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PaperTitle **The Eastern Influence**

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ABSTRACT

Japan has led the world for decades in cars and consumer electronics. Today there is a noticeable Japanese health and nutrition influence spreading into the Western food industry. Functional foods were conceived in Japan in the 1980's, and today Japan remains the leader in functional foods and beverages, regulated by a unique regulatory environment termed FOSHU. Sales of functional food products in Japan are overwhelmingly high in the area of wellness, of which gut health is the largest segment. Weight loss products are the second biggest FOSHU category in Japan with green tea emerging as an all important ingredient.

The business of food, nutrition and health as we know it today had its origins in Japan and Japanese food concepts are influencing many aspects of our market. Wise companies should engage in this trend to find healthy Eastern innovations that may well