

News Release

各位

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# 「Newsweek」誌に 当社の記事が掲載されました

世界的なニュース週刊誌「Newsweek International Magazine(2020. 6. 12-19)」に、当社の記事が掲載されましたので、お知らせいたします。

「Newsweek」は、1993年に米国で創刊された国際的なニュース及びビジネス情報を発信する週刊誌で、発行国数59カ国、読者数約50万人(オンライン読者は約3,400万人)にのぼり、全世界で最も読まれている週刊誌の一つです。

今回、日本で活躍する企業の中から、イノベーションを起こした「隠れたチャンピオン」に焦点が当てられ、当社事業の革新性について取材が行われたものです。

「卵は21日間あたためるとヒヨコが生まれます。」当社は、卵を生命誕生の「バイオカプセル」と見立てる、サイエンスの視点から研究開発を行っています。卵をはじめ、米、ゴマ、緑茶等、誰もが知っている食材から誰も知らない機能を見出し、ヘルスケア・創薬素材へ展開する当社の独創性が世界から注目を集めています。

今後も「ファーマギャバ®」をはじめとする機能性食品素材の海外売上高の一層の拡大を目指しております。当社の研究及び機能性素材の革新性を発信すべく、海外でのIR及びPR戦略を積極的に実行してまいります。

本記事は、「Newsweek」誌の他、英国通信社THE WORLDFOILIOのウェブサイトにも詳しいインタビュー記事が掲載されています。

## Discovering the power of food through the power of science

Biotech firm Pharma Foods International extracts the most beneficial components from everyday foods, turning them into powerful ingredients for healthcare and pharmaceutical products.

The humble chicken egg is perhaps the world's most ubiquitous food, highly valued as a cheap, low-calorie and rich source of nutrients. Beaten, fried, poached and scrambled, the all-pervading egg transcends borders, cultures and class and has been a staple of our diet since prehistoric times.

But the egg has the potential to be much more than just a novel food source. And that is why Kyoto-based biotechnology firm, Pharma Foods International (PFI) which develops functional food ingredients for healthcare and pharmaceutical products, has focused its efforts on unlocking the enormous benefits found inside the oval shell, from

fact, we believe there are many hidden aspects in the chicken egg that we could discover and introduce to the world."

With its R&D focusing on three main areas, immunity, aging, and the nerve system, PFI's view of the chicken egg as a "bio capsule" inspired its work into products such as Dopepro, a chicken antibody which helps neurons to maintain a healthy immune system. Banagegy, meanwhile, is an egg yolk peptide that promotes bone formation. HSP and other of its egg-casos products can be taken to promote hair growth while Zunep, the result of hydrolyzing egg white with enzymes, is a peptide used in sports nutrition.



"We believe that utilizing functional foods as preventative measures in healthcare will stand alongside medical approaches"

M. Kim (PFI), President, Pharma Foods International Co., Ltd.



www.pharmafoods.co.jp/en

antibodies to prevent infections, to substances to promote bone health and hair growth.

"Our expertise is the science of chicken eggs," explains PFI president, M. Kim. "Eggs are filled with substances that create and maintain life. Therefore, our objective is to use and refine such processes and create value-added products from them. In



For PFI, the chicken egg is a "bio-capsule" of beneficial components

Besides the chicken egg, PFI also works with bananas, rice, sesame seeds, and green tea, the list of which is we know to hold best benefits, such as anti-oxidant and immune system boosters.

"The materials we always focus on are affordable, everyday foods. We select their best parts as are present those in the market, as we have set our mind on getting the best, value out of simple products," Dr. Kim explains.

"We believe that utilizing functional foods as preventative measures in healthcare will stand alongside medical approaches. Hence, we would like to remind people that food is not only about deliciousness and calories; it is about the physiological functions and nutritional benefits as well."

Take green bananas, for example, from which PFI extracted Bananine, and immune system stimulant ingredient developed in collaboration with Dole Japan Inc. Having stud-

ied Dole's unreliable practice, PFI discovered a new function to help fight influenza, which came about through fermenting green bananas. "This is how we discover the power of food using the power of science," says the PFI boss.

But PFI's most popular product is GABA, a type of amino acid naturally contained in vegetables and fruits, in which the company is a world leader in both sales and R&D. PFI has established a technology to produce GABA – the most widely known benefits of which include stress relief and sleep improvement – in high quality and large quantities by fermenting lactic acid bacteria that, as Dr. Kim states, is "taking the world by storm".

"A lot of international companies in both the food & beverage and pharmaceutical industries, have strong confidence in us and our products," adds PFI director, Noriko Terai.

"We have launched many different types of products on the market using our PharmaGABA. For instance, Natural Factors, one of the biggest nutraceutical companies in the world, launched a supplement with PharmaGABA, and it has been a top-seller. Another example is a sleep-improvement supplement formulated with our PharmaGABA by a leading international health & beauty company."

Due to rising consumer awareness surrounding healthy lifestyles, the global functional foods market size is projected to grow 73% annually to reach \$275.77 billion by 2025. Japan pioneered the concept of functional foods in the 1980s and today the world's most elderly nation is looking towards functional foods as part of preventative measures in healthcare. Such growth at home and abroad opens up big opportunities for

PFI, which aims to become the "Sony or Nikon of the functional food industry".

In recent years, PFI has expanded its reach to 17 countries and supplies its unconventional ingredients to major players like Canadian firm, Natural Factors. The company is currently seeking partnerships with firms in the UK, and US, while fast growing Southeast Asia represents the main focus of its international expansion strategy.

"By implementing our international strategy, we would like to reach sales of 30 billion yen by 2025 and 50 billion yen by 2030," adds Dr. Kim. "This may seem very ambitious in such a short period. But we started the company 23 years ago with only three employees. We had no money or resources. Now, we have 400 employees, the resources, many ideas and a research centre. We are moving fast and as long as we are creative, there is no doubt that we cannot open."

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