

Your Gateway to Japan & Asia's Medical Industry!

MEDICAL JAPAN Tokyo 2021

Post-show Photo Report

(Held October 13-15, 2021 at Makuhari Messe)



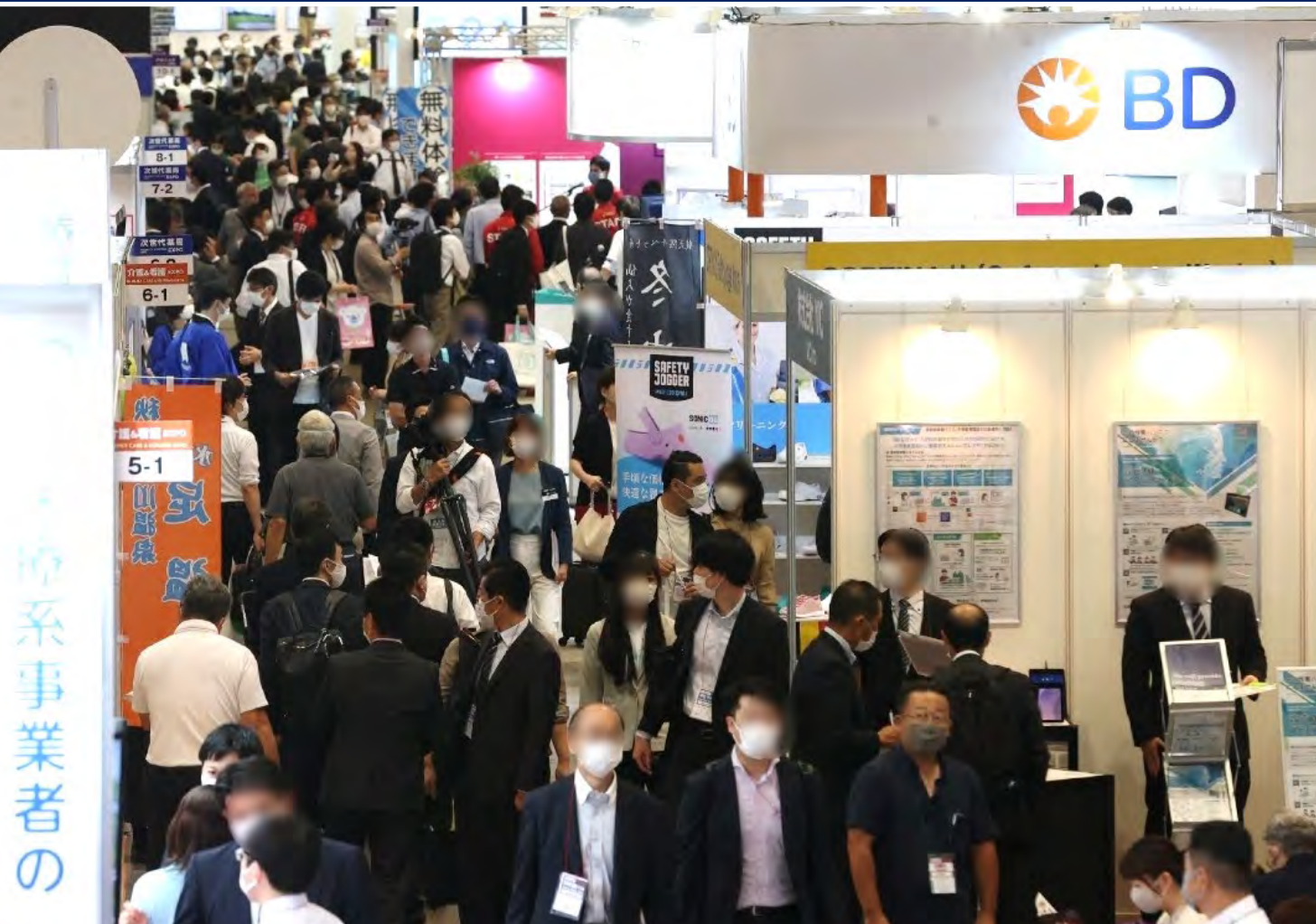
Scenes from the Oct. 2021 showground.

MEDICAL JAPAN Tokyo 2021 was held at **RECORD SCALE** – larger, with more visitors than pre-COVID.

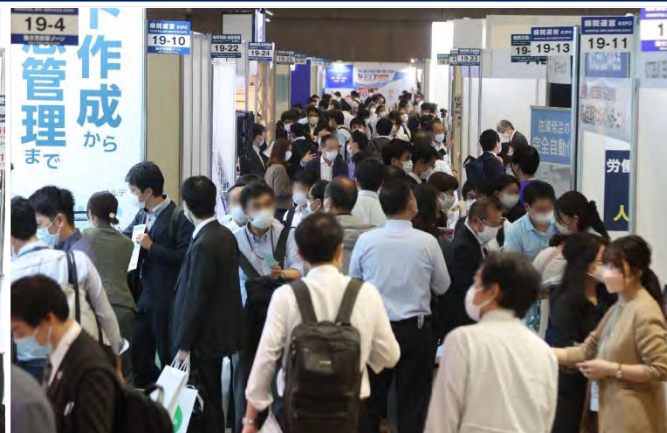
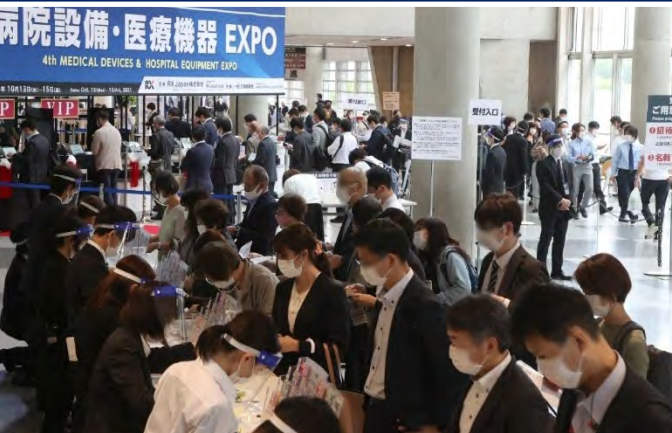
The show was a huge success!

- Gathering 464 exhibitors and 15,169 visitors* to the showground.
- 85 sessions at the Conference
- Expected business at showground: 23 million USD

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



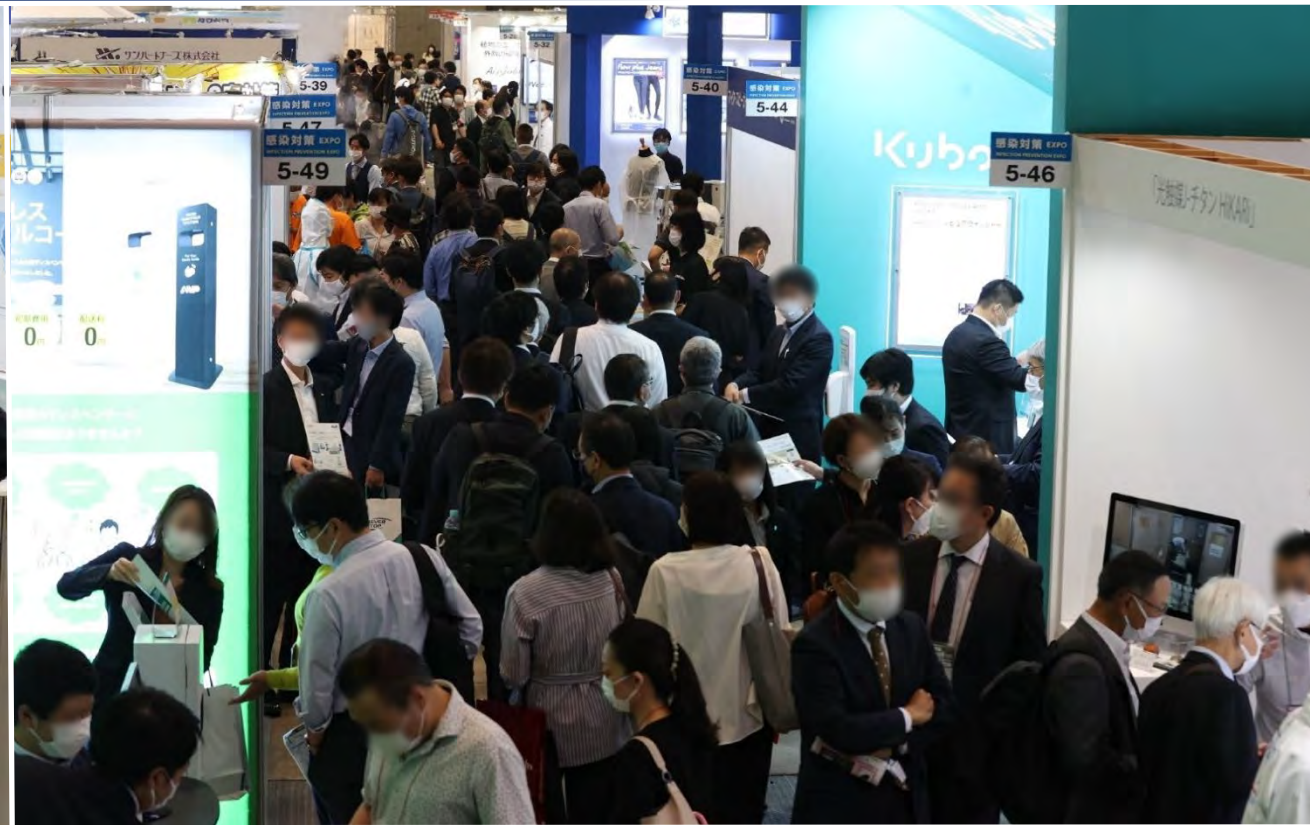
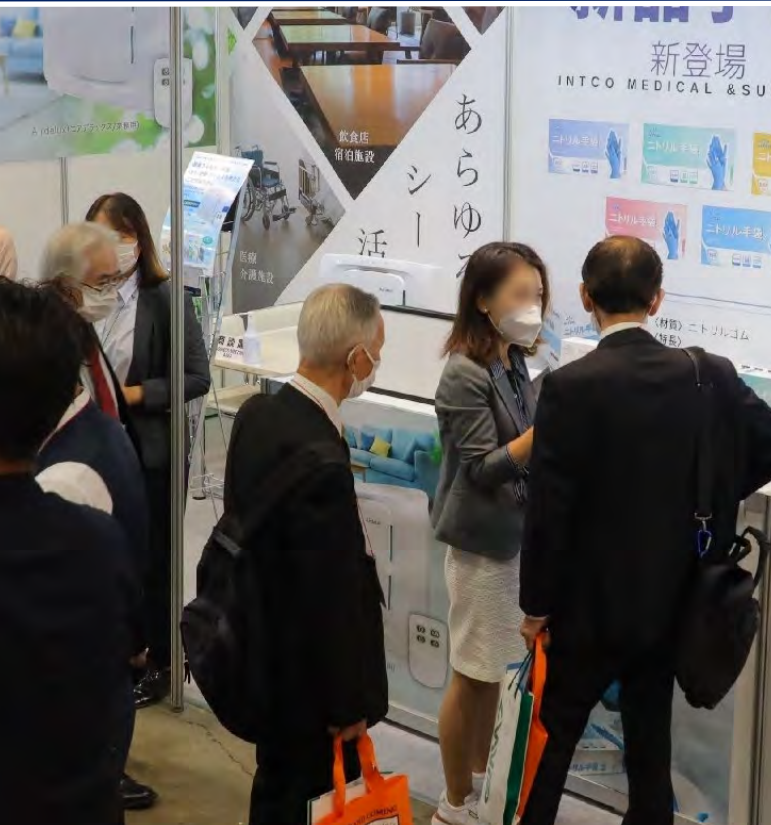
The widespread of coronavirus has caused new and different demands in the medical and elderly care business. Visitors have many new demands arising from this pandemic, and MEDICAL JAPAN is where they find solutions!



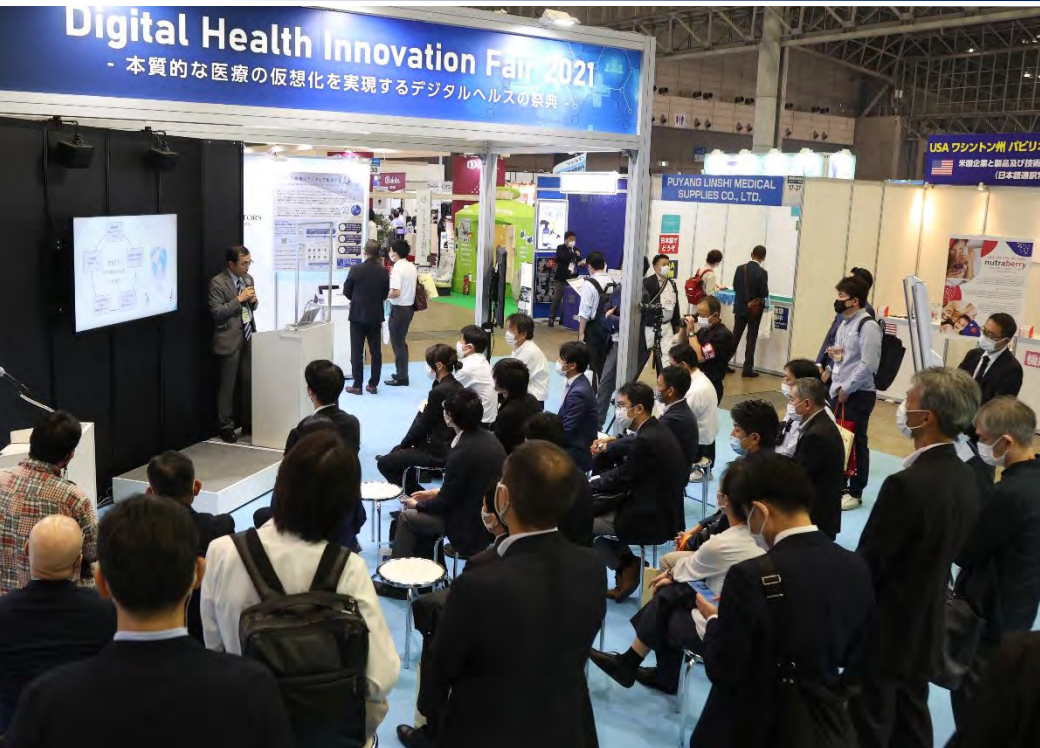
The newly launched **Infection Prevention Expo** gathered huge attention with a very positive atmosphere. There were many innovations, all developed to win this fight against COVID-19 and other infections. Visitors were all very enthusiastic to learn the latest products to decide their purchasing.



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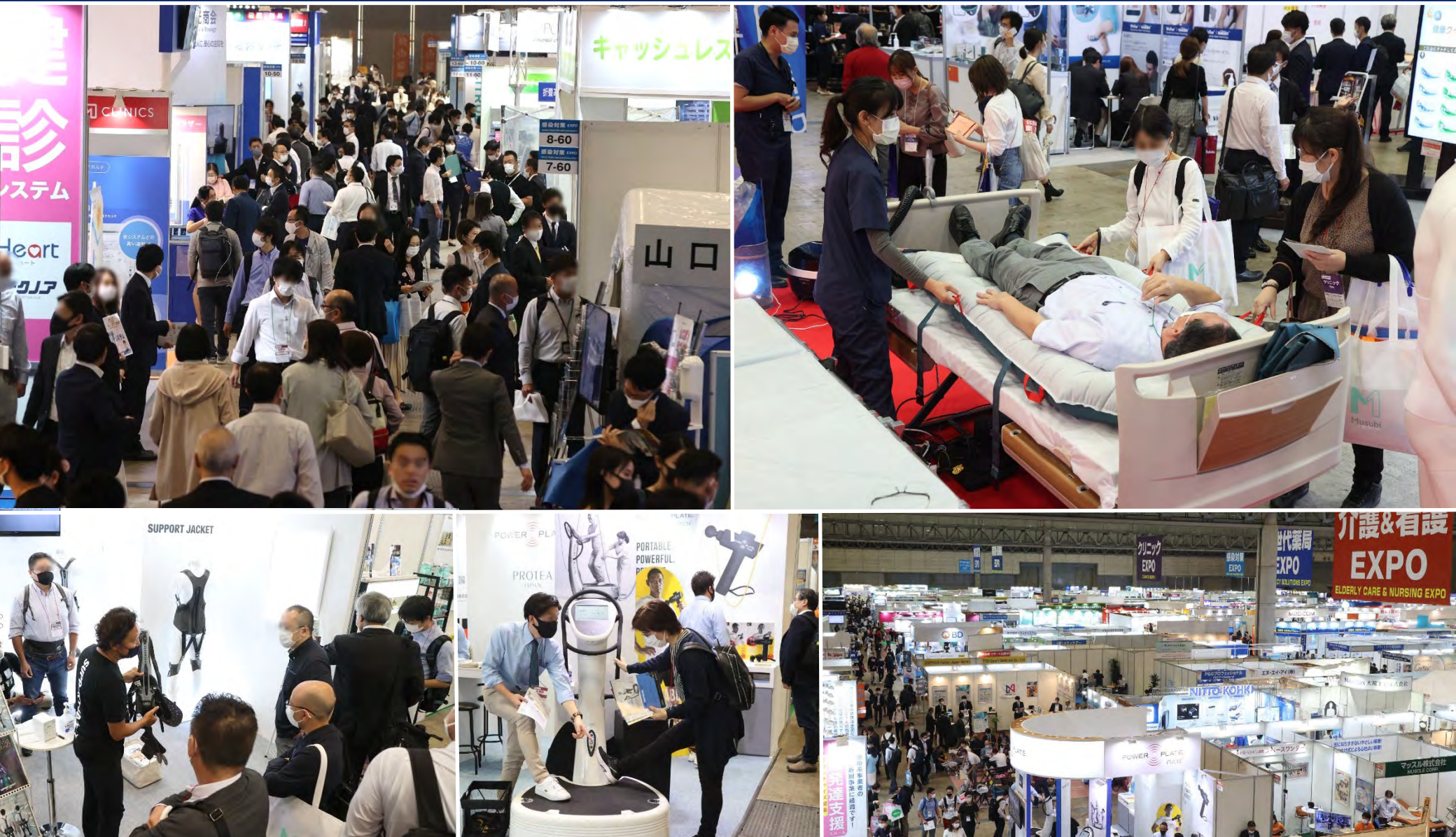
Digital Health, Remote Care Services, IoT medical devices, IT systems, etc. gathered huge attention.
During the pandemic, IT regulations have developed rapidly in the Japanese medical industry.



Digital Health and IT systems connecting with Hospitals, Clinics, Pharmacies (prescription), etc. are also strong demands in the current medical and elderly care industry. This trend is expected to continue for coming 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 for purchasing. Purchasing cannot be decided with just website information.



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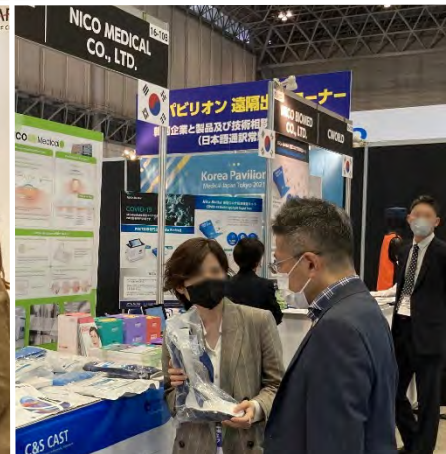
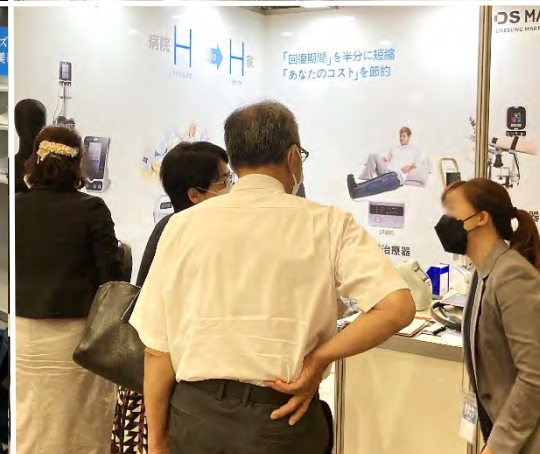
International Participation by the "Remote Exhibiting Plan"

Due to travel restrictions, International exhibitors could not exhibit physically. Instead, many exhibited remotely using this special plan. Show Management organised professional staff to explain the exhibitor's products / technologies to the visitors and conduct business meetings.

This way, exhibitors achieve new business leads without travelling.

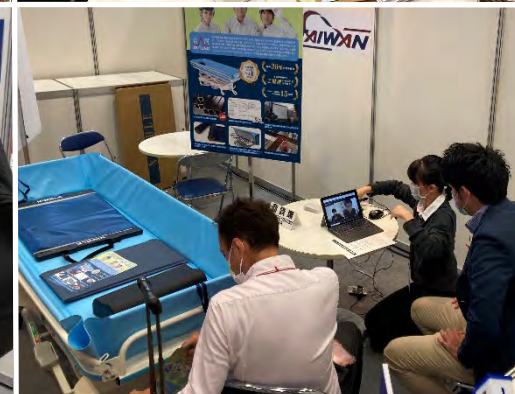
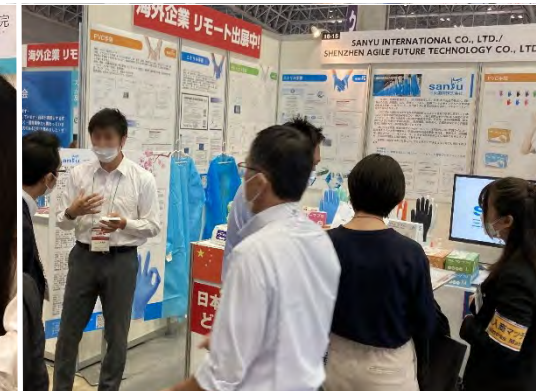
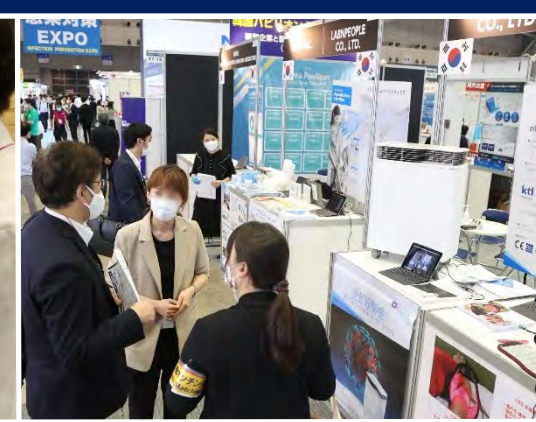
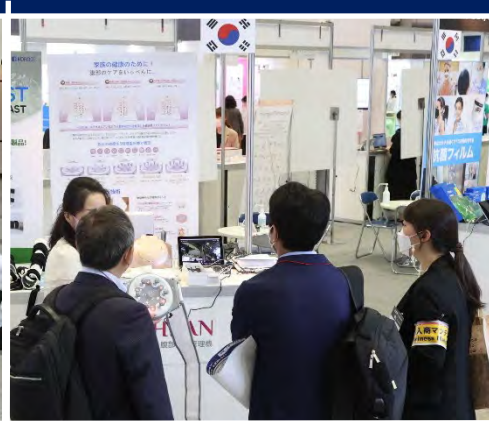


International Participation by the "Remote Exhibiting Plan"



Importer/Distributor Matching for International Exhibitors

At MEDICAL JAPAN, Show Management arranges Importer/Distributor Matching. Exhibitors have online meetings with importers/distributors at their booth. By having actual products, meetings are smooth and in-depth.

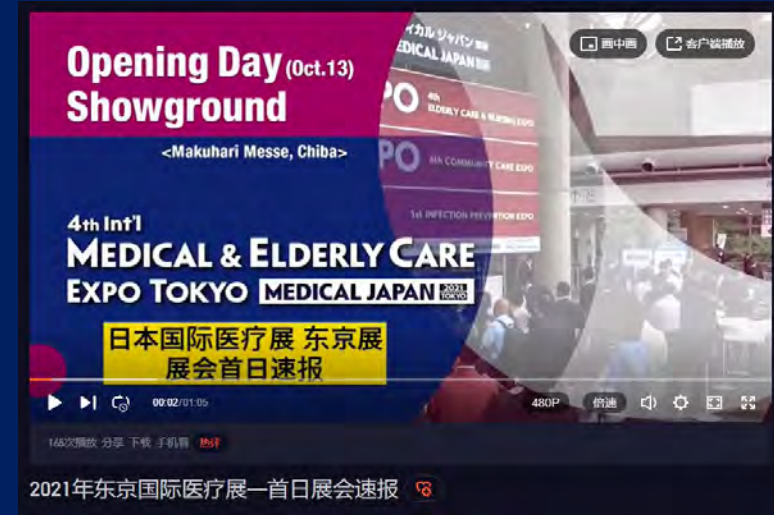


You can also see a video of Day 1 at MEDICAL JAPAN Tokyo 2021

[Tokyo Show] Video from Day 1 (Oct. 13th, 2021)



English



中文

For information on Exhibiting

MEDICAL JAPAN Show Management, RX Japan Ltd.

Contact: Chisato Miyawaki, Kaz Maruyama, Tao Li 李涛, Chihyun Jeon 전치현

TEL: +81-3-3349-8586

Email: medical-japan.jp@rxglobal.com

The next shows are:

MEDICAL JAPAN Osaka 2022

February 24-26, 2022 at INTEX Osaka, Japan

MEDICAL JAPAN Tokyo 2022

October 12-14, 2022 at Makuhari Messe, Japan

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