



Asia Food Technology Joint Stock Company

Number 8, TS15 Road, Tien Son Industrial Zone, Hoan Son, Tien Du District, Bac Ninh Province, Viet Nam.

Tel: (+84)243.978.4609/ (+84)356109619

Email: export@micoem.vn/anhctn@micoem.vn - Website: www.micoem.vn



AFOTECH



ASIA FOOD TECHNOLOGY JSC **COMPANY** **Profile**

ABOUT US

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- 2 Vision, mission and core value
- 3 Our strategy
- 4 Award and recognition
- 5 Distribution network

OUR PRODUCTS

- 1 Instant noodle
- 2 Fish sauce
- 3 Other products

PARTNERSHIP

Asia Food Technology Joint Stock Company (AFOTECH) is a food product manufacturer and processor, specializing in instant noodles, as well as a variety of sauce and condiments including fish sauce, soya sauce and chili sauce.

Founded in 1991, the Company has grown into one of Vietnam's leading companies in the food manufacturing industry, with 2000 highly skilled and dedicated staffs working together to create a number of high-quality brands nearly 30 years of operation, which comprise of Cung Dinh, Cung Dinh Kool, Cung Dinh rice noodle, Ong Tay, and many more.



"AFOTECH commits to work alongside our clients to contribute positively to our community, to strengthen our corporate image in the hearts of consumers and ultimately to create a better future. We truly believe our philosophy of "Integrity, Diligence, Innovation" will result in continuous progress in our operation and help shape a sustainable society."

Mr. Le Quang Khai
AFOTECH General Director

DISTRIBUTION NETWORK

Our products are distributed throughout Vietnam, through an extensive network of more than 160,000 outlets, 200 distributors, and 750 salesmen nationwide. Our instant noodle market share in Vietnam in premium segment is 40%



AFOTECH have achieved a lot of quality Certification.
But the recognition of Consumer is the most valuable award that MICOEM received.

COMPANY HISTORY

From a small private manufacturing company, AFOTECH has gone on to achieve tremendous success over the nearly 30 years of operation, with 5 modern production facilities located in Bac Ninh Province, providing employment to more than 2000 employees.

1991

- Foreseeing a booming market trend in the food industry, the Company was founded in 1991 under the name "C&E Food Technology Limited"
- The 1st instant noodle production line went into operation under the Micoem brand.

2003

- AFOTECH continued to invest heavily in its production technology, with the purchase of the new production lines from Japan and Taiwan, using modern frying techniques.
- Relocated to the more spacious factory at Tien Son industrial Zone in Bac Ninh Province to accommodate higher demand.
- Received further recognition for food safety, as well as a prestigious certificate for being one of Viet Nam's top quality products.
- 1st export shipment to Japan and Poland

2000

- Receiving positive feedback from customers, the Company continuously expanded production and modernized applied technology.
- The Company changed its name to "Asia Food Technology Limited Company"
- Received numerous certificates for outstanding product quality: ISO 22000, ISO 9001, HACCP.

2019

- Start entering rice noodle market by introducing Pho Hanoi products.
- The third factory is going into production. This third factory will be certificated for BRC; IFS.
- Expanded export markets to Korea, US, EU.

2007

- New factory built to produce condiments, including fish sauce, chili sauce, soya sauce, and other condiments.
- Launched a variety of new products in condiments that have continuously received positive feedback from customers.



MISSION

Our mission is to become a leading food manufacturers in Vietnam, by providing the highest quality products that satisfy the consumer

- AFOTECH commits to work alongside our clients to contribute positively to our community, to strengthen our corporate image in the hearts of consumers, and ultimately to create a better future. We truly believe our philosophy of "Integrity, Diligence, Innovation" will result in continuous progress in our operation, and help shape a sustainable society.

- We strive to overcome all challenges to bring our brand name from the local market to the international stage in order to make a positive impact on every corner of our consumers' daily lives.

VISION

CORE VALUE

- Create high quality and safe products that would protect and nurture the physical and mental health of all consumers.
 - Empower our employees in the workplace to foster their creativity and passion for innovation, thus bringing high quality products to the market.
 - Focus on innovation in applied technology to constantly enhance quality and create unique products.
 - Conduct our business with integrity, and highly value all stakeholders of our Company.
- Participate actively in community service activities to give back to society.

Tasty meal
everyday



OUR STRATEGY



Establish an optimal working environment for our personnel to encourage creativity and personal growth, thus creating distinctive values for our brand and products.



- Focus on technology innovation, putting product research and development at the heart of our business in order to provide customers with top quality products in an industry where the demand is ever changing.



- Further enhance our local distribution network through partnering with capable distributors nationwide.



Broaden our connections with reputable partners globally, thus introducing Vietnamese culinary tradition to the world through our products.



Fulfill our corporate responsibilities through the participation in community service activities for the future of a more prosperous Vietnam.

CUNG ĐÌNH

Phở Hà Nội

Ha Noi Instant Rice noodle

Vietnamese cuisine always impresses and attracts many gourments and profesional chefs in the world. And Hanoi Pho, for a very long time now, has been considered the delicacy of Vietnam cuisine and called a "bowl of heaven". With the combination of the soft rice noodles, 12 hours flavorful stewed bone broth juice and Hanoi origin flavor chili sauce, Pho will be an irresistible attraction to any gourment.



- Packing:
+ Bag: 68 gr x 30 bags/carton
+ Bowl: 68 gr x12 bowls/carton

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Very tasty with stewed bone broth juice



**ITALIAN PASTA
CONVENIENT BOWL**



**BIG SERVING MEAL
105g
SO COOL**



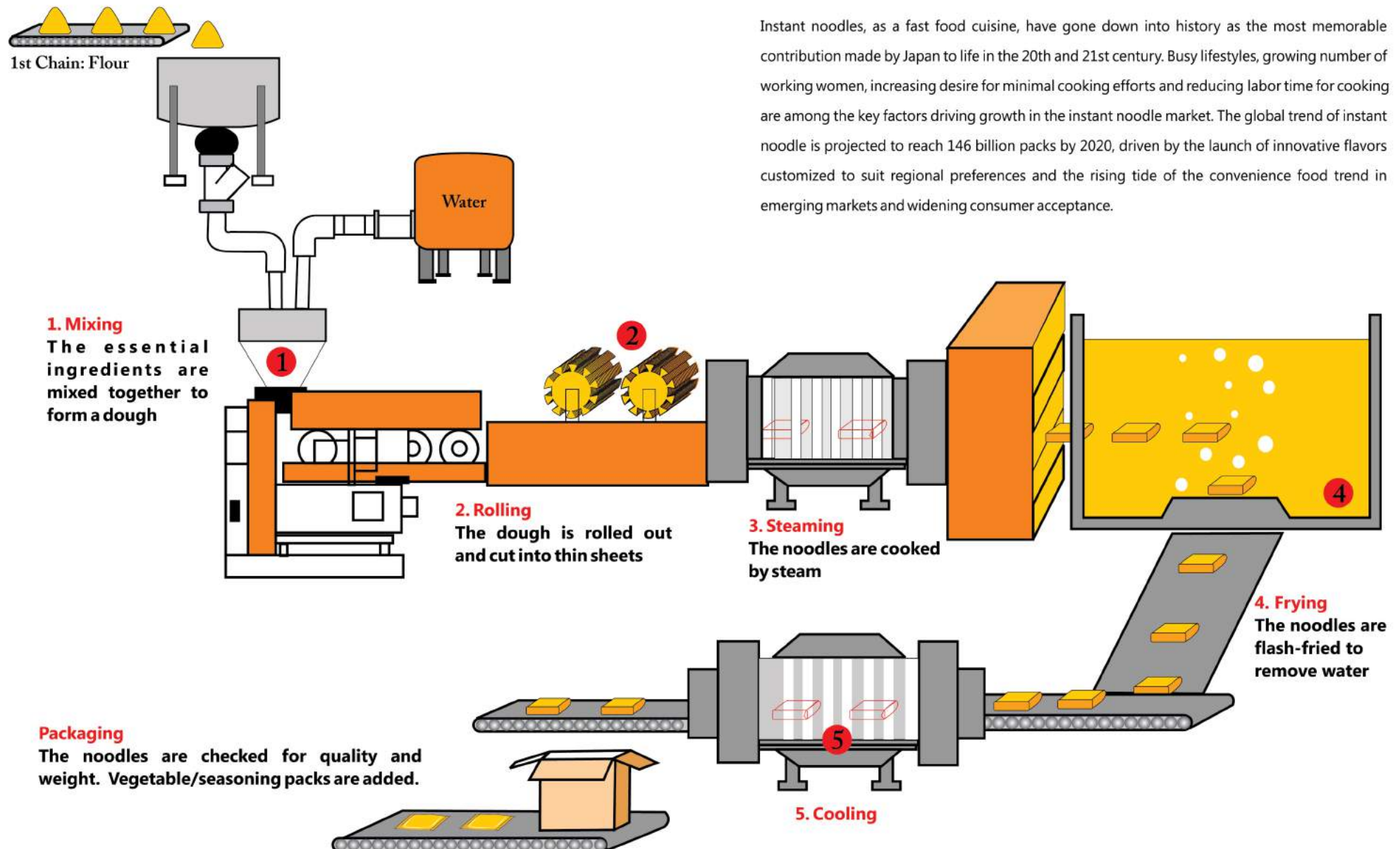
**CUNG DINH
Kool**

**Convenient cup
Smart design lid**

**Dried noodle
Salted Egg
Flavor**

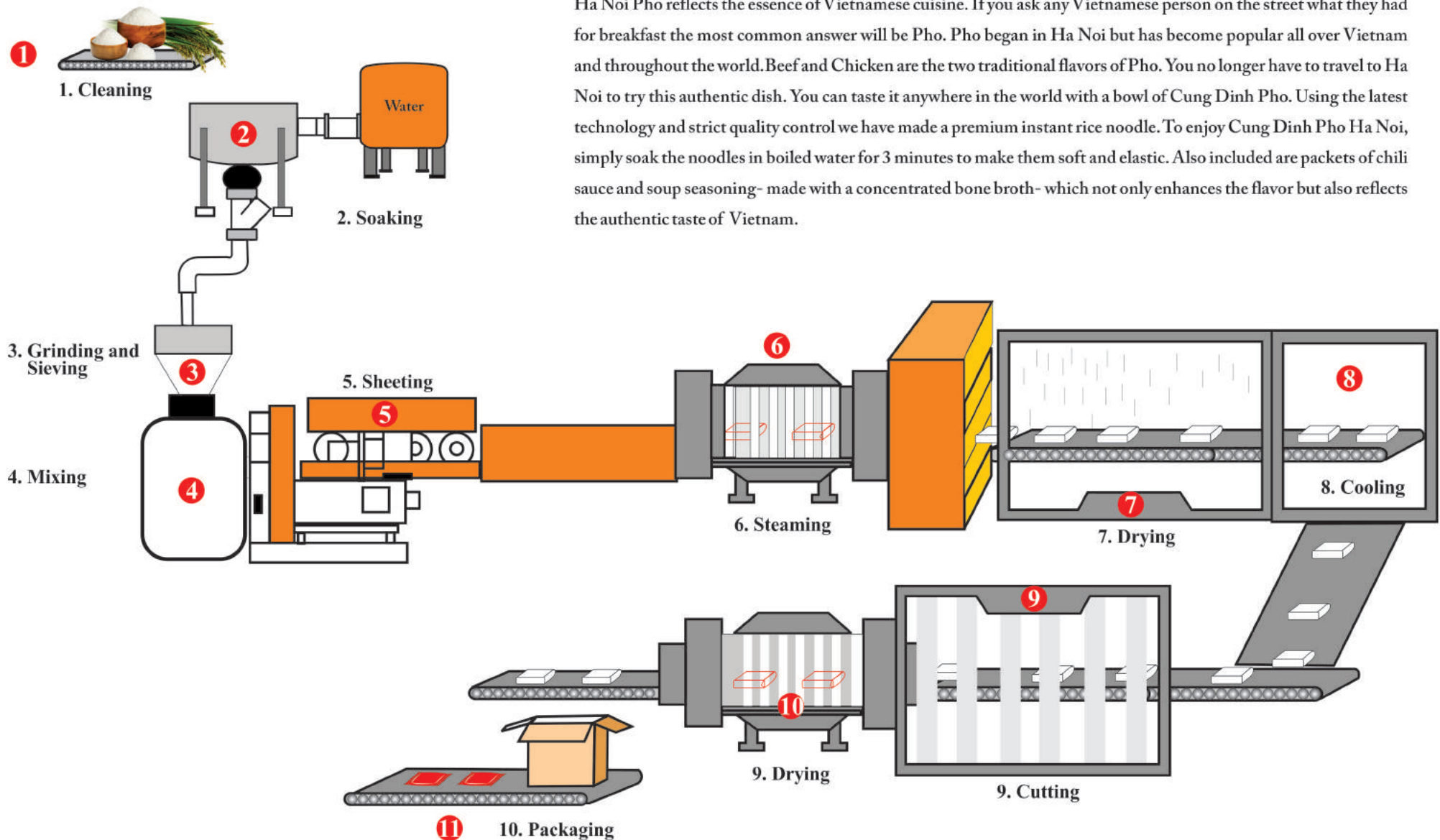


INSTANT NOODLE MANUFACTURING PROCESS



Instant noodles, as a fast food cuisine, have gone down into history as the most memorable contribution made by Japan to life in the 20th and 21st century. Busy lifestyles, growing number of working women, increasing desire for minimal cooking efforts and reducing labor time for cooking are among the key factors driving growth in the instant noodle market. The global trend of instant noodle is projected to reach 146 billion packs by 2020, driven by the launch of innovative flavors customized to suit regional preferences and the rising tide of the convenience food trend in emerging markets and widening consumer acceptance.

RICE NOODLE MANUFACTURING PROCESS



Ha Noi Pho reflects the essence of Vietnamese cuisine. If you ask any Vietnamese person on the street what they had for breakfast the most common answer will be Pho. Pho began in Ha Noi but has become popular all over Vietnam and throughout the world. Beef and Chicken are the two traditional flavors of Pho. You no longer have to travel to Ha Noi to try this authentic dish. You can taste it anywhere in the world with a bowl of Cung Dinh Pho. Using the latest technology and strict quality control we have made a premium instant rice noodle. To enjoy Cung Dinh Pho Ha Noi, simply soak the noodles in boiled water for 3 minutes to make them soft and elastic. Also included are packets of chili sauce and soup seasoning- made with a concentrated bone broth- which not only enhances the flavor but also reflects the authentic taste of Vietnam.

FISH SAUCE MANUFACTURING PROCESS

Fish sauce is a popular condiment in Southeast Asia, being widely used as an essential ingredient in tasty meal preparation in Viet Nam, Thailand, Cambodia, and Laos. It is an amber-colored liquid extracted from the fermentation of fish with sea salt. It is commonly being added to dishes during the cooking process, as well as being used as a dipping condiment for various food dishes.



Fish sauce has two essential ingredients: fish and salt. Choosing the best quality fish is crucial in making a fragrant fish sauce. The fish should be fresh, clean, and about the same size.



Fish Sauce: Ông Tây
Capacity: 800ml

The fish and salt mixture is then placed in wooden barrels to be fermented. Making a top-grade genuine fish sauce requires three parts of fish to one part of salt.



- The barrels are covered and place in a sunny location for six months to one year, during which time they are uncovered and stirred from time to time.
- After enough months have passed, the liquid is removed from the barrels, and any sediment would be strained out with a clean cloth.



The end products are then transferred to our distributors to be delivered with care to our customers.

The product is an all-traditional Vietnamese fish sauce that is ready to be bottled and transported to our factory, where it is processed and sterilized with modern technology, to create a variety of high-quality products.



PARTNERSHIP

The ever-growing demand for processed food worldwide means that the high-quality convenient food industry will continue to grow in the coming years. Recognizing this developing trend, AFOTECH intends to become a leading food product manufacturer, providing the highest quality products to both local and international customers. We are constantly developing our global distribution network. Our products are present in a number of countries, even in markets where the strictest food hygiene and production standards are implemented, such as Japan. Our secret to success is simple. As a manufacturer, we apply the most modern technology and the strictest quality control process to create competitive products both in terms of quality and price. As a business partner, we are transparent, efficient, reliable, and committed to accommodate all of our partners' demands. As a result, we highly appreciate the cooperation with all proficient global enterprises, distributors, and agents in helping us promote high-quality Vietnamese products to the global market. We respectfully welcome you to cooperate with us for a shared future of boundless opportunities, continued progress, and further accomplishments.



WHY YOU SHOULD CHOOSE US?

- **Our prestigious brand name:** Our superior reputation as one of the top food manufacturers in the industry was not built in a day. It was the result of years of delivering the highest quality products that meet the culinary demands of customers both at home and overseas. The precious awards we have received are demonstrations of our commitment to excellence and constant improvement.
- **Our great capacity:** We manufacture a variety of high-quality instant noodles that come in a number of special flavors and represent the quintessential Vietnamese traditional cuisine. Our substantial monthly production capacity of over 400 forty-foot high containers ensures that even the largest international orders can be swiftly met.
- **Our unique products:** With an experienced and dedicated R&D department, over the past 25 years, we have continuously come up with a variety of unique flavors authentic to the Vietnamese culinary tradition we determine to preserve. Moreover, as one of the top food manufacturers in Vietnam, we put our customers and product quality at the forefront of our business. At our manufacturing facilities, we implement the strictest sanitary standards to deliver products that are nutritional, hygienic, and in compliance with the most rigorous international standards.
- **Our outstanding services:** As a B2C company, we understand the utmost importance of good services to our success and development. Our staff is responsive to queries, supportive, responsible, and informative. At our Company, we see each business partner as a life-long partner, and provide meticulous services that are well adjusted to the varied requirements of each partner.
- **Our extensive experience:** In the Vietnamese market, we have gathered 25 years' worth of experience, meeting the most difficult demands from customers. Globally, our international operation has flourished over recent years, catering for even the most demanding markets. This clearly reflects our comprehensive understanding of customers' mentality, and our good knowledge of customer service.



MICOEM'S PRODUCTS



Cung Dinh Noodle
Stewed Chicken



Cung Dinh Noodle
Stewed Pork with Mushroom



Cung Dinh Noodle
Crab with Laksa Leaves



Cung Dinh Noodle
Spareribs with Bamboo Shoots



Cung Dinh Noodle
Hot & Sour Prawn Hot Pot



Cung Dinh Noodle
Stewed beef



Cung Dinh Noodle
Stewed Pork Rib
With Five Fruits



Cung Dinh Noodle
Stewed Chicken



Cung Dinh Noodle
Stewed Pork with Mushroom



Cung Dinh Noodle
Crab with Laksa Leaves



Cung Dinh Noodle
Spareribs with Bamboo Shoots



Cung Dinh Noodle
Hot & Sour Prawn Hot Pot



Cung Dinh Noodle
Stewed beef



Cung Dinh Noodle
Stewed Pork Rib
With Five Fruits



Cung Dinh Noodle
Stewed Chicken



Cung Dinh Noodle
Stewed Pork with Mushroom



Cung Dinh Noodle
Crab with Laksa Leaves



Cung Dinh Noodle
Spareribs with Bamboo Shoots



Cung Dinh Noodle
Hot & Sour Prawn Hot Pot



Cung Dinh Noodle
Stewed beef

MICOEM'S PRODUCTS



Cung Dinh Noodle
Stewed Pork Rib
With Five Fruits



Kool Spaghetti
Stewed beef



Kool Spaghetti
Stewed beef



Kool instant noodle
Salted Egg flavor



Hanoi instant rice noodle
Beef flavor



Hanoi instant rice noodle
Chicken flavor



Hanoi instant rice noodle
Beef flavor



Hanoi instant rice noodle
Chicken flavor



Hanoi instant rice noodle
Beef flavor



Shrimp Tomyum Flavor



Chicken with
Mushroom Flavor



Long Dinh
chili sauce



Kool instant noodle
Spicy Salted Egg Noodle



Kool instant noodle
Crab Salted Egg Noodle



Ong Tay Fish sauce