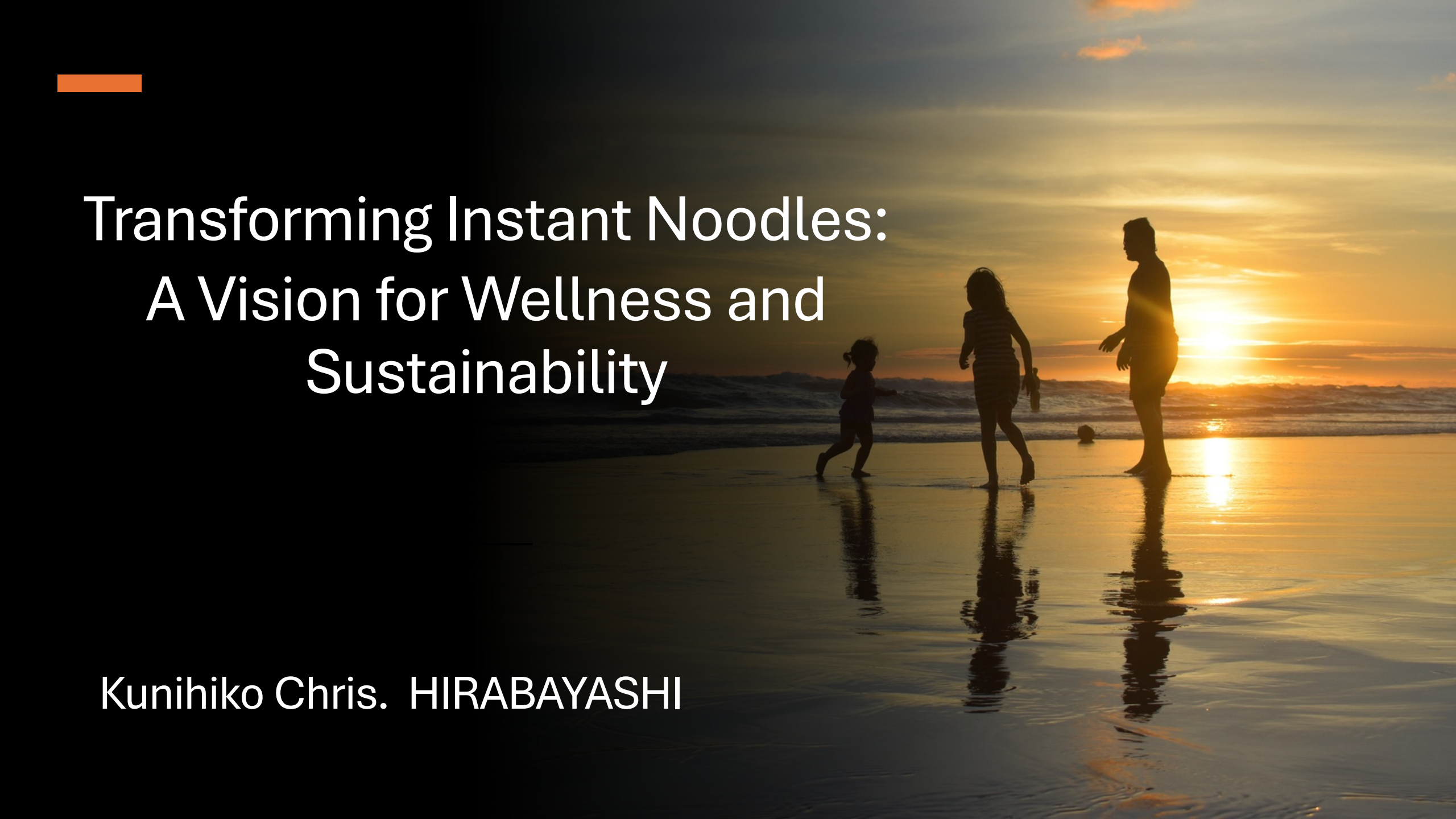




# Keynote Speech

A photograph of a family of three (a child, a woman, and a man) walking along a beach at sunset. The sun is low on the horizon, creating a bright orange glow and long, dark silhouettes of the people. The wet sand reflects the light from the sun. In the top left corner, there is a small orange horizontal bar.

# Transforming Instant Noodles: A Vision for Wellness and Sustainability

Kunihiko Chris. HIRABAYASHI



A young woman with dark hair and glasses is smiling broadly while eating instant noodles from a white cup. She is using wooden chopsticks to lift a portion of the noodles. She is wearing a plaid shirt with orange, blue, and white patterns. The setting is a kitchen with wooden cabinets and a stove in the background. A laptop and a white mug are on the table in front of her. The lighting is warm and focused on her.

# The Growing Role of Instant Noodles





# The Wellness Economy – A Global Force:



# GLOBAL WELLNESS ECONOMY: \$6.3 trillion in 2023

## \$9 trillion by 2028



Note: Numbers do not add due to overlap in sectors.  
Source: Global Wellness Institute



GLOBAL WELLNESS  
INSTITUTE™



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# Why Instant Noodles Must Lead in Wellness:







A Shift from Junk  
Food to  
Beneficial Food:



# Embracing FoodTec for Healthier Noodles:







**Sustainability – The Heart of Future Innovation on Green Economy:**

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World Instant Noodles  
Association



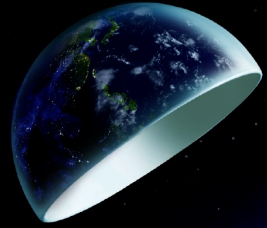
**The Role of WINA Members in Driving Change:**



The image shows two people running on a beach at sunset. They are silhouetted against a bright orange and yellow sky. The person on the left is running towards the right, with their arms raised in a celebratory gesture. The person on the right is also running towards the right, carrying a child on their back. The beach is wet, reflecting the colors of the sunset. The text "A Vision for the Future: WINA 4P<sup>2</sup>" is overlaid in white, bold font across the middle of the image.

# A Vision for the Future: WINA 4P<sup>2</sup>





- **W:** Wellness for All
- **I:** Inclusivity in Economy
- **N:** Nurturing the Planet
- **A:** Accountability and Innovation
- **4P<sup>2</sup>** – For People and Planet



Image: DW

<https://www.dw.com/en/mindanao-conflict-uproots-tens-of-thousands/a-18330640>

PHILIPPINEN

Mindanao



Source: <https://richardlangworth.com/v-sign>







Unity



WELCOME AND MABUHAY

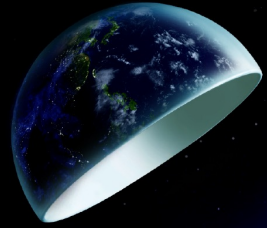
MS. TETSUKO KUROYANAGI - UNICEF

JAPAN GOODWILL AMBASSADRESS

PARTY

JUNE 4, 2011





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THANK YOU!

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