

Fuji Oil strengthens position with new entity

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Japan's Fuji Oil Group has announced the establishment of Fuji Europe Africa BV in the Netherlands as part of its mission to create the future of delicious and healthy foods. Fuji Europe Africa BV will be responsible for creating new businesses based on its portfolio of plant-based solutions, including ingredients for meat analogs and highly functional ingredients. It will also expand its European cocoa-based fillings and compounds, oils and fats business, which is based in Ghent, Belgium under the name Fuji Oil Europe, through enhancing this business's core competencies.



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As part of the Group's globalization strategy, Fuji Europe Africa BV has been tasked with being the center for regional strategy development and implementation and will play a key role in overseeing and optimizing the Group's global supply chain. Fuji Europe Africa BV will take the first steps in internationalizing Group R&D activities through enhancing co-creation with other Group companies and innovating with external partners, including Europe's leading agri-food universities, research institutes and food technology start-ups.

Fuji Europe Africa BV is also tasked to extend its activities in West Africa. The company will engage not only in ensuring a stable and sustainable supply chain for key raw materials, but with new activities including a feasibility study in Burkina Faso funded by The Japan International Cooperation Agency (JICA), the Japanese government overseas aid organization, with the aim of improving local nutrition and opportunities for women to generate income through the procurement, processing and selling of soybeans in the form of "soy meat" products. This project contributes to realizing the UN sustainability goals of "zero hunger" and "gender equality."