

Active in healthy aging and interested in the Japanese market?



Don't miss the Economic Life Sciences & Health Mission to Japan and Expo 2025 Osaka!

When
22 - 28 June 2025

Where
Osaka & Tokyo

Register before
Wed, 26 Feb '25

Costs
€ 950 per organisation

Both Japan and the Netherlands are facing the challenge of an aging society, with an increase in healthcare demand and workforce shortages. The urgency to find transformative solutions is essential for a sustainable, accessible, and affordable future of healthcare. A key component in addressing these challenges is the focus on prevention and the role of innovation in promoting healthy aging.

Healthy aging transcends mere longevity, encompassing vitality and overall well-being. While the Netherlands explores initiatives such as age-friendly urban design and biomedical research, Japan leads in addressing the needs of an ageing society. By sharing our best-practices with each other, we can inspire solutions that enhance the quality of life for populations worldwide.

Japan offers many opportunities for Dutch organizations active in:

Combatting social isolation and loneliness

Preventive healthcare

Lifestyle interventions

Smart healthcare technology for home use

By participating in this LSH mission, you will:

- Take part in B2B matchmaking sessions;
- Gain insights into the Japanese market, developments, and requirements;
- Meet public-private networks, regional campuses, academic hospitals and national strategy and policy makers;
- Visit nursing home (Shin-tomi), known for its use of robots;
- Be invited to seminars;
- Explore the Dutch pavilion at Expo 2025 and the Japan Health Fair.



Did you know?

In addition to healthy ageing, the following subjects are also part of this mission: **digital health, regenerative medicine, and sports & vitality.**