

Why not introduce

# WAGASHI

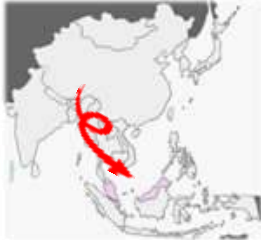
to Malaysia

Osaka Prefectural Kitano High School

2640

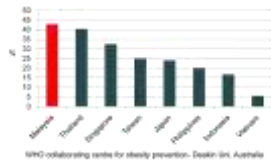
## Malaysia

- ✓ Pro-Japanese nation
- ✓ Islamic country



Tropical climate

Adult prevalence in some Asian Countries (overweight + obesity)



WHO collaborating centers for obesity prevention, Deakin Univ, Australia

## Plan

WAGASHI



Nerikiri



## Kueh Lapis

- ✓ traditionally eaten
- ✓ typical Malaysian food
- ✓ colorful & sweet
- ✓ contains much fat

**!** Health problems



## Nerikiri

- ✓ Colorful
- ✓ Sweet
- ✓ Nutrition value◎
- ✓ less fat



Malaysian people's response ◎



**Nerikiri perfectly suits the Malaysian market!!**

	Nerikiri	Kueh Lapis
Calories	264 kcal	673 kcal
Protein	5.3 g	55.0 g
Total Carbs	60.1 g	62.3 g
Total Fats	0.3 g	21.7 g
Dietary Fiber	3.6 g	2.8 g

## In exporting -Halal-

- ✓ Halal : Islamic food restriction
- <ex...X Pork X Bacon X Alcohol>



[We must adapt our recipes accordingly]



## Q.How to sell Nerikiri?

- ✓ Social media

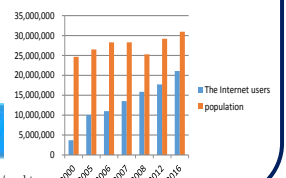
high utilization rate

Put an advertisement on Social media



<http://www.internetworldstats.com/asia/mv.htm>

The change of the number of internet users in Malaysia.



## Issue

- ✓ Adapting the recipes to Halal
- ✓ How to preserve the food in the heat?

Nerikiri : frozen ◎

↳ how to keep it after defrosting it.