

# Japan Health



By Informa Markets

**25**<sub>(Wed)</sub>-**27**<sub>(Fri)</sub> **June, 2025** | Live in-person  
**INTEX OSAKA**



## About Japan Health

- An international trade fair where healthcare experts present their advanced technologies and medical services to the world.
- We aim to boost and enhance the competitiveness of the Japanese medical community and the healthcare industry.
- Japan Health is coinciding with the run of "EXPO 2025 Osaka, Kansai, Japan" with the theme of "Designing Future Society For Our Lives."

## Japan's Medical Device Market Insights

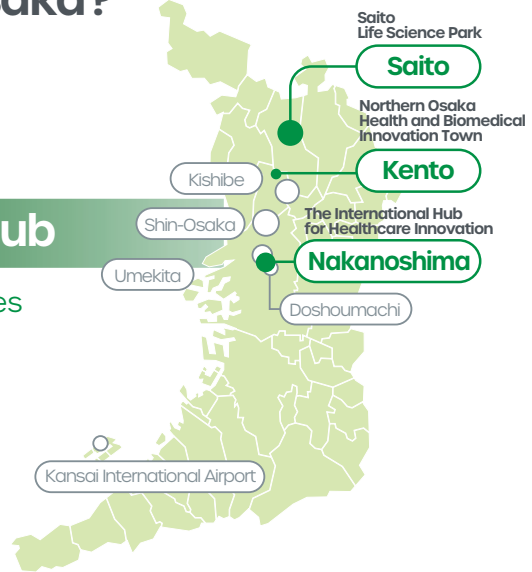
- Japan is the 4th largest medical device market in the world
  - Japan has the 2nd most hospitals in the world
  - The market is growing at a CAGR of 5.5% from 2022 to 2027
  - The market size was valued at USD 43.86 Billion in 2022 and expected to reach USD 94.23 Billion by 2032
  - About 50% of medical devices in Japan are imported
  - Healthcare industry is one of the top priority sectors for the economic growth strategy of Japanese government
  - Historically, Japan has paid the highest prices in the world for advanced medical technology
  - Government looking to sign free trade agreements (FTAs)
  - New Comprehensive and Progressive Agreement for Trans-Pacific Partnership to bring market opportunities
  - Expanding elderly population with increased healthcare needs
- ➔ **As a technologically advanced nation with an aging population and a focus on healthcare innovation, Japan offers significant opportunities for international manufacturers and startups**

## Why Osaka?

# [ O S A K A ]

## A world-class healthcare hub

Osaka's history as a city for medicine dates back nearly 400 years. Along with many cutting-edge medical and life science research institutions, Expo 2025 is coming to Osaka under the theme of "Designing Future Society for Our Lives."



### The International Hub for Healthcare Innovation

Osaka Prefecture is opening "The International Hub for Healthcare Innovation" in Spring 2024. The aim is to drive the industrialization of cutting-edge "Healthcare Innovation," focusing on regenerative medicine-based industries that can swiftly adapt to advancements in future healthcare technologies, such as genomic medicine, AI, and the utilization of IoT. The initiative also seeks to make global contributions by offering "Healthcare Innovation" to patients in Japan and around the world.



### Northern Osaka Health and Biomedical Innovation Town (A.K.A KENTO)

In KENTO (approx.30ha), a hub for health and medical innovation is being formed, embracing the National Cerebral and Cardiovascular Center (NCVC) and the National Institute of Health and Nutrition (NHN) to be relocated from Tokyo as its core, KENTO which is in proximity to city center of Osaka and Shin-Osaka, Shinkansen(Bullet train) station offers excellent transportation access.



### Saito Life Science Park

Founded in 2004, Saito Life Science Park, which is the symbol zone of Saito. Is a major hub of facilities having research and technology development functions in life sciences, including biotechnology and pharmaceuticals and associated facilities.

## Supporting Organization (Tentative)

- Cabinet Secretariat ● Digital Agency ● Ministry of Education, Culture, Sports, Science and Technology
  - Ministry of Health, Labour and Welfare ● Ministry of Economy, Trade and Industry
- Ministry of the Environment ● Japan Medical Association ● Japanese Association of Medical Sciences
  - Japan Nurses Association ● Japan Association for the 2025 International Exposition
- Japan Federation of Medical Devices Association(JFMDA) ● Japan External Trade Organization (JETRO)
  - Japan Agency for Medical Research and Development (AMED)

Others



## Product Sectors

### Medical Equipment & Devices

- Imaging & Diagnostics
- Therapeutic
- Endoscopes
- Dental
- Respiratory & Life Support
- Surgical Instruments
- Robotics
- Aesthetics
- Others

### Laboratory

- Laboratory Equipment
- Diagnostic Tests
- Reagents & Chemicals
- Sterilisation
- Others

### Orthopedic & Physiotherapy

- Rehabilitation
- Compression Devices
- Orthopedic Devices & Equipment
- Patient Transfer / Mobility
- Others

### Digital Health

- AI & Big Data
- IT Solutions
- IT Systems
- Others

### Healthcare & General Services

- Country Pavilion
- Local Government / Association Pavilion
- Hospitals/Medical institution
- Research institution
- Investment organization
- Others

### Wellness & Prevention

- Preventive & post-diagnostic treatments
- Pharmaceuticals
- Diet & Beauty
- Anti-aging
- Others

### Disposables & Consumer Goods

- Hygiene & Protective Equipment
- Wound Care
- Sustainability
- Others

### Design & Manufacture of Medical Device

- Medical OEM•ODM
- Electronic Components & Materials
- Plastic
- Metal & Tool
- AI/VR/Wearable
- Security
- Medical Robot & Mechatronics
- Medical Packaging/Sterilization/Disposable
- Healthcare-related companies
- Others

## Who Attends?



### Dealer / Distributor

C level / Owner, Sales Manager

Building personal and brand reputation to secure exclusive distribution rights or attract new manufacturers/principles.



### Leadership

Healthcare Leader / Super Leader Government Leader

Best clinical outcomes investment & cost control. Ensuring their facility and country is viewed as a global leader in healthcare.



### Management of Hospitals / Clinics

Purchasing Manager General & Senior Management

Ensuring the hospital/clinic is delivering the best results. Maximising the use of procurement budget



### Technologist

Keeping up-to-date with the latest advancements in healthcare tech and navigating its challenges.



### Senior / Junior Clinician

Staying up-to-date with the latest healthcare innovations and products that impact their roles.



### Investor

Seeking potential business partners and start-ups for new business opportunities and ventures.

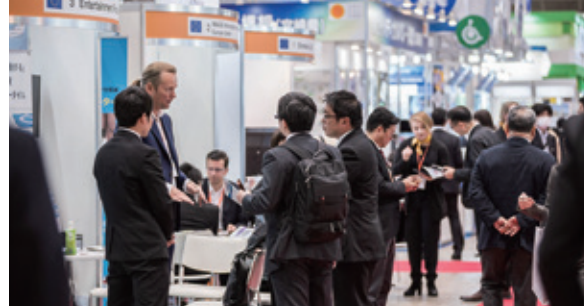


## Why Exhibit?



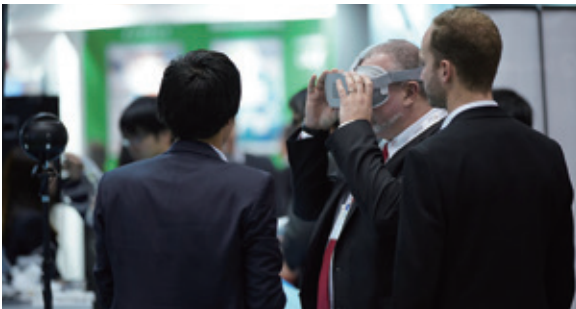
### Showcase your products

Let your customers and end-users experience your latest innovations and capabilities of your products.



### Meet qualified buyers

Connect with key decision-makers from government entities, hospitals, dealers, and distributors.



### Build key relationships

Cultivate relationships, build strong connections, and establish lasting partnerships with your target audience.



### Increase your international presence

Put your business on the international market and reach new and potential customers from across the globe.



## Schedule

▶ Pre-Event	26 September, 2024 *Details to be announced later
▶ Exhibitor Manual Issue Date	End of November 2024
▶ 1st Application Deadline	End of December 2024
▶ Final Application Deadline	End of March 2025
▶ Move-In Date	23&24 June 2025
▶ Exhibition Date	25-27 June 2025



## Stand Packages

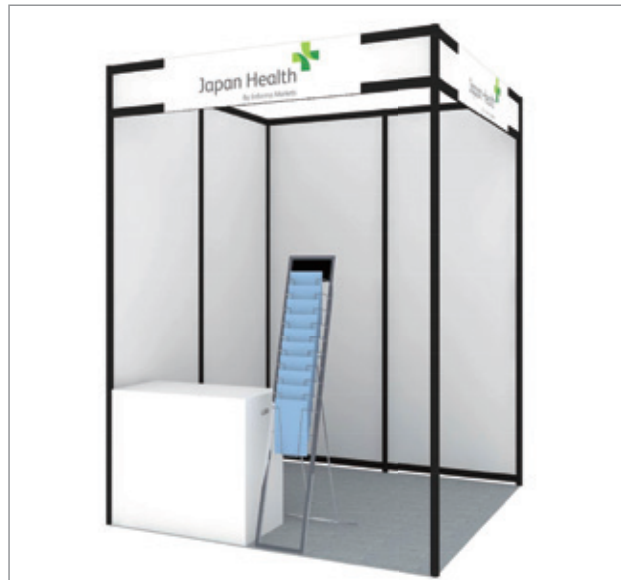
### **A** Shell Scheme Package 3m×3m [9 m<sup>2</sup>] ¥810,000 (Before Tax)

- Company name board W1940×H500mm
- LED Arm Spotlights(White light)×2
- LED Arm Spotlights(100W)×3
- Power outlet for 2plugs 100V (under 500W)
- Main Electric Installation 1kW
- Display counter×1
- Round table750φ×1
- Stacking chair×3
- Information Counter×1
- Bar stool×1
- Catalog stand for A4 size×1
- Waste basket×1 ● Punch needle carpet
- Wall Panel



### **B** Start-up, Academia Package 2m×2m [4 m<sup>2</sup>] ¥350,000 (Before Tax)

- Company name board W1200×H300mm
- Fluorescent lighting(40W)
- Power outlet for 2plugs 100V (under 500W) ×1
- Main Electric Installation 1kW
- 1 Pipe Chair
- Information Counter×1
- Catalog stand for A4 size×1
- Punch needle carpet ● Wall Panel



\*Start-up companies must be less than 5 years old, and academies must be educational or research institutions.

### **C** Space Only Minimum 18m<sup>2</sup>~

\*600,000 yen per booth (3m×3m= 9m<sup>2</sup>) for additional booth

### 3m×6m [18m<sup>2</sup>] ¥1,200,000~ (Before Tax)

- Exhibitor Provides Their Own Stand, Furniture And Fittings.



## Sponsorship

		Silver	Gold	Platinum
On-Site Enhanced Exposure	Space Only	36m <sup>2</sup>	54m <sup>2</sup>	72m <sup>2</sup>
	Exhibitor Presentation (30min)	○	○	○
	Company Logo Exposure - Forum venue	○	○	○
	Company Logo Exposure -Floor Map	Medium	Large	Extra-Large
	On-site Floor Map Highlight	—	—	○
	Official Guidebook Highlight (Floor Map)	—	○	○
	Entrance Signboard	—	○	○
Online Enhanced Exposure	Company Logo Exposure - Japan Health official website	○	○	○
	Promotional E-Newsletter service	—	—	○
	Company Logo placement - attendee newsletter	○	○	○
	Banner ads - attendee newsletter	—	Middle Position	Top Position
	Banner ads - show website	—	Middle Position	Top Position
<b>Price</b>		<b>¥3,500,000</b> (Regular Price ¥4,000,000)	<b>¥5,000,000</b> (Regular Price ¥6,150,000)	<b>¥6,500,000</b> (Regular Price ¥8,350,000)

## Venue Advertising

Official Guidebook	Your company advertisements will be placed in the official guidebook distributed during the exhibition.	[1/3 Page] ¥400,000 [Half Page] ¥700,000 [1 Page] ¥1,000,000
Exhibitor Presentations	You will be invited to speak at a free Attendance seminar for visitors held at the forum venue. Audience information will be provided, and time slots will be listed on the official Japan Health website, in our e-mail newsletter, and in the Official Guide distributed during the exhibition.	[30min] ¥400,000 [60min] ¥600,000 [90min] ¥800,000
Forum venue	Your company logo will be placed on one spot of both front screens of the forum venue.	[1 Spot] ¥250,000
Floor Map	Your company logo will be placed on floor map that placed near by entrance of the hall.	[Medium] ¥200,000 [Large] ¥300,000 [Extra-Large] ¥400,000
Entrance Signboard	Guide attendees to your booth with Entrance Signboard. Placed at entrance/exit of each hall.	[1 stand] ¥250,000 [2 stands] ¥450,000
Floor Sticker	Guide attendees to your booth with floor sticker. Placed at the first wide aisle of each hall entrance/exit	[1 location] ¥250,000 [2 locations] ¥450,000

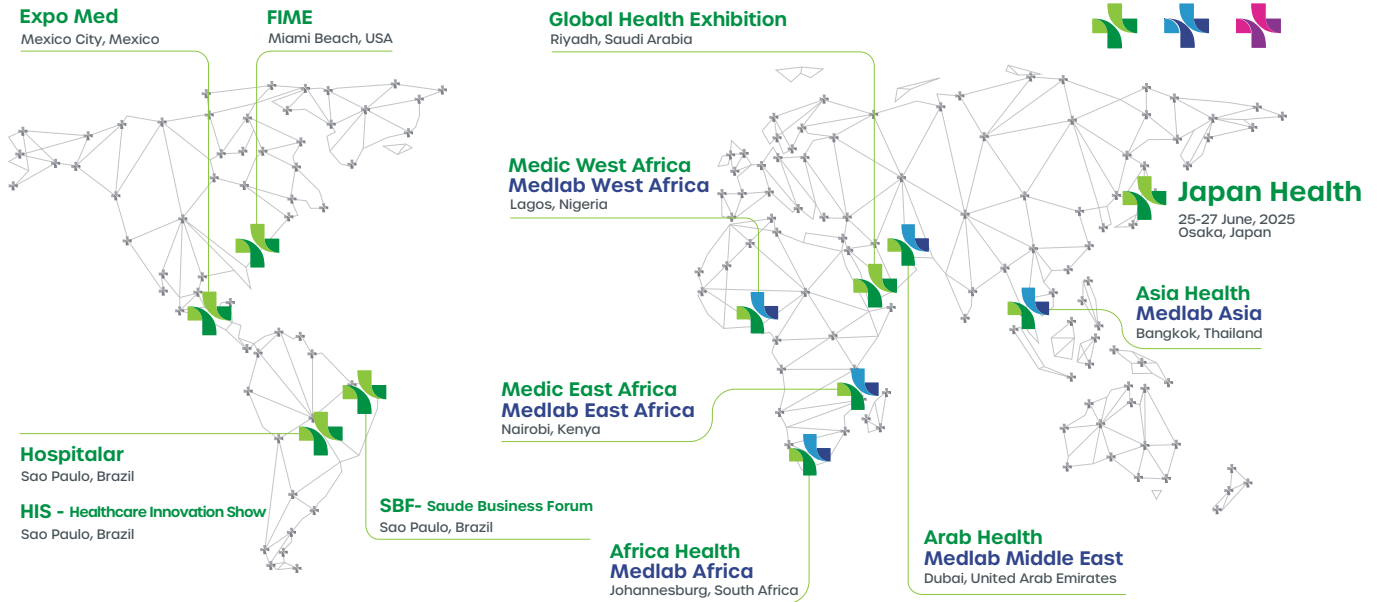
## Online Advertising

Company Logo Exposure - Japan Health official website	Your company logo will be placed in Japan Health official website.	¥400,000
Promotional E-Newsletter service	We will introduce your company in our e-newsletter, which is distributed to a database of over 60,000 listings.	¥500,000
Company Logo placement - attendee newsletter	Your company logo will be placed in the e-newsletter distributed to attendee.	¥400,000
Banner ads - attendee newsletter	Your company's banner ads will be placed in the e-newsletter distributed to attendee.	[Top] ¥300,000 [Middle] ¥200,000 [Bottom] ¥100,000
Banner ads - show website	Your company's banner ads will be placed in Japan Health official website. *Maximum 3 companies for 1 month	[Top] ¥400,000 [Middle] ¥300,000

All prices do not include sales tax of 10%.



# Healthcare Global Series



Content & Directories	Omnia Health <small>By Informa Markets</small>	6 million+ page views	Saúde Business <small>By Informa Markets</small>	135,500 visits per month
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## Achievements and Overview

 <b>11</b> Countries	 <b>15</b> Exhibitions globally	 <b>110</b> Conferences	 <b>9,700</b> Exhibitors
 <b>290,000</b> In Our social network		 <b>608,000</b> Healthcare Professionals	

### Contact

### Japan Health Committee

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