

Session III Lecture 1

**Creating market opportunities through our European
plant-based food ecosystem**

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Summary

Fuji Oil established its Dutch subsidiary in 2018 and since then has focused on creating its own ecosystem of potential partners to enter the European plant-based food market. Realizing that opportunities are often the result of R&D collaborations, Fuji has been active in a number of networks, consortia and projects to develop trust-based relationships with potential partners. This presentation will give an overview of Fuji Oil and our strategy for Europe and our approach to creating our own ecosystem of potential partners. Some of the activities we have been involved in to create new opportunities are also explained.