

Vietnamâ??s MNFV integrates sustainability with strategy

21 May 2024 | News

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Morinaga Nutritional Foods Vietnam (MNFV), a company under the Morinaga Milk Industry Group (Japan) and formerly known as Elovi, is introducing its new strategies for sustainable development and responsible business in Vietnam, in line with the Morinaga Milk Industry Group's long-term vision and sustainability strategy.

Aligning with the United Nations' statement in "Our Common Future"(1987), that Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs," MNFV's approach is to reduce negative impacts on the environment and society as much as possible, while creating positive value for society through business, and sustainably increasing corporate value.

"We believe that contributing to the sustainable development of Vietnam, not just for our sales and profit, is the significance of our business expansion from Japan to Vietnam. We also have a responsibility to future generations. Built into our business is the belief that taking positive action toward global environmental and social issues is indispensable for the future. We would like to pursue economic and social value simultaneously and contribute to the sustainable development of Vietnamese society and the Morinaga Milk Industry Group." Uechi Naoto, the Executive Director of the Corporate Division of MNFV.

To outline the key role sustainability and responsible business practices play in driving value for Vietnamese consumers, MNFV leaders recently spoke at a seminar organised by the UN Development Programme of Vietnam and Vietnam Japan

University in February, where they also elaborated on the brand's key Sustainability Management Strategy.