



Izumo Mitsuru, President, Co-Founder Euglena

Euglena Co., Ltd., the world's first biotechnology company that succeeded in the outdoor mass cultivation of microalgae *Euglena* for food use.

In 1998 when Izumo was a student of the University of Tokyo, Izumo visited Bangladesh to participate in an internship program at Grameen Bank and met Professor Muhammad Yunus. This experience motivated him to contribute to solving world-wide hunger and malnutrition problems, and he determined to achieve the mission by offering nutrient-rich microalgae, *Euglena*. In 2005, Izumo founded Company and succeeded in the outdoor mass cultivation of *Euglena* first in the world. Since then, Company has steadily grown by offering *Euglena* based functional food products and now established US\$100 million *Euglena* market in Japan. With this success, Company launched “euglena GENKI program” in April 2014 which distributes *Euglena* nutrition biscuits to children in Bangladesh, as a first step to achieve his mission.