

Active in sports & vitality 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
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The Netherlands, renowned for its achievements in sports, shares Japan's passion for sports and has produced world-class athletes. In the dynamic realm of life, sports serve as a vital catalyst for community vitality. Beyond mere competition, they infuse communities with energy and resilience. Driven by a shared commitment to innovation, technical excellence, and inclusivity, the Dutch sports ecosystem champions smart solutions. Ultimately, sports play an important role in disease prevention and constitutes a winning strategy for promoting a stronger, healthier and more vibrant society.

Japan offers many opportunities for Dutch organizations active in:

Sports nutrition and supplements

Training and recovery technology

Wearable monitoring

Exercise programs

By participating in this LSH mission, you will:

- Gain insights into the Japanese market, developments, and requirements;
- Participate in B2B matchmaking sessions and seminars;
- Explore the Dutch pavilion at Expo 2025 and the Japan Health Fair.

Did you know?

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

