



CITY RICE GROUP

Best Quality Is Our Pride, Passions And Tradition

Think Of Premium Quality, Think Of City Rice



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CAMBODIA'S MAP



Welcome

MESSAGE FROM CEO



Welcome to City Rice Group

City Rice Group comprises Lay Se Rice Mill and City Rice Import Export Co., Ltd. Lay Se Rice Mill has been milling since the 1990's and has accumulated close to 30 years of industry experience from all aspects.

City Rice Import Export Co., Ltd. has been established as an exporting entity since 2012 to carry on the family rice mill business "Lay Se Rice Mill" with the vision of my parents to provide the highest quality rice to consumers globally.

Through research and development and the mindset of continuous innovation, we have upgraded and expanded our facilities to provide the highest standard of rice quality to meet consumer demand. With our expertise in Cambodian paddy and milling experience, we have won Cambodia Best Fragrant Rice in 2014 and Cambodia Best Premium Aromatic Rice between 2015 – 2018 among over 200 rice mills and exporters.

Customer is our priority. We take each and every client to our hearts and we work as closely as possible with all of our customers with quality and pride. We encourage them to consider beyond their current needs and to look for ways to improve their cost effectiveness to grow together sustainably. We strongly believe that the quality of rice depends on four main factors:

- 1 Quality of paddy: With over 25 years of experiences, we have built a very strong knowledge in selecting paddy of high quality.
- 2 Design of the factory: Our reprocessing plant is designed to meet the international standards such as GMP and HACCP that enables us to polish our rice up to 5 times and to sort the rice up to 3 times.
- 3 The passion and commitment of our team: To ensure the delivery of rice of highest quality to our consumers.
- 4 Human capital: Our team comprises of employees with talent and knowledge from all aspects in the industry including raw material, technicality, management and quality control. Through staff training and support, we have retained several top talents who have joined the company since the startup.

Our sales and customer service personnel will deliver product knowledge as well as services to our business partner. Our production personnel understand the keys to produce the highest quality of rice to exceed our client and consumer expectation. We hope and look forward to supporting, assisting and working hand in hand to build a sustainable partnership with trust, integrity and pride.

Warmest Regards,

Andy Lay

City Rice Group President & CEO

欢迎致辞

总裁寄语

欢迎来到城市大米

城市大米由罗氏米厂和城市大米进出口公司组成。我们在大米行业拥有近30年的经验。罗氏米厂自1990年代开始营业。城市大米进出口有限公司成立之后，作为出口实体，自2012年成立以来，以我父母的愿景，开展家族米业的运营，为全球消费者提供最优质的大米。

通过研究和开发以及持续创新的思维方式，我们设施进行了升级和扩展，以确保向全球消费者提供最高标准质量的优质大米。凭借我们在柬埔寨水稻领域的专业知识和大米碾磨加工的长期经验，我们在2014年柬埔寨稻米节期间，从200多个大米工厂和出口商中赢得了柬埔寨最佳香米生产商的荣誉。并于2014至2018年连续四年获得最佳国家级大米荣誉。我们把客户放在第一位，我们将每一位客户都放在心上，与所有客户一起尽可能地以高质量和让他们引以为豪的方式工作。我们有时会挑战他们去考虑超出他们当前的需求，并寻求提高成本效益的方法，以便从长远的合作中，获得共同成长。我们坚信大米的质量取决于四个主要因素：

- 1) 原材料质量（稻谷）：我们拥有超过25年的经验，我们会分毫无差的选择最优质的稻谷。
- 2) 工厂设计：根据国际标准设计的先进设备，使我们能够将稻谷最多可以抛光五次，色选最多可以进行三次。
- 3) 公司的热情和承诺，尽其所能的保持最高品质的大米。
- 4) 人力资源：我们拥有一支才华横溢和知识渊博的团队。他们来自稻谷作业，技术人员和质量控制的员工。自从一开始以来，这支队伍一直跟随我们公司。他们也来自我们的销售和客户服务人员，他们不仅提供服务还提供各种问题的答案。他们还来自我们的生产人员，这是最了解生产最佳产品的必要性和保证生产出最优质大米的重要性的团队。甚至他们对质量的高标准严要求已经超过客户对质量的期望。我们希望并期待回应、理解，最重要的是获得您的支持、信任和伙伴关系。

此致
敬礼
罗成华先生
城市大米集团总裁

Battambang Rice



BATTAMBANG CAMBODIA'S RICE BOWL

Rice has been grown for thousands of years, as far back as 5,000 BC. During the Khmer Empire (now called Kingdom of Cambodia) and for over since centuries, sophisticated irrigation system was built just outside of the modern city of Siem Reap for the God-Kings to cultivate as many as four harvests per year.

During the 19th century, a city of great soil condition, weather condition and good irrigation system for rice plantation, was over turned into the kingdom's largest rice plantation city. The city is called "Battambang City" located in the North Western part of Cambodia. Battambang is now known by many Khmer people as the "Rice Basket" of Cambodia. It is also globally known for the best Jasmine (Phka Malis) and Fragrant Rice (Sen Kro Oub) producing city due to its weather condition, soil and the long history of plantation by Battambang farmers. Battambang City was divided in the late 1980s into two provinces: Battambang City and Banteay Meanchey.

According to the Ministry of Agriculture, Forestry and Fisheries in 2013, the two provinces produce a total

area of approximately 530 thousand hectares of rice farm land and over 1.4 million metric tons of paddies annually, majority of which are fragrant rice varieties such as Phka Malis and Sen Kro Oub (approximately 15% of total annual rice harvest of 9.39 million metric tons paddies).

稻米已经种植了数千年，可以追溯至公元前5000年。在高棉帝国期间（现在被称为柬埔寨王国）几个世纪以来，在现代化城市暹粒之外，建立了复杂的灌溉系统，被上苍眷顾的土地可以一年最多有四季作物收成。

在19世纪，一座被称为马德望的伟大城市，拥有最佳水稻种植土壤条件、天气条件和良好的灌溉系统，已成为王国最大的水稻种植城市。马德望位于柬埔寨的西北部，现在被许多高棉人称为柬埔寨的“饭碗”。由于天气条件、土壤类型以及茉莉香米和SKO香米的种植园不断扩大，马德望的农户长期种植的经验，使得这座城市也成为全球最知名的茉莉（Phka Malis）和香米（Sen Kro Oub）生产城市。马德望市在80年代末分为两个地区：马德望市和Banteay Meanchey。这两个地区每年用于农业种植和生产的土地面积约为530万公顷，稻田面积超过140万公顷，其中大部分是香米品种，如Phka Malis和Sen Kro Oub（约占年度水稻总产量939万吨的15%）。

*引用于*农业、林业和渔业部2013。

ABOUT

CITY RICE GROUP

We have been milling since the 1990s and have accumulated close to 30 years of experience in the industry not only in term of production and market but also the selection of best quality raw material. We have won Cambodia Best Fragrant Rice in 2014 and Cambodia Best Premium Aromatic Rice between 2015 – 2018 among over 200 rice mills and exporters.

Being located in Battambang city gives us the comparative advantage in term of offering the best fragrant rice varieties such as Phka Malis (Jasmine) and Sen Kro Oub (Fragrant Rice). With our existing reprocessing facilities, we can supply up to 8,000 metric tons of premium quality rice per month. We also look forward to continually upgrading and developing our facility to ensure sufficient supply and standard of our products.

MISSION STATEMENT

City Rice aims to be the largest producer and provider of the best quality Cambodian rice to global market. We are committed to get there by providing our customers and business partners with professionalism, integrity, trust, transparency and sustainable growth strategies.

Don't just buy from us today, be our long-term partners where we will grow and succeed together.

OUR VALUE AND PRIDE

“Best Quality Rice is our Pride, Passions and Tradition”

City Rice, your trusted partner in providing the best quality rice from farm to forks at the most competitive price. We ensure that each package of rice is of high quality as required by our clients. We value commitment, integrity, trust, transparency and long-term relationship.

我们在大米行业的经验已接近30年，自1990年代以来我们一直在营业。我们在2014-2018年被选为柬埔寨SKO及茉莉香米的最佳产品（柬埔寨稻米节·金边）。因为位于马德望的绝佳位置，这为我们提供最好香米品种带来了比其他供应商更打的优势，比如我们可以提供最好如Phka Malis（茉莉米）和Sen Kro Oub（SKO香米）。以我们现有的加工设备和厂房设施，我们每月可以出产高达8,000吨的最优质大米。

使命声明

城市大米旨在为市场提供最优质的柬埔寨大米。我们通过为客户和业务合作伙伴提供高度承诺，诚信，信任，透明和长期可持续发展来实现这一目标。

不要只是今天向我们购买，成为我们共同成长和成功的长期合作伙伴。

我们的价值观和荣耀

“最优质的大米是我们的骄傲，热情和传统”

城市大米是客户值得信赖的合作伙伴，以最具竞争力的价格提供从田间到饭碗过程中的最优质大米。如果不是客户需要的最佳质量，我们绝不会提供劣质大米。我们重视承诺，诚信，信任，透明度和长期关系。



Our Drying, Milling and Reprocessing Facilities

Our capacity - we can reprocess up to 8,000 MT per month.

PADDY

- We select only the best paddies from the best rice producing region. Every bag of wet paddy is inspected thoroughly to meet our standard.
- Wet paddy will go through a standard drying facility to ensure they meet the required moisture content
- Our storage facilities are designed in accordance with GMP & HACCP practices.

MILLED RICE AND QUALITY CONTROL

Our final products go through various stages of hulling, whitening, polishing and sorting procedure to ensure that every bag of rice is of highest quality. Our Quality Control team constantly checks the input and output to ensure that our product exceeds the requirements.

We pack our rice in a quarantined packaging room that follows the GMP and HACCP practices to ensure that the packaged product is of maximum cleanliness and fit for human consumption.

先进的干燥、抛光和再加工设备
总产能 - 每月加工8,000吨大米

稻谷

- 只选最好的稻米产区中最好的稻田。每袋湿水稻都要彻底检查。
- 以所需的水分风干
- 以GMP和HACCP的国际质量和安全标准，来存储稻谷

抛光和质量控制

最终产品经过各种阶段的脱壳、美白、抛光和分类程序，以确保每袋大米都具有最高品质。在此过程中，质量控制团队不断检查各项指标的输入和输出，以确保我们的产品超出客户的要求

在包装过程中，大米将在专用隔离包装室，此包装室遵循大米包装在隔离的包装室中，该包装室遵循GMP和HACCP的国际质量和安全标准，来确保包装过程的清洁度和符合直接食用的标准。



Cambodian Jasmine Rice



PHKA MALIS OR PHKA RUMDUOL

Supply Capacity: 5,000 MT per month

The natural fragrance of Cambodian Jasmine Rice, together with the most desirable texture, amaze many consumers around the world. Because Cambodian farmers use the least fertilizers for the plantation compared to other countries, Cambodian Jasmine Rice provides better health benefits for consumers compared to some other types of rice.

We guarantee that your family will pleasantly enjoy the softness and the favorably natural fragrance of Cambodian Jasmine Rice.

柬埔寨茉莉香米



供应能力：每月5,000MT

柬埔寨茉莉的天然香气·还有最令人向往的质感·

让世界各地的消费者惊叹不已。与其他国家相比·柬埔寨农民在种植耕作过程中使用最少的肥料·这使得柬埔寨茉莉香米较之其他品种·为消费者带来更多健康益处。这种柬埔寨香米的柔软和天然香味·是一份您与家人值得共同分享的喜悦。



Sen Kro Oub "SKO"

Supply Capacity: 5,000 MT per month

Cambodian Fragrant Rice or Sen Kro Oub is one of the most beautiful types of rice in the world.

The long and slim kernels make Sen Kro Oub rice outstandingly presented on consumers' plates. The natural fragrance and the soft texture make Sen Kro Oub even more popular to rice consumers, especially among the Asian community. It is sometimes referred to as the 2nd Jasmine of Cambodia.

It is often heard that Sen Kro Oub makes the best fried rice and thus very popular for chefs.

Because Sen Kro Oub is harvested multiple times per year, consumers can always enjoy fresh and new crops.

供应能力：每月5,000MT

柬埔寨香米或叫Sen Kro Oub是世界上最美的大米类型之一。

长而细的稻谷在消费者的餐饮米饭类中十分突出。Sen Kro Oub的天然香味和柔软质地使其更加受消费者青睐·特别是在亚洲社区。

它有时被称为柬埔寨的第二茉莉花。

人们经常听说Sen kro Oub是最好的炒饭·因此也非常受厨师欢迎。

由于Sen Kro Oub每年多次收获·消费者可以随时享用新鲜的新作物。



Long Grain White Rice

Supply Capacity: 3,000MT per month

Cambodian Long Grain White Rice is harvested multiple times in both wet and dry seasons. With its largest quantity and competitive price, Cambodian Long Grain White Rice is currently Cambodia's largest quantity export type of rice. This non-aromatic type of rice has a firmer texture than the fragrant varieties.



长粒白米

供应能力：每月3,000吨

柬埔寨长粒白米在干季和湿季都多次收获。以其最好的质量和非常有竞争力的价格优势，柬埔寨长粒白米目前成为最大的出口品种。这种非芳香型大米比香型口感稍硬，具有理想的质地。



Phka Knhey (Ginger Rice)

Supply Capacity: 2,000MT per month

Phka Knhey is a premium long grain white rice similar to the Neang Khon variety. It is harvested once a year during the wet season in Battambang. It has a very fine texture and is widely known as the top quality non-fragrant rice in Cambodia.



Phka Knhey (姜米)

供应能力：每月2,000吨

姜米是优质长粒白米，类似于珍珠米的品种。它每年在马德望湿季收获一次。它具有非常理想的质地，并被广泛称为柬埔寨最优质的非香米。

Neang Khon Rice (Pearl Rice)

Supply Capacity: 2,000 MT per month

Neang Khon Rice is a premium quality medium grain and non-fragrant variety. It is soft when cooked. It is a wet season paddy variety and is harvested once a year in Battambang City.

Broken Rice

Supply Capacity: 3,000 MT per month

👍 A1 Super

👍 A1 Super Extra

Neang Khon Rice (珍珠米)

供应能力：每月2,000吨

珍珠米是优质中粒谷物和非芳香品种大米。煮熟时很软。这是一个潮湿的季节稻谷品种，每年在马德望市的雨季收获一次。

碎米

供应能力：每月3,000吨

👍 质量分级：A1Super

👍 A1Super Extra

MAXIMISE YOUR HEALTHY CHOICE FROM SPECIAL VARIETIES RICE

Red Jasmine

Supply Capacity: 500 MT per month

Cambodian Red Jasmine is among the healthiest rice varieties around the world. With a strong fragrance, Red Jasmine is a desirable choice for many health-conscious consumers. With a slightly harder texture, many healthy consumers mix Red Jasmine with Cambodian Jasmine rice for a very desirably soft and sticky texture. When mixed, the Red Jasmine stands out and looks beautiful on the plate.

最大限度地提高您的健康选择 特殊品种大米

红茉莉香米

供应能力：每月500吨

柬埔寨红茉莉米是世界上最健康的大米之一。香气浓郁，红茉莉是许多注重健康的消费者的理想选择。质地略硬，许多健康消费者将红茉莉米与正常的柬埔寨茉莉米混合，形成非常理想的柔软和粘稠质地。当混合时，红茉莉米比较突出，展示起来很漂亮。



Brown Jasmine Rice

Supply Capacity: 1,000 MT per month

Jasmine Brown Rice has grown its popularity around the world due to its nutritional value. It has a subtle nutty flavor and strong natural fragrance that makes it a great complement to many Asian and Western cuisines. With high dietary natural fiber, Brown Jasmine Rice is a great source of energy.

棕茉莉香米

供应能力：每月1,000吨

棕茉莉香米

棕茉莉香米提供很好的营养价值，因此在全球范围内也越来越受欢迎。

它具有微妙的坚果味和强烈的天然香味。

并且是许多亚洲或欧洲菜肴的完美补充。

因为含有丰富的膳食天然纤维，所以棕茉莉香米是一种很好的能量食品。



CAMBODIAN JASMINE RICE

柬埔寨茉莉香米
PHKA MALIS OR PHKA RUMDUOL

Specification%

质量标准

Broken	5% Max	Chalky Kernels	2% Max
Yellow Kernels	0.30% Max	Average Length	7.00 MM
Red Kernels	Nil	Damaged Kernels	0.4 Max
Red Streaked	0.50%	Purity (Boiling Alkali)	90% Min
Moisture Content	14% Max	Milling Degree	Extra well-milled

CAMBODIAN FRAGRANT RICE

SEN KRO OUB
柬埔寨香米(SKO)

Specification%

质量标准

Broken	5% Max	Chalky Kernels	2%Max
Yellow Kernels	0.30% Max	Average Length	7.10 MM
Red Kernels	Nil	Damaged Kernels	0.4 Max
Red Streaked	0.50%	Purity (Boiling Alkali)	85% Min
Moisture Content	14% Max	Milling Degree	Extra well-milled

LONG GRAIN WHITE RICE

柬埔寨长粒白米

Specification%

质量标准

Broken	5% Max	Chalky Kernels	6%Max
Yellow Kernels	0.5% Max	Average Length	6.20 MM
Red Kernels	Nil	Damaged Kernels	0.50 Max
Red Streaked	3%	Paddy	5 Grains per KG Max
Moisture Content	14% Max	Milling Degree	Extra well-milled

Our BRANDS

Why should you choose our BRAND?

EAGLE BRAND

Has been known in the local market for over 20 years. The Brand brings along the connotation of "Quality Image"

Packaging Size:

- 1kg - 50kg (vacuumed, laminated PP bags, non-laminated bag, and PE bags)
- 1,000kg (bulk jumbo bags)
- Loose bag packaging (container liner bags)

我们的品牌

为什么要选择我们的品牌？

鹰神牌

在当地市场已有20多年的历史。
“品质形象”赋予了鹰神饱满的内涵。

包装尺寸：

- 1kg - 50kg (真空·层压PP袋·非层压袋和PE袋)
- 1,000kg (散装大袋)
- 和松散袋包装 (容器衬袋)



Jerry Lay

Director, Operation

Thank you for taking your valuable time to go through our company profile.

Our goal is to grow your business in a long term and sustainable way. We are fully resourced, experienced and equipped with the right facilities and staff. We will achieve that through:

- 1 Offering you commitment, integrity, trusts and transparency.
- 2 Consistently delivering the best quality rice that will help you to grow and maintain your soaring market acquisition.
- 3 By working closely with us, we will ensure that you have the stability of supply and price for your customers.
- 4 A successful marketing strategy that supports to expand your market share. Together, we plan the promotion and the right strategy to penetrate the market in this competitive environment.

We aim to be the largest supplier of the best quality Cambodian rice in the global market, and therefore we work harder to ensure that every bowl of rice that is served to our consumers is of the highest quality. After a long hard day at work, the least that City Rice Group can do is to ensure you enjoy the best quality rice served to you every time.

After all, Best Quality Rice is our Pride, Passions and Tradition.

Jerry Lay,

Director, Operation
City Rice Group



Contact Detail

联络资料

Mrs. Phich Chou Cheu – Chairman,

She is an active chairman of the company and is one of the co-founders of the business with more than 25 years of experience in the industry. She is involved in the daily overseeing and monitoring of the management team.

Andy Lay – President & CEO

(MBA, United States)

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