

**3<sup>rd</sup> DSM Japan Sustainability Forum**  
A side event of "Tokyo Nutrition for Growth Summit 2021" \*

## **Sustainable Food System, Nutrition and Health**

- Creating Healthy Planet for Healthy People -

Date: 20<sup>th</sup> May 2021 (Thu) 14:00~17:00

25<sup>th</sup> May 2021 (Tue) 14:00~16:40

Venue: Online (Zoom / with Simultaneous Interpretation)

Host: DSM Japan K.K.

Auspices: Embassy of the Kingdom of the Netherlands in Japan

\*Tokyo Nutrition for Growth Summit 2021 is an international conference to set the world on a pathway towards achieving the SDG targets – in particular, to end malnutrition in all its forms by 2030 and strengthen the link between diet, food systems, and health. It is expectedly held in December of 2021 by the government of Japan. It is also a platform for multi-stakeholders such as governments, companies, and NPOs from all over the world to discuss and commit to efforts on the solution of the "malnutrition" problem. For more information, please refer to the link: <https://nutritionforgrowth.org/events-japanese/>.



20<sup>th</sup> May

## Agri/Food-tech Innovations for Sustainable Food System Transformation

### Opening Remarks

14:00 ~ 14:10

### Food System Transformation and Nutrition Improvement: Call for actions

Kaz Maruyama

President, DSM Japan K.K.

### Opening Greeting

14:10 ~ 14:20

### Towards the Tokyo Nutrition for Growth Summit 2021

International Cooperation Bureau,  
Ministry of Foreign Affairs of Japan

### Invited Speech

14:20 ~ 14:50

### Global trend for Food-tech Innovations

Hiroataka Tanaka

Senior Executive Officer, SIGMAXYZ Inc.

### Guest Speech

14:50 ~ 15:20

### New Strategy of Japanese Government for a Sustainable Food System Transformation

Yoshihisa Hishinuma

Councilor for General Technical Affairs,  
Ministry of Agriculture, Forestry & Fisheries of Japan

### Keynote Speech

15:20 ~ 15:50

### Five Priorities for Food System Transformation

Jacobine das Gupta

Director of Sustainability Nutrition  
Royal DSM

<Break>

### Panel Discussion

16:00 ~ 16:45

### Transformation to a Sustainable Food System: Innovation and Japan's Role

#### Moderator:

Hiroko Kuniya

FAO Goodwill Ambassador to Japan &  
Specially Appointed Professor, Keio University

#### Panelists:

Hiroataka Tanaka  
Yoshihisa Hishinuma  
Jacobine das Gupta

Executive Manager, SIGMAXYZ Inc.  
Councilor for General Technical Affairs, MAFF  
Director of Sustainability Nutrition, Royal DSM

### Closing Remarks

16:45 ~ 17:00

H.E. Peter van der Vliet

Dutch Ambassador to Japan

This program is current as of April 1<sup>st</sup>,2021.  
Please note that it is subject to change.

## Invited Speech

14:20 ~ 14:50

### Global Trend of Food-tech Innovations

Hirota Tanaka

Senior Executive Officer, SIGMAXYZ Inc.

To realize the transformation of the sustainable food system, it is essential to integrate with technology that has made remarkable progress. Mr. Tanaka, co-author of recent Amazon Japan best-seller "Food Tech Revolution", will give a speech on Food-tech, which has started up mainly in Europe and United States, and has been actively discussed in Japan and Asia in recent years. We will talk about Japanese and global trends of Food-tech, eco-systems, case studies, and the future of food depicted from them. At the same time, we will also propose necessary actions for Japan to solve global food system issues by leveraging the food-tech ecosystem.

## Guest Speech

14:50 ~ 15:20

### New Strategy of Japanese Government for a Sustainable Food System Transformation

Yoshihisa Hishinuma

Councilor for General Technical Affairs,  
Ministry of Agriculture, Forestry & Fisheries of Japan

MAFF is currently developing "Green Food System Strategy" as Japan's long-term policy to achieve the double benefits of productivity and sustainability improvement through innovation for the food, agriculture, forestry, and fisheries industries. This lecture will introduce the strategy including the following ambitious goals and the way to prosper.

- Goals by 2050 include: achieve carbon neutral in agriculture forestry and fisheries, half chemical pesticide, reduce 30% of chemical fertilizer, increasing organic farming to 25% of arable land (1 million ha), expand elite trees to 90%+ of forestry seedlings, achieve 100% artificial seedling in the cultivation of Japanese eels, black tuna, etc.
- To achieve the goals, multiple transformations and innovations are necessary at every stage of food systems, procurement, production, processing, distribution and consumption. Success can be shared with nearby countries with similar diet and climate patterns in the Asian Monsoon region.

## Keynote Speech

15:20 ~ 15:50

### Five Priorities for Food System Transformation

Jacobine das Gupta

Director of Sustainability Nutrition  
Royal DSM

Food system transformation is our own issue. Even in the developed countries, the changes in eating habits have caused various health issues such as double-burden of malnutrition and obesity, NCDs, etc. The negative impact of global population growth on food supply and demand is inevitable. Agriculture and farming also have many issues to be addressed, such as environmental burden, climate impact and biodiversity.

In this speech, das Gupta will be presenting DSM's five focused area for improvement, i.e. Sustainable Proteins, Affordable Nutrition, Food Loss and Waste, Healthy Diet, and Sustainable Agriculture with real-world case studies of DSM's Agri/Food-tech innovations as well as Foodvalley, European best practice of multi-stakeholder eco-system for Food-tech innovations.

## Panel Discussion

16:00 ~ 16:45

### Transformation to a Sustainable Food System: Innovation and Japan's Role

Moderator: Hiroko Kuniya

Panelists: Hirota Tanaka, Yoshihisa Hishinuma,  
Jacobine das Gupta

How should we implement a sustainable food system in the world?

Our moderator Ms. Hiroko Kuniya, the Goodwill Ambassador to Japan of FAO, will discuss the actions and the role of Japan for food system transformation, one of the global issues together with three panelists.

25<sup>th</sup> May

## Healthy Living and Nutrition's Role with/ after Pandemic

### Opening Remarks

14:00 ~ 14:20

#### The World after Pandemic: A Peek into the Future

Francisco DeMingo

Director of Human Nutrition & Health,  
DSM Japan K.K.

### Invited Speech

14:20 ~ 14:50

#### Changes in the Healthcare Market after Pandemic

Peter Wennström

Founder & Senior Strategy Consultant,  
Healthy Marketing Team

### Guest Speech

14:50 ~ 15:20

#### The Role of Micronutrients in Maintaining the Health of the Immune System

Mitsuyoshi Urashima

Professor, Jikei University School of Medicine

<Break>

### Keynote Speech

15:30 ~ 16:00

#### Innovation to Build a Healthier, More Sustainable and Resilient Society

Peter van Dael

SVP Nutrition Science & Advocacy,  
DSM Nutritional Products

### Special Speech

16:00 ~ 16:30

#### Creating Healthy Planet for Healthy People

Dimitri de Vreeze

Co-CEO, Royal DSM

### Closing Remarks

16:30 ~ 16:40

Kaz Maruyama

President, DSM Japan K.K.

This program is current as of April 1<sup>st</sup>,2021.  
Please note that it is subject to change.

## Invited Speech

14:20 ~ 14:50

### Changes in the Healthcare Market after Pandemic

Peter Wennström

Founder & Senior Strategy Consultant,  
Healthy Marketing Team

The healthcare market has been changed around the world due to COVID-19. Preventive health gets more focused in Japan and globally, and the demand for dietary supplements and probiotics is increasing.

In this speech, Mr. Wennström will introduce the latest health care market trend and the background of consumer psychology. Then he will discuss the role of nutrition industry after COVID-19, as well as the perspectives and marketing strategies of game-changers, new elements which can significantly change the situation.

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## Guest Speech

14:50 ~ 15:20

### The Role of Micronutrients in Maintaining the Health of the Immune System

Mitsuyoshi Urashima

Professor, Jikei University School of Medicine

It has been more than 130 years since Mr. Takaki Kanehiro, the founder of Jikei University, eradicated beriberi (vitamin B1 deficiency) through the world's first epidemiological survey before the discovery of vitamins. The university is still conducting forefront research on vitamins.

In this speech, Professor Urashima will introduce the results of a meta-analysis on prevention of acute respiratory tract infections, appropriate intake, and prevention of cancer recurrence regarding the evidence related to "vitamin D supplements and prevention of influenza" and "vitamin D supplements and prevention of cancer recurrence", as well as the mechanism and the significance of 25OHD and bio-available vitamin D.

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## Keynote Speech

15:30 ~ 16:00

### Innovation to Build a Healthier, More Sustainable and Resilient Society

Peter van Dael

SVP Nutrition Science & Advocacy,  
DSM Nutritional Products

DSM is putting efforts to solve serious social issues caused by lack of trace nutrients such as lifestyle-related diseases, frailty syndrome, and hidden hunger, in addition to the weakened immunity that has attracted increasing interest in COVID-19. In this speech, they will introduce their Ampli-D, which raises blood vitamin D concentration three times faster than vitamin D3 and explain the issues and solutions of micronutrients in modern society.

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## Special Speech

16:00 ~ 16:30

### Creating Healthy Planet for Healthy People

Dimitri de Vreeze

Co-CEO, Royal DSM

To achieve SDGs in 2030, multi-sector partnerships across international organizations, governments, large corporations, start-ups, NPOs, youth, etc. is inevitable and progressing around the world. In his first speech in Japan as co-CEO of Royal DSM, de Vreeze will introduce DSM's example of such partnerships to create a healthy planet for healthy people. He will also discuss how DSM would like to collaborate with Japanese customers and partners, who are boldly working on innovation to solve the current social issues, some of which are leading the rest of the world such as the aging society.