

# #NordicMade

HEALTHTECH DELEGATION TO JAPAN

11-14 OCTOBER 2022



# MON

10 OCTOBER

Check-in to the hotel, located in Shibuya, the most “startup” area of Tokyo, and well connected to most of our destinations.

There are no activities scheduled for Monday, as this is a public holiday. All delegates are expected to be ready for meetings by Tuesday morning. This is a preliminary program, subject to change.

10:00 **Delegation kickoff**

- Welcome
- Presenting the program and the team
- Presenting the companies and participants
- Intro to Japanese business etiquette
- Q & A and lunch

*Portal Point, Jinnan 1-11-3, 1F, Shibuya, Tokyo (near the hotel)*

13:00 **Transport to JETRO**

14:00 **Seminar on the Japanese Healthtech ecosystem**

- Healthcare industry in Japan overview
- State of digitalization of Japan's healthcare industry
- Certificates and standards
- Reimbursement models and other business models

*JETRO, Ark Mori Building, 6F, 1 Chome-12-32 Akasaka, Minato City*

15:30 **Break and walk to the Swedish embassy**

16:00 - **Nordic Health Meet** - hosted and organized by Business Sweden

20:00 Seminar, pitching and networking at Swedish Embassy with other Nordic delegations and select Japanese stakeholders.

*Swedish Embassy, Roppongi 1-10-3, Minato-ku, Tokyo.*

09:00 **Event at Shibuya Startup Center**

- Introduction: Shibuya Startup Support
- Introduction: Kobe Biomedical Innovation Cluster
- Visas, permissions and subsidies
- Registering a company, company types, setting up office
- Legal aspects and Certificates
- Hiring & Finding and Evaluating Partners in Japan
- Tips for Meetings and Negotiations
- CROs in Japan
- Investment and (C)VC landscape
- Lunch

*Portal Point, Jinnan 1-11-3, 1F, Shibuya, Tokyo (near the hotel)*

12:30 **Transport to BioJapan (Yokohama)**

*Train station: Minato Mirai*

14:00 **BioJapan DAY 1**

BioJapan is the largest Bio and Health focused event in Asia, with 15,000 attendees and 500 booths (in 2021). No group events will be organized at BioJapan, but all delegates will have access to the partnering system to identify and schedule meetings with more than 1,500 companies. Access to this system is NOK 5,000 per company, courtesy Nordic Innovation.

*Pacifico Yokohama, Minato Mirai 1-1-1, Nishi-ku, Yokohama, Kanagawa*

17:00 **Transport back to Shibuya**

19:30 **Dinner at local Izakaya for those wanting to join**

# TUE

11 OCTOBER

# WED

12 OCTOBER

09:00 **Transport to BioJapan (Yokohama)**

*Train station: Minato Mirai*

10:00 **BioJapan DAY 2**

BioJapan has three main tracks: *BioJapan*, the world's oldest biotechnology exhibition, since 1986, *Regenerative Medicine*, aiming to accelerate and industrialize R&D in the field of regenerative medicine including iPS cells, and *health TECH JAPAN*, providing a fusion of digital technology and life science, since 2020.

**The evening schedule provides you with a choice of two options:**

- Official BioJapan Partner event
- Event at Cambridge Innovation Center in Tokyo

# THU

13 OCTOBER

17:00 **Train to Cambridge Innovation Centre (CIC) and individual dinner on the way**

19:00 - **Pitching and networking event at CIC**

21:00  
CIC is one of the largest international coworking spaces in Tokyo. The event is part of the weekly Thursday Gathering arranged by Venture Café Tokyo for the venture ecosystem in Tokyo. This particular event will be focused on Life Science and co-hosted with Leo Pharma as part of their EMERGENCE life science series  
*1 Chome-17-1 Toranomon, Minato City*

09:00 **Transport to St. Lukes hospital**

10:00 **Hospital visit** - organized by the Danish Trade Council

- On-site hospital tour
- Tour of research facilities
- Management presentation of existing startup collaboration

13:00 **Individual, company specific meetings**

19:00 **Concluding networking session at Portal Point** with local stakeholders and other European delegations.

*Portal Point, Jinnan 1-11-3, 1F, Shibuya, Tokyo*

21:30 **A few Danish craft beers** on the house for those who still have the energy...

*Mikkeller Tokyo, 2 Chome-19-11 Dogenzaka, Shibuya City (near Portal Point)*

# FRI

14 OCTOBER

# PRACTICAL INFORMATION

## Hotel

Shibuya Tokyu REI Hotel.

1-24-10, Shibuya, Shibuya-ku, Tokyo, 150-0002

## Phone and mail of organizers

- **Peter Johansen:** +45 2987 8887, pj@asia-house.dk
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- **Niklas Karvonen:** +81 80-8908 4814. niklas@nordicinnovationhouse.com
- **Akiko Shiono:** +81-90-87213289, akiko@nordicinnovationhouse.com

## Your local Trade Promotion Officers

- **Danish Trade Council** - Peter Takizawa, petaki@um.dk
- **Business Sweden** - Magnus Blondell, magnus.blondell@business-sweden.se
- **Business Finland** - Kimura Masahiro, masahiro.kimura@businessfinland.fi
- **Innovation Norge** - Marianne Støren Berg, marianne.storen.berg@innovationnorway.no
- **Business Iceland** - Halldór Elís Ólafsson, halldor.olafsson@utn.is

## Cell phones and mobile data

- We recommend that you purchase a data only SIM card for your stay in Tokyo. These can be acquired at both Narita and Haneda airport, or bigger electronic stores in the city, like BIG Camera.

We expect to be able to organize a second Nordic Healthtech delegation for Tokyo in Q2 2023.

Sign up [HERE](#) if you're interested.

## ASSOCIATE PARTNERS

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**KLAK** Icelandic Startups

**SKÅNE**  
STARTUPS



**TECHBBQ**

## PARTNERS IN JAPAN



**JETRO**  
Japan External Trade Organization

**BUSINESS**  
**FINLAND**



**ROYAL DANISH EMBASSY**  
The Trade Council

**Innovation**  
**Norway**



**Business Iceland**

