



Minh Long I
SINCE 1970

*Quintessence
is from Earth
Delicacy
is from Man*



COMPANY OVERVIEW

Established in 1970, Minh Long I Co., Ltd specializes in manufacturing and supplying porcelain products with high quality standards in terms of technology, aesthetics, and friendliness to consumers. Minh Long's story is the journey of porcelain artists who love the land and the craft with all their heart and soul, turn inanimate lumps of earth into products filled with soul, culture, art and style.

After over 50 years of establishment and development, the company has more than 3,000 employees, contributing to an annual yield of over 50 million products. Minh Long I is proud to be the leading brand in the Vietnamese porcelain market with products presenting state-of-the-art technology and timeless decoration. Minh Long I products are not only loved by a large part of domestic consumers, but also exported to many high-end markets in the world such as the US, Germany, France...

MEMORABLE MILESTONES



2022

The company grew with more than 3000 employees, annually produced over 50 million products and exported to many countries around the world.



2005

Recruited more than 1500 employees.



1996

Minh Long I Co., Ltd. was founded with 700 workers.



1991

Minh Long I was granted the first export license in Vietnam.



1980

The pair separated and established two factories Minh Long I and Minh Long II. Minh Long I was led by Mr. Ly Ngoc Minh and specialized in household porcelain.



1970

Minh Long ceramic house was established by two friends, Mr. Duong Van Long and Mr. Ly Ngoc Minh.



VISION

Affirm the position of the number-one domestic porcelain brand and rank top 10 international brands by 2030 with breakthroughs and distinguished products.



MISSION

Always bring satisfaction to customers with quintessential and safe products for health, from a company with a working environment that is always improved and developed by a dedicated team.

CORE VALUES



HIGHLIGHTED COLLECTIONS

The Golden Lotus dinner set to serve the state banquet at APEC 2017.

Place
Royal Lotus





The 100L Healthycook porcelain pot was recorded as "Vietnam's largest capacity". by Vietnam Record Organization - Vietkings



The Wandering Dragon Minh Long I Cup, gifted to celebrate the 13th National Congress of the Communist Party of Vietnam



The Queen Lotus tea set, gifted to the leaders of ASEAN countries in 2020.



The APEC Jade Bowl, gifted to 21 world leaders as APEC member economies in 2017.

AWARDS and TITLES



red dot design award winner 2019

The "Best Product Design" winner in the HospitalityTableware category at the Red Dot Design Award 2019.

Gastroline
White





reddot design award
winner 2019





In 2020, Chairman of the Board of Directors Ly Ngoc Minh received the title of the People's Artist.



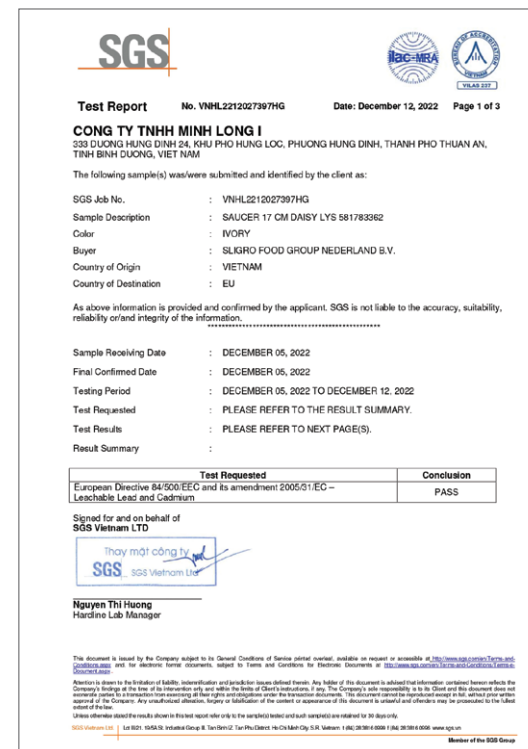
Minh Long I - the title sponsor of APEC VIETNAM 2017.



Vietnam Value Award for 7 times.



High Quality Vietnamese Products for 26 times.





KEY PRODUCT LINES

PORCELAIN PRODUCTS FOR RESTAURANTS & HOTELS

The primary choice of restaurants and hotels thanks to the diverse designs, excellent quality and very high applicability.





HOUSEHOLD PORCELAIN PRODUCTS

Diverse in shape, design, pattern, motif; Possessing many outstanding features. This product line meets the highest standards of quality, brings a lot of artistic value, and is suitable for use and decoration in many spaces.





PRODUCTS WITH YOUNG STYLE

A product line designed with a youthful, modern style, convenient and safe for health, contributing to a greener lifestyle.





MACROBIOTIC/ HEALTHYCOOD PORCELAIN

Healthycook porcelain is a product line that implies several years of hard work, tireless researches and production of its founder to create a breakthrough product for public health, contributing to changing cooking habit towards the long-term health of customers.





ARTISTIC PORCELAIN CRAFTS AND STATUES

Unique fine art works with top-notch manufacturing technology and sophisticated designs, perfect to every detail with high aesthetics.





TECHNOLOGY and PRODUCTION MACHINERY

Minh Long I has the most modern, automated and technologically advanced machinery lines in the world from Germany, Japan... with a rigorous testing process and ensuring the highest standards of quality.

Minh Long I has created a breakthrough in production with the technology of firing at a high temperature of 1380°C that only a few porcelain companies in the world can do. In addition, their techniques of over-glaze painting and applying nanotechnology in mass production accelerate both durability and shiny glaze on the product decoration.

Minh Sang Plaza
 Showroom
 888 Binh Duong Boulevard, Thuan Giao
 Ward, Thuan An City, Binh Duong
 Province
 Showroom Minh Long Tower
 17 Ba Huyen Thanh Quan
 Street, Vo Thi Sau
 Ward, District 3,
 HCMC
 District 7

Showroom
 450 Nguyen Thi
 Thap Street,
 Tan Quy

Ward,
 District 7,
 HCMC
 Da Nang
 Showroom
 Thudung
 Plaza at 87
 Nguyen Van
 Linh Street, Nam
 Duong, Hai
 Chau District,
 Da Nang
 Nha Trang
 Showroom
 Gold Coast Mall
 Nha Trang, No. 01 Tran

Hung Dao Street, Loc Tho,
 Nha Trang, Khanh Hoa

Hanoi Showroom

3-5 Nguyen Van Linh
 Street, Gia Thuy,
 Long Bien, Hanoi
 Can Tho
 Showroom

MARKET and EXPORT

DOMESTIC

The distribution system throughout Vietnam with 30 showrooms and agents.



OVERSEAS

- Minh Long I's products have been present in countries such as the United States, United Kingdom, Europe, Asia...

- Many countries around the world have trusted and imported Minh Long I's products: the US, Canada, Netherlands, France, Germany, UK, Australia, Russia, Japan, Laos, Cambodia, Singapore, Myanmar, Malaysia, India, Argentina...

- Export products are diverse and available in different styles, suitable for different regions around the world.

Myanmar

Malaysia

Singapore

Korea

Cambodia

Taiwan

Canada

United States

Germany

Netherlands

Belgium



Gourmet
White





Gastroline

Blue Gothic

Green Gothic



reddot design award
winner 2019



Timeless





PARTNERSHIP



HEADQUARTERS

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