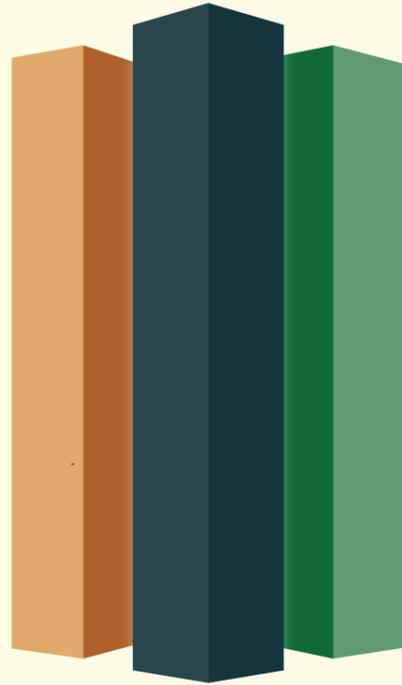


*U.S. Identity Preserved Soy in Developing and Emerging
Markets: Lessons and Opportunities*

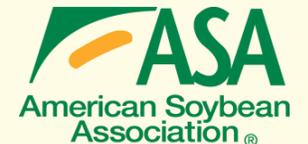
WISHH Asia Division
March 23, 2026



Three Pillars: Trade, Development and Food Security



Trade. Development. Food Security.

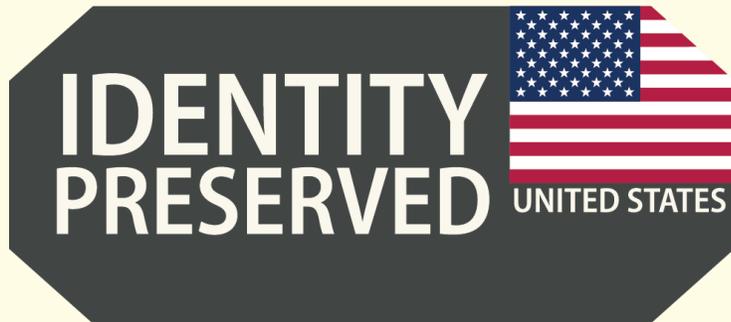


WISHH Programs and Activities

- In-Country or Regional Representatives
- Technical Experts
- Immersion Training
- Trade Teams – Live and Virtual
- Trade Lead Facilitation



Leveraging partnerships to meet with the protein needs of 8 billion consumers.



DIVERSIFIED STRATEGIC PARTNERSHIPS

Recent Event Highlight: Trade Opportunity Preview Summit (TOPS) Taiwan October 2025

Concept:

Soy food market leaders from Cambodia, Myanmar, and Sri Lanka visited Taiwan, a market with a more developed soy food value chain.

Program:

Participants visited both a soy food plant and equipment manufacturer, attended a seminar that included speakers from USIPA, NCI, USSEC, and more, which was followed by one-on-one meetings for participants with the expert speakers, and then a visit to see local supermarkets' products and marketing.



Faces and Voices of New IP U.S. Soy Markets



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Sri Lankan Soy Foods Market



What are the key opportunities for IP U.S. soy in Sri Lanka?

Segment	Primary Ingredient	Estimated Annual Volume
Cereal Blends	Whole Soybeans	5,000 MT

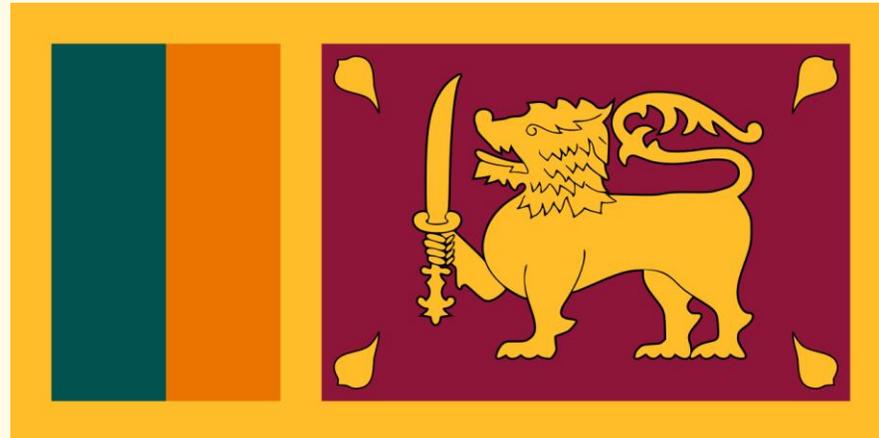


Sri Lanka: New Market Opportunity

The next growth frontier in Sri Lanka is the food sector.

- Identity Preserved soybeans will not compete in volume with feed soy, but will create high-value food industries, plant protein products, nutrition foods, and export-oriented food manufacturing.
- Therefore, Identity Preserved soybean should be considered not just as a commodity, but as a strategic ingredient for Sri Lanka's future food industry and nutrition security.

What are the key opportunities for IP U.S. soy in Sri Lanka?



Cambodian Soy Foods Market



What are the key opportunities for IP U.S. soy in Cambodia?

Segment	Primary Ingredient	Estimated Annual Volume
Tofu/bean curd	Whole Soybeans	8,000 – 10,000 MT
Soy milk	Whole Soybeans	5,000 – 8,000 MT
Soy Sauce	Whole Soybeans	300-600MT

Burmese Soy Foods Market



What are the key opportunities for IP U.S. soy in Myanmar?

Segment	Primary Ingredient	Estimated Annual Volume
Tofu and Soymilk	Whole Soybeans	14,153 MT
Other Production	Whole Soybeans	1,000 MT



WISHH Contact Information

For more information, visit wishh.org

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Thank you

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