
2026 Portfolio

Creative PORTFOLIO

Giang Le | Asia sourcing representative

Portfolio —

OVERVIEW

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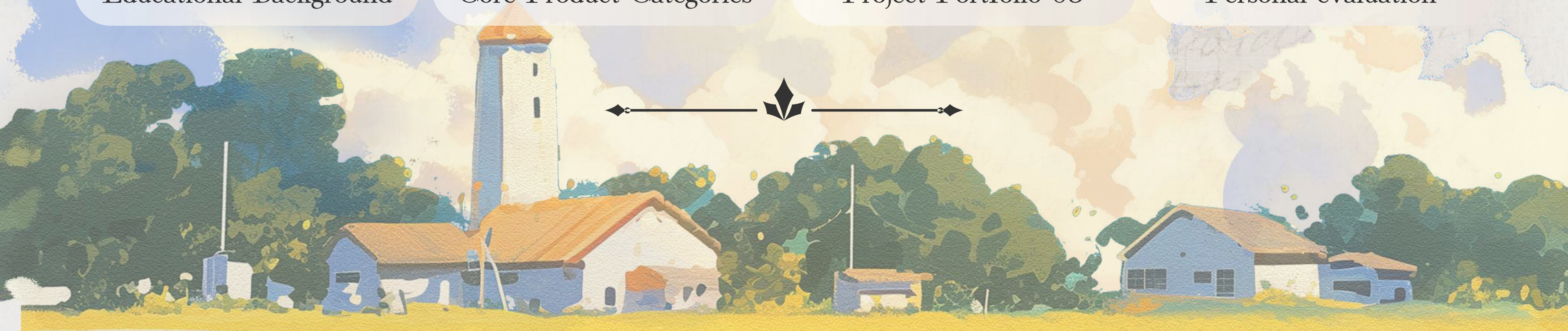
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About ME ✨



"The best supplier isn't always the cheapest—it's the one you can rely on for years to come."

This belief shapes the way I approach sourcing.

Based in Vietnam, I support European companies by connecting them with reliable suppliers and helping build long-term sourcing partnerships across Asia. My work combines supplier development, commercial negotiation, and local market knowledge to bridge the gap between European expectations and Asian manufacturing.

Although I'm still early in my career, I believe trust, curiosity, and continuous learning are the foundation of lasting business relationships.

Value PROPOSITION

WHAT I BRING

- ✓ Vietnam-based sourcing support
- ✓ Supplier scouting & qualification
- ✓ Factory communication
- ✓ Commercial negotiation
- ✓ Product development coordination
- ✓ Long-term supplier relationship management

HOW I WORK

- ✓ Build trust before transactions
- ✓ Prioritize long-term partnerships
- ✓ Communicate transparently
- ✓ Solve problems proactively
- ✓ Balance buyer expectations with supplier capabilities

Educational BACKGROUND

2019-2023

HOA VANG HIGH SCHOOL

- Valedictorian of entrance exam
- Third price of Da Nang's excellent student contest in English

2023-2023

VINATRAN CLASS

- Basic understanding of Logistics related concepts
- 3 months learning and training online

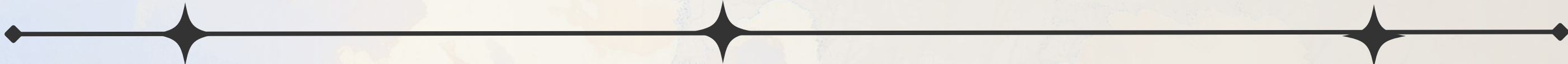
2023-2025

RMIT UNIVERSITY

- Bachelor of Logistics and Supply Chain Management
- Subsidy in Business Management

Work

EXPERIENCE



JAN 2025 - MAY 2025

I began my career at SEC Warehouse, where I developed a solid understanding of warehouse operations and logistics. Working closely with inbound and outbound processes, inventory documentation, and order management gave me first-hand insight into how efficient operations support the entire supply chain.

JUL 2025 - JUN 2026

Joining Global Food Asia marked my transition into sourcing and procurement. I managed seafood and poultry sourcing projects for European customers, working closely with suppliers across Vietnam and internal teams in Germany and Romania. Beyond negotiating pricing and coordinating production, I conducted factory visits, evaluated supplier capabilities, and participated in product development discussions

FEB 2026 - PRESENT

Alongside my full-time role, I founded my own sourcing business specializing in wooden and bamboo products. I independently identify and qualify manufacturers, negotiate commercial terms, coordinate sampling and production, and manage export projects for international buyers. Building this business has strengthened not only my sourcing expertise but also my entrepreneurial mindset

FIND

- Supplier Research
- Supplier Qualification
- RFQ & Cost Analysis

BUILD

- Commercial Negotiation
- Sample Coordination
- Factory Communication

- Production Follow-up

GROW

- Supplier Development

Sourcing PROCESS



Core products



Food & Beverage



Wood & Home Products



Consumer & Lifestyle Products



Portofelia





Project

PORTFOLIO 01

- PROJECT: LAUNCHING A NEW DORAYAKI PRODUCT FOR THE GERMAN MARKET
 - I was involved throughout the entire product development process, working closely with the supplier to refine the product through multiple quality improvements. After three rounds of samples sent to Germany, the product was finally approved. Following a successful market launch, the range expanded from the original two flavours to seven, with each new flavour reaching around 210 MT of annual demand. I also traveled to China to inspect the first production batch, and the project continues to grow today. Each new flavour represents approximately 210 metric tons of annual demand.
- => The project has continued to grow, becoming a successful long-term product line.



Project

PORTFOLIO 02

- PROJECT: ASIAN BEVERAGE SELECTION FOR THE GERMAN SUMMER MARKET
- One of my key projects was sourcing Asian-themed beverages for a German supermarket chain's summer campaign. I worked with multiple suppliers, evaluated around 20 product samples, and prepared my own product presentation to introduce the shortlisted products to our headquarters in Germany. After discussions and product evaluation, three beverages—rice drink, kombucha tea, and chia seed soft drink—were selected, representing approximately 360 MT of annual demand. The products were successfully launched in supermarkets and also supplied for summer marathon events.

Project

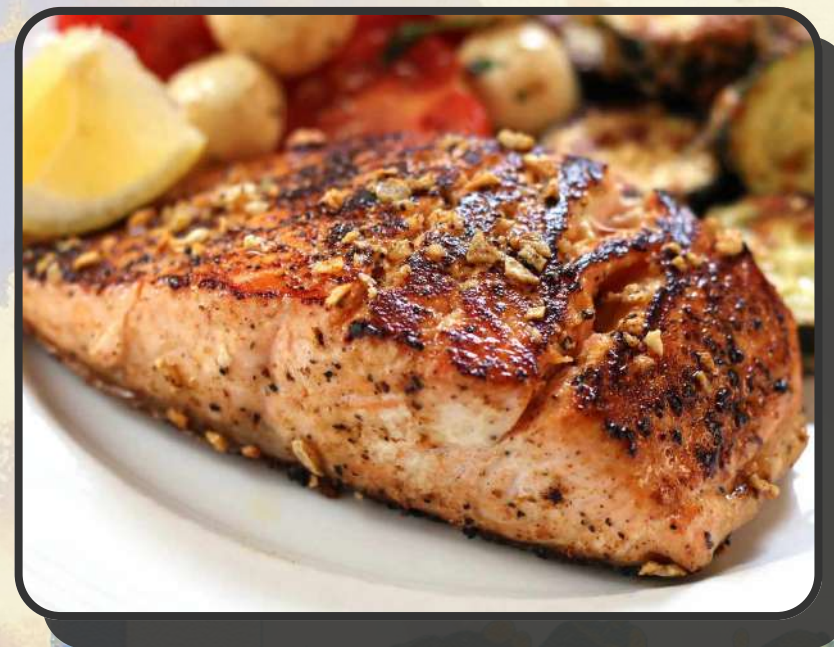
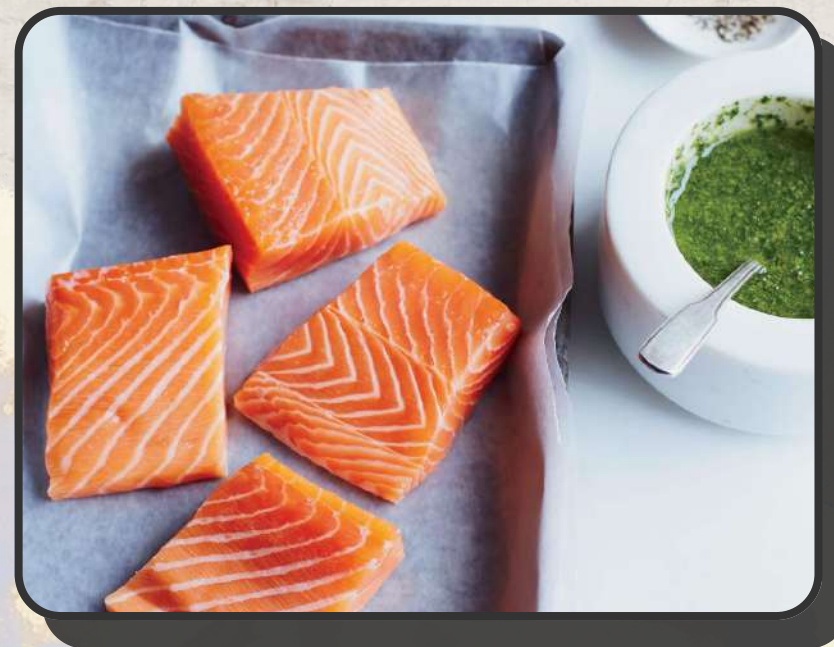
PORTFOLIO 03

- PROJECT: SHRIMP SOURCING & SUPPLIER DEVELOPMENT IN VIETNAM
- One of the most intensive sourcing projects I participated in was developing shrimp suppliers for our headquarters and two major customers in Germany and Romania. Together with my director, I traveled to Cà Mau for a three-day sourcing trip, visiting six seafood factories to evaluate capabilities, discuss technical requirements, and negotiate commercial terms.
- The trip resulted in four supply contracts, totaling approximately 30 × 40ft containers, with each container valued between USD 120,000–150,000. Through commercial negotiations, we also achieved an average cost reduction of around USD 20,000 per container while maintaining the required quality standards.



Project

PORTFOLIO 04



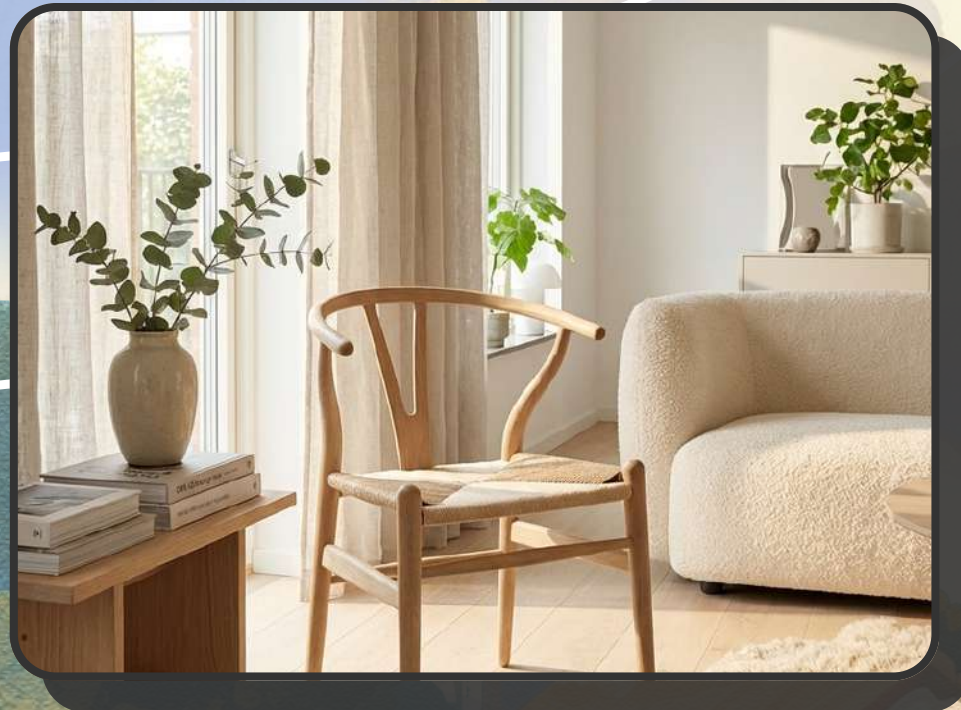
- PROJECT: DEVELOPING A SALMON SOURCING OPPORTUNITY
- One of my most valuable experiences has been identifying and connecting business opportunities across the supply chain. Through my relationship with a Canadian salmon farm and a leading seafood processor in Vietnam, I explored the possibility of supplying approximately 300 MT of salmon for value-added processing and export.
- Working closely with the board of directors at the processing company, we discussed sourcing capabilities, product opportunities, and commercial feasibility. With a product value of approximately USD 110,000 per 20-ton container, the opportunity represents significant commercial potential.



Project

PORTFOLIO 05

- PROJECT: WOODEN CUTTING BOARD SOURCING FOR THE U.S. MARKET
- As part of my independent trading business, I worked directly with a U.S. buyer to identify suitable wooden product categories for their market. After discussing several options, we focused on wooden cutting boards. I researched and met with multiple suppliers, including visiting VIFA EXPO to evaluate potential manufacturing partners and compare their capabilities.
- After assessing product quality, pricing, and production capacity, I recommended the most suitable supplier and helped reduce procurement costs by approximately USD 5,000 compared to the buyer's initial budget. The project resulted in the successful export of one 40ft container (approximately 30 MT).

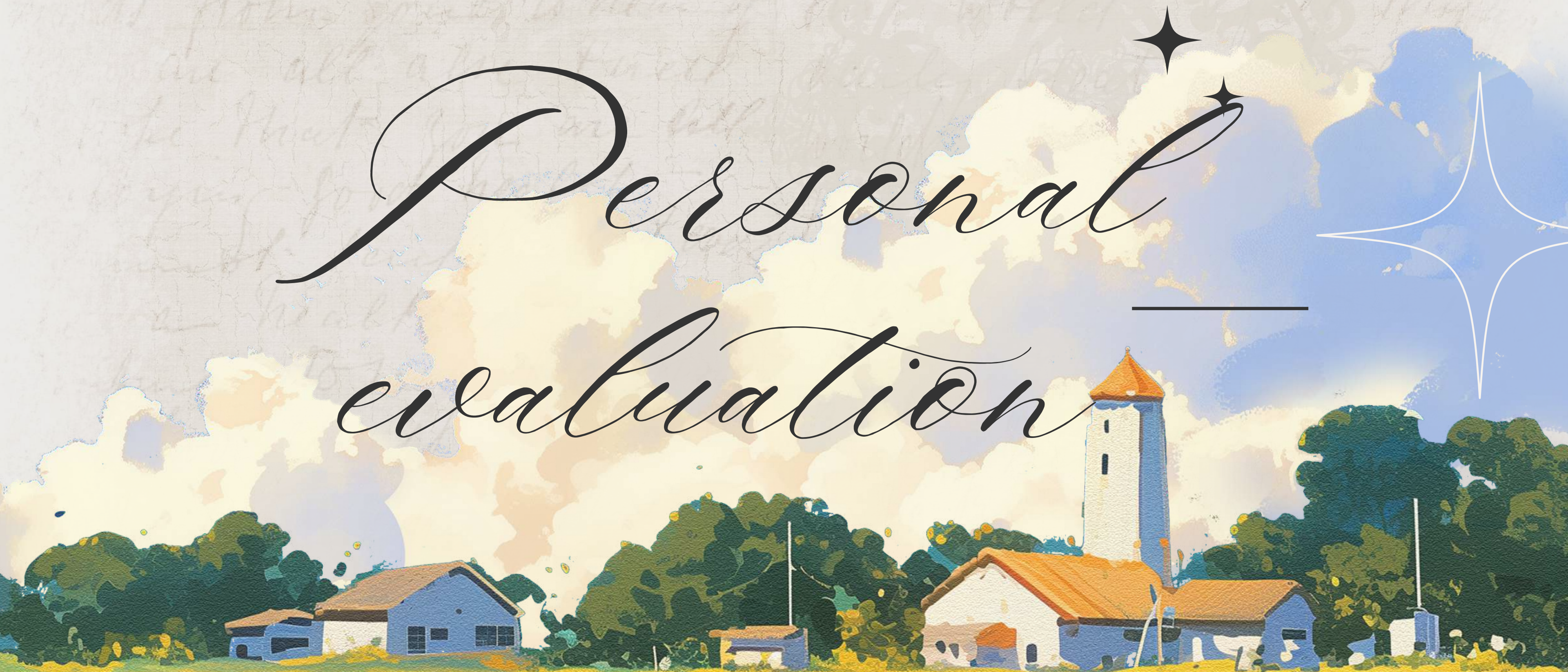


Project

PORTFOLIO 06

- PROJECT: FURNITURE & HOME DÉCOR SUPPLIER DEVELOPMENT FOR THE FRENCH MARKET
- As part of my independent sourcing work, I supported a French customer in developing a furniture and home décor sourcing direction. The project focused on timeless indoor, outdoor, and décor items with a Japandi/Scandinavian style.
- I researched and screened suppliers in Vietnam, Indonesia, and India, then shortlisted the most suitable options based on product fit, material capability, export experience, FSC availability, sample policy, MOQ, and development ability.
- The project involved preparing a supplier comparison, reviewing existing catalogues, checking 2D/3D development capability, discussing sample terms, and guiding the customer toward commercially realistic products rather than only attractive designs.

Personal evaluation





There are many sourcing professionals who have spent decades building their expertise. Compared with them, I know I still have a long journey ahead. But I have never believed that experience is measured only by years. It is also measured by curiosity, the willingness to learn, and the commitment to keep improving every day.

What I believe I can offer is something simple but valuable. Being based in Vietnam allows me to be close to the factories, suppliers, and people that many European companies work with from afar. I enjoy being on the ground—visiting factories, understanding how people think, building genuine relationships, and finding solutions that benefit everyone involved.

Trading has taught me that products are only the beginning. Real business is built on trust. A good supplier can offer a competitive price, but a trusted partner creates confidence, solves problems, and grows together over time. That is the kind of partner I hope to become.

I don't expect people to trust me because of my years of experience. I hope they trust me because I am honest, dependable, and willing to go the extra mile. My ambition is simple: to become the eyes and ears of European companies in Vietnam—and, one day, across Asia.

Thank
You

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INFORMATION

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