



May 27, 2009

Masafumi Hashimoto, President, AIFN

**AIFN (the Association of International Food & Nutrition)**  
**New Organization and Strategy**

AIFN (the Association of International Foods & Nutrition), a trade organization of the dietary/food supplements held Annual Assembly on May 27. From global perspective, new organization name was approved, and Chairman was newly elected.

On this occasion, AIFN presented new strategies to precede recognition and understanding of dietary/food supplements as follows;

- The theory of “Health GDP” :

Major economic impact of dietary/food supplements with the related associations in US.

- Collaboration with Integrative Medicine Japan (IMJ) to promote dietary/food supplements in medical and nursery area.

**1. New organization name: AIFN (the Association of International Food & Nutrition)**

**New Chairman : Mr. John Venardos,**

**Member of the Executive Committee and Board of Directors,  
Chairman, International Trade & Market Development Committee  
of CRN, Member, Board of Directors, Chairman, International  
Committee of NPA US, Member and Company Council of IADSA,  
Member and Board of Directors of NPA China**

**\* Mr. Masafumi Hashimoto, President and Mr. Kazuo Sueki, Chief Executive Officer,  
are staying in current positions.**

<New Board Members>

Vice President (Legal): Tatsuyuki Hayashi (Cantox Health Intl.Inc.)

Vice President (International Issues):

Takeshi Takeda (Global Nutrition Group Co. Ltd.)

Vice President (Public Relations) :

Tomochika Hashiguchi (Holistic Harbology Co. Ltd)

## **2. Implementation of “Health GDP “ Theory**

“Health GDP” is a new term advocated by AIFN. It is calculated by “GDP – total loss caused by disease”. In order to increase 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.