



<https://www.hcr.or.jp>

International Home Care & Rehabilitation Exhibition

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一般財団法人

保健福祉広報協会

HEALTH AND WELFARE INFORMATION ASSOCIATION

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Best hopes and wishes for the New Year !

After corona: To the turning point of society

The possibilities and expectations of assistive devices are even higher!

Japan's economic activities and the spread of the new coronavirus infection, which has significantly changed society and life, have reached two years, and during that time, medical care and welfare sites have continued to work in a harsh environment. Last year's survey also revealed that the activities of welfare equipment-related companies were also greatly affected. Under these circumstances, H.C.R. 2021 held a real exhibition for the first time in two years, and received many favorable feedbacks from visitors and exhibitors. In addition, through a new attempt to hold an online exhibition, we were able to provide welfare equipment-related information to a wide range of people without restrictions on time and place.

At welfare sites, the needs and expectations for the introduction of new welfare equipment such as ICT equipment, sensors, and long-term care support robots that improve the quality of support for promoting the independence of users and reduce the burden on staff have further increased.

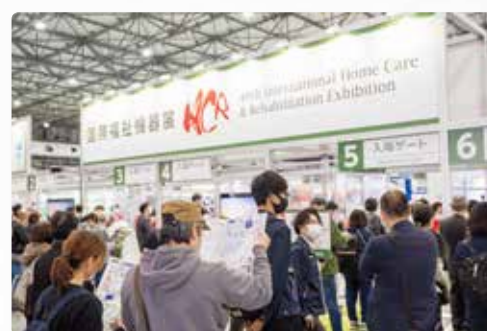
More than 20 years have passed since the elder-care insurance system has started in Japan. The baby boomer generation will be 75 years old in 2025, and the baby boomer junior generation will be elderly in 2040.

In order for the elderly to lead a healthy and prosperous life, it will be an era in which daily health care is needed to extend

healthy life expectancy. In order to realize a comprehensive community care system, the long-term care field and frailty prevention / life support are important issues.

It will be becoming more and more necessary to create an environment in which elderly people can select and utilize assistive devices in order to maintain their lives, become independent, and participate in society.

Based on the principles of SDGs, the National Council of Social Welfare and the Health and Welfare Information Association disseminate welfare equipment information so that the elderly, people with disabilities, and all people can live together in the community and live comfortably while fulfilling their social participation. We will continue to improve health and welfare in 2022 through HCR-related projects for the development and popularization of welfare equipment.



H.C.R. 2022 will be held at Tokyo Big Sight East Exhibition Halls for the first time in 4 years!

This year, the 49th International Welfare Equipment Exhibition H.C.R. 2022 will be held at the same exhibition scale as 2018, with the venue being the East Exhibition Halls 1-8 of Tokyo Big Sight.

Including the exhibition of the latest assistive equipment in Japan and overseas, the latest trends in measures related to the field of long-term care and disabilities, consideration of welfare issues from a global perspective and the circumstances surrounding them, an environment where staff

working at welfare sites can work more comfortably. We will provide information that contributes to the creation and plan exhibitions.

We will do our utmost to provide exhibitors and visitors with a safe and secure exhibition. Furthermore, looking ahead to 2023, when H.C.R. will celebrate its 50th anniversary, we will continue to work on further enhancing the content. We would appreciate the continued support and cooperation to H.C.R. 2022.

H.C.R. 2021 Report

1 | Opening

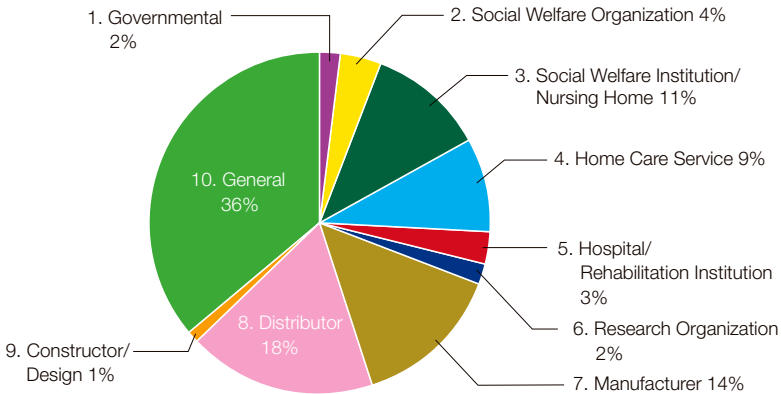
As a measure against infectious diseases, a video image was shown at the venue for the H.C.R. 2021 opening on November 10 at 9:45 a.m. instead of holding the opening ceremony.

The video started with a beautiful image of the magnificent nature, people, and cityscape weaving together under the theme of "realizing a prosperous society where we can live together" as an image of H.C.R. Following the video, the opening greeting by Atsushi Seike, the Chairperson of the Japan National Council of Social Welfare was aired, and the 48th International Welfare Equipment Exhibition H.C.R. 2021 opened.

He expressed his respect and gratitude to the people involved in welfare, and expressed his hope that H.C.R. would disseminate information as an exhibition where you could experience the development of assistive products.

2 | Visitors

The total number of visitors reached 39,647 during the three days. The ratio by business industry was the highest at 36% for the general public, followed by the distributors at 18%. Compared to the past years, there were many assistive products users, their families, and students who fall under the category of "general" and the ratio was 36%. This was followed by manufacturer at 14%, social welfare institution/nursing home at 11%, and home care services at 9%.



3 | Exhibitors

H.C.R. 2021 welcomed total 207 exhibitors from Japan and overseas including exhibitors of online exhibition. Due to the Tokyo 2020 Olympics and Paralympics, the exhibition venue was changed to the Tokyo Big Sight “Aomi Exhibition Halls”, and the scale of the exhibition was reduced to about one-third of the previous H.C.R. 2019. Due to the space reduction, the exhibition conditions have to be changed, such as closing of application was early, revising the exhibition guidelines due to the implementation of the online exhibition.

Among overseas exhibitors, there were not a few companies and organizations that decided not to participate due to the effects of the new coronavirus.

● Number of Exhibitors by Product Category (Total 622)

Country	Number of exhibitors
Japan	200
U.S.A.	4
Singapore	1
Sweden	1
China	1
Total	207

● Number of exhibitors by product category

Please refer to the following for the number of products exhibited in HCR2021.

Mobility Equipment (Wheelchair)	
Manual wheelchairs	14
Wheelchair related goods	19
Powered wheelchairs	5
Powered 3- and 4-wheeled scooters	1
Bicycles	1
Attendant pushed wheelchairs	4
Mobility Equipment (Walkers, Canes)	
Walkers, Walking aids	14
Canes	11
Mobility Equipment (Lifts)	
Stretchers	3
Transfer aids	5
Floor lifts	9
Ceiling/fixed lifts, Stationary hoists	5
Power assist suits, Walking assist robots	4
Vehicles for Disabled Persons and Related Devices	
Car operating devices for disabled persons	4
Vehicles for disabled persons	4
Disabled vehicles for professional use, Eco-friendly vehicles	2
Bed Related	
Beds	6
Mattresses, Pressure sore prevention products	12
Others	9
Bathing Equipment	
Bathtubs	8
Bathing chairs	6
Anti-slip products	3
Bath boards	3
Bathing lifts	6
Others	5
Toilet/Diaper Related	
Portable toilets	6
Toilets, Toilet seats	3
Deodorizers, Germicides	3
Toilet related	6
Diapers	5
Toileting assist equipment	1
Clothes/Clothes Changing Aids	
Clothing	5
Shoes	5
Clothes changing aids	1
Communication Equipment, Monitoring Equipment	
Special telephones/FAX, Portable talking aids	2
Guidance systems for visually impaired persons	2
Emergency/monitoring system	19
OA equipment/software/OA operation aids for disabled persons	2
AV system for disabled persons	1
Communication related robots	2
Others	10

Construction and Home Equipment	
Ramps	5
Handrails	12
Elevators	1
Platform lifts	1
Stair climbers/stair lifts, Accessible housing	4
Others	10
Rehabilitation and Care Prevention Equipment	
Rehabilitation equipment for walking	1
Training materials and devices for rehabilitation	9
Muscle training machines, Body training equipment	8
Oral care related products	5
Prosthesis and Orthosis	
Prosthesis and Orthosis	4
Daily Living Aids	
Self-help aids/devices	3
Sports and recreation tools for disabled persons	1
Care related products	9
Others	9
Cooking Aids	
Eating utensils/tableware	2
Kitchen	1
Environmental Installation and Welfare Equipment for Welfare Facilities	
Construction, Floor and wall materials for facilities/institutions	1
Washing/drying/cleaning/deodorizing machines	1
Chairs, Positioning chairs, Stand-up aids	5
Furniture, Tables, Wash-basin	9
Disaster prevention products	3
Care staff uniforms	2
Others	8
Infection Prevention Products	
Air cleaning equipment, Humidifier, Sterilizer, Infection prevention equipment	4
Others	12
Management Information Systems for Home and Institutions	
Computer systems for care service management	19
Publications, Home Care & Rehabilitation Equipment Information	
Home care & rehabilitation equipment publications	15
Total	400

● Appreciation Award Ceremony

5 Japanese exhibitors were celebrated for their 15th exhibition this year at their booths on November 10. No ceremony was conducted to prevent the spread of infection.

The awarded exhibitors (alphabetical order)

HAMADA MFG. CO., LTD.
MEDICAL PROJECT CO., LTD.
National Institute of Information and Communications Technology
P.A.S. Corporation
SINENTH CO., LTD.



4 | Special Presentations

① Kid's Square

(Cooperated by Foundation for Yokohama Rehabilitation Services)

② Daily life support articles corner

(Cooperated by The Accessible Design Foundation of Japan, Suginami-ku and others)

③ Consultation Corner

(Cooperated by Japanese Association of Occupational Therapists)

④ Reconstruction Supporting Booth

(Cooperated by SELP Japan)

⑤ International Home Care and Rehabilitation **Online** Exhibition 2021 Corner



5 | H.C.R. Seminars

H.C.R. Seminars in various themes for various users and business personnel in the industry were held on-site and online.



6 | International Symposium (online)

Main theme: Approaches to Healthy Ageing

After-Corona Society's Healthcare Initiatives by researchers in England and Japan. Current status report on healthy life expectancy and future prospects in England and prospects for promoting health care in the age of 100 years of life in Japan.

● Professor George W. Leeson

Oxford Institute of Population Ageing University of Oxford

What do we know about healthy ageing?



● Professor IJIMA Katsuya

Institute for Future Initiatives (IFI), The University of Tokyo

Challenges to realize a healthy and long-lived society



7 | Exhibitor Presentation (online)

16 exhibitors presented their products and service on the H.C.R. online exhibition page.



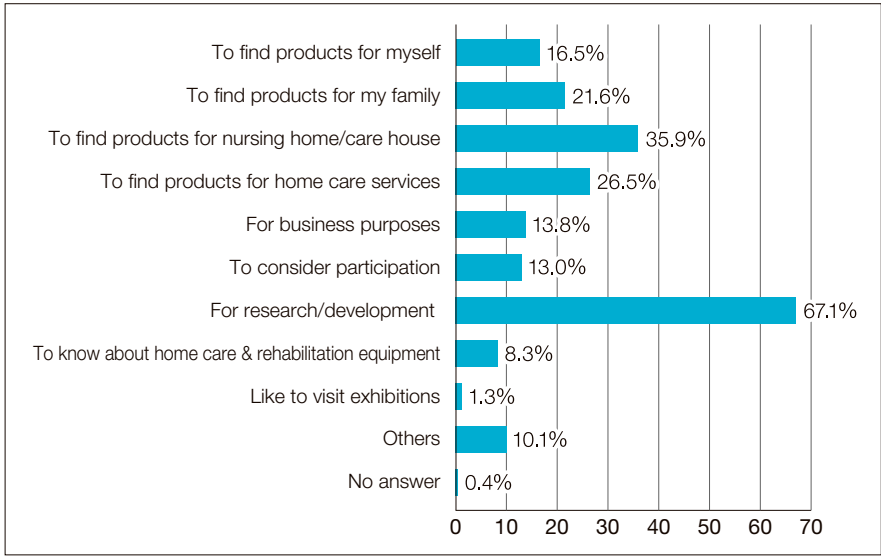
8 | Exhibitor Search/Product Search (online)

Information on more than 200 exhibitors and approx. 1,000 products information has been posted on the H.C.R. online exhibition page.

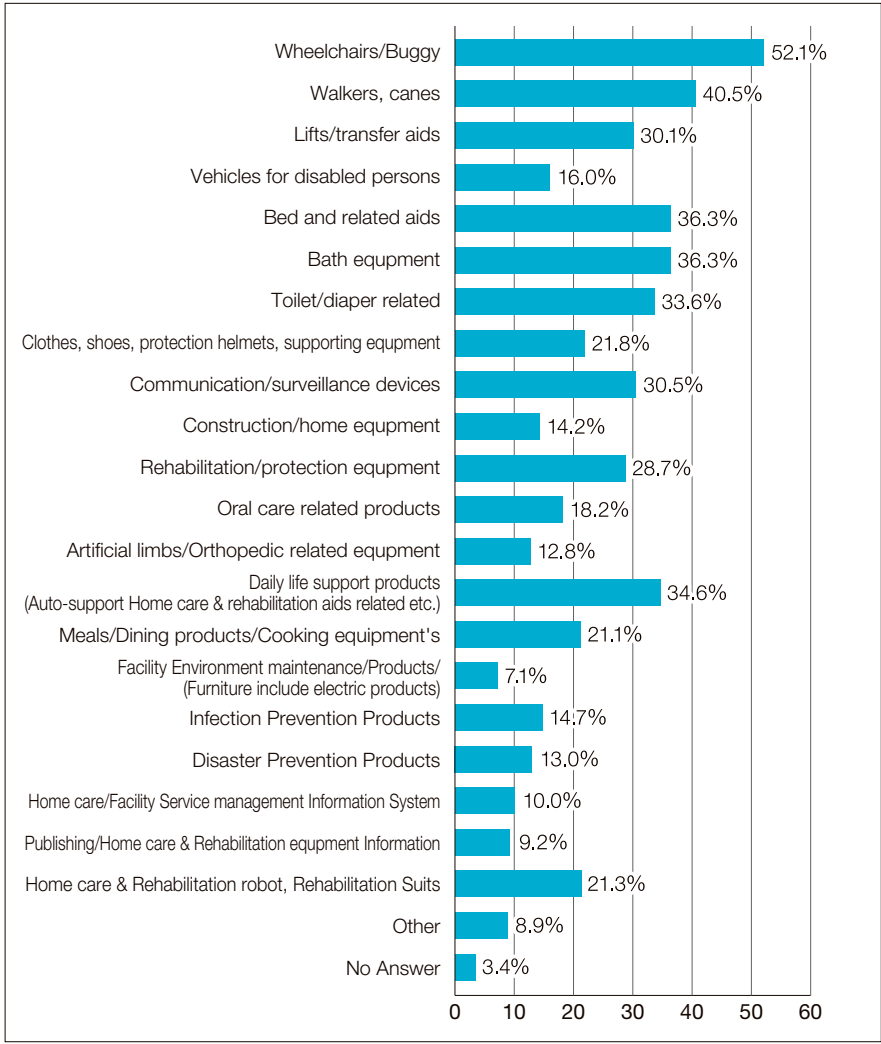


9 | Visitor Questionnaire Results (2,732 answers, ①~③ multiple answers allowed)

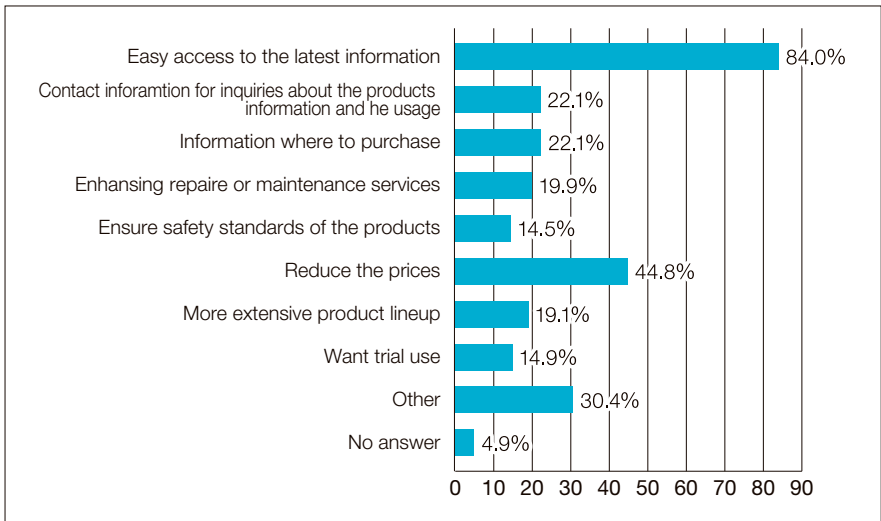
① Purpose for visiting H.C.R. 2021



② Category of products you are interested in



③ Requests on the use of homecare and rehabilitation equipments



④ Visitors requests on welfare equipment

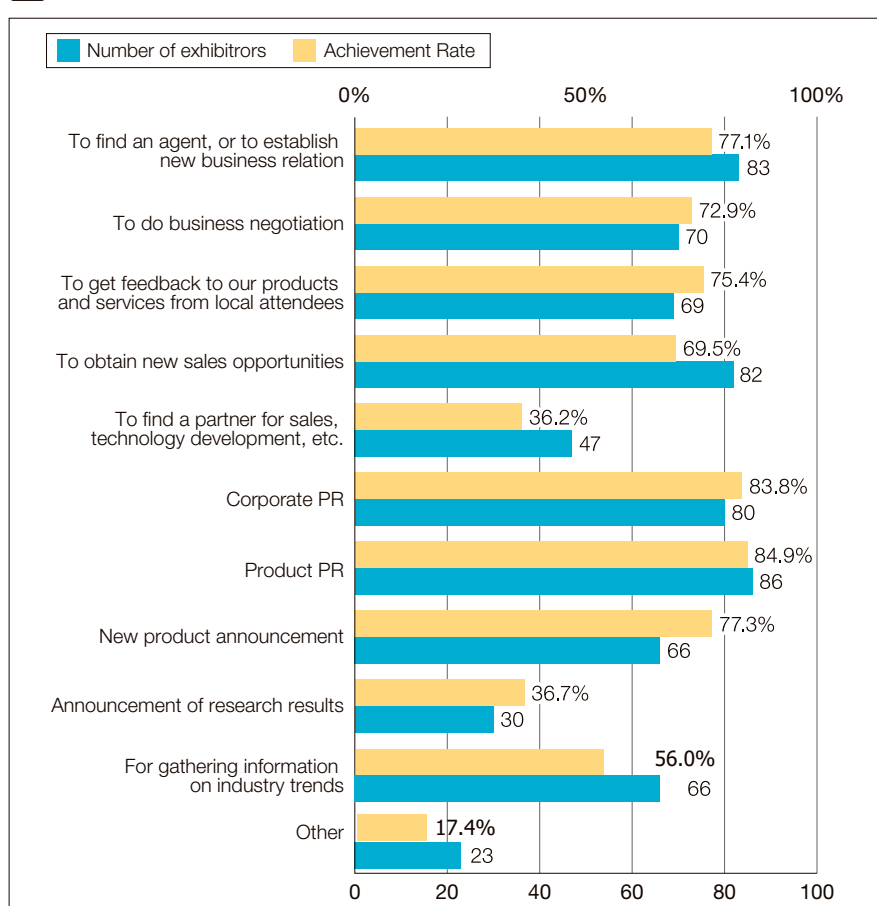
1. It would be nice if information on assistive equipment could be easily collected and be purchased online.
2. I would like to know the image of visitors envisioned by exhibitors and a guideline for judgment.
3. We want products that not only assist but also encourage the independence of users and can be used by utilizing their own power.
4. I would like to see more widespread use of "welfare equipment" that can be used as general products, such as universal design, without being bound by the fact that they belong to people with disabilities and the elderly.
5. We want it to be compact, easy to carry, and functional with simple operation.
6. I hope that the development and popularization of children's equipment will be further promoted.
7. I often give up buying at a high price, so I'd be happy if there were variations in features and prices.
8. I think it would be nice to have an exhibition room where you can try it out by touching it, other than H.C.R.
9. Whether or not insurance is applied, whether or not subsidies can be used, etc.
10. I would like to see more high-priced products that can be leased.
11. Development of a toilet that can be used in a sitting position even for people with severe disabilities
12. Communication tools that are effective for short-term memory disorders and tools that help memory
13. I hope there will be more fashionable designs.
14. Enhancement of after-sales service
15. Lifts etc. cannot be tried easily, so I would like to see more opportunities.
16. Often the functions are complicated and cannot be fully used. I would be happy if you could make it easier and cheaper.
17. I want more low-priced items for home care. Especially nursing robots.
18. Enhancement of recreation experience corner to support the independence of the elderly.
19. The number of IT equipment has increased more than before, and I felt the progress of welfare equipment.

⑤ Visitors comments on H.C.R. exhibition

1. Due to the corona disaster and the change of venue, there were not many exhibitors. We are expecting to go back to the East Exhibition Halls.
2. It was easy to see even for wheelchair users. I was able to experience many actual machines and obtained various information.
3. It was a pity that there was no exhibition of nursing care food.
4. By participating in H.C.R. every year, I became able to understand the trends of equipment. This time as well, it was a place where I could experience and experience new technologies and cutting-edge equipment, which was inspiring.
5. I feel that H.C.R. is a valuable opportunity as a place where you can see and compare many assistive devices at once.
6. Last year, it was held only on the Web, and I felt that there is information that can be obtained by actually seeing and experiencing it at the real exhibition.
7. There were quite small number of overseas exhibitors. I hope that many overseas exhibitors will be back next year.
8. I hope that the information on the Web exhibition will be enriched.
9. The venue was compact, the conductors were easy to understand, and I was able to go around the booth slowly. I felt that the scale was just right.
10. New products are released every year and I am fascinated by them. It is helpful to see such products at H.C.R., so I feel that it is a valuable place.
11. I was looking forward to the event because it was canceled last year. It was good that each booth was easy to see because the venue became compact.
12. I attended a seminar on "how to choose and use". It was good to participate because the points of equipment selection were very easy to understand.
13. I had a hard time printing the admission pass. As a consideration for people who are not accustomed to the Web, such as people with disabilities and the elderly, I would like you to further devise other means of admission.
14. I was able to enter smoothly by registering in advance. I felt that the infection prevention measures, lunch place, toilet, etc. were carefully considered.
15. I participated with a handicapped child and tried many wheelchairs. It was nice to be able to compare manufacturers at once.
16. I am very happy to find a device that is close to what I was thinking.
17. I was able to deepen my learning of auxiliary equipment and daily life equipment.
18. The Kid's Square was easy to understand. I would like to see other projects with the theme of communication equipment.
19. We saw both the equipment already in circulation and the equipment under development, and gained new discoveries and learnings.
20. I would like to see more information provided within the facility, such as parking lots and UD toilets.

10 | Exhibitor Questionnaire Results

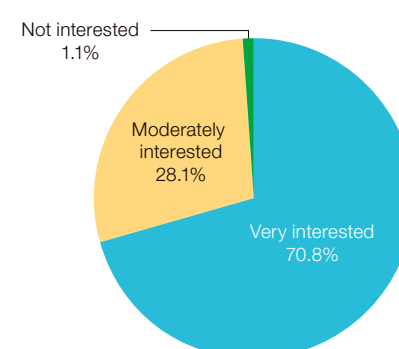
1 Purpose to participate at H.C.R. 2021 and the achievement rate



Other

Information exchange between exhibitors
 Deepen relationships with wholesalers
 Improving relationships with existing customers
 Lead acquisition
 For gathering information on industry trends
 Book sales
 Informing visitors of the importance of equipment

2 Interests in the next exhibition



3 Comments and suggestions

1. Since the venue changed to the Aomi Exhibition halls, it seemed easy for visitors to go around the entire venue. As an exhibitor, I was able to respond individually, and I was able to talk about each and every one of them.
2. Although I was worried that the event would be held in this situation, many visitors stopped by at the booth.
3. H.C.R. is the main axis of public relations for us within a year. We definitely will be back next time.
4. Visitors and exhibitors felt the enthusiasm and liveliness of "waiting" for the first real event in two years.
5. I want the real exhibition and the web exhibition to be linked in an easy-to-understand manner.
6. I would like to expect publicity using SNS.
7. Able to meet a company that can carry out product development together.
8. Able to talk directly with the person in charge at the welfare equipment rental office and got hints for selling.
9. The opportunity to introduce the product face-to-face was lost at Corona, but it became a place where we could present our products at H.C.R.
10. I felt that the number of visitors involved in long-term care and nursing facilities and visitors from far was small. More publicity is expected next year.
11. As the scale was reduced and the number of visitors dropped sharply, the effect was not as good as usual.
12. The product was highly evaluated by users of welfare equipment and related parties. It was a meaningful time for me to talk about improvements.
13. We were able to directly investigate product requests from end users.
14. Although the total number of visitors has decreased, I think that the number of visitors to individual booths has increased as the venue has shrunk.
15. The next event will be held at the East Exhibition Hall, so I'm looking forward to having visitors like before.

11 | Brief Report about a Danish Exhibition “Health & Rehab Scandinavia”

Brief Report about a Danish Exhibition “Health & Rehab Scandinavia”

By Bendt Apollo Rasmussen, H.C.R. Coordinator, Europe

The exhibition is one of the oldest in Europe going back to the sixties showing products and services for the disabled and the elderly either for private use or institution and hospitals.

The exhibition is now “owned” by the Danish manufacturer’s federation named DANISH.CARE former Danish Rehabilitation Group. There has been a long tradition of involving various federations in the strategy for how to run the show in the best possible way to benefit all types of visitors. They act via the advisory board consisting of 10 persons from different federations together with members of DANISH.CARE board.

This year’s show had more than 200 exhibitors and the number of visitors was app. 6000 professionals and private persons. The number of visitors was slightly lower than before due to the COVID situation.

As usual there was a competition between all new products and this year there were nearly 40 products on show – one appointed as the product of the year.

The visitors had the possibility to join in at more than 200 different seminars.

Even then the first evaluation via the exhibitors gave the result that it was very positive and they were already looking forward to the next show in 2 years.

Via input from the different organizations a new activity was started under the name START UP ZONE organized by CARE TECH CHALLENGE. It was based on an open invitation to inventors of new products and services as they are the future suppliers to the social sector. That ended up been a great success for both participants and visitors. One of the participants was elected to be the winner of this year’s CARE TECH CHALLENGE.

More details can be found on the web site <https://www.health-rehab.dk/> in an English version



12 | Promotional Activities*

To promote H.C.R. 2021, 5,000 posters, and 460,000 flyers were produced and distributed to H.C.R. exhibitors and supporting organizations, etc. H.C.R. 2021 has been reported in the listed domestic media.

● TV/Radio program production companies

December 11	BS-TBS, Inc. "Trend Clip"
December	Fuji Creative Corporation
November 28	FUJI Satellite Broadcasting, Inc. "Bueiness Board"
November 27	RCC Broadcasting Co., Ltd.

● Radio stations

November 21	Nippon Broadcasting System, Inc.
November 11	Nippon Cultural Broadcasting, Inc. "Colorful Friends"

● Trade papers

December 15	The Foam Times
December 10, November 10, October 10	The Silver Industry News
December 5	The Sing News
December 1	The Kagu News
December	The Electronic Device Industry News
December	The Health Life Business
November 29	The Glass News
November 25	The Butsuryu Kikai News
November 25	The Nihon Setsubi Kogyo News
November 23	The Fukushima Shimbun
November 20	Shigyo Times
November 15	Kotsu Mainichi Shimbun
November 15	Nichiyohin-keshohin Shimbun
November 14	The Mainichi Newspapers
November 11	Nikkan Jidosha Shimbun
November 5	Silver Shinpou
November	The Sen-I News
November	Kankyo-Bihin News

● Magazines/papers/online news, etc.

January	Fukushi-Techno
January 1	Care Manager's Association of Tokyo
December 20	Amusement Press Japan
December 15	Center for Human Rights Education and Training
December 10	Digital Vision
December	Dispensing Pharmacy Journal
December	Monthly Health & Beauty Retail
November/December	San-ei
November/December	LPG News
November 26	New Model Magazine X
November 25	Yugitsushin
November 22, 25	Shoes Post Online
November 22	Tenjiki Biz
November 19, 25	Auto Messe Web
November 17	Yugi Tsushin Web
November 15	times-net
November 13, 15	Believe
November 12	S-Max
November 11	j-people.cn
November 9	Kuruma-News
November 9	JOINT
November 4	@Press
November 4	BIGLOBE News
November 4	clicccar11th
November 4	goo News
November 4	LINE WORKS×ASCII
November 4	excite News
November 2	JCN NEWSWIRE
November 1	Car&Leisure
November 1	YAHOO! JAPAN News
November 1	Car Watch
October 25	Nationwide Association for Children (Persons) with Severe Physical and Intellectual Disabilities
October 21	Dream News
October 14, November 14, November 15	PR TIMES
September 1, October 1	Monthly Welfare

13 | Facilities for Disabled Attendees

- Wheelchairs for lending
- Parking space for people with disabilities
- Free shuttle bus service between the parking space and the Aomi Exhibition Halls



Announcement

49th International Home Care and Rehabilitation Exhibition (H.C.R. 2022)

Dates Wednesday, October 5 - Friday, October 7, 2022

Venue East Exhibition Halls 1-8, Tokyo Big Sight, Japan

Organizers Japan National Council of Social Welfare, Health and Welfare Information
URL: <https://en.hcr.or.jp/>
*Application details will be announced on the above site.
*Application for participation is scheduled to start in February – March, 2022

