

Morinaga Milk Group LATEST TOPICS

2024/10/7

Celebrating Success at Vitafoods Bangkok 2024

Morinaga Nutritional Foods (Asia Pacific) is thrilled to share our recent experience at the Vitafoods Show in Bangkok, where we forged valuable connections with customers and industry leaders. As one of the largest tradeshows in Asia, Vitafoods focuses on the nutraceutical and functional food sectors, attracting over 600 exhibitors and more than 10,000 visitors, including industry professionals, innovators, and stakeholders from across the globe. This year's event was a remarkable success and proved to be highly fruitful, underscoring our commitment to growth in both global and APAC markets.

Our booth served as a dynamic platform for engaging directly with visitors from around the world while showcasing our innovative functional ingredients.



We were honoured to receive the **Sustainability Booth Design Award: Gold** from the organizers, a testament to our efforts in creating an inviting and innovative display that sets a benchmark for our

future exhibitions in the APAC region.

Additionally, our Sales & Scientific Communications personnel delivered an insightful presentation during the NutraFocus session on "LAC-Shield - Trailblazing Product Innovation with Next-Generation Biotic.", where she showcased successful examples of product innovations featuring our Postbiotic ingredient.



We had the pleasure of co-exhibiting with **Morinaga Nutritional Foods Vietnam (MNFV), formerly known as ELOVI**. This collaboration not only enhanced our outreach



to visitors with OEM packaging requests, but also emphasized our commitment to fostering partnerships that extend beyond functional ingredient supplies. Ultimately, we believe this effort will contribute to the overall growth and innovation of Morinaga Milk Industry.

Overall, the Vitafoods Show was an exceptional opportunity to highlight our initiatives, connect with our customers, and explore new avenues for collaboration. We look forward to leveraging these connections as we continue to advance our mission in the functional sector.

A heartfelt thank you to everyone who supported us at the show! We look forward to seeing you at our next event.