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International Home Care & Rehabilitation Exhibition



New Year H.C.R. 2023



50 years of delivering the values of welfare equipment! Opening up a Creative Future

The International Home Care & Rehabilitation Exhibition (H.C.R.), which started in 1974 as the "Exhibition of Welfare Equipment for Modernization of Social Welfare Facilities," will celebrate its 50th anniversary in 2023. Welfare equipment has values that support the independence and social participation of the elderly and people with disabilities, based on the principle of human dignity. In the past half century, the development and diffusion of welfare equipment have evolved dramatically, along with the enforcement of various social welfare laws and the enhancement and development of welfare systems and policies in Japan.

This evolution has led to the diversification of the intended use and the advancement of the functions of welfare equipment, which is used in all aspects of life and in the development of social environment. In this process, H.C.R. has continued to disseminate information on welfare equipment, which has greatly changed the image of welfare equipment and played an important role in the entry of companies from various industrial fields, the growth of the market, and the internationalization of welfare equipment as an international exhibition.

We would like to express our sincere gratitude to all the domestic and overseas companies and associations that have exhibited at H.C.R. over the years for their kind understanding and cooperation.

As the Japanese society ages and the population declines towards the year 2040, the needs for nursing care and welfare for the elderly will increase further. In addition, under the Convention on the Rights of Persons with Disabilities, efforts and environmental improvements are needed to for the people with disabilities promote independent life,

employment, education and social participation. To this end, more importance will be placed on issues such as ensuring the appropriate selection and use of welfare equipment that meet the needs of the elderly and people with disabilities, ensuring safety, and improving the quality of welfare and long-term care services provided by welfare facilities and offices by promoting the use of welfare equipment.

H.C.R. will continue to make further efforts as a exhibition of a wide variety of domestic and overseas welfare equipment to open up a creative future, based on the foundation accumulated over the past half century, while anticipating future changes in the social environment. At the same time, we will enhance H.C.R. Web2023 to create an environment where visitors can obtain relevant information anytime, anywhere.

H.C.R. 2023, which will mark the 50th anniversary, is committed to providing comprehensive information on welfare by holding forums on a variety of themes, such as development for a community-based symbiotic society, the latest trends in systems and policies related to nursing care and welfare for people with disabilities, health care information in an age of the 100-Year Life, and future welfare issues in Japan from an international perspective. In addition, a variety of special events are planned to mark the 50th anniversary, which will open the way to future prospects.

We would like to ask for the continued support and cooperation of exhibiting companies and associations and all other related parties for H.C.R.2023.

Our goal is to: Create a prosperous community-based symbiotic society in which we can live together in harmony.

Expectations are high for a creative future built on welfare equipment!

Amidst the severe impact of COVID-19 pandemic on our lives and socioeconomic activities, we were able to hold the H.C.R. 2022 last year in the East Halls of Tokyo Big Sight for the first time in four years. The exhibition attracted close to 90,000 visitors, and both the exhibitors and visitors expressed their welcome for the long-awaited exhibition. The web-based exhibition also saw a sharp increase in accesses to welfare equipment-related information, with the number of views reaching approximately 1.9 million.

The Japan National Council of Social Welfare and the Health and Welfare

Information Association, the organizers of H.C.R., have been promoting community welfare practices throughout Japan in line with the principle of "a sustainable, diverse and inclusive society where no one is left behind," which is one of the goals of the SDGs. The H.C.R. Forums are also working to create more affluent communities by disseminating information related to the practical activities of community welfare and to the cooperation and collaboration with medical care, nursing, rehabilitation, employment, education, as well as welfare and nursing care, in order to realize a community-based symbiotic society where all people can live comfortably while participating in the community.

H.C.R. 2022 Report

1 Opening Ceremony

The opening ceremony was held at the galleria in front of East Hall 2 with many visitors and people involved in attendance.

First Mr. Atsushi Seike, Chairperson of the Japan National Council of Social Welfare (JNC SW) expressed his gratitude to the companies developing and selling welfare equipment and to all the participants. Then Mr. Takashi Hanyuda, Vice Minister of Health, Labour and Welfare, gave a message on behalf of the guests of honor, expressing his expectations for the development of welfare equipment and the H.C.R.

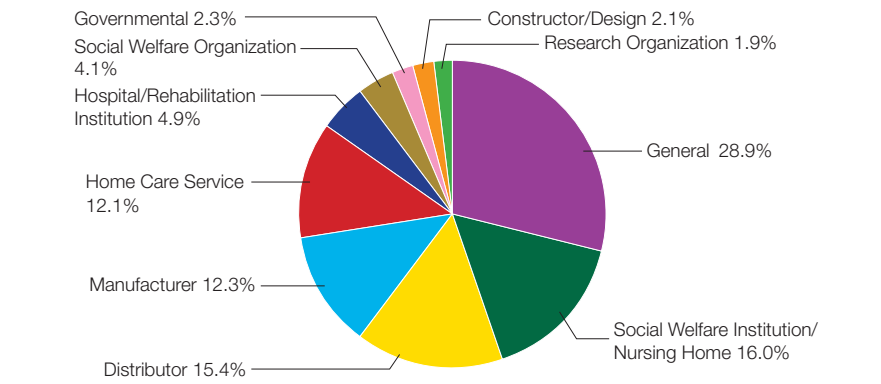
A ribbon-cutting ceremony was held to mark the opening of H.C.R. 2022, which was attended by the guests of honor including Vice Minister Hanyuda, Chairperson Seike, Mr. Furuichi, President of Health and Welfare Information Association, and representatives from Denmark, United States and South Korea.

Date and Time October 5 (Wed.), 2022 9:45 a.m.



2 Visitors

The total number of visitors over three days was 88,521. Breaking down by business segment, general had the highest ratio at 28.9%, followed by social welfare institution/nursing home at 16%, distributors at 15.4%, manufacturers at 12.3%, and home care services at 12.1%.



3 Exhibitors

A total of 342 companies and associations from Japan and overseas exhibited at both the exhibition and the web-based exhibition. 326 companies and associations were from Japan and 16 companies from 7 countries and 1 region were from overseas. Although the economic impact of the COVID-19 pandemic continues to affect domestic and international companies and associations, the number of exhibitors was approximately 1.5 times that of the previous year, when the exhibition area was limited due to venue constraints. It was also the first time in four years since 2018 that the Tokyo Big Sight East Halls were used as the venue for the exhibition, and both exhibitors and visitors expressed their high expectations for the exhibition.

Country / region	Number of Exhibitors
Japan	326
Australia	1
China	1
Denmark	1
Germany	2
Netherlands	2
Sweden	1
Taiwan	2
U.S.A.	6

Number of exhibitors by product category

Mobility Equipment (Wheelchair)	
Manual wheelchairs	16
Wheelchair related goods	30
Powered wheelchairs	13
Bicycles	1
Attendant propelled wheelchairs	5
Mobility Equipment (Walkers, Canes)	
Walkers, Rollator walkers	13
Canes	12
Mobility Equipment (Lifts)	
Stretchers	4
Transfer aids	14
Floor lifters	14
Stationary hoists	11
Power assist suits, Walking assist robots	2
Vehicles for Disabled Persons and Related Devices	
Car operating devices for disabled persons	1
Wheelchair adapted vehicles	5
Bed Related	
Beds	6
Mattresses, Pressure sore prevention products	12
Side tables	1
Bedsheets for Nursing care	4
Others	8
Bathing Related	
Bathtubs	13
Bath chairs	7
Anti-slip products	4
Bath steps	3
Bath lifts	8
Others	11
Toilet/Diaper Related	
Portable toilets	6
Toilets bowls, Toilet seats	3
Deodorants, Disinfectants	3
Toilet related	8
Diapers	4
Automatic excretion treatment apparatus	3
Clothes/Clothes Changing Aids	
Clothing	3
Shoes	6
Caps/Hats, Protective Cap/Hats, Wigs	1
Dressing/Undressing aids	1
Communication Equipment, Monitoring Equipment	
Special telephones/FAX, Portable talking aids	1
Emergency/Reporting system, Monitoring Devices	15
OA devices for Disabled, Software, Computer Access Aids	3
Communication robots	3
Others	20
Construction and Home Equipment	
Ramps	4
Handrails	13
Elevators	1
Platform lifts	6
Stair climbers/stair lifts, Accessible housing	6
Others	6
Rehabilitation and Care Prevention Equipment	
Gait Trainer	7
Rehabilitation Teaching/Learning Materials	14
Muscle training machines, Functional training equipment	4
Oral care products	3
Prosthesis and Orthosis	
Prosthesis and Orthosis	1
Daily Living Aids	
Self-help aids	2
Sports and recreation goods for disabled	1
Care related products	7
Others	7
Frailty Prevention related devices/equipment	3
Care foods & Cooking Aids	
Eating utensils/tableware	2
Kitchen	2
Cooking Aids	2
Care foods	1
Equipment & Supplies for Welfare Facilities	
Construction, Floor and wall materials for facilities/institutions	1
Washing/drying/cleaning/deodorizing machines	2
Chairs, Positioning chairs, Stand-up aids	8
Furniture, Tables, Bathroom sink	8
Fire alarm, Automatic fire extinguishing devices	1
Disaster prevention products	4
Private power generator, Condenser	1
Care staff uniforms	2
Others	6
Infection Prevention Products	
Air cleaning equipment, Humidifier, Sterilizer	5
Infection prevention equipment	15
Management Information Systems for Home and Institutions	
Computer systems for care service management	14
Publications, Home Care & Rehabilitation Equipment Information	
Home care & rehabilitation equipment publications	12
Total	471

*From H.C.R. Web 2022

Appreciation Award Ceremony

List of awardees who have exhibited for 15 times

-
- Caremax Corporation (THE Kaientai)
EM SYSTEMS CO., LTD
FUJI AUTO INC.
Guldmann GmbH
Japanese Physical Therapy Association
KAZEN WLD Inc. (KAZEN)
K.K.HITECSYS
LifeRing Co., Ltd
SEKISUI HOMETECHNO Co., Ltd
Terreus Co., LTD.
TOKYO ATHLETIC EQUIPMENT Inc.
-

4 | International Symposium

Seminar Hall A

Theme for 2022

◆Creating Health Care Innovation:

-By Realizing the Integration of Medical & Nursing Care and Social Solidarity-

Date and Time: October 6 (Thursday) 13:00 - 15:00

Speakers

Denmark

Ms. Nanna Skovgaard

Director, Department of Society, Health and Elderly Care
Policy of National Federation of Local Government Denmark



Japan

Ms. Ritsuko Inokuma

Editorial board member, Yomiuri Newspaper Tokyo
Head Office



Tutor

Ms. Noriko Tsukada

Professor, Nihon University / Director, Health and
Welfare Information Association



As we look ahead to the era of 100-year life, care and frailty prevention, and livelihood support are becoming increasingly important issues in Japan. H.C.R. 2022 held an international symposium as a place to discuss the creation of medical and long-term care systems that will resolve these issues from the perspective of social security.

The speaker from Denmark described a case study in Denmark of creating digital tools and utilizing data as a basis for interconnecting the health care system and the elderly care system, under the title of "A sustainable, coherent and dignified health & elderly care for all: The Danish case." She also noted that the future of health care and elderly care would be driven by digital solutions.

The Japanese speaker, as a newspaper journalist, summarized the issues of medical care and long-term care toward 2040 and suggested the need for structural reform and change in awareness in line with the current situation in Japan, from the perspective of social security in Japan.

Finally, the tutor concluded the session by mentioning the necessity of approaching social security systems and programs in line with the times through public-private partnerships, in order to realize a sustainable aging society and prosperous longevity.

The report on this symposium will be published (in Japanese) around late January this year.

5 | H.C.R. Seminars

The seminars were held to provide the latest information in the field of welfare for visitors such as welfare services users and their families, people involved in health, welfare, and nursing care, and business people. A total of 35 seminars on a variety of topics were held at four venues.

Seminar Hall A Theme: Community-based Symbiotic Society

Title

- Future of support for children with medical care and their families
- Leadership in the welfare field that changes the organization - Creating an attractive welfare workplace
- To further realize the rights of people with disabilities and to promote their participation in society
- Support and self-actualization of people with disabilities through e-Sports
- Approaches to sustainable community-based symbiotic society through agriculture
- Investigating comprehensive support for nursing care and medical care in the community, looking ahead to 2040
- How companies should contribute to the local communities
- Fusion of art and welfare and its possibilities - Be unique!

Seminar Hall B Theme: Frailty Prevention and Health Care

Title

- Self-Initiatives by the elderly themselves to extend healthy life expectancy
- Easy Cooking for the Elderly - Enjoyable and casual meals senior citizen's
- Presentation of "Fukushi Mirai Juku"
- New trends in frail prevention: Looking ahead to the era of a100-year life span
- Learn about protecting the rights and daily life of the elderly
- Learn about the nutrition necessary for the elderly
- Seminar to enjoy rehabilitation and health exercise

Seminar Hall C



Theme: How to Select and Use Welfare Equipment

Seminar Hall D カデバイスに



Theme: Seminars on ICT Applications in Daily Life 2022

6 | Special Presentations

① At the Cutting Edge of Developing Welfare Equipment



Product	Exhibitor
Transparent Display Monitor, Ræclear	Japan Display Inc.
Word Cloud for Meeting	University of Tsukuba, Digital Nature Group / xDiversity
CYBER BOCCIA S	1→10, Inc.
"seeker" walking assist device for the visually impaired	maris creative design / Kyushu Institute of Technology / MACNICA, Inc. / NTT Communications Corporation
Qolo Standing Rehabilitation Model / Upright Mobility Model	Qolo Inc.
VR Therapy-VR Blowgun	Digital Cane / INFORMATION SOMATICS LAB RCAST, THE UNIVERSITY OF TOKYO
Myopotential Electric Wheelchair Controller WH1	System Design Lab / Hokuriku University Hattori Lab.
SAT	Sysnet Inc.

- 2 Children's Square
(Cooperated by Foundation for Yokohama Rehabilitation Services and Tokyo Metropolitan Government)
- 3 Consultation on Welfare Equipment
(Cooperated by Japanese Association of Occupational Therapists, NPO Room of Self-help Devices)
- 4 Let's Get to Know Assistance Dogs
(Cooperated by Japanese Society of Service Dog Research)
- 5 Daily Life Support Articles Corner
(Cooperated by The Accessible Design Foundation of Japan)
- 6 Support for Disaster-hit Areas : SELP Shop & Cafe
(Cooperated by SELP Japan)



7 Exhibitor Presentations

A total of 15 exhibitors made product introductions and other presentations at the H.C.R. venue. Archived videos of the presentations were also made available on the H.C.R. web-based exhibition.

Date	Time	Place	Exhibitor Name
Wed. Oct. 5	10:30 - 11:30	East Hall 3 Room C	Silver Industry News Co., Ltd.
	12:30 - 13:30	East Hall 3 Room C	Japan Association of HomeCare Equipment Expert Advisors
	14:30 - 15:30	East Hall 1 Room A	NTT DATA INSTITUTE OF MANAGEMENT CONSULTING, Inc. on the project commissioned by Ministry of Health, Labour and Welfare
		East Hall 5 Room B	FUJI CORPORATION
Thu. Oct. 6	10:30 - 11:30	East Hall 5 Room B	Muscle Corporation
	12:30 - 13:30	East Hall 1 Room A	TOTO LTD.
		East Hall 5 Room B	Mandarin Electron Co., Ltd.
		East Hall 3 Room C	The Association of Care Goods Providers
	14:30 - 15:30	East Hall 1 Room A	TOTEC AMENITY LIMITED
		East Hall 5 Room B	Sunrise Medical GmbH & Co. KG
		East Hall 3 Room C	Safety Promotion Council for Medical and Home Care Bed
Fri. Oct. 7	12:30 - 13:30	East Hall 1 Room A	KOISHIKAWA System Design Inc.
	14:30 - 15:30	East Hall 1 Room A	JAPAN ASSISTIVE PRODUCTS ASSOCIATION (JASPA)
		East Hall 5 Room B	LAP Co., Ltd.
		East Hall 3 Room C	Taihokiden Co., Ltd.

8 Web-based Exhibition

Information on more than 340 exhibitors and over 1,200 products were available online. Each product page had three search options: categories, functions, and keywords, making it easier for visitors to find the product they were looking for. With a new MAP search function, visitors can exhibitors booths on the venue MAP. This new addition enhanced linkage with the in-person exhibition.



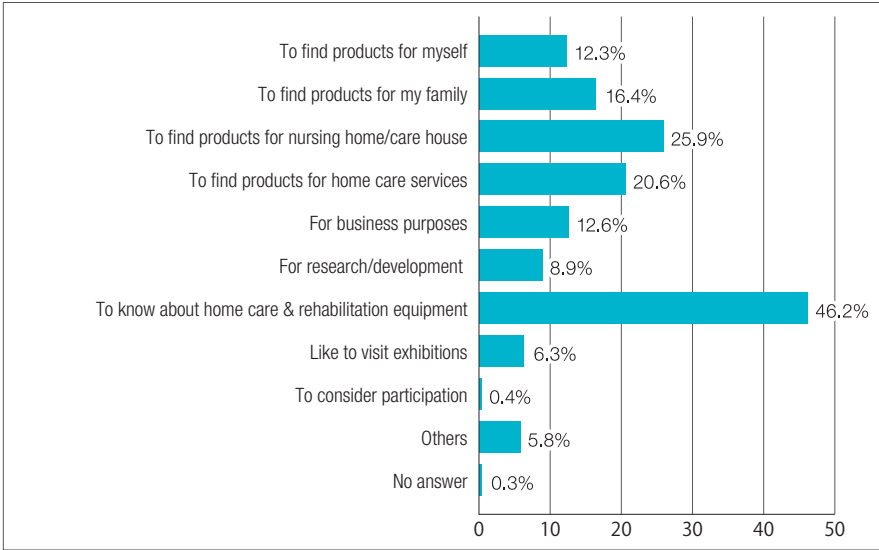
9 Promotional Activities

To widely publicize H.C.R. 2022, we distributed approximately 5,000 posters and 600,000 DM leaflets to exhibitors, welfare-related facilities and associations, and previous visitors. In addition, we placed advertisements in trade journals and disseminated H.C.R. related information through our Facebook page throughout the year. Furthermore, we publicized the Health and Welfare News and distributed H.C.R. press releases to the media, and provided related information and invited interviews through the press clubs of the Ministry of Health, Labour and Welfare and the Ministry of Economy, Trade and Industry. As a result, H.C.R. 2022 was covered by 90 media outlets, including TV and radio stations, The media listed below covered H.C.R. 2022 and disseminated information on the exhibition including its outline and contents.

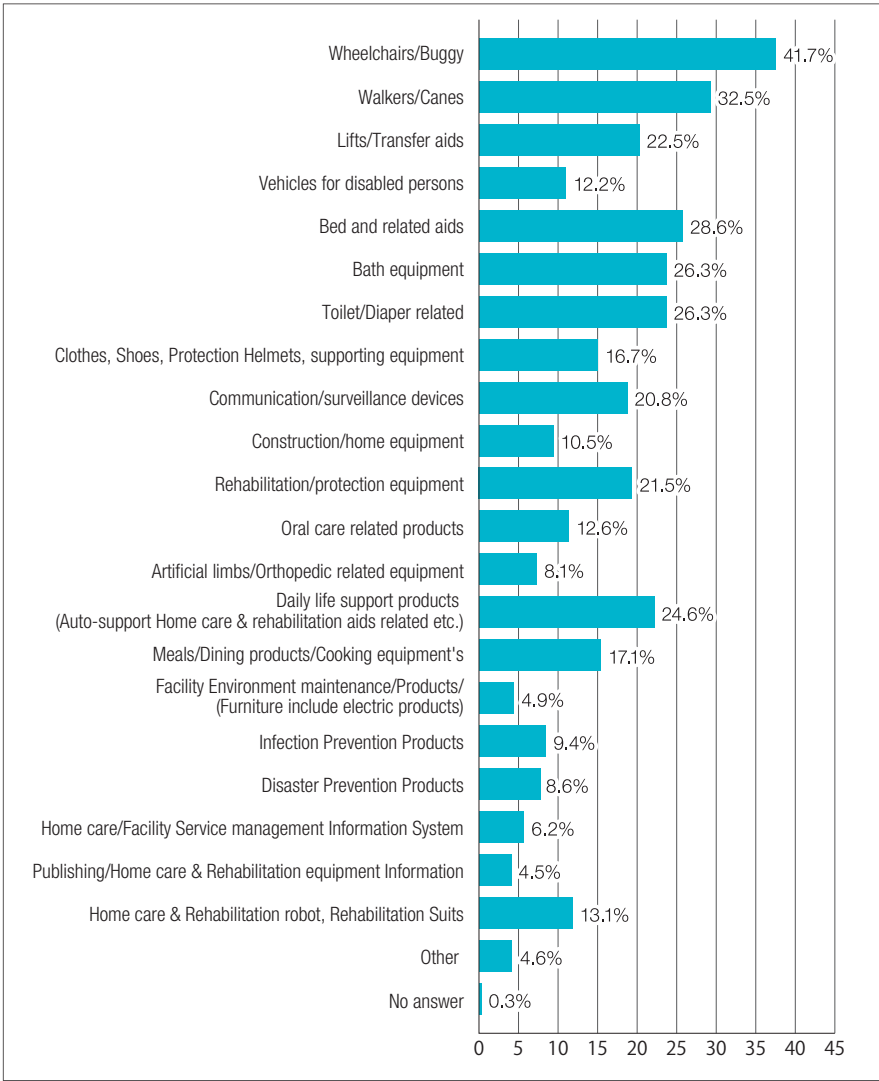
TV Broadcasts	
NHK's morning show "Ohayo Nippon (Oha Biz: Biz trend in 5 minutes)"	Oct. 17
Aichi TV's weekly program, "Car & Future"	Oct. 27
BS Fuji's program, "Business Board"	Oct. 30
* Also covered by NHK National News, Kansai TV's "Houdou Runner (weekday evening news program)," RCC Broadcasting (in Hiroshima), NHK Nagoya's weekday news program "Marutto," and NTV.	
Radio Broadcasts	
J-WAVE's weekday morning show, "MORNING INSIGHT"	Oct. 5
TBS Radio's weekly program "Human Rights Today"	Oct. 15
Nippon Broadcasting's Sunday morning show, "Sunday Hayaoki Yurakucho by Miyuki Hirota"	Oct. 30
Newspapers	
THE FUKUSHI SHIMBUN (weekly)	Oct. 10
The Silver News (weekly)	Mar. 25, Oct. 14, 21
The Silver Industry News (monthly)	Jul. 10, Sep. 10
The Iri Sangyo Shimbun (twice a month)	Sep. 15, Nov. 1
The Nikkan Jidosha Shimbun (daily)	Oct. 6
THE NIKKAN KOGYO SHIMBUN (daily)	Oct. 6
The Daily Engineering & Construction News	Oct. 7
THE JAPAN AGRICULTURAL NEWS (daily)	Oct. 7
The Denpa Shimbun (daily)	Oct. 11
The Koureisha Jutaku Shimbun (weekly)	Oct. 12
The Sen-I-News (daily)	Oct. 12
The Nihon Setsubi Kogyo Shimbun (3 times a month)	Oct. 15
The Foam Times (twice a month)	Oct. 15
THE SENKEN SHIMBUN (daily)	Oct. 17
THE KOTSU MAINICHI SHIMBUN (twice a week)	Oct. 17
The Nihon Super Shinpou (twice a month)	Oct. 25
The Tokyo Shitsunai Soshoku Shimbun (monthly)	Nov. 1
Magazines/Online media	
Monthly Welfare	Jul. 6, Aug. 12, Sep. 9
Monthly Journal "Ryoshin no Tsudoi " by Nationwide Association for Children (Persons) with Severe Physical and Intellectual Disabilities	Aug. 25
View	Sep. 20
Monthly Journal Care Management	Sep. 30
Monthly Fukushima Kaigo Techno Plus	Oct. 1
Monthly New Model Magazine X	Oct. 26
Monthly Bungu	Oct. 31
Monthly Journal of Japanese Council of Senior Citizens Welfare Service	Nov. 20
Monthly Journal "ALLYU" of Center for Human Rights Education and Training	Nov. 2022
Kyodo News PR Wire	Sep. 7
The Niigata Nippo Digital Plus	Sep. 7
The Mainichi Shimbun Digital	Sep. 7
The Yomiuri Shimbun Online	Sep. 15, 29., Oct. 27
Shinjuku Keizai Shimbun	Sep. 28
Fujisan Keizai Shimbun	Sep. 30
The Nikkei	Sep. 30
Jiji Medical	Sep. 30
The Nikkan Kogyo Shimbun Online	Oct. 4
The Gifu Shimbun Web	Oct. 5
Akita Sakigake Shimpou - Electronic version	Oct. 5
YAHOO! JAPAN News	Oct. 5 - 7, 9, 11 - 14, 16, 26, 29

10 | Visitor Questionnaire Results (3,931 responses)

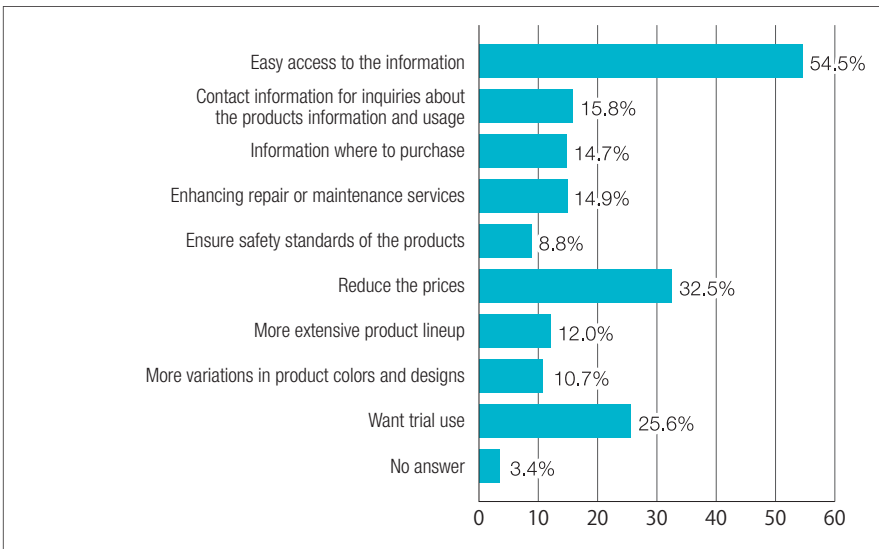
1 Purpose for visiting H.C.R. 2022 (multiple answers allowed)



2 Category of products you are interested in (multiple answers allowed)



3 Requests on the use of homecare and rehabilitation equipments (multiple answers allowed)



4 Feedbacks and requests for product development and sales of welfare equipment

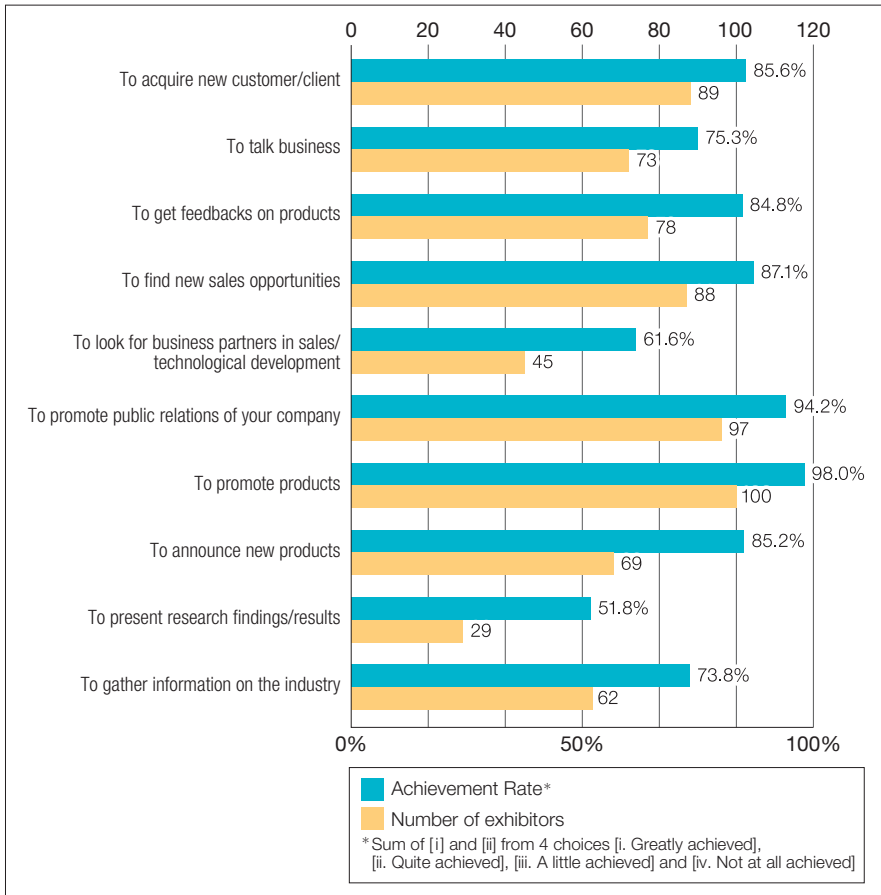
1. I am hopeful to see development of new devices & equipment that individual users can easily operate, meaning compact in size and easy on maintenance.
2. As a professional caregiver, I want more information on useful devices for helping care receivers at home.
3. I would request for advancing development of wheelchairs for the severely disabled.
4. I would like to see books which help us, the general public, easily understand new revisions to the long term care insurance system.
5. I wish to have more opportunities for those who work in the actual field to directly communicate with companies/teams who are researching & developing products. I hope that welfare equipment will be developed while taking inputs from the workers in the field into consideration.
6. I would like to see such product development which will narrow the gap between universal design products and welfare equipment. I hope that welfare equipment will be seen as common and everyday things in the society.
7. I would like to see easy-to-understand indication of specific costs a user needs to bear (for a product) under the long term care insurance.
8. I would request exhibitors' sales staff to consider talking to visitors with considerations for individual users, rather than targeting their sales talks to other businesses and institutional users.
9. I am counting on devices/equipment for individual users by incorporating new apps, ICT, and other new tools.
10. It would be better if there would be more products that were useful for everyone, not just for a part of population, namely the disabled and the elderly.
11. I would request development of vehicles where the care-receivers could drive on their own and move safely without caregivers' assistance.
12. I could experience the latest technologies developed through their applications to products like wheelchairs. But there still needs to have adjustments in product weight, operability, and so on when implementing those new products at institutions and individual homes.
13. I would request for more devices which can act as interface between devices. For it happens many times that new devices I want to use are not compatible with my devices.
14. Moving forward, I think there will be growing needs for enhancements in systems to support lives of the elderly living alone through monitoring and automatically activating emergency alerts.
15. I felt that there were not many exhibits of devices/equipment for those with intellectual impairment and developmental disorders. I hope there would be more development in those fields.

5 Feedbacks and requests for H.C.R.

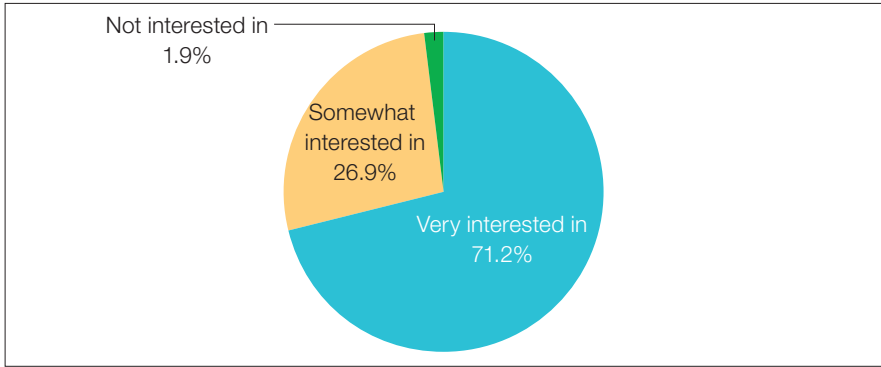
1. The "Smart City" concept is something a whole community or city needs to promote. It could not be done by just welfare facilities alone. So I expect to see further development by involving relevant parties and municipalities in order to materialize this concept.
2. I am looking forward to the 50th anniversary. It would be good if there would be programs on so-called "YURU (meaning fun, free, generous, flexible, easy to approach etc.) sports," "fashion show of clothes for the care-receivers," and so on.
3. This is my first visit to H.C.R. as I become aware that now I belong to the generation who receive care. I could spend meaningful time while getting a lot of helpful information.
4. It seemed that there were not many companies/organizations from abroad. Is this due to prolonged impact of COVID-19 pandemic? For the next year, I would expect more international exhibitors on site so that we will be able to get the latest trends in the world.
5. I would like to see more booths which are closely related to the actual field of caregiving. Then, we can get actual images of how equipment/devices are used.
6. Without requirement of prior registrations, I could casually attend seminars. Every year I have enjoyed attending seminars on the latest welfare information. I expect the same for the next year as well.
7. I realized how good it was to actually see, touch, and directly talk and listen to (exhibitors) on site. I am really looking forward to the next year's exhibition, too.
8. I would request to list new exhibitors and new products on the printed directory handed out at the site or on other materials so that I could identify them. Also it would be even better if there were comparative explanations on old and new products.
9. I would like to attend a seminar focusing on how to ensure safe living at home for the patients of dementia (with no problem in walking) and their caregivers, as I am the one to give such care.
10. I would request to hold seminars on assistance to people with developmental disorders and intellectual impairments and to share information on ICT devices useful for them.
11. I am interested in how the elderly and the intellectually impaired can be prepared for disasters. I would like to see exhibits highlighting disaster preparedness for those people.
12. It would be better if there were simulated streets or living environment to show which devices/equipment would be helpful on what occasions. Then, it would be easier to imagine how those equipment/devices were really for.
13. Web-based exhibition was helpful as I could research products in advance. I would request to continue offering information via website.
14. I would have stopped by if there were booths on small but helpful household items/goods in everyday lives.
15. I would like to have opportunities where I could directly get comments and advices from experts in various fields.
16. Once I tried on equipment/device, it became easier to get the picture of how they could be introduced. I would be happy if there were more places where we could casually experience devices/equipment.
17. I think there is a wide variety of uses of equipment/devices depending on the status of individual users. So it would be better to share such information with us.

11 | Exhibitor Questionnaire Results (106 answer)

1 | Pupose to participate at H.C.R. 2022 and the achievement rate



2 | Interests in the next exhibition



3 | Impressive comments from visitors

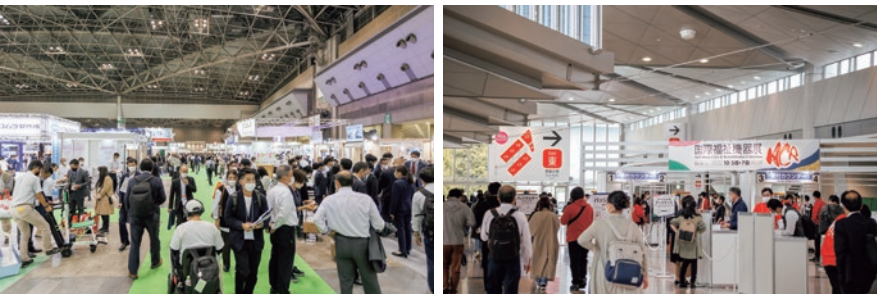
1. Visitors who had checked our product information via social media told us that they wanted to actually see those products, which made us realize the importance of trying out actual products.
2. Many visitors told us that HCR was regaining liveliness. It was quite impressive to feel such atmosphere in the air.
3. We made a proposal of a standing-assist lift to a visitor with difficulty in standing from the floor, and the visitor really appreciated our proposal.
4. We could meet visitors who were actually using our products. We could directly hear from them regarding areas requiring improvements and their requests as well.
5. Our users stopped by our booth, many saying "(your product is) Really easy to use and helpful."
6. Our product development gained momentum since welfare staff in the field highly evaluated our products.
7. We made a proposal to a manager of a welfare institution to utilize welfare equipment to assist staff, adding that such use would help retain staff. And that proposal led to the actual business deal.
8. We received positive reactions to the new products. Those are our achievements.
9. We could hear feedbacks directly from visitors. They said that "(our product is) epoch-making," "biggest takeaway for the day," "I like it," and so on.
10. Visitors told us that this touch & feel could not be imagined until they physically touch it. These comments highlighted the importance of exhibiting products for touching and trying out.

4 | Feedbacks & requests regarding H.C.R. 2022

1. H.C.R. is one of the highly important pillars in our marketing promotions. So we will continue our efforts to help promote H.C.R. as a whole.
2. Maybe due to prolonged impacts of the COVID-19 pandemic, it seemed that there was a fewer number of international exhibitors, which worried us. We hope to see a greater number of overseas exhibitors again, regaining international flavors to the exhibition.
3. We exhibited for the first time. We enjoyed many business opportunities and had a very meaningful time.
4. We felt the exhibition environment was very good. For example, many designated areas to rest, wider aisles and so on,
5. We got an impression that some parts of contents of the Web-based exhibition were not viewed much. We request further improvements in how to layout contents, how to display contents to visitors, and how to lead visitors to each exhibitor's pages, etc.
6. It seemed that visitor traffic was not so even among exhibition halls. For the next year, please carefully examine movement lines (of visitors) and zoning.
7. Though the impact of the COVID-19 pandemic still lingered around, it was good to have a real event. In addition, many people visited our booth, which was a satisfying result for us. Move-in and move-out were smooth, which was also good.
8. After several years, we could participate in the big exhibition with the same size of booths as before the COVID-19 pandemic. We also got a feeling that visitors were back again substantially. The show was very enjoyable.
9. We fully realized that the greatest advantages were direct communications/exchanges of views with many visitors and offering real experiences to them in a short period of time.

5 | Comments & thoughts on the 50th anniversary of H.C.R.

1. H.C.R. is by far the best exhibition in the welfare equipment industry in Japan. We are hopeful that (H.C.R.) will draw more attention including from the general visitors.
2. As we heard that nearly 90,000 people visited H.C.R.2022, we felt that the people flow was coming back. We are expecting to see even more visitors to come to the 50th anniversary of H.C.R.
3. We hope that H.C.R. will become more successful. And we hope that such success will eventually attract more attention to the field of nursing care and welfare for the disabled.
4. We are grateful if there will be more people who will get interested in welfare equipment & care goods and visit the show next year.
5. As far as the in-person exhibition is concerned, we pay particular attention to promotional activities with expectations of boosting the number of visitors. Regarding the web-based exhibition, it would be even better to have an option to livecast the scenes of each exhibitor's physical booth on site during the days of exhibition.
6. Though there may be restrictions due to the COVID-19 pandemic, we are hopeful that the situations will get better by the 50th anniversary event, and the kids with the disabilities and their families could come to H.C.R. and enjoy the event together in a festive mood.
7. We are hopeful that the COVID-19 infections will be contained by the 50th anniversary event, which will allow us to closely communicate/interact with visitors at the show, In addition, through the web-based exhibition, we would like to continue providing information to those who cannot easily travel long distances to visit the site.
8. Though H.C.R. has the 50 years of history, it has flexibly taken a new approach to start the web-based exhibition in line with the time. We highly value this aspect of H.C.R. We have high expectations for the 50th anniversary event as well.



12 | Accessibility

At H.C.R. 2022, We lent wheelchairs to mobility impaired visitors to move around the venue, and received 76 requests over the three-day period. In addition, we secured a dedicated parking space for the disabled visitors including wheelchair users, those who difficulty in walking. Also provided was a shuttle bus service between the Kokusai-Tenjijo Station on the Rinkai Line and the venue.

50th International Home Care and Rehabilitation Exhibition H.C.R. 2023 & Forum Exhibitor Application

H.C.R. is the first international exhibition of assistive devices held in Japan. It has developed into **the largest welfare equipment exhibition in Asia** after Europe and the United States. This year, 2023, marks **the 50th anniversary** from the first event held in 1974.

The exhibition attracts a wide range of visitors from Japan and abroad, including welfare equipment users and their families, occupational therapists, physical therapists, care workers, care managers, and other welfare professionals from welfare facilities and home service agencies, as well as developers and sales companies.

This is an exhibition where you can **see, touch, and feel** the present and future of welfare equipment.

● Application period

In-person

**January 16 (Mon.)
- March 31 (Fri.)**

Web-based

**January 16 (Mon.)
- May 31 (Wed.)**



● 3 Benefits for Exhibiting At H.C.R.

1 Improving Awareness of Your Products and Your Company
Over 90% of the exhibitors rated H.C.R. had helped improve their corporate profiles and products!

Great opportunities for wide variety of visitors to experience your products and features through "seeing," "touching," and "trying on."
You can also communicate directly with decision-makers of welfare/nursing care service providers who decide on purchases or implementation of products as well as welfare specialist staff and get their feedbacks. Through such interactions, you may get clues in marketing going forward and leads for new business deals ---- a great window of opportunity for your business!

2 Close Contacts with Users
Over 80% of the exhibitors were satisfied with visitors' feedbacks!

Asia's largest exhibition in this field regularly enjoys around 100,000 visitors for 3 day-exhibition.
You can directly talk to manufacturers, welfare facilities staff, care workers, medical & nursing staff, rehabilitation staff, and the general public including end-users and their families. You will be able to directly communicate with those in various situations and listen to what they need, which may be helpful in developing and improving your products.

3 Meaningful Information Exchanges with Many Other Companies
Companies & organizations in the welfare equipment industry get together at one place from home and abroad!

There will be great opportunities for a lot of relevant companies to exchange views and share information, leading to further development in your business activities.
Such opportunities may lead to promoting researches and development of new products.
Some exhibitors told us that they could find companies they could start working together in researching and developing new products.

● H.C.R. 2023 Outline

	50th International Home Care and Rehabilitation Exhibition H.C.R. 2023 & Forum	Web-based exhibition H.C.R.Web2023
Organizers	Japan National Council of Social Welfare, Health and Welfare Information Association	
Supporting organizations (planned)	Ministry of Health, Labour and Welfare(MHLW), Ministry of Economy, Trade and Industry(METI), Ministry of Internal Affairs and Communications(MIC), Ministry of Land, Infrastructure, Transport and Tourism(MLIT), Tokyo Metropolitan Government, Embassies of Participating Countries	
Date & hours	September 27 (Wed) - 29 (Fri), 2023 [3 days] 10:00am~5:00pm (will close at 4:00pm on the last day)	August 28 (Mon) - October 30 (Mon), 2023
Venue	Tokyo Big Sight East Exhibition Halls	H.C.R. special website
Number of Exhibitors (expected)	400 (incl. Web-Based exhibition)	
Number of Visitors (expected)	100,000 Visitors	1,500,000 page views



◀ 1st
H.C.R.
in 1974

20th ▶
H.C.R.
in 1993



◀ H.C.R.
in 2022