



September 14, 2022

The 10th World Instant Noodles Summit of World Instant Noodles Association (WINA) was held

The 10th World Instant Noodles Summit of the World Instant Noodles Association (WINA) was held on August 24 and 25, 2022.

Held online, the Summit was hosted by PT Indofood Sukses Makmur Tbk. (hereinafter, referred to as Indofood), the governor member of WINA, and attended by a total of approximately 400 industry professionals from 21 countries and regions around the world.

Overview of Summit program

(1) Board of Governors Meeting (August 24)

At the Board of Governors Meeting, representatives from 13 governor companies and two special member organizations attended to discuss the changes in the industry environment, how to meet the expectations of consumers, and specific priority areas for future initiatives. In addition, the participants engaged in lively discussions with the aim to further revitalize the WINA's activities.

(2) General Meeting (August 25)

All member companies and organizations of WINA were invited to the General Meeting. It was a unique online event with speeches being made online from Tokyo, Thailand, and other locations on a virtual stage produced by Indofood.

At the beginning of the meeting, Mr. Axton Salim, representative of Indofood, gave his opening remarks as Director General of WINA, and welcomed all members to this first online summit. He also stated that he would like to discuss sustainable solutions to various issues surrounding the instant noodle industry, including challenges for food system and nutrition.

This was followed by Mr. Koki Ando, Chairman of WINA talking about contribution of Instant Noodles to Well-Being. As a positive attitude to address the challenges and



responsibilities of the instant noodle industry, he proposed “Challenge to Noodle Positive” and mentioned that we would like to work together with the members to make instant noodles a “timeless food” that will be loved by people all over the world.

The discussions focused on four key areas for the industry's future initiatives: "Nutrition/Health," "Environmental-sustainability," "Food safety," and "Solving other social issues. “Nutrition/Health” and “Environmental-sustainability” were the two major values added to the “five key development principles of instant noodles”^{*} at the previous summit, and the participants confirmed that the industry would continue to fulfill its responsibilities, taking into account recent social trends.

The participating member companies gave positive feedbacks regarding the future direction of the industry, including comments such as “Empathize with it very much”, “Agree with it and would like to support the industry”.

(3) Online special events (August 25)

Three special events were held online after the General Meeting.

① Webinar “Food Security and Nutrition”

Prof Purwiyatno Hariyadi, faculty member of IPB University and researcher at the Southeast Asian Food & Agricultural Science & Technology (SEAFASST) Center, addressed challenges to the Food Processing Industry and highlights its contribution to food nutrition and security.

② Video presentation “Demystifying Gen Z”

Damon Hakim, Managing Partner of Red Asia Inc., a leading digital agency in Indonesia, gave a presentation with video to clarify the myths and facts of digital native Zoomers (also known as Gen Z)

③ Panel discussion “Nutrition and Well-being”

Dr. Naoko Yamamoto, Assistant Director General of WHO, Dr. Kenji Shibuya, Research Director of the Tokyo Foundation for Policy Research, and Mr. Kazuo Tase, CEO of SDG Partners, Inc. (moderator) were invited. They discussed the expected role of the instant noodle industry, focusing on well-being, which has become an important keyword recently, together with Mr. Koki Ando, Chairman of WINA.

In recent years, the global and social environments surrounding humankind have been changing dramatically, such as climate change and other environmental issues, the double



burden of malnutrition, and infectious diseases. Instant noodles are a global food with approximately 118.1 billion servings consumed annually, and the industry thinks that it has an important responsibility for the promotion of healthy diet and the creation of a sustainable society. Based on the discussions at the summit, the industry will accelerate its efforts in various areas and strive to contribute to the health of people and the planet.

*⑥“Nutrition and Health” and ⑦“Environmental-sustainability” were added to the 5 key principles (①Delicious taste ②Safety ③Convenience ④Preservability ⑤Affordability) at the 9th World Instant Noodles Summit in Osaka in 2018.

<About WINA>

World Instant Noodles Association (WINA) was founded in 1997 to improve the quality of instant noodle products, promote the consumption and the industry's development, and contribute to the diet of people all over the world. WINA is a world-wide industry association comprising 142 companies and organizations from 25 different countries and regions. The Association accumulates and shares information about technical issues related to the quality development of instant noodles so that people can enjoy instant noodles with safety and trust. In addition to the daily activities, WINA hold conferences and events for mutual exchange of information on quality improvement amongst manufacturers from around the world and to contribute to society through instant noodles.

<https://instantnoodles.org/>

World Instant Noodles Association (WINA)
28-1, 6-chome, Shinjuku, Shinjuku-ku, Tokyo 160-8524, Japan
c/o Nissin Foods Holdings Co.,Ltd.



[BoG Meeting]



[General Meeting]

