



September 19, 2018

## **World Instant Noodles Association The 9<sup>th</sup> World Instant Noodles Summit 2018 Concludes with Osaka Declaration**

The 9th World Instant Noodles Summit of the World Instant Noodles Association (WINA) was held on August 22 and 23 at the Imperial Hotel in Osaka.

The event was hosted by Nissin Food Holdings, the company that invented the first instant noodle product, Chicken Ramen, in 1958.

2018 marks the 60th anniversary of the invention of instant noodles in Osaka, and this year's World Instant Noodles Summit returned to the city for the first time in ten years, drawing 208 attendees from 16 countries.

Under the theme of "Innovating Happiness for 100 Years," industry leaders discussed how to further expand demand for instant noodles in a world that is rapidly changing with digitalization, as well as what kind of innovations are needed to ensure that instant noodles continue to bring people happiness over the next 40 years leading up to the 100th anniversary in 2058.

The agenda on Wednesday, August 22 included a Board of Governors meeting for the presidents of the 13 WINA Governors, as well as a General Meeting featuring reports on initiatives launched in markets around the world. Thursday, August 23 began with a guest speech by Mr. Fumio Kishida, Chairperson of the Liberal Democratic Party Policy Research Council, followed by a forum with presentations by experts including Mr. Joichi Ito, professor at the Massachusetts Institute of Technology and director of the MIT Media Lab. There was also an open discussion with current university students. The day concluded with a summary of the 2018 summit and the announcement of the Osaka Declaration, which will guide WINA policy in the coming years.

The Osaka Declaration is printed below.

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World Instant Noodles Association (WINA)

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## 9th World Instant Noodles Summit: Innovating Happiness for 100 Years

### **Osaka Declaration**

It has been 60 years since the birth of instant noodles. In that time, many countries have achieved significant economic growth, becoming wealthier societies with more affluent lifestyles. The world today is changing with astonishing speed. Against this background, discussions at the 2018 World Instant Noodles Summit considered how to further expand demand for instant noodles, as well as what instant noodles must become in order to ensure that they continue to bring people happiness over the next 40 years leading up to the 100th anniversary of their invention.

When Momofuku Ando developed his innovation of instant noodles 60 years ago, he set forth five key principles: delicious taste, safety, convenience, preservability, and affordability. These very qualities have enabled instant noodles to continue winning the hearts of people around the world in the ensuing decades, irrespective of profound changes in society and values.

The spread of internet access has made it possible to generate innovation from locations around the globe and provided a space to share culture and values across national and ethnic boundaries. At the same time, with the affluence brought by progress, consumers are increasingly applying new standards when choosing products. Consumers want to know if products are environmentally and socially sound, and what values corporations represent. This rapid shift to ethical consumption makes the concept of creating shared value increasingly relevant to companies.

The world population will soon reach 10 billion. Food consumption structures will change drastically as the growing population causes further increases in greenhouse gases and accelerates global warming. Carbon dioxide, which makes up the majority of greenhouse gases, represents an urgent problem which we as manufacturers must work together to address in the non-competitive sphere.

At the 2018 summit, we confirmed anew that instant noodles release very little carbon dioxide as analyzed on the Life Cycle Assessment, while providing ample nutrients and calories. In order to maintain these benefits while further reducing environmental costs, it is imperative for the industry as a whole to begin replacing plastics with biodegradable materials. This is a challenge which we will be working with a strong will.

Taking into account the above-mentioned changes in consumer awareness and social climate, we hereby add the values of nutritiousness and eco-sustainability to the five key development principles for instant noodles. In order for instant noodles to contribute to the happiness of future humanity, it is the duty of all manufacturers to commit to the health and well-being of people and the planet.

Instant noodles have tremendous and enduring value as an instant hot meal which warms both the body and the soul. We believe that there will always be a need for instant noodles in every imaginable setting, and that they will continue to earn consumer support 100 years into the product life cycle and beyond. Indeed, since their invention by Momofuku Ando, instant noodles have crossed national borders and become a food culture in their own right, with global demand now surpassing 100 billion servings per



year. Ando once proclaimed that “peace will come to the world when there is enough food.” Whatever changes the future brings, food will always remain the most essential mainstay of human life.

The day is coming when new technological knowhow in the fields of AI, robotics, and IoT will allow for high-mix, low-volume production in response to increasingly diverse consumer demand. Instant noodles will take up their most promising position ever as an environmentally friendly meal, personalized to meet the needs of all consumers.

Through powerful innovation and the latest marketing practices, we pledge to continue generating new demand in the pursuit of our goal to bring people happiness through instant noodles.

Instant noodles still harbor endless possibilities. This year, on the 60th anniversary of their invention, we are embarking on a new journey. Here in Osaka, the birthplace of instant noodles, we declare our commitment to ensuring that this outstanding foodstuff continues to provide an absolutely safe, delicious, and environmentally friendly meal, contributing to the food culture of everyone around the globe.

World Instant Noodles Association  
August 23, 2018

#### **<About WINA>**

World Instant Noodles Association (WINA) was founded in 1997, for the purpose to improve the quality of instant noodle products, to promote the consumption and the industry's development, and to contribute to the diet of people all over the world. WINA is a world-wide industry association comprising 149 companies/organizations from 23 different countries/regions.