EU BUSINESS HUB
Japan





EU BUSINESS HUB @ MEDICAL JAPAN 2027 TOKYO

BUSINESS MISSION OVERVIEW

24-28 May 2027 | Tokyo, Japan

Are you an EU SME or startup in the healthcare and medical equipment sector looking to expand into Japan?

The **EU Business Hub @ Medical Japan 2027 Tokyo** will support up to **50 European SMEs and startups** in exploring business opportunities, connecting with Japanese partners and showcasing their solutions in one of Asia's leading healthcare markets.

The five-day mission combines participation in **Medical Japan 2027 at Tokyo Big Sight** with tailored business matchmaking, expert briefings and networking opportunities. In 2026, the exhibition attracted over 17,000 visitors and 650 exhibitors.

WHO CAN PARTICIPATE?

The mission targets European companies offering innovative solutions in:

- Medical devices and equipment
- Diagnostic and imaging technologies
- Digital health and AI applications in healthcare
- Telemedicine and remote patient monitorin
- Healthcare IoT and smart medical systems
- Elderly care technologies and services
- Rehabilitation and assistive technologies

WHAT DOES THE MISSION OFFER?

Participants will benefit from:

Exhibition participation:
Three days at Medical Japan 2027, with dedicated space within the EU Business Hub booth.

Market intelligence:
Expert briefings on Japan's healthcare ecosystem, business opportunities and regulatory environment.

Language and cultural support:
Professional interpretation, translation assistance and guidance on doing business in Japan.

Business matchmaking:
Pre-arranged one-to-one meetings with selected Japanese companies and on-site coaching support.

Partnering and networking:
Participation in the EU-Japan Healthcare and Medical Equipment Partnering Event and networking opportunities with Japanese and international stakeholders.

Financial support

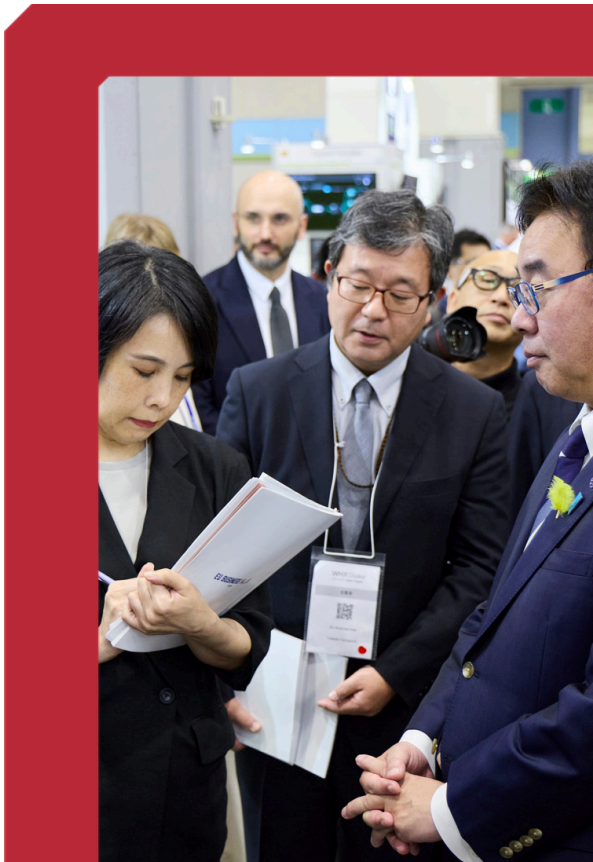
The EU Business Hub programme provides:

- **Up to €1,000** towards customised services, including translation, printing and legal advice.
- **Four nights' accommodation** at Hilton Tokyo Odaiba, with up to €1,000 covered by the programme.
- **Coverage of the exhibition participation fee** at Medical Japan 2027.

Participants will also receive pre-departure training and practical information to prepare for the mission, tentatively scheduled for **2 March 2027**.

PLANNED MISSION PROGRAMME

24 May Monday	Arrival in Tokyo and welcome gathering
25 May Tuesday	Briefing with sector experts. EU-Japan Healthcare and Medical Equipment Partnering Event / study visit
26 May Wednesday	Medical Japan 2027 exhibition. Networking reception (TBC)
27 May Thursday	Medical Japan 2027 exhibition. Debriefing session
28 May Friday	Medical Japan 2027 exhibition



WHY JAPAN?
KEY MARKET INSIGHTS

A growing healthcare market

Japan's ageing population is driving demand for innovative healthcare solutions. People aged 65 and over accounted for 29.4% of the population in 2025, projected to reach 35% by 2040. The medical device market is forecast to grow by USD 17.38 billion between 2024 and 2029, creating opportunities in diagnostics, remote monitoring and AI-enabled healthcare.



Emerging opportunities for European SMEs

Population ageing, workforce shortages and the nationwide Medical DX initiative are creating demand for wearable monitoring, preventive digital health, AI-powered diagnostics, homecare and chronic disease management solutions. These trends offer European SMEs opportunities to introduce technologies that improve healthcare efficiency and quality of care.

Strong government support for innovation

Japan prioritises medical technologies, regenerative medicine and healthcare digitalisation. The Japan Agency for Medical Research and Development (AMED) supports research and commercialisation, helping accelerate healthcare innovation.

An evolving regulatory environment

Japan is advancing its regulatory framework for digital health and Software as a Medical Device (SaMD). Initiatives such as DASH for SaMD 2 and evolving approval pathways are supporting innovation in AI-assisted diagnostics, remote monitoring and digital therapeutics.

Discover the business mission and apply

BY 29 JANUARY 2027!

Find out more

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EU Business Hub – Japan and the Republic of Korea is an EU-funded programme that supports EU businesses in the green and low-carbon, digital, healthcare and medical equipment sectors to enter the markets of Japan and the Republic of Korea.

Funded by the European Union