



Connect Through Life

SARAYA

TSSS 2024



SARAYA's Business Development in East Africa Kohei Matsuo



さあ！
手を洗って下さい
シャボネット 石鹸液



戦後の混乱の中、手洗いを通し子供たちの笑顔を守り続けてきた
After the war, we have kept children smiling through handwashing.

それが私たち **SARAYA** の原点、この思いと製品を **世界に!**
this is our origin, and we want to share this passion and our products with the world

私たち **SARAYA** は日本から世界へ！ From Japan to world !

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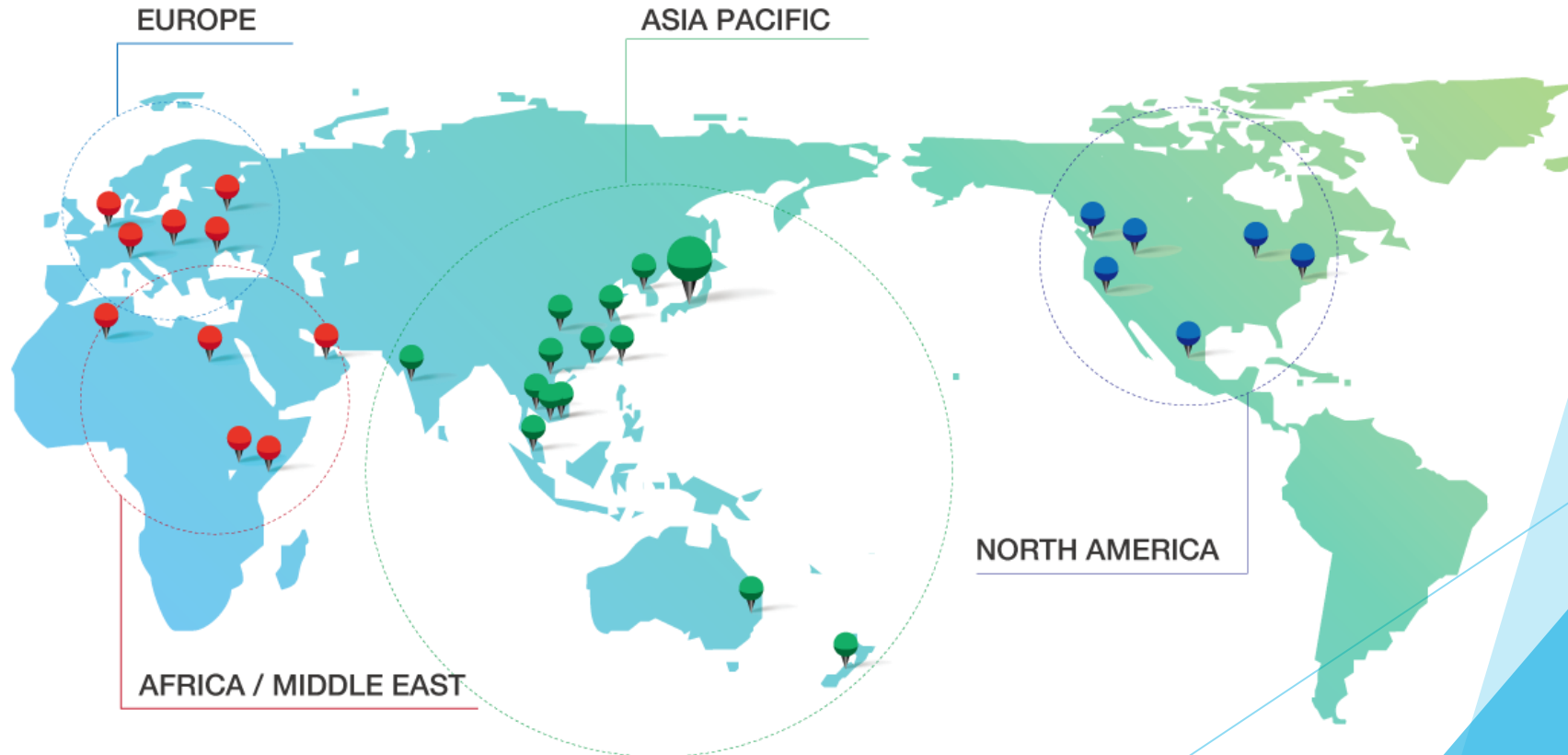
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35

Offices

19

Factories Worldwide



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ある時 **ウガンダ** に

手洗いができない子供たち がいることを知った

And at that time in **Uganda** we

heard that there were **children who**

couldn't wash their hands

ユニセフと共同でウガンダにて手洗いの重要性を広める

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Hand Washing Promotion in Uganda with UNICEF



Wash A Million hands!

Since 2010, SARAYA has been donating 1% of the sales* from household hand hygiene products to Unicef.

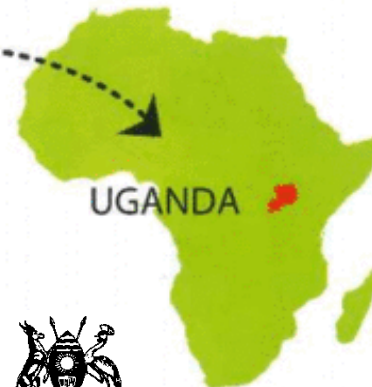
*Based on manufacturer's shipping sales.



1% of sales



National Hand Washing Campaign in Uganda



現地ローカルの業者とタッグ！

消毒用アルコールを販売する法人を設立

Local Partner for Production of Alcohol-based Hand Rub

- * Sugar Manufacturer who produce bio-ethanol from morasses.
- * Rent a space for ABHR production within their premises.



私たち **SARAYA** は

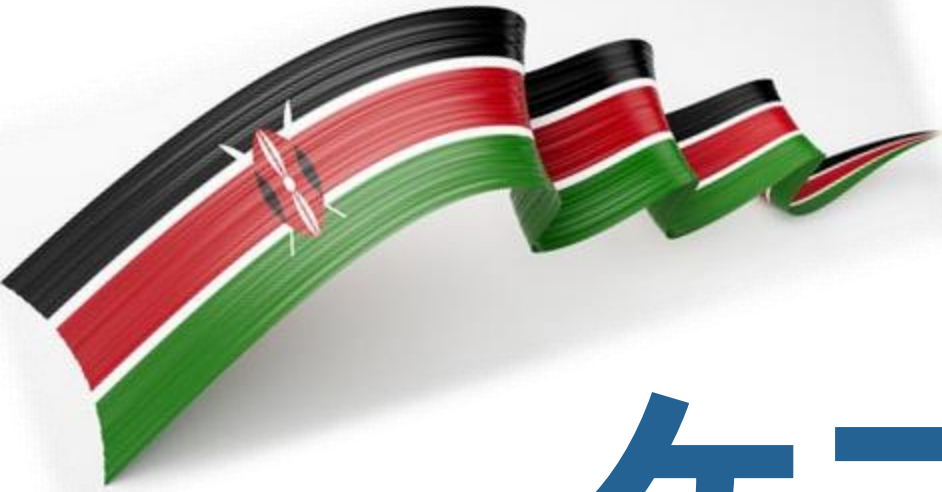
常に **社会の課題** を解決するように動いてきた。

We have always worked to solve **WHAT people needs**



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そのころ **ケニア** では...

And at that time in **Kenya**...





国連食糧農業機関 (FAO)
Food and Agriculture Organization
of the United Nations

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ケニアの食糧安全保障と栄養を改善するには 水産養殖業の大幅な成長が必要

魚はケニアにおける慢性的な栄養不足の改善に重要な役割を果たす
必須栄養素の重要な供給源。



Food and Agriculture
Organization of the
United Nations



Kenya



High aquaculture growth needed to
improve food security and nutrition

しかし現状は、ケニアの魚の一人当たり年間消費量は2.9kgで、世界平均の**1/6以下**。

(世界平均20kg、アフリカ平均9kg)

However, the current per capita fish consumption in Kenya is 4.7 kg per year,

which **is less than 20%** of the global average.

(The global average is 20 kg, while the African average is 10 kg.)



そこでケニア政府は**国を挙げて魚食消費の拡大に取り組み始める**。
The Kenyan government had started working on promoting fish consumption.

経済規模は少しずつ発達しスーパーはもちろん Connect Through Life SARAYA

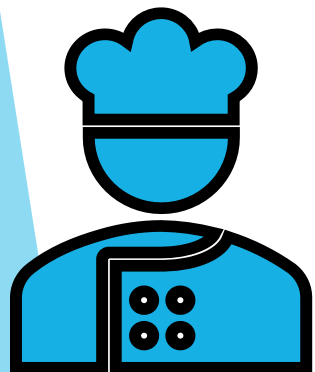
家庭にも冷凍庫が増えている。

The economy is gradually developing, and **freezers** are increasing not only in supermarkets but also in households



実際に魚の消費が進まない理由とは？

what are the actual reasons why the promotion of fish consumption has not progressed?



自分たちで調査をすると...





これが消費の現実…

衛生状態が悪い中無造作に並べられた魚は、強烈なにおいを放っていた

**This is the reality of
Consumption...**

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Fish carelessly displayed in poor hygienic conditions emitted a strong odor

ならばと！！持ち込んだのが、、、！！

IF SO, we introduced...!!

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★ RAPID FREEZER
Preserve Taste and Quality in Seconds

SARAYA ケニアのプロセスセンターにて
Food process center

凍結スピードの速さが生み出す価値

The value created by **the speed of freezing.**



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points!!



アルコールの熱伝導の良さを活かした凍結方法
methods that take advantage of the **good thermal conductivity**

凍結スピードによる**おいしさと安全性の高さ**
The high productivity due to **the speed of freezing.**

処理量が多く**ランニングコストを抑制**
High processing capacity with **reduced running costs**



サステイナブルなシーフードサプライチェーン構築のため

現地の完全陸上養殖業者とタッグ、極力フードロスのない生産体制を確立

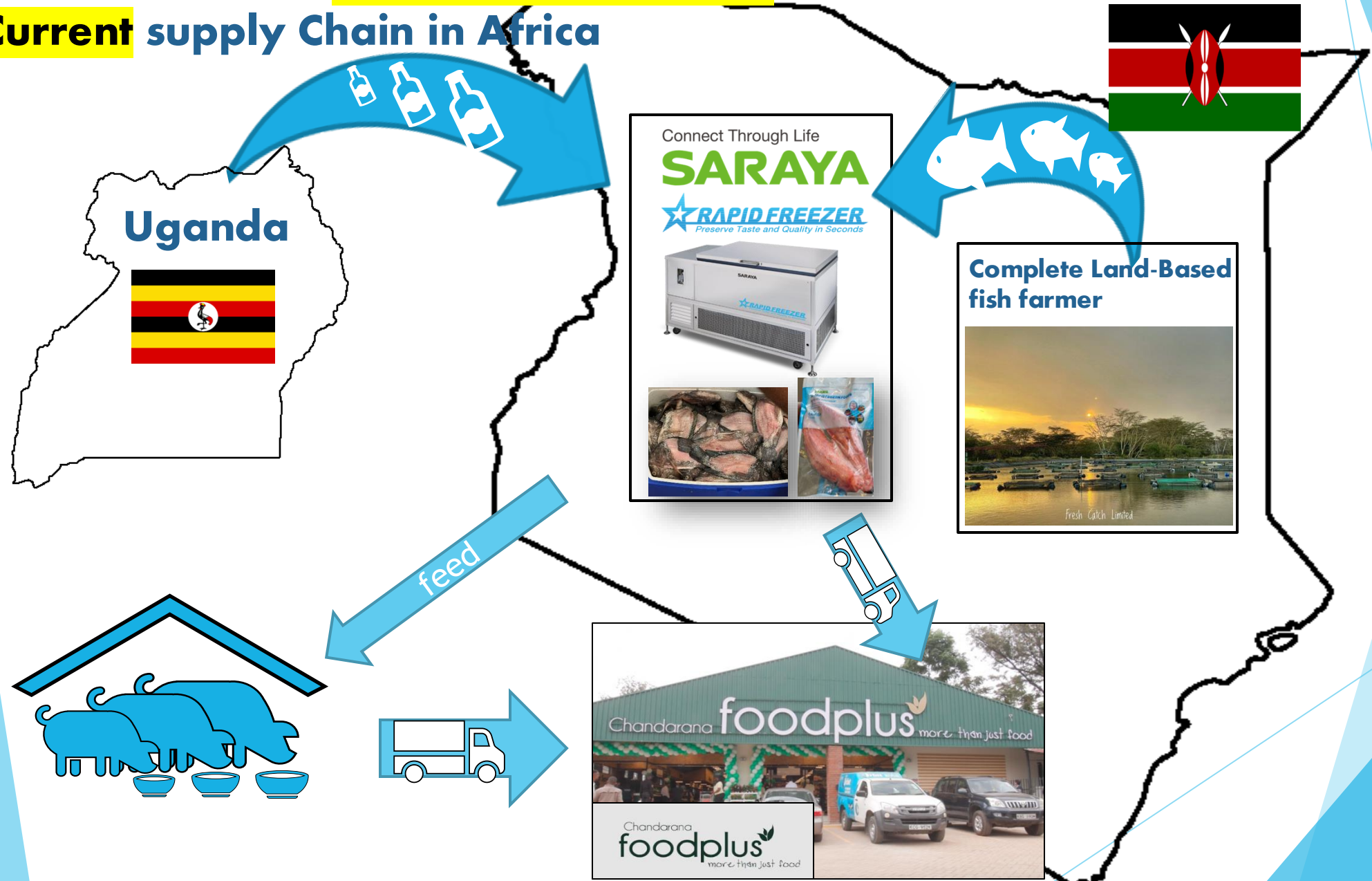
In order to **contribute to sustainability** in the local area, we are partnering with a fully land-based Fish farmer to establish a production system that minimizes losses as much as possible.



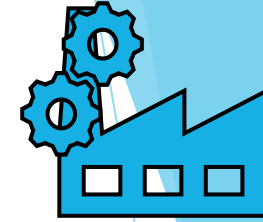
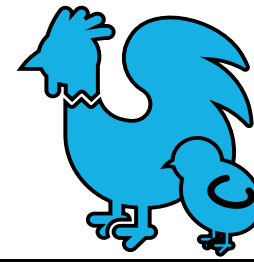
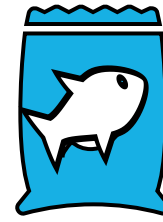


現在のアフリカでのサプライチェーン

Current supply Chain in Africa



現在取り組んでいる課題 The current challenges



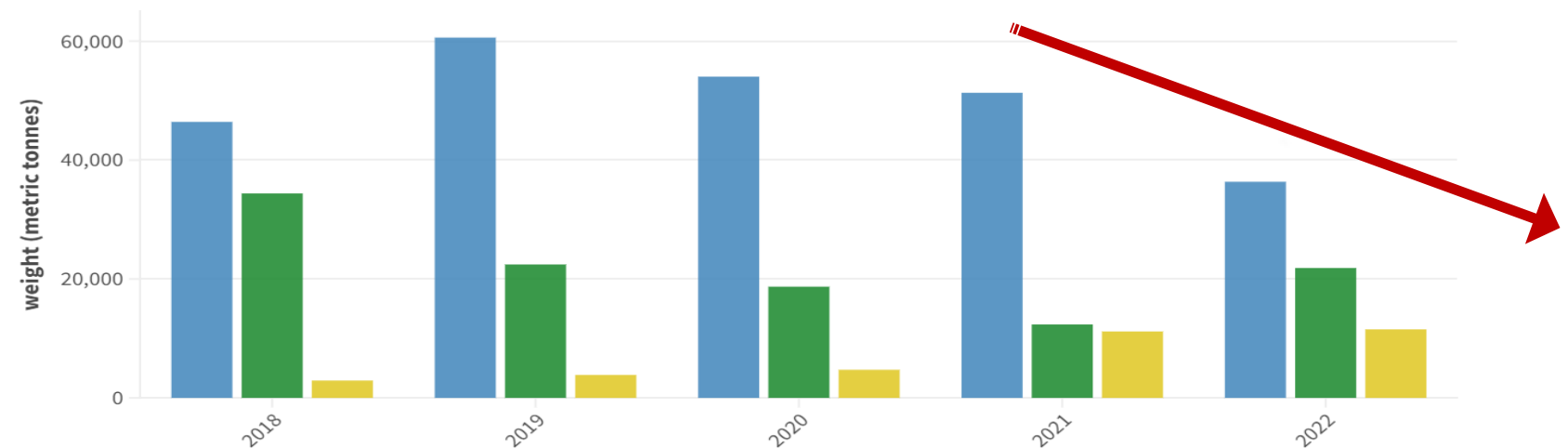
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オメナ: コイ科の小魚 **ヴィクトリア湖** で魚獲され、天日での乾燥後食用としても流通している。たんぱくスコアはよくないが、安価なたんぱく源として主に家禽向けの飼料中のたんぱく源として知られる。年々漁獲量は減少している

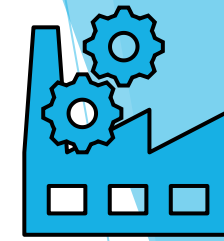
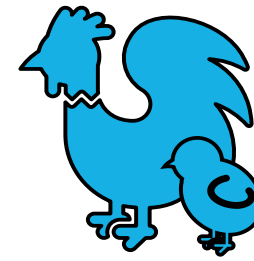
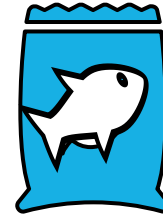


Silver cyprinid : A small cyprinid fish caught in **Lake Victoria** is distributed for consumption after being sun-dried. Although its **protein score is not high**, it is known as an inexpensive source of protein, mainly used in poultry feed. The catch has been **decreasing year by year**.

■ Silver cyprinid ■ Nile perch ■ Nile tilapia



現在取り組んでいる課題 The current challenges



そこでオメナの代替として使えないかと検討しているのが
Therefore, we are considering using our

弊社の**ティラピア加工残渣**。乾燥させ魚粉・フィッシュオイル化。現在も養豚にて使用されているが加工度を上げることで保存性利便性をあげ、工業養鶏のたんぱく源として使用できないか現地の大学と共同で研究中。“ケニアでは鶏肉の方が価格が高く、増体効率のいい餌が望まれている”

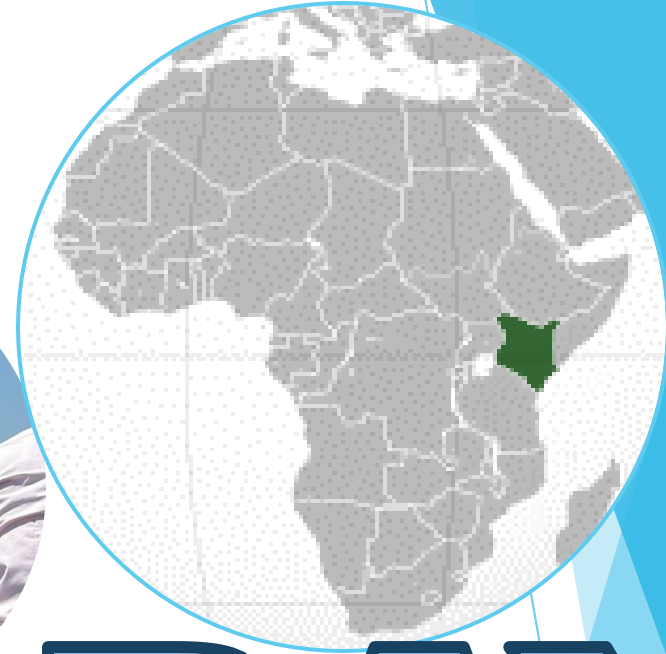
tilapia processing by-products as an **alternative** to Omena. These by-products can be dried and converted into fishmeal and fish oil. While they are currently used in pig farming, we are conducting research in collaboration with a local university to enhance the processing level to improve storage and convenience, and to explore their use as a protein source in industrial poultry farming. **In Kenya, chicken is more expensive**, and there is a demand for feed that improves weight gain efficiency.



今後の拡大計画 future expanding plan



**Thank you for
listening**



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KENNYA

