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## AJINOMOTO CONTRIBUTES TO SPORTS NUTRITION



PHILIPPINES 2019  
 30<sup>th</sup> SEA GAMES

THE AJINOMOTO GROUP has contributed continuously to sports nutrition development in Japan since 2003 through Victory Project\*. Now, the project has expanded to Asean countries, including Malaysia. In Malaysia, a project named "Sports Nutrition Awareness Project" was introduced with the collaboration established between the Ministry of Education (MoE), Bukit Jalil Sports School (BJSS) and Ajinomoto (Malaysia) Bhd (AMB).

The project was soft-launched at BJSS, witnessed by MoE Sports, Co-curricular and Arts Division deputy director Suhaimi Sun Abdullah, BJSS principal Ithnin Mahadi and AMB chief executive officer and managing director Naoko Yamamoto.

The project aims to educate and increase awareness among student athletes on the importance of nutrition through sports nutrition



SPORTS NUTRITION AWARENESS PROJECT 2019/2020

In collaboration with:  
 BUKIT JALIL SPORTS SCHOOL | MINISTRY OF EDUCATION MALAYSIA | AJINOMOTO (MALAYSIA) BERHAD

■ The VIPs: Ministry of Education Sports, Co-curricular and Arts Division deputy director Suhaimi Sun Abdullah (front row, centre), Bukit Jalil Sports School (BJSS) principal (front row, third from right), Ajinomoto (Malaysia) Bhd (AMB) chief executive officer and managing director Naoko Yamamoto (front row, third from left) with AMB top management.



■ A group photo of VIPs, BJSS teachers and student athletes.



■ BJSS student athletes enjoying nutritionally balanced lunch sets.

education talks, balanced set lunch servings and information sharing through posters and digital portals. One of the key messages of this project is to educate student athletes on the objective of healthy eating and to instill balanced dietary habits in them.

In line with the Victory Project, the ultimate goal of "Sports Nutrition Awareness Project" is not only contributing to the wellbeing of student athletes, but also all Malaysians.

The Ajinomoto Group is a global manufacturer of high-quality amino acid based products and has contributed to food, health and nutrition through cutting-edge technology in aminoscience.

With its tremendous success results, Ajinomoto Japan has expanded nutrition supports by sponsoring the global sports events such as the 2016 Rio Olympic Games in Brazil, the 2017 SEA Games and the Asean Para Games in Malaysia, current SEA Games and the Asean Para Games in Philippines, as well as the upcoming 2020 Tokyo Olympic Games in Japan.

**\*Victory Project:** Support activities including guidance on sports nutrition and amino acid conditioning for top athletes at international tournaments.