

**Invitation to Speak –
SUN Business Network (SBN) & Nutrition Japan Public Private Platform (NJPPP) Webinar
*Engaging Private Sector to Improve Nutrition***

Dear [name],

We are pleased to invite you to an upcoming webinar hosted by the SUN Business Network and the Nutrition Japan Public Private Platform, on the topic of engaging private sector to improve nutrition. The webinar will be held on *Wednesday 31st January 2024, from 4:00 – 5:30pm (JPT) / 8:00 – 9:30am (CET)*.

The [SUN Business Network \(SBN\)](#) is the key platform for engaging business around nutrition within the Scaling Up Nutrition (SUN) Movement, a 65-country movement of national governments that have made commitments to scale up nutrition efforts within their countries. The SUN Business Network seeks to mobilise business, both large and small, to increase investments in nutrition across their corporate portfolios.

The [Nutrition Japan Public Private Platform \(NJPPP\)](#) was established by the Government of Japan in 2016 to promote public-private partnerships with the aim of strengthening global nutrition improvement efforts. The NJPPP works with the Ministry of Agriculture, Forestry and Fisheries (MAFF) and relevant overseas organisations to build sustainable nutrition improvement business models, particularly in Asia.

To strengthen the connection between these two organisations and fulfill their common mandate of reducing malnutrition among vulnerable populations in SUN Countries, SBN and NJPPP entered into a strategic partnership in May 2023.

This webinar will be the first joint event and will aim to:

- Share information on the activities of national SBNs in Asia, so that participants gain a better understanding of the needs of national SBNs and their members;
- Introduce NJPPP's mandate and their nutrition improvement projects, including highlighting the expertise of Japanese companies and exploring potential collaboration opportunities;
- Promote networking opportunities between both private sector networks by enhancing mutual understanding of joint priorities and areas of work.

We hope you can join us for this webinar and we look forward to leveraging this opportunity to share experiences and advocate for greater private sector investment towards nutrition improvement.

Kind regards,

Nutrition Japan Public Private Platform

SUN Business Network