

“NUTRITION JAPAN” and Cooperation with SUN COUNTRIES

“Nutrition Japan” Platform
Preparation Working Group

SUN Business Network Asian Regional Workshop

December 3 - 4, 2015
Jakarta, Indonesia

“Nutrition for Growth” and Development in Japan

2012/7~8 London Olympic / Paralympic Games

2013/6 Global Nutrition for Growth Compact

2016/8 Rio de Janeiro Olympic / Paralympic Games

2016summer G7 Summit & Ministers Mtg. / TICAD VI

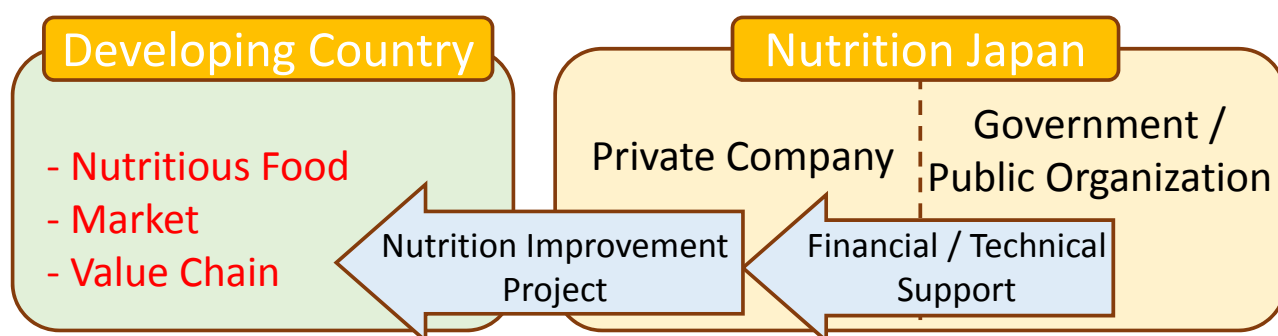
2020/7~8 Tokyo Olympic / Paralympic Games



Purpose and Concept of “Nutrition Japan” Platform

“... to strengthen worldwide initiatives to improve nutrition in the lead-up to the 2020 Tokyo Olympics and Paralympics, the government will promote the overseas expansion of inclusive business via public-private partnerships focused on improving nutrition in emerging and developing countries.

– The Healthcare Policy of Japan (approved on 22 July 2014)



Roles of SUN Country Governments : Research Stage

Data Collection about Nutritional Situation and Food Market etc.

- Private company catches by data the first motivation to engage in Nutrition Improvement Projects (NIPs) and chooses a country
- Items to include;
 - Popular foods, preferred taste, and their nutritional facts
 - Consumption expenditure on foods, price and income level, scale of the food market
 - Distribution and retailing system
 - Government’s policies and regulations

Information Exchange with Foreign Country and Business Sector

- Information collection and provision system is expected
- “Nutrition Japan” is to bridge a gap and share information

Roles of SUN Country Governments : Introduction Stage

Institution & Capacity to Measure and Certify Nutritional Effect

- As the fundamental infrastructure of software and hardware
- Guarantees nutritional effect and distinguishes 'under-nutritious'
- Technical bases for the following policies and methods

Deregulation in Import, Production, Distribution and Sale of Food

- Reduction of regulatory costs is key to private BOP business
- Strategic thinking to allow differentiated favorable treatment taking into account the political priority of improving nutrition

Political and Legislative Commitments and Implementation

- To enable private companies to engage in long-term projects
- To protect consumers and suppliers from unqualified foods

Roles of SUN Country Governments : Implementation Stage

Scale-up of People's Awareness of Improving Nutrition

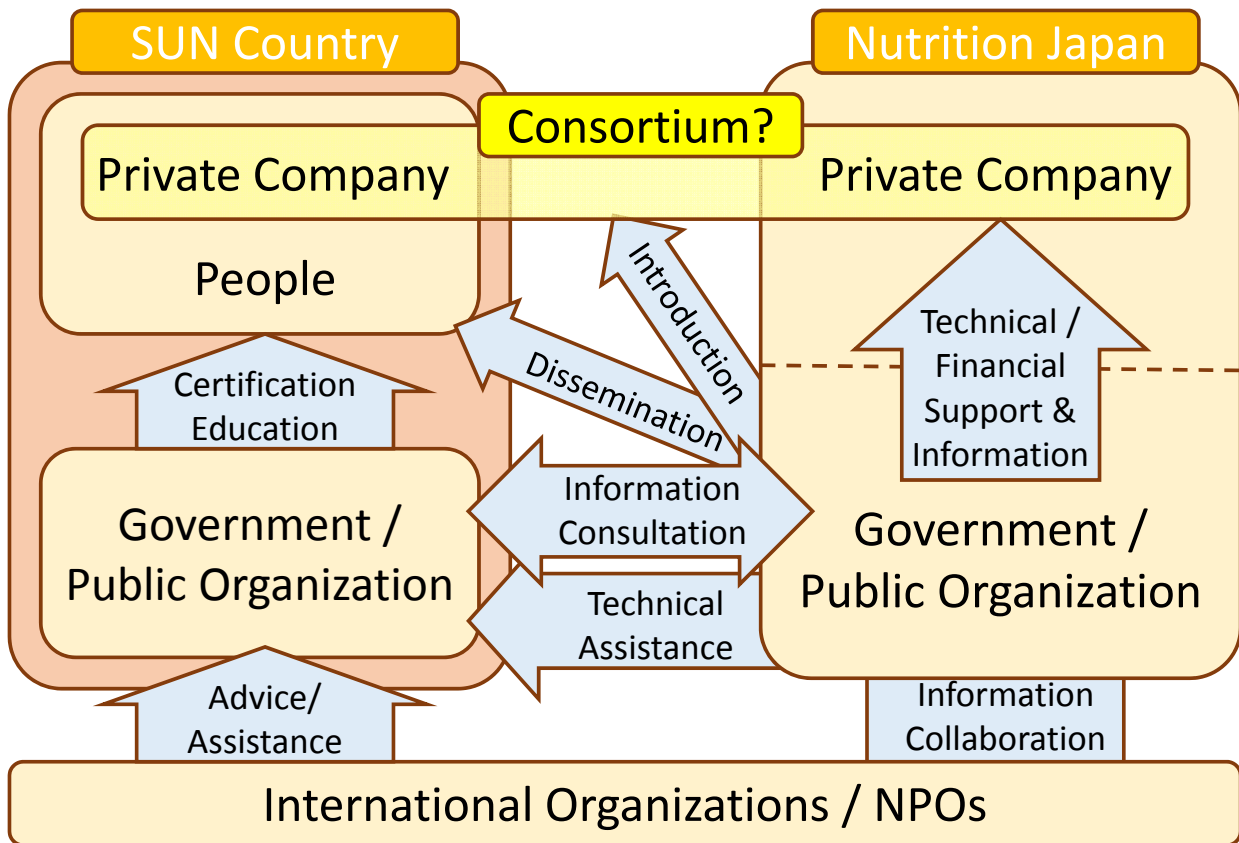
- To help people to recognize the effect of nutrition, to know nutritious foods improve their health, and to take them more
- To catch up developed countries of high awareness

Methods: Education / School Meals / "Workplace Nutrition"

- People's potential interest is high - enlightenment is effective
- Direct introduction to civil servants, employees and students

Increasing Demand to Larger Market
and
More Products with Cheaper Price

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For the future: Japanese Companies in Nutrition Improvement

“KOKO Plus” Project by Ajinomoto



With many partners Ajinomoto developed a nutritional supplement taken together with Ghana’s traditional complementary food “KOKO”, which improves nutrition for weaning children. They also established its production and distribution systems.

“UJI Amagayu” Project by Kikkoman



Kikkoman is conducting the feasibility study in Kenya to develop and market “UJI Amagayu”, which improves the nutritional value and digestive absorption of Uji (a drink made from popular local cereals).