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SPORTS NUTRITION AWARENESS PROJECT

AJINOMOTO (Malaysia) Berhad (AMB) continues its initiative of the "Sports Nutrition Awareness Project" in Malaysia Pahang Sports School (SSMP) as part of the Ajinomoto Group Creating Shared Value (ASV) in promoting the health and well-being of student athletes.

The project has recently launched and was officiated by Cyril Christopher Singham, Deputy Director of the Student Development & School Management Sector, Sport, Art and Co-Curricular Division, Education Ministry, together with Tomoharu Abe, AMB's Chief Executive Officer/Managing Director.

"I sincerely hope AMB's speciality and experience in sports nutrition are

able to further enhance the knowledge of SSMP's student athletes on balanced nutritious diet as well as their wellbeing along the journey in achieving VICTORY!" - said Abe.

The project was running smoothly with unwavering support from the Education Ministry since its permission to AMB to kick-start the first project in Bukit Jalil Sports School back in 2019. Throughout the programme in SSMP, about 400 student athletes were educated on sports nutrition through health talks, Winning Meals Kachimeshi serving and an information corner set up by AMB.

AMB will continue to support and contribute to the betterment of

Malaysian sportsmanship in achieving VICTORY by "Eat Well, Live Well".

Today, AMB has a range of retail products under the brand names AJI-NO-MOTO, Rasa Sifu, SERI-AJI, AJI-SHIO, TUMIX, aminoVITAL, PAL SWEET, etc., as well as industrial products for both local and export markets.

AMB has since grown into a dynamic and responsible food and seasoning manufacturer, that is trusted by Malaysians for decades. In the future, AMB aims to be a "Global Customer-Centric Halal Food Company" to contribute in resolving people's food and health issues through our specialties and innovative solutions. For more info, visit:

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