

SUNRISE INS Vietnam: Success Comes From The Customer's Trust!

SUNRISE INS Vietnam is a manufacturer, and exporter of rice, spices (cinnamon pepper...), fruits, and seafood. With many years of experience and dedication to the profession, SUNRISE has built a prestigious and high-quality brand that meets the strict requirements of quality not only in the country but also in fastidious countries such as the US and Europe. Besides, SUNRISE INS has achieved international certifications such as ISO 22000, FDA ...

Customer satisfaction is our top priority!

SUNRISE INS Vietnam headquarters at 54 Galleria, South Saigon (18A Nguyen Huu Tho, Phuoc Kien, Nha Be District, Ho Chi Minh City). The company owns two rice manufacturing factories located in Tien Giang and Dong Thap provinces.

With a main factory area of 20,000m², machinery and equipment systems at SUNRISE are built in accordance with the law on the rice export business. (specified in Decree 109/2010/ND-CP) including a raw material warehouse with an area of 7,000m²; a finished products warehouse with an area of 3,000m². In order to ensure product quality, the company not only focuses on investing in improving equipment, machinery, and factories to serve the best processing and processing of raw rice grains but right from the raw material stage input materials, SUNRISE had to conduct extremely strict screening measures, with milling, polishing and packing lines with a capacity of 5-10 tons/hour; The drying line has a capacity of 100 - 150 tons/day. The enterprise's Food Safety Management System complies with the requirements of the National Standard ISO 22000:2018 on Food Safety Management Systems.



In order to achieve the desired results and best serve the needs of customers as well as create absolute trust with partners, right from the very beginning, SUNRISE INS has aimed to become a prestigious organization in Vietnam and abroad, gradually perfecting and building a brand that is widely recognized in the market. In particular, the trust of customers is an important factor to create the success of the business. SUNRISE INS is always confident to bring the best to customers, employees, and the community.

Clearly defining the above goal, SUNRISE sets out its mission with basic orientations: Making a difference, promoting value and inspiring confidence and loyalty to customers; Bringing reasonable profits and maintaining the sustainable development of the company for stakeholders; Cultivating a warm and proactive environment to develop excellent employees and a welfare regime; Improving the lives of farmers through partnerships with them and making a positive impact on the community; Committing to green farming practices to protect the environment sustainably.

Optimize natural resources!

CEO of SUNRISE INS Vietnam, Mr. To Duy Thong said: In 2021, the company still achieves the positive growth target in the context of the general economy being strongly affected by Covid-19. Specifically, SUNRISE recorded positive business results in the second and third quarters of 2021. In the third quarter of 2021, the company's domestic and export revenue is estimated to grow by 35% compared to the first quarter of 2021.



According to research and statistics, SUNRISE is one of the few exporters in Vietnam with a high proportion of agricultural products exported to the Russian Federation, the EU, the Middle East, and Africa. With the dynamism of innovation in all segments, SUNRISE continuously ranks at the top of the domestic market in terms of both output and sales for many consecutive years. The above market research results not only show the "sustainability" of the business in the context of increasingly fierce competition but also prove that consumer confidence will be the key to helping businesses stand firm in the volatility. and maintain growth.

Mr. To Duy Thong was also pleased to say that this growth momentum has made SUNRISE boldly set a revenue target of US\$40 million/year, equivalent to a revenue growth of 60%. In the coming time, the company will continue to introduce and export new and quality product groups to international consumers. At the same time, product portfolio premiumization continues to be selective. In addition, the Company will expand the value chain from production facilities, and factories to distribution systems and improve staff capacity, management capacity...

In particular, SUNRISE determined and focused on stabilizing production and business activities, ensuring growth goals, and making positive contributions to the economy in

general and Vietnam's agricultural product industry in particular. At the same time, pioneering the application of the circular economy to optimize the use of natural resources; Complete the implementation of organic farming practices, minimizing plastic materials in production and business. In the future, the business will continue with many new directions to go further than many other markets in the world.

From the Slogan "Your satisfaction is our top priority", SUNRISE builds and develops the company according to 3 core values:

1. Passion (We are inspired and motivated) and driven by our dedication to excellence in everything we do);

2. Trust (We value and nurture integrity in both internal and external aspects of our business);

3. Innovation (We use creativity and insight to create solutions that allow us to maximize opportunities and manage risks in creating positive change for the company)...

For more information about SUNRISE INS's rice products, contact us through:

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- Website: www.sunriseins.com

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