

Creating customer-centric solutions to lifestyle and health issues and hence realizing ASV

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2004 Joined S.A. Ajinomoto OmniChem N.V. (Belgium)
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Setting common goals for realizing ASV

My values closely align with ASV in terms of using our business to help people live healthier lives. Our new vision crystallizes what we are doing and what our objectives are. Our products are the end results of that vision. For the Ajinomoto Group to continue making forward progress, we need to first focus on creating value for customers and then construct our business from there.

The AminoScience Division has set five common objectives to realize and deepen ASV. These are to increase the value we provide to our customers, develop our talent and teams, create trust, improve for the future, and deliver results. All employees should have fully aligned and detailed goals to aim for. My role as a leader is not

only to set the direction, but to be fully supportive of our people and create a workplace where they can perform to their best. We do this using three main platforms. The first is committing to a customer-obsessed focus. We are improving our OE and DX so we can focus on both customer needs and optimizing our resources, and this provides the foundation for concentrating on producing value for the customer. The second platform is creating a workplace in which we all can thrive, and the third is developing our people to become “fit for the future” global talent. These platforms encourage all of our employees to take the initiative for personal growth and fully engage ASV.

Integrating food and AminoScience for new added value

I see providing solutions for health issues and for an aging population as a business growth opportunity. We are pursuing opportunities by improving our production processes and through innovative technologies and DX to become faster at proposing solutions for customers. With the spread of COVID-19 tightening supply in virtually all industries, customers are recognizing the value of a reliable source. Supplier sustainability will likely be even more important in the post-COVID-19 world. We will show that we are a product supplier that also provides the added value of solutions that reach beyond BtoB to our customers' customers.

Linking our operations with the Food Products Division will be key. Combining the food and

AminoScience businesses can produce health products like supplements, but also add value to our customers' food products. For example, our BtoB customers are using amino acid compounds in efforts related to physical and cognitive functions. We are also developing medical foods for people with specific conditions, such as phenylketonuria or protein allergies.

We will strengthen the collaboration between the direct marketing business of the AminoScience Division and the E-commerce group of the Food Products Division to provide more attractive services. In April 2020, we even moved our offices beside each other because I believe that working as One Team will lead to new business opportunities.