

ベトナム国保健分野における開発ニーズ(課題)

- 妊娠可能女性の栄養不足による子ども(5歳未満児)の発育阻害が高率である。
- 妊娠可能女性は栄養バランスのとれた食事を摂るための知識が不足し、特に低所得層は食事内容の多様性が乏しく、微量栄養摂取が低い。
- 工場勤務者には栄養不足に陥りがちな低所得層女性が多いが、企業の健康経営の取り組みが乏しい。

提案製品・サービス

提案製品: 栄養強化ミルク。1日1杯でカルシウム、鉄、亜鉛等の微量栄養素が1日所要量の概ね1/3摂取が可能となる、低所得者層にも購入しやすいように少量少額で販売する。

提案サービス: ベトナム国家栄養士による当該地域の食文化を踏まえた対面の栄養教育、AV教材、栄養ゲーム。

本事業の内容

- 契約期間: 2022年6月～2025年5月
- 対象国・地域: ベトナム国ハノイ市およびその周辺地域、ホーチミン市およびその周辺地域
- 案件概要: 提案製品・サービスの現地適合性及び優位性を検証する。対象地域の食文化を踏まえた栄養教材の現地適合化・効果検証を行い、ビジネス展開のための情報収集とビジネス展開計画策定を行う。



開発ニーズ(課題)へのアプローチ方法(ビジネスモデル)

- 現地業者を通じた提案製品の販売。
- 主な顧客は工業団地の入居企業とその女子工場労働者。
- ①工業団地入居企業を対象とした栄養を中心に据えた健康経営のセミナー、②入居企業の女性労働者を対象とした栄養に関する啓発教育の実施。

対象国に対し見込まれる成果(開発効果)

- 妊娠可能期女性の栄養改善
- 妊娠可能期女性に必要な栄養知識の普及
- 女性を雇用する企業の生産性向上、健康な労働者の確保

Development Issues Concerned in Health Sector

- Undernutrition in women of reproductive age hinders the child's development.
- Lack of knowledge of a well balanced diet, in addition to a lower income, prevents them from having diversified diet and sufficient micronutrients.
- Factory workers are mostly from low income families and prone to undernutrition while health management at the workplaces in general remains uncommitted.

Products/Technologies of the Company

- Nutrition fortified milk powder that can be hydrated into milk drink is offered in a single-serve pack with roughly one third of the daily requirement of micronutrients such as calcium, iron, and zinc at an affordable price.
- Basic nutrition education based on the local food culture is offered face-to-face by registered dietitian of the country. Audio-visual material and on-line game centring on nutrition are also to be developed.

Survey Outline

- Survey Duration: June, 2022 ~ May, 2025
- Country/Area: Vietnam/Hanoi, Ho Chi Minh, and their neighboring provinces
- Survey Overview: Effectiveness and superiority of the product and service is to be verified. Effective nutrition education materials are to be developed, taking the local food culture into consideration. A business plan is to be developed based on the survey results.



How to Approach to the Development Issues

- The product is sold to the companies in industrial parks by a local distributor.
- The product is then given away or sold to the employees by the company.
- Meiji holds a health management seminar for company managers at Industrial parks centring on nutrition and productivity to get prospective customers.
- Meiji provides food education and also promotes the product to female workers at the customer's factory.

Expected Impact in the Country

- Improved nutrition status of women of reproductive age.
- Sustainable nutrition education spreads basic knowledge for women of the age.
- Increased productivity is expected by keeping workers fit and healthy.