

Infinite Opportunities

Emerging Food
Demand in Asia:

Drivers
Features
Outcomes

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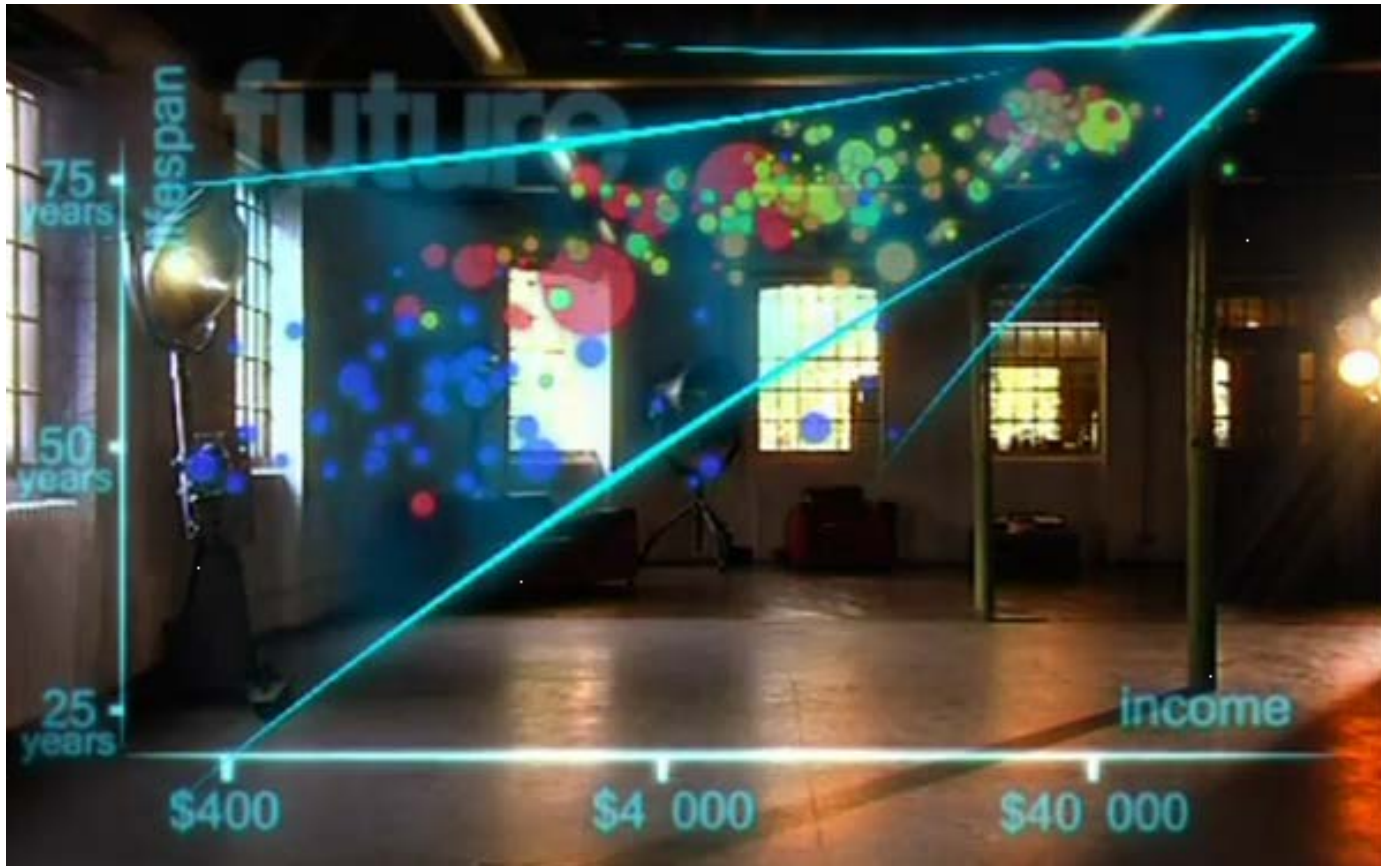
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BBC FOUR

10.30pm





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FACT: Global wealth creation is producing a global middle class.

HYPOTHESIS:

- Affluent Asian consumers will drive global demand.
- Asian norms will increasingly drive the global food system.



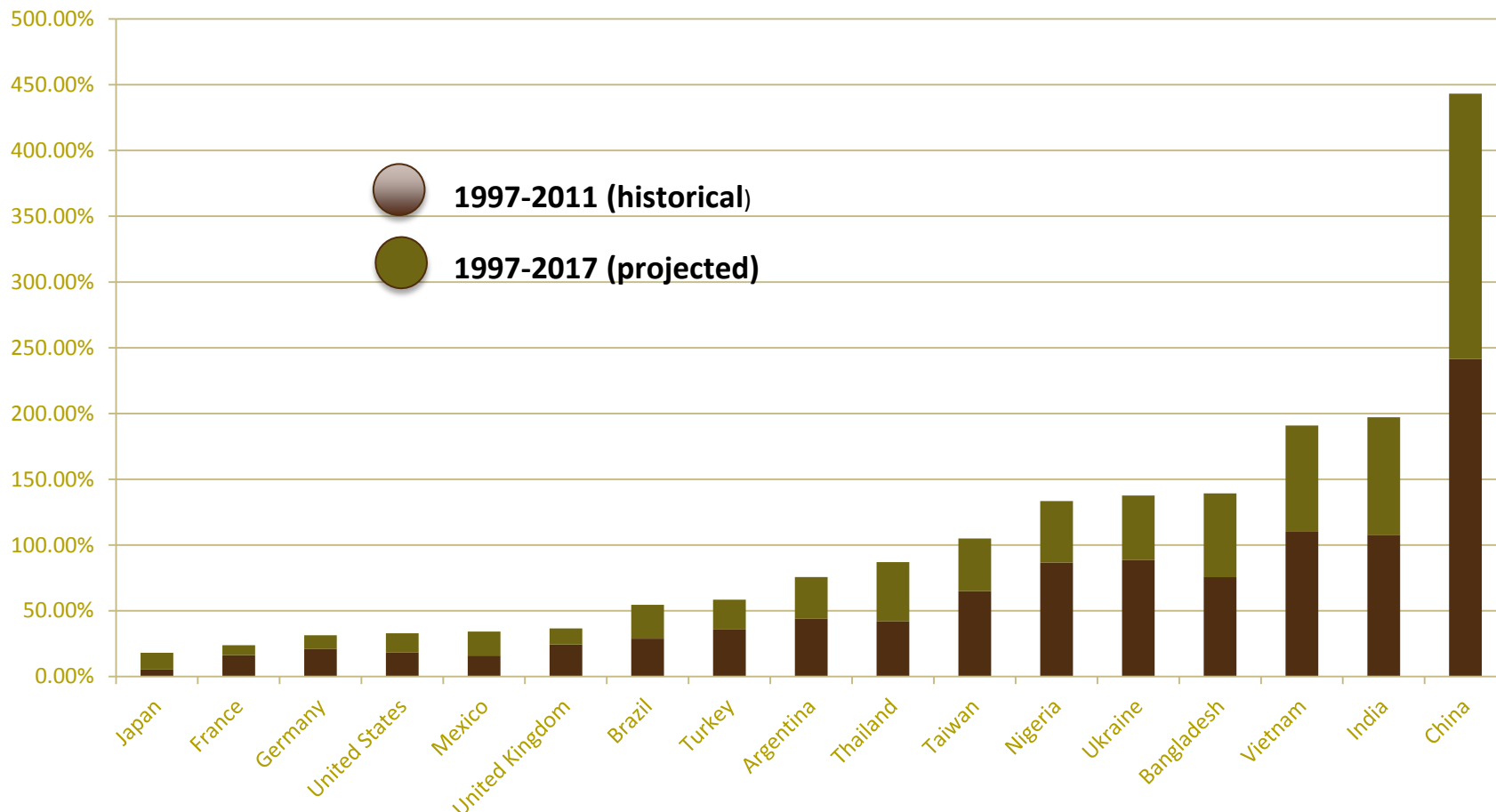
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2040

The World Today



Per Capita GDP Growth Rates 1997-2017 (IMF)





Five Research Areas

1. Food Technology/biotechnology
2. Consumer trends: Upper/Middle class Asia
3. Competition/policy/regulatory landscape
4. Agriculture/food distribution & packaging
5. Environment & resources



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Six Key Insights:

- East Asia/China a bioscience leader.
- Chinese consumers the global driver.
- “Harvesting trust:” branding as a guarantee of quality.
- Asian diet: synthesis of tradition & science.
- Food as a service: “Asia without kitchens.”
- Product differentiation; niche markets.



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Vision of Future State Requirements



Today

Few large commercial global registrants of biotech transgenic events



Future

600+ firms seeking to register transgenic and novel technology events



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Vision of Future State Requirements



Today

Compartmentalized nutrition and wellness model



Future

Integrated medical, food and genomics models that are infinite and evolve exponentially



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Vision of Future State Requirements



Today

Antiquated transportation systems



Future

A highly sophisticated modern transportation and infrastructure system



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Vision of Future State Requirements



Today

Middle class development focused on caloric increase



Future

Middle class with means to demand assured quality, variety, and consumer choice



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Thank You

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