



BEST QUALITY PORCELAIN

LEADING PORCELAIN BRAND FROM VIETNAM



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THE APEC JADE BOWL

Selected as state gifts to attending economy leaders on the occasion of APEC VIETNAM 2017





Minh Long I Co., Ltd
Headquarters

CORPORATE BRIEF INTRODUCTION

Founded in 1970, Minh Long I Co., Ltd. specializes in manufacturing and providing excellently qualified and consumer-friendly porcelain products. The brand is a thriving legacy of four generations of the Ly's family whose tradition in making quality pottery and fine ceramic crafts has reached its technology apex in the past century. Up to now, the company has a total number of 3,000 employees who contributes to a yearly yield of well over 50,000,000 products

Since its founding, Minh Long I has become the leading manufacturer and inventor of Vietnam's porcelain industry. We are proud to spearhead the market with extreme technology breakthroughs such as underglaze coloring technique and high firing temperature (1,380°C) which complies to European standards



OUR MAJOR CLIENTS

Minh Long I's strict manufacturing standards which result in quality products have caught the attention of reputable hospitality groups and government bodies when it comes to choosing tableware and state gifts. Our major clients include:



MINH LONG I

APEC VIET NAM 2017'S

TITLE SPONSOR

During the APEC Summit Week in the central city of Da Nang in November, 2017, the Jade Bowl has been exclusively hand-crafted and designed by Minh Long artists to gift 21 attending economy leaders. Notably, our Royal Lotus dinner set is also chosen to serve the state dinner for high-profile government guests at the same event.



US President Donald J. Trump and Vietnam President Tran Dai Quang raised glasses at the APEC Vietnam 2017's state banquet in which featured Minh Long I's Royal Lotus dinnerware

The

ROYAL LOTUS

COLLECTION



The Royal Lotus collection that won international admiration for its luxury look

OUR KEY PRODUCT RANGES



Tableware

A delightful touch for more tasteful dining experiences

Ly's by Minh Long

Favourite choice of renowned restaurants and hotels thanks to its diverse array of specialized horeca items



Decorative Objects

Discover a world of gifting ideas and inspiring accessories for special occasion



Home Accents

Make a luxury statement to your living space with regal, nature-inspired style

Sculpture & Figurine

Through the lens of Minh Long I, the world's finest moments are eternally framed and turned into beautiful treasures





AMBIENTE

Ly's Horeca is the only one of Vietnamese porcelain brands that showcases its products at Ambiente Table Daily Life section



Minh Long I Co., Ltd. attended the renowned trade fair Ambiente for well over 20 times in a row



Nail hammering stunt

Visitors are encouraged to carry out the famously amazing stunt themselves to experience our products' strength and endurance. The activities are meant to give unique product experiences to visitors

Light refreshments for everyone

We love to bring global cuisine to your home kitchen by having our chef preparing some light refreshments using our signature cookware line - Healthycook Premium Porcelain. Come and see stories behind each recipes unfolded.



Porcelain tea filter set for the best brew, why not?

Don't miss the chance to taste the best brewed drink from Vietnam made with one-of-a-kind filter set

Retain the fleshly - brewed tea flavor

Location: MESSE FRANKFURT GMBH, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany

Stand detail: MINH LONG I CO., LTD - Hall 4.2 C12

Time: 8 to 12 February 2019

SIGNATURE COLLECTION - LY'S BY MINH LONG





HEALTHYCOOK
PREMIUM PORCELAIN
1970

MINH LONG HEALTHYCOOK PREMIUM PORCELAIN GIFT FOR YOUR HEALTH

6 SPECIAL FEATURES OF MACROBIOTIC PORCELAIN



STEAM
WITHOUT WATER



FRY AT LOWER
TEMPERATURE



STEW FASTER
WITH THOROUGH
DONENESS



BETTER PROTECTED
FROM BLISTERING
AND CRACKING



ENCHANCED
WITH INFRARED
RADIATION



MADE
OF NATURAL
RARE CLAY

6 HEALTH BENEFITS FROM NATURAL CLAY ESSENCE



BETTER FOOD
FOR DIGESTION



NO TOXIN
ACCUMULATION



MITIGATE
CANCER RISKS



REDUCE
CARDIOVASCULAR
DISEASES



MORE NUTRIENTS
RETAINED FOR
CONSUMPTION



MORE HEALTHY
ENZYMES
GENERATED





Headquarters

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Showroom

DISTRICT 7

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Showroom

CAN THO

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Showroom

DA NANG

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Showroom

HA NOI

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