced in Timber and Africa/South America/Asia markets, they bring experience of more than 30 years to ITTI business..

ITTI has very solid base in Africa/South America/Europe/Asia(Vietnam, China, India, Bangladesh) and now looking to expand market base to Taiwanfor above mentioned products. Since ITTI does India, China, Middle East and Europe that reach and sales to these product is very high and effective which enable ITTI to buy maximum volume and then ship to separate destinations.

Roles and Responsibilities:

- Handle all related wood businesses in Indochina(Vietnam, Laos, Cambodia, Taiwan) & sourcing wood material from Laos, Cambodia, Papua New Guinea, Solomon, Malaysia, Africa, Europe, North-Central-South America.
- Handle the business/fund budget



EXPERIENCE



Jan 2014 – July 2015

BUSINESS DEVELOPMENT MANAGER (Wood Business Unit)

MANUCHAR COMPANY

Manuchar is a global trading, logistics and distribution company headquartered in Antwerp(Belgium). Operate in over 120 countries and have own people (1500+) and own local infrastructure in over 40 countries, mainly in emerging markets. Trading activities cover Chemicals, Steel, Polymers, Pharmaceuticals, Wood, Spare Parts, Paper and Cement. Distribution and also local added logistics are mainly focused on Commodity and Specialty Chemicals in which Manuchar is rapidly becoming top 3 in Latin America, Africa & Asia.

Roles and Responsibilities:

- Designs and implements sales strategies based on own research into new market potential, market trends and existing market position. Establishes territories, goals and quotas for sales team.
- Develops and maintains relationships with key accounts.
- Conduct product pricing and estimating on large sales orders; responds to customer inquiries and expedites orders.
- Control expenses to meet budget objectives.
- Compiles and reports on progress toward sales forecasts and department budget.
- Work closely with both outside and inside sales teams to promote seamless sales processes and support and to ensure a high quality sales organization.
- Oversees the processing of sales orders in order to ensure that services are consistently achieved in a timely, efficient and courteous manner.



EXPERIENCE



2005 – 2013

SENIOR TRADER (Wood Product Division)

OLAM INTERNATIONAL LTD.

Olam International Ltd is one of the largest Agri Commodity companies in the world with presence across more than 65 countries and 19 agri commodities. Olam is listed on the Singapore stock exchange and is a part of the Strait Times Index.

Roles and Responsibilities:

- Assess the wood business environment and identify market opportunities
- Responsible for implementation of sales and marketing strategies for wood business
- Responsible for customer service and new customer acquisition to achieve sales targets.
- Responsible for Sales supply chain and logistics
- Provide forecast for demand on different market segments for different wood species.
- Market analysis and trend spotting to propose appropriate sales strategies to improve efficiency
- Managing the Sales and Supply Chain teams - Selection, mentoring and coaching
- Maintaining and manage database relating to the customers and import/export markets.
- Developing wood origins for Indo-Chine in different parts of Africa, Asia, Europe, North-Central-South America.



EXPERIENCE



2002 – 2004

ASSISTANT BRAND MANAGER

IMPERIAL CHEMICAL INDUSTRIAL PLC – ICI PAINTS

ICI was one of the largest Paints manufacturers in the world, besides paints it also produced specialty products (including ingredients for foods, specialty polymers, electronic materials, fragrances and flavours). In 2008, Akzo Nobel took over and fully integrated ICI's operations within its existing organization

Roles and Responsibilities:

- Development and implementation of the brand plan
- Conducting and Managing timelines and deliverables on assigned projects by working with internal and external stake holders
- Evaluating market response to advertising programs, merchandising policy, and product packaging
- Formulation of marketing strategy and Sales Promotion plans to meet changing market and competitive conditions.
- Planning and implementing the advertising and promotion activities including print, electronic, and direct mail outlet promotions.
- Assisting in the designing and development of collateral material
- Designing and executing Sales Promotional plans and POS material merchandising to support Sales Teams.



2000 – 2002

MARKETING SUPERVISOR

COCA-COLA Beverage Company

The Coca-Cola Company is an American multinational beverage corporation and manufacturer, retailer and marketer of nonalcoholic beverage concentrates and syrups, it is headquartered in Atlanta, Georgia

Roles and Responsibilities:

- Develop product/brand marketing plans for new and existing products and following plan approval, execution, control, and evaluation of product/brand marketing activities affecting sales performance.



EXPERIENCE



Education

2003 – 2005

Master of Business Administration(M.B.A)
Preston University(USA)
Major in Business Administration & Marketing

1995 to 1999

Bachelor of Arts(B.A)
Hochiminh City Economics University(Vietnam)
Major in Economics and Business Administration

References :: Professional Reference are available as desired.

