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ASIA

Teijin Acquires Sales Rights to BARLEYmax in Asia

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Teijin Limited, on 23 June 2019, announced that it has reached an agreement with The Healthy Grain Pty. Limited, an Australian venture company, to acquire the exclusive sales rights in Asia to BARLEYmax® non-genetically modified barley rich in resistant starch and water-soluble dietary fibre, such as β-glucan and fructan. BARLEYmax® was developed by Australia’s national science agency, the Commonwealth Scientific and Industrial Research Organisation.



Exclusive marketing rights for non-genetically modified barley rich in resistant starch, Î²-glucan and fructan to enter Korea, China, Taiwan, Thailand, Indonesia and Singapore markets

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Teijin is a technology-driven global group offering advanced solutions in the areas of environmental value; safety, security and disaster mitigation; and demographic change and increased health consciousness. Its main fields of operation are high-performance fibres such as aramid, carbon fibres & composites, healthcare, films, resin & plastic processing, polyester fibres, products converting and IT.

Teijin, since entering into an exclusive agreement with Healthy Grain to jointly develop BARLEYmax® in Japan in 2015, has expanded domestic sales, conducted clinical trials, developed products by leveraging the special characteristics of various ingredients, and implemented marketing to improve recognition. Teijin has now acquired the exclusive sales rights in Asia and started sales where market expansion is expected, based on its judgment that further global business expansion is essential.

The agreement grants Teijin exclusive marketing rights in Korea, China, Taiwan, Thailand, Indonesia and Singapore, markets suitable for BARLEYmax® due to their local customs of eating rice as well as increasing consumption of functional cereals and rising health consciousness. Teijin initially will focus on these markets, targeting the prompt launch of products in cooperation with local companies and exporting of processed foods from Japan.

Teijin is rapidly expanding its global healthcare business to enhance the quality of life worldwide by helping people to enjoy fulfilling lives from birth to their final days.