



Japanese Food Processing Company Ninzia Establishes U.S. Headquarters in Portland, Oregon

PORTLAND, Ore., July 10, 2026 — The Japanese food tech company Ninzia has established its U.S. headquarters in Portland, Oregon. Ninzia came to Portland in September 2025 and participated in JASO's delegation visitation management (DVM) program. DVM creates itineraries for Japanese companies to explore and learn about Oregon's business ecosystem in their chosen industry sector, and introduces business to local support agencies and partners. DVM was created in partnership with the State of Oregon, Port of Portland, Prosper Portland and Travel Portland.

Along with local support partners including Oregon State University's Food Innovation Center and local business Oyatsupan Bakery, Ninzia quickly established a relationship with the regional economic agency, Greater Portland Inc. Since that time, Ninzia determined to become the first Japanese company to use GPI's soft land program, built to support early entry international companies into the US marketplace.

Nick Triska, Head of Business Development at GPI states "GPI's *Soft Land Portland* was built to complement the work of organizations including JASO in strengthening Oregon's economic ties with Japan, and Ninzia's arrival shows what that collaboration delivers. We're delighted to welcome Mr. Yoritama and his team to Greater Portland."

Masa Yoritama, owner and principal at Ninzia, states "Ninzia is a biotech startup that controls the properties of konjac fiber to create innovative textures and functions for next-generation foods. Right now we are tackling global health issues such as diabetes and gut health. The US has a rich food diversity, but also faces serious health challenges. Oregon offers an incredible supply chain for food and raw materials, and Portland has a unique and thriving food culture. Those are the reasons we chose Portland and Oregon."

JASO is a 501(c)(3) organization with the mission to support business and develop community by strengthening the US-Japan relationship. JASO is volunteer-driven with programs across business, economic development, education, culture, women's leadership, and young professionals. For more info on JASO or our DVM program, go to jaso.org. For other details, contact gmmorris@jaso.org.