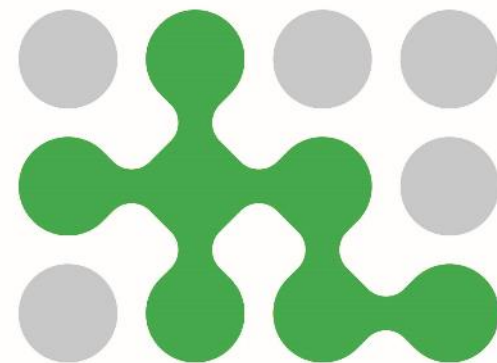


九州各地の食品機能性開発

Development of the food functionality of Kyushu



フード・健康アイランド九州

KYUSHU BIO CLUSTER

九州地域バイオクラスター推進協議会

Kyushu Bio Cluster Conference

プロジェクトマネージャー

Project manager

森下 惟一

Koremoto Morishita

What is Kyushu Bio Cluster ?

“Kyushu Bio Cluster Conference”

- Established in September 2007
(Kyushu Bureau of Economy, Trade and Industry)
- Actions including Kyushu's 7 prefectures :
Fukuoka, Kumamoto, Kagoshima, Miyazaki, Oita, Saga, Nagasaki
- About 170 members in 2020 (groups, individuals)
- Annual fee: 60000 yen (groups), 6000 yen (individual)



Creation of a new value of food

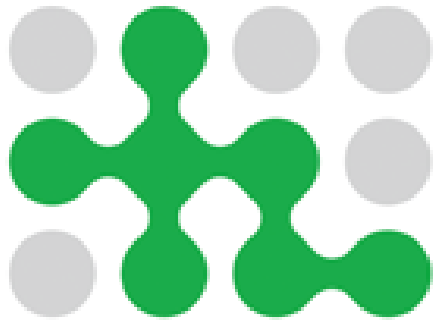
☆ **Analysis and research on health increasing function of food**

☆ **Invention of health increasing food**

- ① **Construction of the network**
- ② **Support for the creation of new business (R&D)**
- ③ **Promotion of industry-government-academia cooperation and exchange**
- ④ **Support for the development of market**



Partnership with France



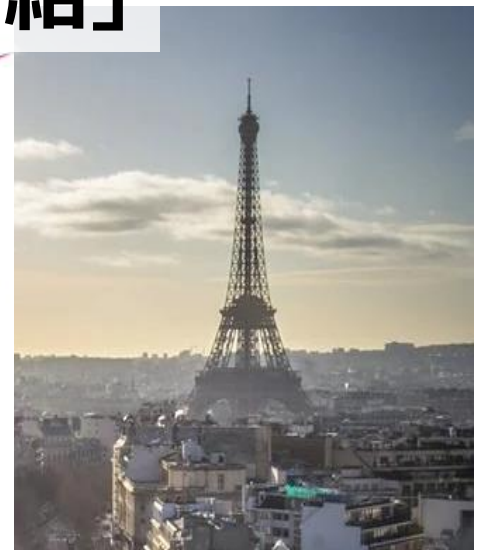
フード・健康アイランド九州
KYUSHU BIO CLUSTER



Started in 2010 「結」



the best of **French Food Industry** Innovation



Conclusion of MOU (Memorandum Of Understanding)

“F2C Innovation” and “Kyushu Bio Cluster Conference”

- ◇ Industrial use in the utilization of flax and other plant-based functional material
- ◇ Industrial use of processing technology and development of functional foods in the utilization of microbes
- ◇ Interactive sales promotion which contributes to human health
- ◇ Interactive use of property right



These lists are non-exhaustive and will be progressively enriched with future collaborations.

Business mission



From France

From Japan

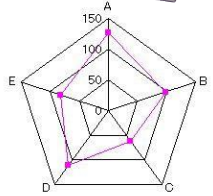
Project with Bleu-Blanc-Cœur



made in France



Tested in Japan



Key person
president of Valorex
Pierre Weill

French technology
and products



Use in Japan



Japanese products rich in omega3

Project with VITAGORA



Key person
Directeur de Vitagora
Christophe BREUILLET

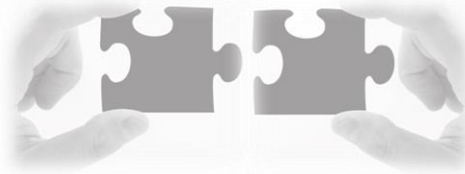
Food industry exchange

1. Needs and Seeds promotion and exchange between French and Japanese sector players
2. Organization of inspections and business meetings
3. Communication of Japanese market informations

Each other's technologies
and products



Evaluate and use
each other



A new step : VITAGORA Japan

(Kumamoto Prefectural Government, Industrial Support Division Office)



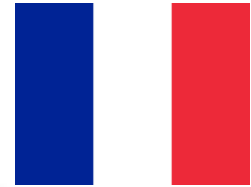
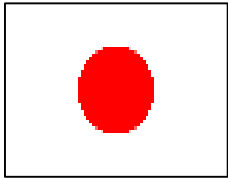
AGRI-FOOD
INNOVATION



- ▶ **Finding new opportunities for business and technological development**
- ▶ **Giving access to a diverse network and a large range of experts of the agri-food field**



Vitagora Japan
Office Manager
OGURA LEMAITRE Hanae



Problems of business with France

1. Language and Lifestyle

Languages and lifestyles are different.
Different views on food and health.

2. Legislation and distribution

we have faced up to problems including
that of legislation and of distribution costs.



Mediation platform

“The desire of wanting something” will help
us to get over these problems.

We want to create a **Platform** which will
enable us to create values from these needs.



The future of exchanges with France

To new food and health innovations

Creation of innovations which enables the access to a healthy society through food

To tasty and healthy food

Connect consumption lifestyle and health through science

Each other's taste and lifestyle

Analyzing consumption behaviors and choices

Interaction between consumers and manufacturers

Communication of "needs" and "seeds"



Please find details on the website of Kyushu Bio Cluster Conference. Feel free to ask us questions



Kyushu Bio Cluster Conference

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