

EU BUSINESS HUB @ WORLD HEALTH EXPO 2026

30 June – 04 July 2026

BUSINESS MISSION OVERVIEW

The EU Business Hub programme will select and support up to 50 European SMEs and startups in the Healthcare and Medical Equipment sector to attend the **World Health Expo 2026**, in Japan at INTEX Osaka. The Japan Health (WHX predecessor) exhibition hosted 425 exhibiting companies and almost 10 000 visitors, making it one of Japan's leading healthcare and medical technology events.

The **EU Business Hub** will provide the **EU Pavilion** at the exhibition, a valuable platform for companies to showcase their products and services, demonstrations, networking, and customer acquisition. This business mission will take place from **June 30 to July 4, 2026**, and provides an excellent opportunity for networking and connecting with potential Japanese business partners and industry leaders. Many Japanese corporations send representatives and have exhibition booths at the World Health Expo. At the EU Pavilion, a dedicated team of business coaching staff and professional interpreters will be available to promote European companies' products and technologies, assuring maximum exposure to exhibition visitors. A networking event during the mission will increase the opportunities to connect with potential business partners and clients.

This business mission presents **a unique opportunity** for European SMEs and startups to establish valuable contacts, exhibit their solutions at the EU Pavilion, build long-lasting relationships with Japanese enterprises and explore new business avenues together.



TARGET AUDIENCE

European SMEs and startups involved in the medical and healthcare equipment sector, including technologies such as:

- ▶ Medical equipment
- ▶ AI applications in healthcare
- ▶ Imaging and diagnostics
- ▶ ICT for healthcare
- ▶ Disposables and consumer goods
- ▶ Regenerative medicine and tissue engineering
- ▶ Digital health
- ▶ Nanotechnology in healthcare
- ▶ Assistive technologies
- ▶ Telemedicine and remote health monitoring

Japanese Business Operators, notably buyers, distributors and R&D partners in public and private sectors, and Japanese investors.

OVERVIEW OF THE BUSINESS MISSION

The business mission to Osaka will last five days in total, including three days of exhibiting, business matchmaking and networking, as well as sector insights and a study tour.

The business mission agenda is as follows:

Day 1

Arrival in Osaka and Welcome Gathering.

Day 2

Briefing and lecture session with sectoral experts, matchmaking event/site visit.

Day 3

Exhibition, networking and business match-making sessions at the World Health Expo.

Day 4

Exhibition, networking, business match-making sessions, and happy hour at the World Health Expo.

Day 5

Exhibition, networking, business meetings at the World Health Expo, and debriefing session.



SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING



Business matchmaking

resulting in pre-arranged in-person meetings with carefully selected Japanese companies



Market intelligence

including sectoral briefings providing valuable insights about the Japanese market and potential opportunities



Cultural and linguistic

support such as briefings on doing business in Japan, and support for interpretation and translation



Financial support

up to €1000 to benefit from a menu of additional customised services co-funded by the project (e.g. translation, printing, legal advice)



Hotel accommodation

(Grand Prince Hotel Osaka Bay) for four nights – in total, up to €1000 for accommodation is covered by the programme



Coverage of the exhibition fee

at the World Health Expo

KEY MARKET INSIGHTS

Participating to EU Business Hub @ World Health Expo 2026 represents **a unique opportunity for European SMEs and startups:**

Market size: The Japanese medical equipment market was valued at approximately € 27.5 billion in 2024. The sector is projected to reach € 34 billion by 2029, growing at a Compound Annual Growth Rate (CAGR) of 4.4%, driven by the "super-ageing" society and demand for advanced diagnostics.

Regulatory environment: To accelerate innovation, the Ministry of Health, Labour and Welfare (MHLW) has launched the "DASH for SaMD 2" initiative, significantly streamlining the approval process for "Software as a Medical Device" (SaMD). This creates a faster track for foreign digital health solutions to enter the market compared to traditional hardware.

Commitment to advanced healthcare: Japan has solidified its focus on R&D through the Japan Agency for Medical Research and Development (AMED), which secured a budget of € 870 million (JPY 140.5 billion) in FY2025. A major portion of this funding is allocated to integrated projects bridging basic research and clinical application, particularly in robotics and AI-driven drug discovery.

Discover the business mission and apply

BY 24 MARCH 2026

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Main sources of untapped potential: While the diagnostic imaging market is mature, the preventive healthcare and digital therapeutics (DTx) sectors remain underpenetrated. The government's "Data Health Reform" actively encourages solutions that utilise health data for disease prevention, offering a strategic entry point for SMEs offering wearable IoT devices and personalised health platforms.