

Nutricell joins Indonesia's Ministry of Agriculture in a landmark trade mission to Japan

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This esteemed delegation aimed to foster bilateral relations and explore new technological advancements in various sectors. Nutricell played a crucial role in these discussions, sharing its expertise and innovations with key Japanese institutions and industry leaders.

The trade mission concluded with Nutricell securing new trade commitments with renowned Japanese companies such as Sari Raya and Sky Global. This venture will enhance the presence of Nutricell's innovative plant-based meat technology in the Japanese market, which is witnessing rapid growth.

Engagement with Fuji Film Research Center

A significant part of the mission involved Nutricell's engagement with the Fuji Film Research Center. These discussions centered around the latest advancements in photography, medical devices, cosmetics, and food technology. Nutricell showcased its groundbreaking texturing technology for plant-based meat, demonstrating its commitment to sustainable and innovative food solutions.

Collaboration with Japan Nutrition Company (JNC)

Furthering its collaborative efforts, Nutricell engaged in a fruitful dialogue with its partner in Japan, the Japan Nutrition Company (JNC). The discussions revolved around yeast technology and nutrition lipid, highlighting Nutricell's expertise in developing nutrition products from palm oil derivatives. These innovations include the creation of fat powder through calcium soap technology, hydrolysis processes, and the utilization of specific fatty acids for bypass coating of essential nutrients.

In alignment with its vision for sustainable development, Nutricell and the MoA team visited AEON, Japan's leading modern retail market based in Chiba. Nutricell shared insights on the market development of pet care products, especially in mature markets like Japan. AEON's commitment to developing a new standard in the modern retail industry that supports both people and the environment aligns closely with Nutricell's mission.