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Masafumi Hashimoto, President, AIFN

**AIFN; Japanese Industry Organization Seeks  
Overseas Companies and Organizations to Join as Global Members**

Tokyo, Japan, March 23, 2010--The Association of International Foods & Nutrition ("AIFN"), a trade organization of the dietary/food supplements based in Tokyo, Japan is pleased to announce that the organization opens the door to membership for companies, industry organizations or individuals who do not have a representative office in Japan to become Global Member.

AIFN, formerly known as NNFA Japan, and its members have been committed to pursuing a sound development of the dietary/food supplements market in Japan to ensure consumer satisfaction and quality assurance for products since 1999. And AIFN is also only one executive committee member industry from Japan in IADSA (International Alliances of Dietary/Food Supplement Associations). As a part of its missions, the organization advocates "Health GDP" theory\* for the realization of a healthy society.

A broad range of activities of AIFN includes the collaborative partnership with 2 leading U.S. trade associations; CRN-US (Council for Responsible Nutrition) and NPA (Natural Products Association). The purpose and commitment of this alliance is the deregulation of the market and realization of fundamental law of dietary/food supplements. From a global perspective, AIFN will provide its service to the members.

Global Members are entitled to receive a Japanese industry newsletter providing new products information, market news, legal and regulatory information twice a month and other optional services such as regulation advices and support of business tie-up\*\*. The annual fee for membership is \$600. For more information and application, please visit <http://www.aifn.org/en>.

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**The Association of International Foods & Nutrition (“AIFN”)** founded in 1999(formerly known as NNFA Japan), the leading association representing more than 88 companies who are involved in the dietary supplement and health food products market in Japan. AIFN's mission is to pursue a sound development of the nutritional supplement market in Japan that is built on consumer satisfaction and quality assurance for products, so that Japanese consumers can fully enjoy the benefits of being healthy

**\*“Health GDP” Theory:**

“Health GDP” is new conceptual theory advocated by AIFN, which is an indicator to see the health level of people. In order to increase the Health GDP, reduction of medical care cost is essential, and for that purpose, taking dietary/food supplements are one of the most effective ways. AIFN will precede the academic research project of Health GDP, to verify economic impact of dietary/food supplements cutting cost of medical care in Japan.

\*\*The service will start when membership reaches 20 companies.

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