JETRO
Japan External Trade Organization

Agri-Food Tech Expo Asia 2024 – List of exhibitors at Japan Booth

No.	Company Name	Corporate Logo	Business Overview
1	EF Polymer K.K.		EF Polymer is a pioneering deep-tech startup focused on creating 100% organic super absorbent polymers (SAP) derived from crop residues. Our innovative, eco-friendly polymer is designed to significantly benefit the agricultural sector by helping farmers reduce production costs, particularly in water and fertilizer usage, while simultaneously boosting crop yields. Beyond agriculture, EF Polymer is expanding its impact by collaborating with companies across various industries to integrate our organic SAPs into a range of products, including personal care items, ice packs, and cosmetics.
2	endophyte Inc.		We are a startup originating from Ibaraki University, and through our world's largest library of the soil microorganism 'DSE,' we achieve high-value greening in various environments. By collaborating with partners from multiple industries, we aim to co-create new businesses in the green sector."
3	Happy Quality Co., Ltd.		Happy Quality is working to expand the unique business model and agricultural product brands based on the vision of creating a global standard from production to distribution. The world first AI irrigation system, stomatal measurement device, and VR/AR technology products are also being developed. We have also released tomato and melon products with the brand name Hapitoma and DOCTOR MELON respectively, based on our business model. Hapitoma has some characteristics, realizing functional labeling with GABA and lycopene in Japan, quality assurance by inspecting "all" products, stable production possible in all seasons.
4	Jikantechno Inc.		Our business model is to convert agricultural and food residues into industrial biomass materials. By converting residues into materials, we bring high added value to the raw materials. We aim to achieve the same price level as existing products. In addition, we can break away from petroleum- and mineral-derived existing raw materials to plant-derived materials. These contribute to reduced CFP, lower LCA scores, circular economy, and carbon neutrality.

5	Morus Inc.	Morus	Morus, a university-based startup focusing on silkworm-based food and nutrition science, addresses the global protein crisis by developing innovative ingredients. Our key product, MorSilk®, is a next-generation protein derived entirely from silkworms, offering essential amino acids and unique compounds like DNJ and silk protein that support blood sugar management and intestinal health. KAIKO®, our consumer brand, leverages MorSilk's green and earthy flavor to test market receptivity. With the opening of our Singapore branch in February 2024, we aim to expand MorSilk's applications in supplements and cosmetics, addressing preventive healthcare needs such as diabetes and hypertension solutions.
6	NEXTAGE Inc,	Going up to the NEXTAGE	NEXTAGE is an agri-tech venture focused on automated wasabi cultivation solutions, driven by the motto "Plant cultivation technology made in Japan for the world." Concerned about the decline in wasabi fields, CEO Mr. Nakamura visited the birthplace of Japan’s finest wasabi, “Mazuma,” in former Mazuma Village (now Kawamata, Inami Town, Wakayama Prefecture). Since 2019, we’ve been cultivating Mazuma wasabi to preserve and advance Japanese wasabi culture. Our aim is to ensure future generations can enjoy authentic wasabi.
7	NUProtein Co., Ltd	NUProtein	NUProtein, founded in 2016 as a Nagoya University startup, is a biotech company dedicated to producing plant-based functional proteins at a low cost. Since its establishment, NUProtein has focused on leveraging plant biotechnology to deliver high-quality, affordable proteins to meet the growing needs of the cultivated meat industry. By providing sustainable and efficient protein solutions, the company is playing a key role in supporting the development of alternative food production systems.
8	Setsuro Tech Ltd.	Setsuro Tech.	SeturoTech is a startup from Tokushima University. We are developing a research support business that utilizes genome editing technology to promote drug discovery research, and a PAGEs business that utilizes genome editing as a breeding technique for various industrial applications such as agriculture and livestock farming.

9	Sydecas Inc.	NinjaFoods	We are a texture engineering food tech startup that controls the behavior of dietary fiber extracted from konjac yam, developing technologies for binding, molding, and texture creation without relying on sugars, fats, or animal-based materials. We develop final products and mass production protocols using this technology and provide materials and protocols to other food manufacturers.
10	UNITED SILK CO., LTD.	UNITED SILK COMPANY	UNITED SILK is an innovative agri-tech in sericulture, producing cocoon, silkworm, and silk fibroin for use in food and various industries, with a focus on global export. Our production involves a massive scale operation, supported by a machine which has been successful in scaling silk production. And we specialize in extracting protein from silk cocoons. These technologies enable silk to be used in a variety of sectors.

*In alphabetical order