

Exhibiting Information



MEDICAL JAPAN

OSAKA Show

MEDICAL JAPAN ²⁰²¹ OSAKA

— 7th Int'l MEDICAL & ELDERLY CARE EXPO OSAKA —

- Dates: February 24 (Wed)–26 (Fri), 2021
- Venue: INTEX Osaka, Japan
- Organised by: Reed Exhibitions Japan Ltd.
- Special Support: Union of Kansai Governments

TOKYO Show

MEDICAL JAPAN ²⁰²¹ TOKYO

— 4th Int'l MEDICAL & ELDERLY CARE EXPO TOKYO —

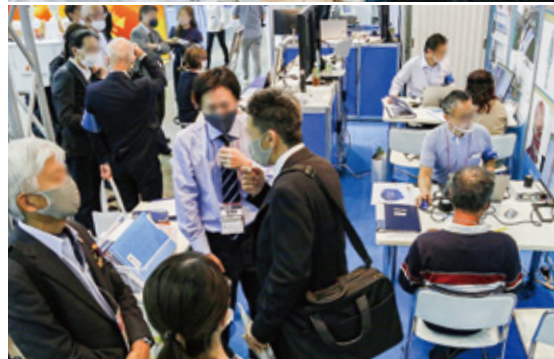
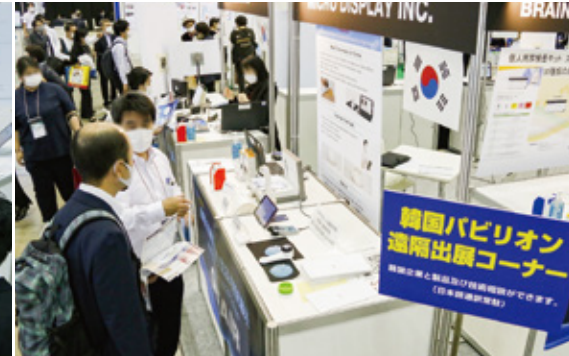
- Dates: October 13 (Wed)–15 (Fri), 2021
- Venue: Makuhari Messe, Japan
- Organised by: Reed Exhibitions Japan Ltd.

Your Gateway to Japan & Asia's Medical Industry!

Scenes from the previous OSAKA Show 2020



Scenes from the previous TOKYO Show 2020



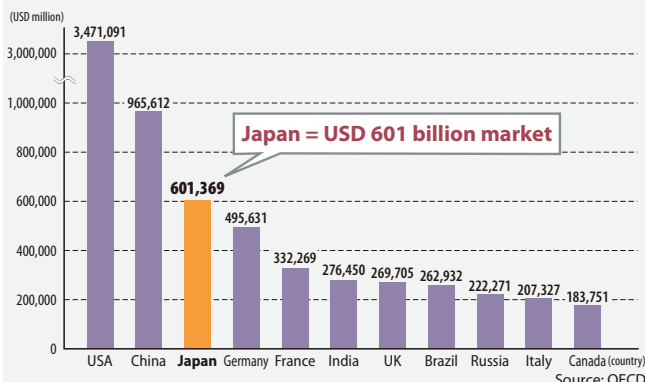
Expand Your Business to Japan & Asia

1. World's 3rd Largest Market with a Huge Number of Medical Facilities

Japan is the world's 3rd largest medical market! In addition, the high rate of aging population results in expansion and construction of new hospitals and elderly-care facilities. This trend leads to the expansion of the medical industry.

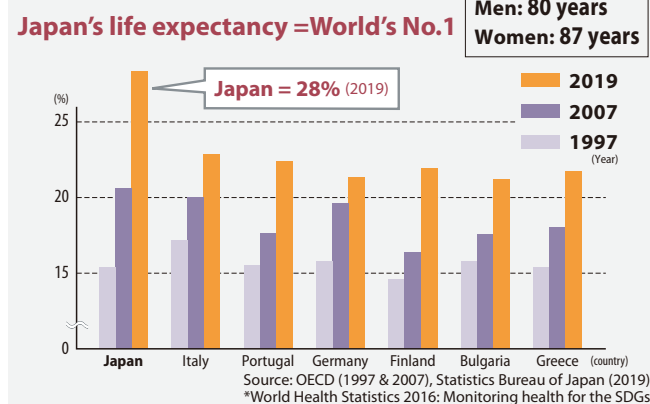
Huge Market Scale: World's 3rd Largest

Health Expenditure (2018)



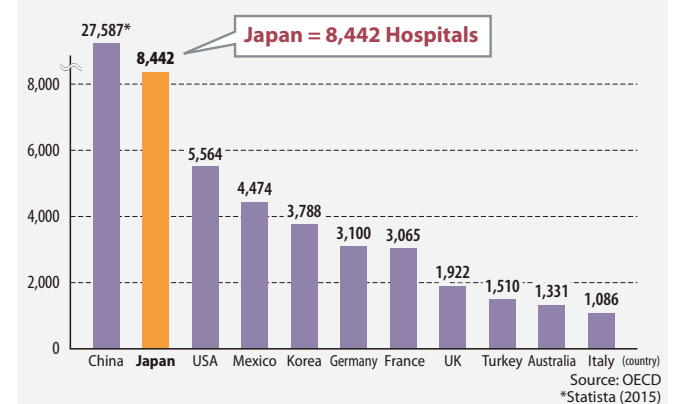
World's Top Aging Rate

Percentage of Population Aged 65 or Older



Large Number of Hospitals

Number of Hospitals (2016)



2. Huge Amount of Imported Medical Devices = JPY 1,556 Billion (USD 14.3 Billion)

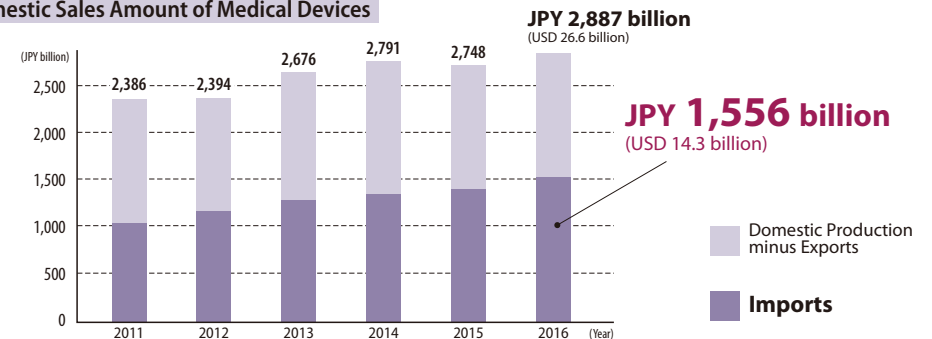
The Japanese medical device market relies heavily on imported products. The annual sales amount of medical devices in Japan was JPY 2,887 billion (USD 26.6 billion) (2016), 54% of which were imported products.

Imported products account for:

**54% = JPY 1,556 billion
(USD 14.3 billion)**

(Exchange rate: as of March 2020)

Domestic Sales Amount of Medical Devices



Japan's Leading Event with 8 Specialised Shows!

OSAKA Show in 2021

450 Exhibitors^{*1,2} **20,000** Visitors^{*2}

TOKYO Show in 2021

500 Exhibitors^{*1,2} **20,000** Visitors^{*2}

*1 including co-exhibiting partners, group companies and association members *2 expected

MEDICAL JAPAN Consists of 8 Shows

MEDICAL DEVICES & HOSPITAL EQUIPMENT EXPO

Exhibit Profile

- Medical Devices/Instruments/Facilities
- Hospital Supplies/Disposables
- Diagnostics, IVD etc.



MEDICAL IT EXPO

Exhibit Profile

- Electronic Charts, Hospital IT
- Wearable Healthcare Devices
- Telemedicine Systems etc.



CLINICS EXPO

Exhibit Profile

- Medical Devices/Equipment/Supplies
- IT Systems • Services etc.



INFECTION PREVENTION EXPO

Exhibit Profile

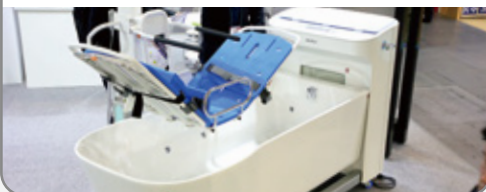
- Disposables (Masks, Gloves, Gowns)
- Disinfection Products
- Air Cleaners, Humidifiers etc.



ELDERLY CARE & NURSING EXPO

Exhibit Profile

- Nursing/Elderly Care Products
- Rehabilitation/Preventive Care
- Healthcare IT, Healthtech etc.



COMMUNITY CARE EXPO

Exhibit Profile

- Community Care Services
- Rehabilitation/Home Care Services
- ICT etc.



PHARMACY SOLUTIONS EXPO

Exhibit Profile

- IT Systems
- Functional Foods and Supplements
- Dispensing Equipment etc.



HOSPITAL BPO SERVICES EXPO

Exhibit Profile

- Outsourcing Services
- Power Source Management
- HR Services etc.



B to B Trade Show for Medical Field

Exhibitors

Manufacturers/traders dealing in:

- ▶ Medical Devices
- ▶ Medical IT
- ▶ Hospital Supplies
- ▶ Hospital Facilities
- ▶ Nursing Care Products
- ▶ Pharmacy IT Systems
- ▶ Functional Foods and Supplements

etc.

BUSINESS MEETINGS

- Introduction of Products/Technologies
- Technical Consultation
- Arranging Quotation and Timing of an Introduction

etc.

Visitors

- ▶ Importers, Distributors
- ▶ Hospitals, Nursing Homes
 - Directors, Owners
 - Doctors, Nurses
 - Clinical Engineers
 - Administrators
 - Care Managers
- ▶ Pharmacies
 - Owners, Managers
 - Pharmacists

etc.

Supported by 110* Government / Industry Organisations

(*expected number for the next Osaka Show)

- | | |
|--|--|
| - Union of Kansai Governments | - Japanese Nursing Association |
| - Ministry of Health, Labour and Welfare, Japan | - Japan Care Association |
| - Japan Medical Association | - Japan Municipal Hospital Association |
| - Japan Hospital Association | - Japan Psychiatric Hospitals Association |
| - All Japan Hospital Association | - Japan Association of Rehabilitation Hospital and Institution |
| - National Hospital Organization | - Japan Association for Medical Informatics |
| - Japan Association of Medical and Care Facilities | - Medical Excellence JAPAN |
| - Association of Japanese Healthcare Corporations | - Japanese Association of Medical Technologists |

etc.

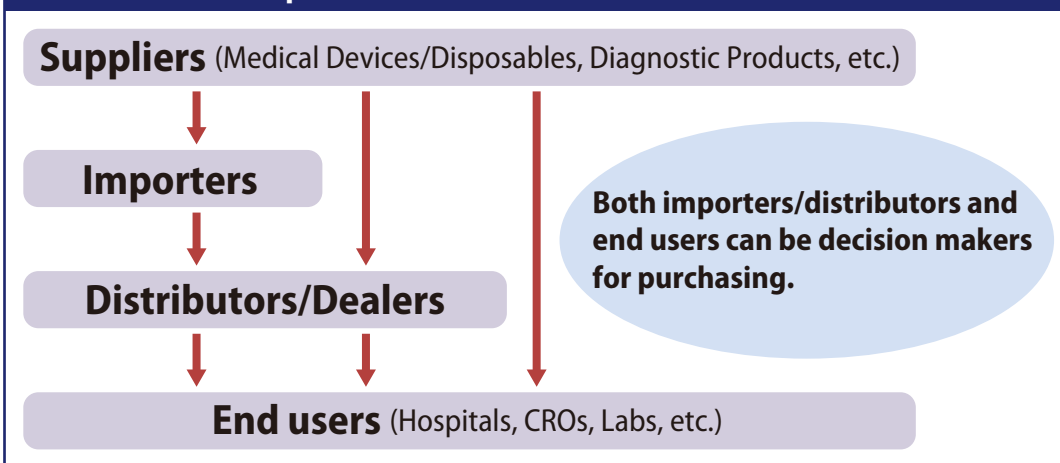


High-quality Visitors from Japan and around the World

To enter the Japanese market, exhibitors need to find an importer/distributor who will register your products. Also, it is important to promote your products/services to the end users. MEDICAL JAPAN is the only place where you can meet them all!

1. Importers/Distributors

Sales Channel in Japan



Major Japanese Importers who visit MEDICAL JAPAN (expected)

- | | | |
|------------------------------|--|--|
| • ADACHI | • MITSUI | • SANSHODOH |
| • ALFRESA | • MIYANO MEDICAL INSTRUMENTS | • SEIKO MEDICAL |
| • AS ONE | • MURANAKA MEDICAL INSTRUMENTS | • SENKO MEDICAL INSTRUMENT MANUFACTURING |
| • DAIKOKU GROUP | • MUTOU GROUP | • SHEEN MAN |
| • GOYOH MEDICAL INSTRUMENT | • NISHIMURA MEDICAL INSTRUMENT COMPANY | • SUMITOMO |
| • HARADA | • NONAKA MEDICAL INSTRUMENTS | • SUZUKEN |
| • ITOCHU | • OLYMPUS MEDICAL SCIENCE SALES | • SYSMEX |
| • KONISHI MEDICAL DEVICE | • PHOENIX | • TAISHO BIOMED INSTRUMENTS |
| • MARUBUN TRADING | • SAN-EI MEDISYS | • TOYOTSU ALL LIFE |
| • MASUDA MEDICAL INSTRUMENTS | | • YUYAMA |
| • MEDICEO | | ⋮ |
| | | etc. |

2. End Users

MEDICAL JAPAN gathers a large number of professionals from end users, such as medical institutions, nursing homes, and so on.

Hospitals/Clinics

- | | |
|--------------------------------|------------------------------|
| • Doctors, Nurses | • Administration, Facilities |
| • Management, Directors/Owners | • Clinical Engineers etc. |

Nursing Care Homes/Pharmacies

- | | |
|-----------------|--------------------|
| • Management | • Care Managers |
| • Psychiatrists | • Pharmacists etc. |

Clinical Trial Centres

- | | |
|--------------|------------------|
| • Management | • Engineers etc. |
|--------------|------------------|

3. International Visitors — Especially from Asia

Show Management conducts extensive visitor promotion in many countries/regions. International visitors gather from 30 countries/regions*.

<Asia>

- Bangladesh • China • Hong Kong • India • Indonesia • Korea • Macau • Malaysia
• Philippines • Singapore • Sri Lanka • Taiwan • Thailand • Viet Nam

<Europe>

- Finland • France • Germany • Italy • Netherlands • Romania • UK • Ukraine

<America/Oceania>

- Australia • Brazil • Canada • Mexico • USA

<Middle East/Africa>

- Israel • Seychelles • UAE

Extensive Services Maximise Your Results

1. Matching Support with the Importers*

Show Management invites key importers/distributors in Japan and arranges meetings with the exhibitors.
More than 400 meetings were arranged in 2020 OSAKA Show and many more are expected for the next show.

FREE

STEP 1



Show Management creates a website featuring exhibitor's product information and sends it to importers/distributors by e-mail.

STEP 2



Runs a telephone campaign to invite importers/distributors and fixes appointments

STEP 3



Takes importers/distributors to your booth*

* Please note: This service is subject to change according to surrounding conditions.

2. Services to Attract Visitors to Your Booth

Web Pages Featuring International Exhibitors/Products **FREE**

Web pages featuring international exhibitors are created to attract importers, distributors, and end users from Japan and all over the world.



E-mails Featuring International Exhibitors **FREE**

Show Management sends e-mails featuring international exhibitors to over 100,000* importers, distributors and end users.

*expected



Listing in Online Exhibitor & Product Search **FREE**

Your company name and information will be listed in the online show catalogue with an appointment function, which enables visitors to search exhibitors and request for appointment.



Media Exposure **FREE**

Show Management publishes press releases regularly and the show is often covered in various media including TV news, internet news, industrial newspapers, etc.



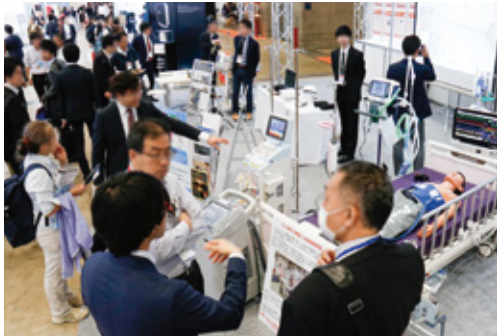
Attractive Events Gather Many Professionals

Mock Operating Room

All the latest surgical equipment are gathered at the Mock Operating Room.

Such include:

- Surgical 3D microscope
- Monitor
- IABP, PCPS
- Simulated experiences of AR and VR etc.



Co-held Conference

A total of 84* presentations inviting industry-leading speakers attracted 7,544* attendees.

*The result of 2020 Tokyo show



Conference topics from the previous shows (excerpts):

- Future Medical Care and Elderly Care
- Future Healthcare Data Management, Online Medical Care
- Preventive Medicine
- Next-Generation Pharmacy Management
- Clinical Engineering Forum by Japan Association for Clinical Engineers

KAIGO-KOSHIEN (Japan Elderly Care Championship)

"KAIGO-KOSHIEN*" is the event to select Japan's best elderly care provider. In 2020, there were 7,671 entries.

*This event will be held at MEDICAL JAPAN 2021 OSAKA.

Organised by Japan Care Association



Co-held Exhibitions

MEDICAL JAPAN 2021 OSAKA is co-held with

- 7th INTERPHEX Week Osaka –Int'l Pharmaceutical/ Cosmetics R&D and Manufacturing Expo Osaka, which covers the whole process of pharmaceutical production.
- 7th Regenerative Medicine Expo OSAKA which is specialised in the latest regenerative medicine.



Join Us at the Next MEDICAL JAPAN!

Contact

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