

Your Gateway to Japan & Asia's Medical Industry!

MEDICAL JAPAN Osaka 2021 (hybrid)

Post-show Photo Report

(Held February 24-26, 2021 at INTEX Osaka and virtual)



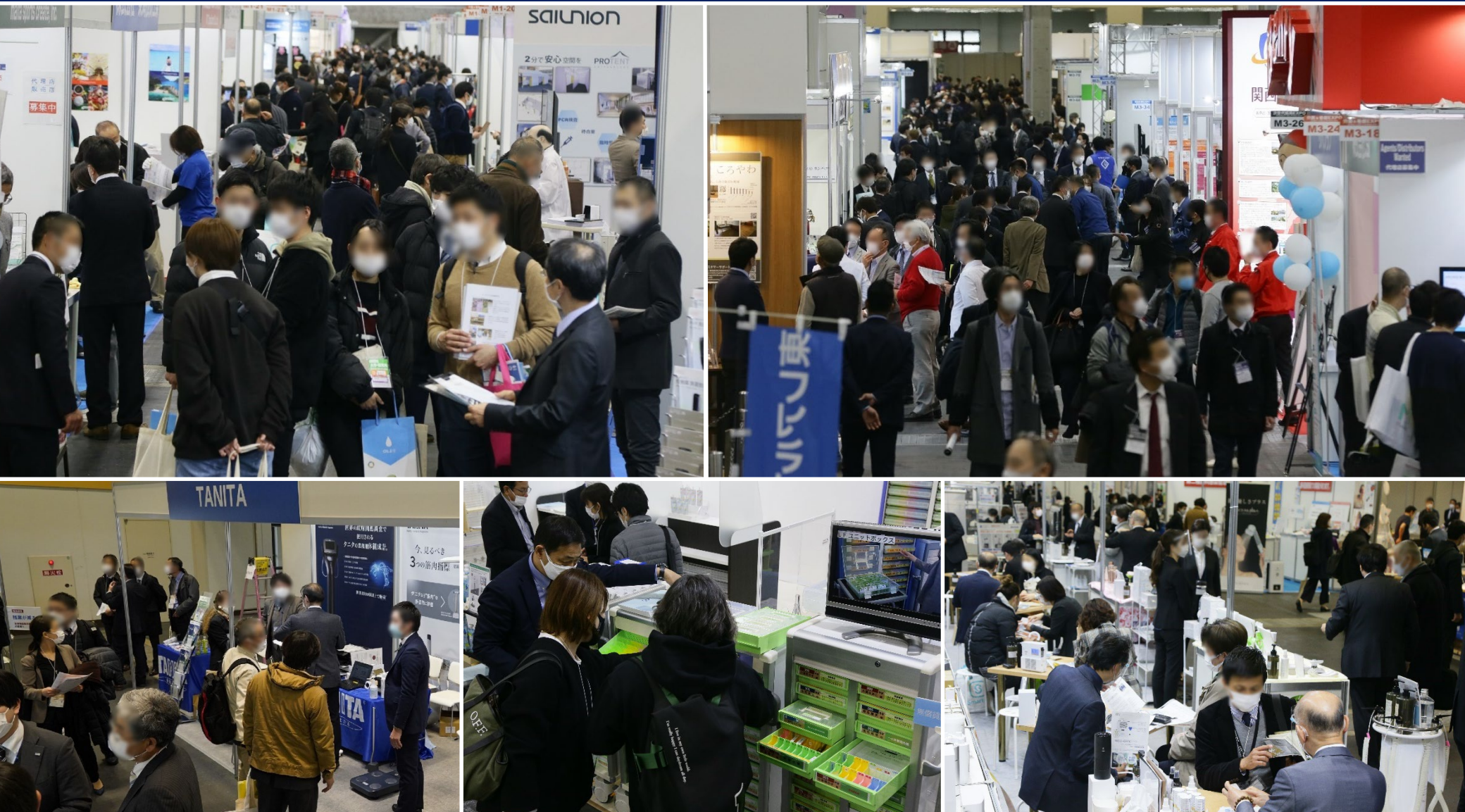
Scenes from the Feb. 2021 show.

MEDICAL JAPAN Osaka 2021 was held as a hybrid show -- on site (at INTEX Osaka) and online (virtual show).

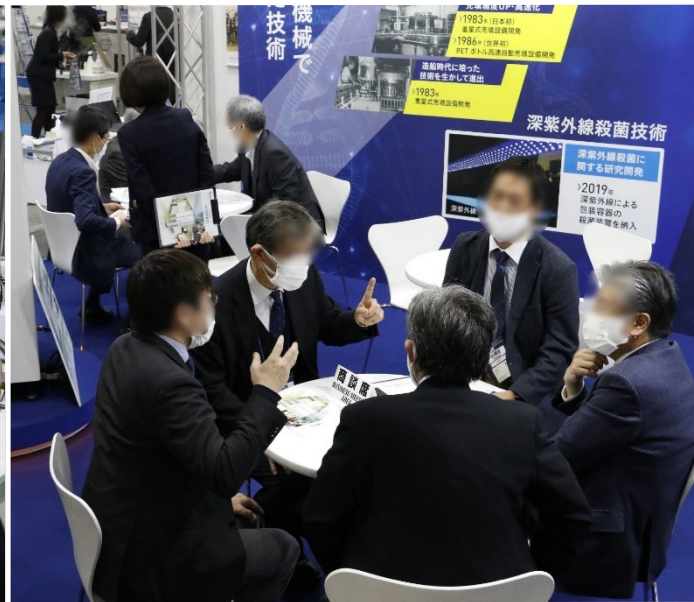
The show was a success, gathering 376 exhibitors and 9,639 visitors* to the show ground (INTEX Osaka).

Active business meetings were seen at all booths, keeping the exhibitors very busy throughout the show!

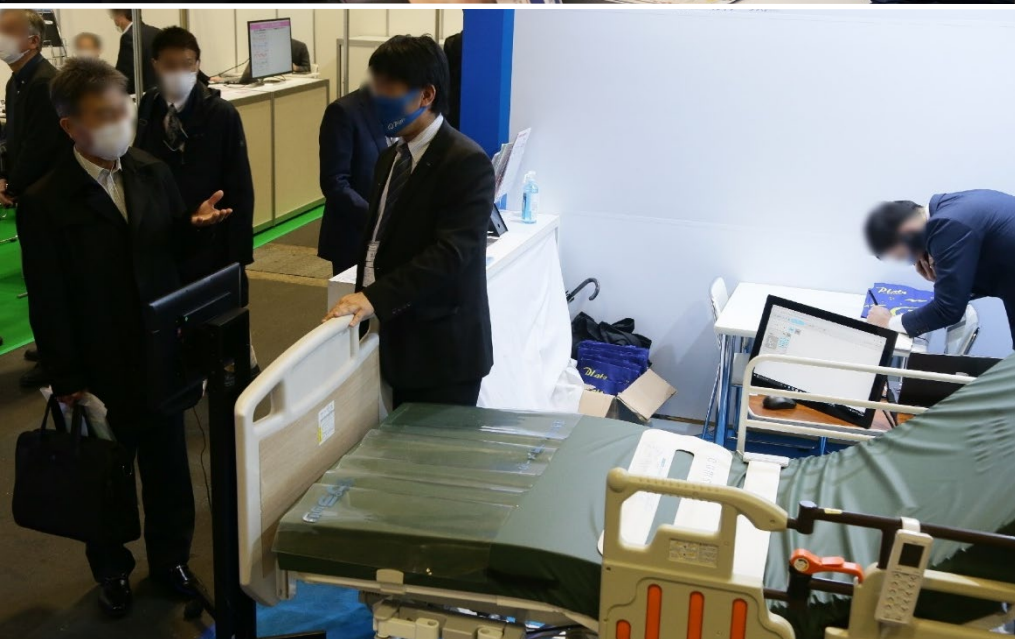
* Registered visitors only. All registrations are counted only once.



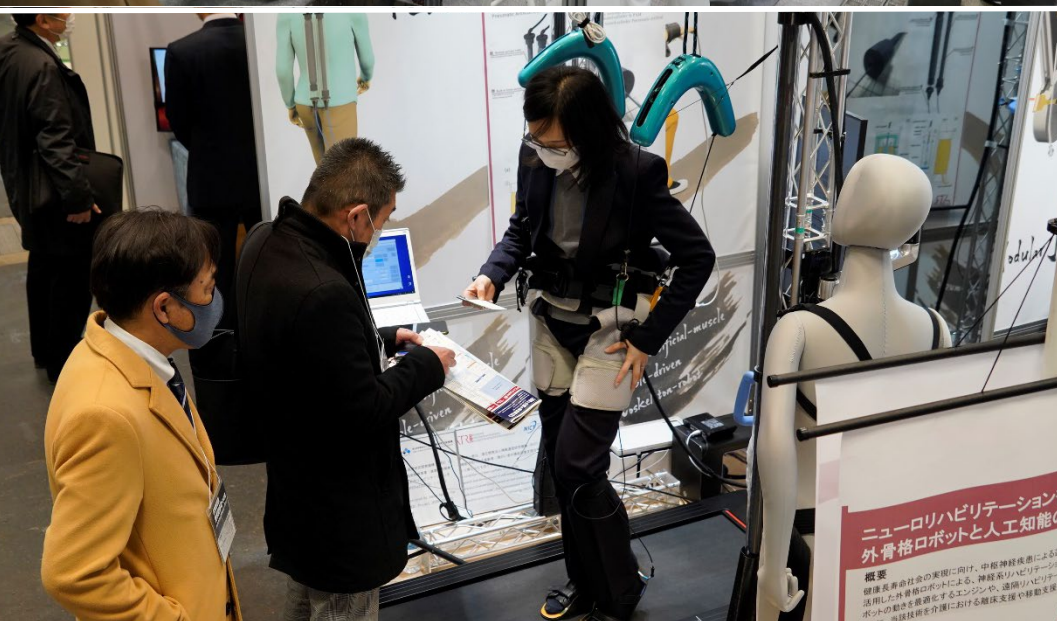
The newly launched **Infection Prevention Expo** gathered huge attention with a very positive atmosphere. There were many new innovation, all developed to win this fight against COVID-19 and other infections. Visitors were all very enthusiastic to learn the latest products to decide their purchasing.



This year, especially, exhibitors with **Remote Medicine, Remote Care Services, IT systems, etc.** gathered huge attention. With the widespread of COVID-19, IT regulations have developed rapidly in the Japanese medical industry. This trend is expected to continue for the coming few years.



In addition to medical devices, **Elderly care and rehabilitation products** also attracted strong attention. Visitors have been waiting for tradeshows where they can actually touch and try the products. Purchasing cannot be decided with just website information.

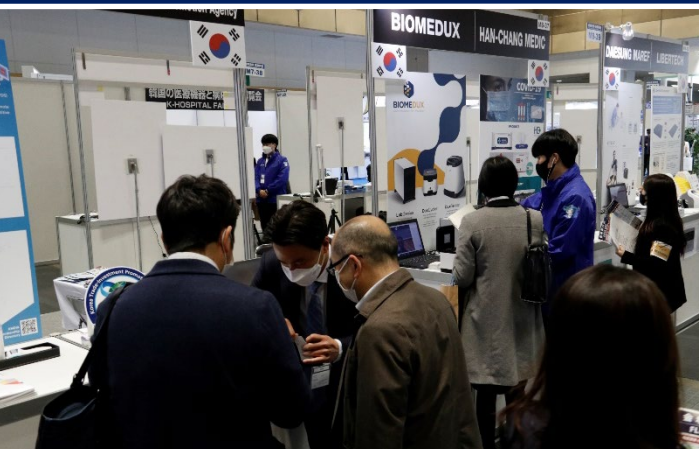


International Participation by the “Remote Exhibiting Plan”

Due to travel restrictions, International exhibitors could not exhibit directly this year. Instead, many exhibited remotely using this special plan. Show Management organized interpreters to explain the products/technologies and conducted business matching. Exhibitors achieved new business leads without actually travelling.



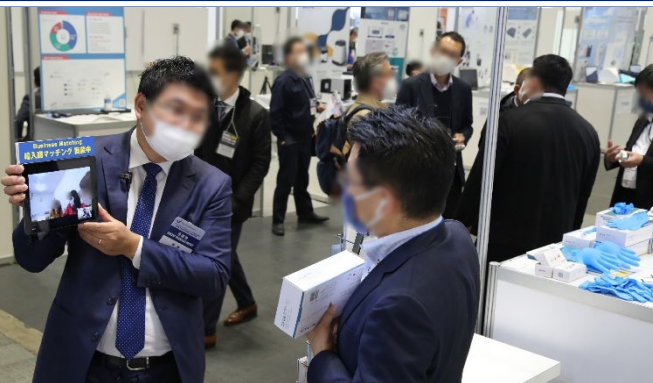
International Participation by the “Remote Exhibiting Plan”



Importer/Distributor Matching for International Exhibitors

This year at MEDICAL JAPAN, Show Management arranged Importer/Distributor Matching both onsite and online.

Show Management arranged online meetings with importers/distributors who could not come to the show and took them to meet the exhibitors. International visitors, especially Asian buyers, joined this way too.



The next shows are:

MEDICAL JAPAN Tokyo 2021

October 13-15, 2021 at Makuhari Messe

MEDICAL JAPAN Osaka 2022

February 24-26, 2022 at INTEX Osaka

For information on Exhibiting

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