

NAGASE Group Opens *NAGASE Food Ingredients Food Development Center (Xiamen)* in Fujian Province, China

NAGASE & CO., LTD. (Tokyo; Kenji Asakura, Representative Director and President) opened the *NAGASE Food Ingredients Food Development Center (Xiamen)* within the Xiamen branch of NAGASE's Chinese sales company, Shenzhen Nagase Trading Ltd. The NAGASE Food Ingredients Food Development Center (Xiamen) will be used to develop recipes, conduct presentations, and sponsor seminars related to NAGASE Food Ingredients.

The NAGASE Food Ingredients Food Development Center (Xiamen), to be jointly operated and managed by Hayashibara Co., Ltd. (Okayama City, Japan; Naoki Yasuba, Representative Director and President) and Shenzhen Nagase, is the first such facility to be opened overseas under the Hayashibara L'Plaza development laboratory project, which has two facilities in Japan (Okayama, Tokyo). The main target of this facility is the Chinese bakery market*¹, which is expected to reach CNY500 billion (¥7.4 trillion / 1CNY=¥14.8) by the year 2022 (1.7-times 2017 market size)*². This facility will help NAGASE quickly identify the needs of, and propose food ingredients to, local food manufacturers, mainly in the bread and confectionery market. At the same time, this facility will provide a platform for food development specialists to conduct research and serve as a base for joint business with local manufacturers. NAGASE hopes to expand its presence in the Chinese food industry of Fujian Province and other regions.



Lobby and Test Lab



Food Testing (Concept)

The NAGASE Food Ingredients Food Development Center (Xiamen) features commercial ovens, mixers, and other bakery equipment, as well as analysis equipment to measure food water content, etc. The facility will provide space for test production and development on various Hayashibara and NAGASE Food Ingredients, including Hayashibara's mainstay TREHA® multi-functional disaccharide and enzyme preparations manufactured by a NAGASE Group manufacturing subsidiary Nagase ChemteX Corporation (Osaka; Satoru Fujii, president and CEO). Further, the facility will be permanent home to Hayashibara food development technology specialists involved in food ingredient applications development to provide information and technology about food security and safety, a special strength of Japanese food manufacturers.

The NAGASE Group began activities prior to the opening of NAGASE Food Ingredients Food Development Center (Xiamen), the NAGASE Group to promote NAGASE’s food ingredients business in China. These activities included a special Chinese-language website for food ingredients in China handled by the NAGASE Group (<https://www.nagase-food.cn/>) and an official account on the popular WeChat social media app offering recipes and other information about using NAGASE products. NAGASE expects this type of community-based approach and communications through the new development center will allow the group to respond more quickly to local customer needs.

NAGASE has defined the Life & Healthcare field as a focus area for growth under the group’s *ACE-2020* mid-term management plan, which runs through fiscal 2020. The NAGASE Group will continue to maximize synergies among its food ingredients businesses, aiming to grow sales and expand the group’s presence in overseas markets.

*1 Breads, cakes, confectionery, Chinese confectionery, etc.

*2 Euromonitor International survey

*3 Official WeChat account: TREHA (Required to download the WeChat app to view)

URL : https://weixin.qq.com/r/fs5mfiLE6n_VrWYd93tv

QR Code :



■ Facility Profile

(1) Name	Shenzhen Nagase Trading Ltd. Xiamen branch NAGASE Food Ingredients Food Development Center (Xiamen)
(2) Location	No.139 140 Room, Huamei Space A3 Building, No.132, Huachang Road, Huli District, Xiamen City, Fujian Province, China
(3) Opening Date	August 28, 2019
(4) Staff	Six
(5) Floor Space, Construction	Floor space 220 m ² total, two-story construction
(6) Facilities	Floor 1: Test Lab and Lobby / Floor 2: Offices, conference rooms
(7) Equipment	Bread mixers (AICOHSHA MFG. CO., LTD (Shanghai)) Custard cooker/kneaders (NAKAIKAIKOGYO) Deck ovens, convection ovens (Sanko Machinery Co., Ltd.)



◆Inquiries

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