

Jun 23, 2023

Sojitz Corporation

Sojitz Enters Instant Noodle Manufacturing and Sales Business in Kenya
– Aiming for 20% Market Share in East Africa –

Sojitz Corporation ("Sojitz") and Kapa Oil Refineries Limited ("KOR"), a leading manufacturer of oil products and consumer goods in Kenya, have together established a joint venture company, Kapa Foods Innovations Limited, to develop an instant noodle manufacturing and sales business targeting Kenya and the East African region. The first instant noodles developed through this project will be chicken flavored as chicken is the most popular flavor in the East African region, and the product will be sold in Kenya starting from this month.

The East African region continues to enjoy one of the highest economic growth rates in Africa, with an average real GDP growth rate of approximately 4.4% in 2022 and 5.1% expected in 2023, and further market expansion is expected in the future.

The instant noodle market is also growing at an average of 20% to 30% every year against the backdrop of rising income levels and changing lifestyles, and the market size has grown to \$37 million in 2022.

In this project, Thai President Foods Public Company Limited ("TPF"), the largest manufacturer and seller of instant noodles in Thailand, will be the technical partner and provide guidance on manufacturing technology and quality control. TPF is recognized for its strength in developing a variety of recipes tailored to the tastes of each country and will provide support with development of new products.

In addition, by leveraging the sales channels that KOR has established in the East African region and Sojitz's experience in building an integrated value chain from manufacturing to sales in the global market centered on Vietnam, the two companies aim to capture a 20% share of the East African instant noodle market by 2026.

The soon-to-be-released instant noodle product, “nala,”* was developed based on preliminary market research in order to create a product that meets the preferences of local consumers. In Kenya, many consumers have the habit of eating their noodles after discarding the broth. Nala is made with a rich broth so the noodles remain flavorful even after the broth is discarded. Nala noodles also boast a chewy texture that can be enjoyed even by consumers living in high altitude regions with low boiling points.

In the future, we aim to contribute to the development of the local food and consumer goods industries as well as to the enrichment of consumers' lives through the establishment of a value chain by entering not only the instant noodle business but new food manufacturing, distribution, and retail businesses in the East African region and Africa as a whole, where lifestyles, including dietary habits, are expected to diversify along with economic growth.



[Product package]



[A taste testing for nala instant noodles in Kenya]

* "nala" means "gift " in Swahili.

[Related Information]

[Company Overview – Kapa Foods Innovations Limited]

Established	2023
Head Office	Mombasa Road, Building: Kapa Oil Refineries Premises Mombasa Road, Nairobi, Kenya
Main Business	Manufacture and sale of instant noodles

[Company Overview – Kapa Oil Refineries Limited]

Established	1968
Head Office	Mombasa Road, Building: Kapa Oil Refineries Premises Mombasa Road, Nairobi, Kenya
Main Business	Merchandise manufacturer of vegetable oil, margarine, detergent/soap, paper products, etc.

[Company Overview – Thai President Foods Public Company Limited]

Established	1972
Head Office	304 TF Bldg., Srinakarin Rd., Huamark, Bangkok, Bangkok 10240, Kingdom of Thailand
Main Business	Manufacture of instant noodles

[For questions, contact:]

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