

JOIN THE THIRD NEW NORDIC HEALTHTECH DELEGATION TO TOKYO

22 - 26 APRIL 2024

Meet key Life Science stakeholders, investors, and pharmaceutical companies in Japan

The 5-day program includes several pitching and networking opportunities, onsite visits to hospitals and research facilities and participation in the Nordic Health Summit.



Powered by:



TOKYO HEALTHTECH 2024

WHO WE ARE...

- **Nordic Asian Venture Alliance** is the only outfit that connects the entire New Nordic tech ecosystem with Asia. NAVA is non-profit, non-government, and deeply embedded in the Nordic-Baltic startup ecosystem.
- **Nordic Innovation House Tokyo** has built a strong and unique network in Japan and helps the Nordic startup community navigate the local landscape and connect with the right ecosystem stakeholders.

WHY US?

- **Experience:** NAVA has connected more New Nordic startups to Japan the last two years than any one else. Since October 2022 we have organised four startup delegations within three verticals, with a total of 46 companies joining. This will be the third Healthtech delegation, building on solid experience.
- **Network:** NIHT has developed an extensive network of Life Science stakeholders in Japan, and leverages the collective outreach of all five Nordic embassies.
- **New Nordic:** Entering Japan united is a huge advantage, making it possible to source the strongest and most relevant startups for Japan and ensure a critical mass of companies to attract the most interesting Japanese stakeholders.

WHAT DO YOU GET?

- **Matchmaking and pitching opportunities** with high-level Japanese Life Science stakeholders, potential clients, customers and investors
- **Free access to the Nordic Health Summit**
- **Onsite visits to hospitals**, research facilities and science parks in Tokyo
- **Networking** with other Nordic healthtech founders and pharmaceutical corporations
- **Online company profile** on the NAVA platform in English and Japanese
- **First-hand Insights** into the Japanese healthcare market & medical approval process
- **Pre-trip preparation** for presenting and pitching in a Japanese context

DELEGATION FEE (EX. VAT)

- Startups: EUR 1,500
- Scaleups: EUR 3,000

WHAT IS COVERED?

- All planning and organisational costs in connection with the delegation
- Free access to the Nordic Health Summit (normally EUR 355 for on-site participation)
- Select social events and lunch during workshops
- **Not included:** Hotel and flight costs

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OUR TRACK RECORD

OCT 2022 - Healthtech delegation #1

FEB 2023 - Smart city delegation #1

APR 2023 - Healthtech delegation #2

FEB 2024 - Food & Agritech delegation #1

APR 2024 - Healthtech delegation #3 (in process)

MAY 2024 - Smart city delegation #2 (in process)

Deadline for signup: 22 March 2024

[HERE](#)

PREVIOUS HEALTHTECH DELEGATES



SPiROMANN

ACORAI



gmendel®



NAVIGIL



Fepod™



SOME TESTIMONIALS...

NAVA has done a fantastic job organising the Healthtech delegation, which has opened plenty of doors to access the Japanese MedTech market. The insight and network gained from the delegation would help most companies with their market access strategy!

Kush Punyagi, Spermomens, Sweden



The organisers managed to secure a good selection of top-tier partners participating with high-level executives, meaning we could directly discuss potential collaborations with the right person. An excellent intro to the Japanese market!

Matthew Liptrot, Cerebriu, Denmark



Overall an excellent experience, providing deep insights about the Japanese market! We got the opportunity to explore potential avenues of collaboration, funding and customer relationships to various healthcare market players in Japan.

Andres Melik, CoNurse, Estonia



NAVA and Nordic Innovation House Tokyo put together a fantastic itinerary, facilitating meetups with potential clients via events and visits. A smooth journey to get a foot into the Japanese market!

Prateek Singh, Finnadvantage, Finland



ANYO Labs sees great value in participating in the delegation! The program offered us an unique a greater understanding of the Japanese market, and a unique opportunity to network with Nordic peers and to get Japanese leads.

André Stadelmann, Anyo Labs, Sweden



My networking experience was really good, I got the opportunity at one of the networking events to connect with a major Japanese company that seems to be the right partner for us !

Motoo Toyama, Navigil, Finland



NAVA introduced us to Mitsui and facilitated the testing of our solution at their hospitals. We are currently negotiating to expand to all of Mitsui's hospitals, and NAVA's introduction to Mitsui has definitely shortened our sales timeline to IHH Healthcare by several years. We highly value NAVA's role as a bridge between Nordic and Asian companies, and appreciate their support throughout this process.

Theis Jensen, Sani Nudge, Denmark



WED

28 FEBRUARY

Webinar 1

- Healthcare industry in Japan overview
- Introducing the Japanese Pharmaceuticals and Medical Devices Agency (PMDA) approval process
- Nordic Health Summit Japan

APRIL

Webinar 2

- Presenting the program
- Preparing for the trip
- Intro to Japanese business etiquette

SUN

21 APRIL

Arrival in Japan: Check-in to Hotel

All delegates are expected to be ready for meetings by Monday morning.

19:30 - **Informal dinner and social event** for those not too jet lagged

21:00 *Location: TBD*

9:15 - **Delegation kickoff**

13:00

- Presenting the final program
- Internal presentation of the companies
- State of digitalization of Japan's healthcare industry
- Establishing Sales Channels in Japan
- PMDA, part 2

15:00 -

VC/CVC Visit (Healthtech, Life Science)

16:00

MON

22 APRIL

18:30 -

Social Gathering

20:30

- Mingle with the delegation members, Nordic entrepreneurs in Japan and other innovation players

Location: TBD

TUE

23 APRIL

- AM **Hospital tour**
- PM **Individual business meetings**
- PM **Meeting with major pharmaceutical companies
Networking & Pitching**

WED

24 APRIL

- AM **Company visit # 1**
- PM **Company visit # 2**
- PM **Individual business meetings**

09:30 - **Preparing for the Nordic Health Summit**

11:00 ...and lunch

Location: TBD

THU

25 APRIL

13:00 - **Nordic Health Summit**

21:00

- Seminar on Japan - Nordic healthcare collaborations
- Face-to-face matchmaking with leading Japanese pharmaceutical & medtech companies, & financial investors (Eisai Co. Ltd., Otsuka Pharmaceutical Co. Ltd., AstraZeneca, Olympus Corporation, Mitsubishi Tanabe Pharma Co., Asahi Kasei Pharma Co., Daiichi Sankyo Co., Ltd. joined in 2023)
- Dinner & networking at the Ambassador's residence TBC

Location: TBD

FRI

26 APRIL

- AM **Individual business meetings**
- PM **Networking & social event**

NORDIC HEALTH SUMMIT

CO-ORGANISERS

**BUSINESS
FINLAND**



ROYAL DANISH EMBASSY
The Trade Council



DELEGATION SUPPORTED BY

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