

# 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:



# 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*

10:00 **Delegation kickoff**

- 12:00
- 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

*Location: Business Sweden, ARK Mori Building 16th floor*

# MON

22 APRIL

13:00 - **VC/CVC Visit (Healthtech, Life Science)**

14:00 *Name to be announced shortly*

14:00 - **Rest & recovery from jetlag or**

18:00 **Individual business meetings**

18:30 - **Networking at prominent Shibuya Innovation Space**

- 20:30
- Mingle with the delegation members, Nordic entrepreneurs in Japan and local Life Science stakeholders

*Name to be announced shortly*

# TUE

23 APRIL

- 10:00 - **Visit to key Japanese University Hospital**  
12:30 *Name to be announced shortly*
- 14:00 - **Networking with major Danish pharmaceutical**  
15:30 *Name to be announced shortly*

# WED

24 APRIL

- 10:00 - **Visit large Japanese trading company**  
11:30 *Name to be announced shortly*
- 12:30 - **Visit major Japanese pharmaceutical**  
14:00 *Name to be announced shortly*
- 14:30 **Individual business meetings**  
16:30

# THU

25 APRIL

- 09:30 - **Preparing for the Nordic Health Summit**  
11:00 ...and lunch  
*Location: TBD*
- 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: LINK-J, Nihombashi Life Science Building*

# FRI

26 APRIL

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

# 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, Spermosens, 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, Finnadvance, 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**

# NORDIC HEALTH SUMMIT

## CO-ORGANISERS

**BUSINESS  
FINLAND**



**ROYAL DANISH EMBASSY**  
*The Trade Council*



## DELEGATION SUPPORTED BY

**INDUSTRIENS  
FOND**



**Nordic  
Innovation**



## PREVIOUS DELEGATIONS

.....  
We were in Tokyo in 2022  
and 2023 as well  
.....

**NAVA X NIH TOKYO**





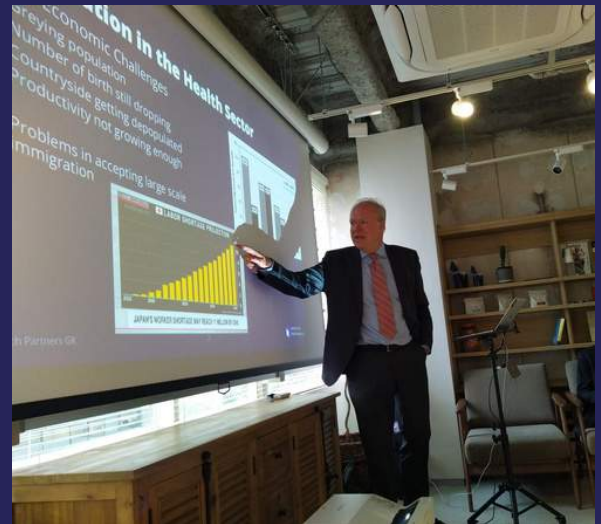
# DAY 1

HEALTHTECH DELEGATION  
APRIL 2023

## KICK OFF

Kicking-off the 1st day of the delegation program with advice on how to pitch to Japanese investors and companies:

This was followed by an introduction to sales and digitalization of the healthcare sector in Japan by local expert Klaus Jacobsen from MedTech Partners GK and a session of evaluation of medical products by Takashi Misu from the Japanese Pharmaceutical and Medical Devices Agency



## VISIT UTEC

Then off to the beautiful and iconic area of Tokyo University Campus to meet with Asia's largest deeptech fund, UTEC - The University of Tokyo Edge Capital Partners, with more than 5 funds under their belt and a total of more than 85 billion JPY AUM (~634 M USD).

## NETWORKING

To end the day, off to bustling Shibuya for a networking event at Shibuya Startup Support with their cool rooftop, where they invited the local tech community partners, including KOBE Biomedical Innovation Cluster, EU-Japan Centre for Industrial Cooperation, Nordic Innovation House Tokyo





## NORDIC HEALTH SUMMIT JAPAN

Greeted by the Nordic Ambassadors to Japan, the Summit kicked off with a seminar to introduce the Life Science sector in the Nordics (by Charlotte af Klercker), the excellent examples of Nordics-Japan collaboration (presented by Eisai Co., Ltd, BioArctic, Torii Pharmaceutical Co Ltd, ALK, Solasia Pharma KK, and AstraZeneca), and pitching session by our delegation.

Then came the main part of the Summit: matchmaking meetings. Meetings were scheduled beforehand, and 120+ meetings took place onsite and online in 3 hours.

To wrap up the Summit, the Swedish Ambassador to Japan welcomed us at the beautiful residence. The venue was filled with good vibes and continued discussions from the matchmaking meetings.



# DAY 3

## VISITING MARUBENI & NOVO NORDISK



The delegation met members of Marubeni's Next Generation Business Development Division, Regional Planning & Coordination Dept. (Europe & CIS Section), and Clairvo Technologies, Inc. their subsidiary focusing on development and distribution of AI and Healthcare products, to pitch and to discuss partnership opportunities. The delegation received very high interest and made connections to have further discussions towards collaboration to penetrate the Japanese market (and even beyond to other parts of Asia).



In the afternoon, we head over for a visit to Novo Nordisk Japan HQ. Their insights on the business culture differences in the Nordics and Japan, and their examples of collaborations with Japanese partners/startups for adding value to their solutions were very informative and inspiring.

CO-ORGANIZER



KASPER BØDKER MEJLVANG



KLAUS JACOBSEN

# DAY 4

## HOSPITAL TOUR

The group started the day by visiting Juntendo University Hospital, one of Japan's most modern hospitals facilitating the largest number of beds in Japan, famously known for their research internationally.

The delegation got the chance to pitch their solutions to and get feedback from Dr. Hiruyuki Daida, professor of Radiological Technology and Cardiovascular Medicine department, followed by a tour of the hospital. Furthermore, the group was introduced to GAUID by Dr. tamaki nara, the hospital's open innovation platform. Amazing to hear about the impressive operations of the hospital and get an insight into how they work with innovation.



## VISIT GETINGE JAPAN

After lunch, the group visited Getinge Japan, a Swedish medical equipment manufacturer that has been operating in Japan for over 30 years. During the visit, we could see their high-tech showcasing room displaying some of their portfolio products unique to the Japanese hospitals.



## PITCHING AT LINK-J

The pitch event was hosted by Life Science Innovation Network Japan (LINK-J). Well-rehearsed pitches were outlined by the delegates to the audience coming from all corners of the Japanese life sciences ecosystem (+300 sign-ups), attending online and physically.

It was followed by a networking reception, where the Japanese stakeholders talked with the delegates. ([video link](#))

