



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

International Home Care & Rehabilitation Exhibition

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The First Step to a New Stage

— Opening Up a Creative Future —

International Home Care & Rehabilitation Exhibition (H.C.R.) has accumulated its history, starting in November 1974 as the first “Exhibition of Welfare Equipment for Modernization of Social Welfare Facilities” with 64 exhibiting companies, and last year, in 2023, celebrated its commemorative 50th anniversary.

For more than half a century, H.C.R. has been committed to the enhancement and development of welfare systems and policies as well as development and dissemination of welfare equipment, in order to realize the independence and social participation of the elderly and people with disabilities. We have also worked on providing the latest information on welfare services and nursing care services to respond to the changing needs of welfare. Above all, H.C.R. has been taking advantage of the greatest feature of a real exhibition, where visitors can directly see, hear explanation on, and try out various welfare equipment. We now receive over a hundred-thousand visitors each year, which include users and professionals such as care workers working at care facilities, and H.C.R. has become the largest international welfare equipment exhibition in Asia. We have been building a foundation for the dissemination of welfare equipment by providing opportunities for information exchange and communication among visitors, exhibitors, and people concerned.

H.C.R. 2023, which marked its 50th anniversary, had 380 exhibiting companies and associations and more than 113,000 visitors. We held special events, including a universal design fashion show “NextUD JAPAN 2023,” a parasports and barrier-free e-sports experience project ‘Enjoy Active Zone “Gotcha!”’ and the “Heart-warming Art Exhibition,” which promoted the appeal of combining welfare and calligraphy or design. Through these events, we expressed and communicated the human potential and broadness from the viewpoint of diversity that will contribute to the realization of a community-based symbiotic society, where all the people including people with disabilities and the elderly can enjoy culture, art and sports together and enjoy affluence.

We would like to express our sincere gratitude to all the domestic and overseas companies and associations that have exhibited at H.C.R. as well as all the people who worked hard to organize the H.C.R. seminars and special events for their kind understanding and cooperation.

H.C.R. 2024 to realize an affluent community where all can live together!

In Japan, the declining birthrate, aging society and depopulation will progress further, so we urgently need to take measures for the “2040 problem.” It is obvious that the areas where welfare equipment is utilized will expand in the imminent social structure

change issues. In particular, amid the chronic shortage of human resources at welfare facilities such as elderly care facilities and facilities for people with disabilities (children), attention is being paid to the fact that the appropriate use of ICT equipment and DX technology can contribute to improving the quality of user-oriented services and quality of life through more efficient operations.

On the other hand, from the viewpoint of how the elderly and people with disabilities can lead independent daily lives at home, further development and evolution are expected in products suitable for the Japanese living environment, welfare equipment that can be easily used at home from the viewpoint of preventing nursing care and frailty, and remote communication equipment for monitoring and support that utilizes ICT and other technologies.

On the occasion of the 50th anniversary, H.C.R. will take the next step as an exhibition that opens up a creative future of welfare, aiming to realize an affluent community where people can live together while responding to changes in society and people's needs. With these goals in mind, we will further enhance the “51st International Home Care and Rehabilitation Exhibition & Forum H.C.R. 2024.” Especially in 2024, H.C.R. will be committed to enhancing its functions as a “forum” for welfare and to providing comprehensive information, such as seminars on supporting the independent lives for the elderly including preventive care, international symposium which will focus on the aging society in Asia as a whole, special events to secure welfare personnel, and events to share interactive information between visitors and exhibitors.

We would like to ask for the continued support and cooperation of the exhibiting companies and associations and all other related parties for the H.C.R. 2024.



Date & hours

In-person

H.C.R. 2024 & Forum

October 2 (Wed) - 4 (Fri), 2024 [3 days]
East Exhibition Halls, Tokyo Big Sight

Web-based

H.C.R. Web2024

September 2 (Mon) - November 1 (Fri), 2024
Special Website

▶ For Exhibitor Application, Please see P.11

H.C.R. 2023 REPORT

In-Person
Wed Sep 27 – Fri Sep 29
@Tokyo Big Sight East Exhibition Halls

Web-Based
Mon Aug 28 – Mon Oct 30
@Special Website

1 Opening Ceremony

Wednesday, September 27,
9:45 a.m.



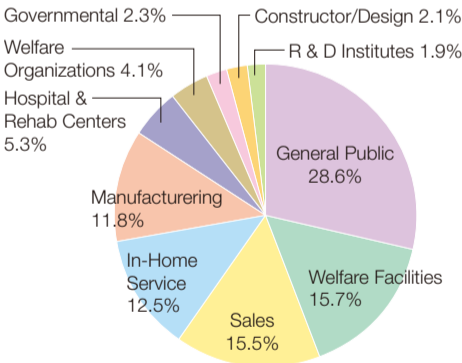
The opening ceremony was held at the galleria in front of East Hall 2 with many visitors and people involved in attendance. First Ms. Atsuko Muraki, Chairperson of the Japan National Council of Social Welfare (JNCSW) expressed her gratitude to the companies developing and selling welfare equipment and to all the participants. The opening ceremony was followed by an unveiling ceremony by Ms. Muraki, Chairperson of JNCSW, Mr. Kenichi Furuichi, President of Health & Welfare Information Association, and guests from Denmark and the U.S. The opening of H.C.R. 2023 was marked by the appearance of an object featuring the visual design and 50th anniversary logo design of H.C.R. 2023.



Ms. Muraki, Chairperson of the Japan National Council of Social Welfare

2 Visitors: 113,139

A total of 113,139 people visited the exhibition over the three days. Breaking down by business segment, the general public had the highest ratio at 28.6% of the visitors as in the previous year. This was followed by social welfare institutions/nursing homes with 15.7%, distributors with 15.5%, home services with 12.5%, and manufacturers with 11.8%. Although the number of visitors increased by 25,000 over last year, there was no significant change in the ratio of visitors from each industry sector, indicating that each industry sector received more visitors than last year.



3 Exhibitors: 379 companies & groups

A total of 379 companies and associations from Japan and overseas exhibited both at the Real Exhibition and the Web Exhibition. The breakdown was 349 companies and associations from Japan, and 30 companies from 10 countries and 2 regions overseas. The number of exhibitors was 1.1 times that of last year, perhaps due to the easing of restrictions on the COVID-19 pandemic, and the number of overseas exhibitors nearly doubled from last year. In addition to the East Hall 1-6 of Tokyo Big Sight, Hall 8 was also used for the special 50th anniversary events.

Country/Region	Number of Exhibitors
Japan	349
Australia	1
China	7
Denmark	1
Germany	1
Hongkong	1
Israel	1
Korea	1
Netherlands	2
Sweden	2
Taiwan	7
U.K.	1
U.S.A.	5

Special Certificate of Appreciation

To commemorate the 50th anniversary of H.C.R., we presented Special Certificates of Appreciation to exhibitors who have exhibited more than 30 times in honor of their cooperation in the development and promotion of welfare equipment over the years.

List of exhibitors with Special Certificate of Appreciation

(Listed in order of number of exhibits and alphabetical order)

Number of Exhibits	Number of Exhibits
50 Abilities Care-Net, Inc.	37 TOTO LTD.
49 PARAMOUNT BED CO., LTD.	35 EAST I. CO., LTD.
49 SAKAI Medical Co., Ltd.	34 ARONKASEI CO., LTD.
48 IMASEN ENGINEERING CORPORATION	34 SHOWA BOEKI CO., LTD.
48 PIGEON TAHIRA CORPORATION	34 SILVER SHIMPO (Kankyoshimbunsha, Co., Ltd.)
48 Suzuki Motor Corporation	34 TOYOTA MOTOR CORPORATION
47 Pacific Supply Co., Ltd.	34 YUKI TRADING CO., LTD.
44 OG Wellness Technologies Co., Ltd.	33 CAPE CO., LTD.
43 AMANO Co., Ltd.	33 FRANCE BED CO., LTD.
43 Taihokiden Co., Ltd.	33 SEIKO MEDICAL INSTRUMENTS CO., LTD.
41 Develo Co., Ltd.	31 KOMURA CORPORATION
41 NISSIN MEDICAL INDUSTRIES CO., LTD.	31 MIKI CORPORATION
41 MATSUNAGA MANUFACTORY CO., LTD.	31 SEAHONENCE Inc.
40 TOYOTA TSUSHO ALL LIFE CORPORATION	31 The Association for Technical Aids
39 FOOTMARK CORPORATION	31 WITHONE CO., LTD.
39 IURA CO., LTD.	30 KOHSHIN RUBBER CO., LTD.
39 LUNDAL CORPORATION	30 TOKAI KIKI KOGYO CO., LTD.
39 Taketora Co., Ltd.	30 Yazaki Kako Corporation
39 WELFAN CO., LTD.	
37 KAWAMURA CYCLE CO., LTD.	

(*) The number of times exhibited above includes the number of times exhibited at Welfare Equipment web2020.

Appreciation Award Ceremony

Among the exhibitors, the following 10 companies, which celebrated their 15th exhibition at H.C.R. 2023, were presented with a certificate of appreciation and a commemorative gift by the President of the Health and Welfare Information Association after the opening ceremony on Wednesday, September 27, the first day of the exhibition, or at each exhibitor's booth.

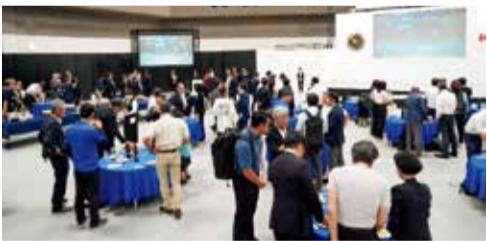
List of exhibitors awarded for their 15th exhibition

InterJet Incorporated	Nihon Safety Co., Ltd
IRIS CHITOSE Inc.	Permobil.K.K.
KIZAKI,CO., Ltd.	RIFTON EQUIPMENT
KURODA & CO., LTD.	TOKYO PACK Company, Limited
Minaminihon Information Processing Center Co., Ltd.	UBER INDUSTRY Co., LTD.

(in alphabetical order)

H.C.R. 50th Anniversary Reception

Wednesday, September 27, 17:15 at East Hall 8



H.C.R. 2023 exhibitors and guests who have been involved in the development of H.C.R. were invited to the reception party to celebrate the 50th anniversary. On behalf of the guests, Mr. Keizou Takemi, Minister of Health, Labour and Welfare, and Ms. Mette Kierkgaard, Danish Minister for Senior Citizens, gave their greetings and expressed their expectations for the H.C.R. After a message looking back on the history of H.C.R. by Mr. Chikashi Matsuju (Advisor to the Health & Welfare Information Association), who has worked hard since the launch of the first H.C.R. (then called "Modernized Equipment at Social Welfare Facilities"), an award was presented to Mr. Hiroyasu Ito, Chairman and President of Abilities Care-net Inc. who has been exhibiting for 50 consecutive years, as a representative of long-time exhibitors.

Number of exhibitors by product category

The number of exhibitors at H.C.R. 2023 by product category was as follows.

◆ Number of Exhibitors by Product Category

Mobility Equipment (Wheelchair)		Construction and Home Equipment	
Manual wheelchairs	15	Ramps	2
Wheelchair related goods	25	Handrails	15
Powered wheelchairs	12	Elevators	1
Bicycles	1	Platform lifts	7
Attendant pushed wheelchairs	3	Stair climbers/stair lifts, Accessible housing	6
Mobility Equipment (Walkers, Canes)		Others	5
Walkers, Walking aids	13	Rehabilitation and Care Prevention Equipment	
Canes	10	Rehabilitation equipment for walking	7
Mobility Equipment (Lifts)		Training materials and devices for rehabilitation	16
Transfer aids	10	Muscle training machines, Body training equipment	4
Floor lifts	14	Oral care related products	3
Ceiling/fixed lifts, Stationary hoists	11	Prosthesis and Orthosis	
Power assist suits, Walking assist robots	2	Prosthesis and Orthosis	2
Vehicles for Disabled Persons and Related Devices		Daily Living Aids	
Car operating devices for disabled persons	3	Self-help aids/devices	4
Vehicles for disabled persons	5	Sports and recreation tools for disabled persons	2
Mobile baths	1	Care related products	1
Bed Related		Others	8
Beds	6	Frailty Prevention related devices/equipment	4
Mattresses, Pressure sore prevention products	13	Cooking Aids	
Side tables	1	Eating utensils/tableware	2
Care related sheets	5	Diet foods for elderly and disabled persons	2
Others	5	Cooking Aids	2
Bathing Equipment		Environmental Installation and Welfare Equipment for Welfare Facilities	
Bathtubs	13	Construction, Floor and wall materials for facilities/institutions	1
Bathing chairs	5	Washing/drying/cleaning/deodorizing machines	2
Anti-slip products	10	Chairs, Positioning chairs, Stand-up aids	1
Bath boards	3	Furniture, Tables, Wash-basin	2
Bathing lifts	6	Care staff uniforms	4
Others	11	Others	8
Toilet/Diaper Related		Equipment / Devices and Supplies for Disaster Preparedness	
Portable toilets	7	Fire alarm, Automatic fire extinguishing devices	1
Toilets, Toilet seats	5	Disaster prevention products	3
Deodorizers, Germicides	3	Private power generator, Condenser	1
Toilet related	8	Infection Prevention Products	
Diapers	2	Air cleaning equipment, Humidifier, Sterilizer, Infection prevention equipment	5
Toileting assist equipment	4	Others	13
Clothes/Clothes Changing Aids		Management Information Systems for Home and Institutions	
Shoes	6	Computer systems for care service management	19
Communication/Software and Devices		Publications, Home Care & Rehabilitation Equipment Information	
Special telephones/FAX, Portable talking aids	1	Home care & rehabilitation equipment publications	14
Guidance systems for visually impaired persons	1	Total	
OA equipment/software/OA operation aids for disabled persons	5	446	
Communication related robots	3		
Others	12		
Sensors and Monitoring Devices			
Emergency Reporting Systems	2		
Monitoring Devices	14		
Urinary Incontinence Control Devices	2		

4 International Symposium

Thursday, September 28,
13:00-15:00 at East Hall 8

Symposiast

▶ Part1 / Keynote

Welfare Development and Trends in the Netherlands

Mr. Pieter Quinten TERPSTRA / Minister-Counsellor, Economic and Climate of The Embassy of the Kingdom of the Netherlands

▶ Part2 / Area Report

The Current Status and Future Possibilities of Welfare/Assistive Equipment Development and Sales Market

DENMARK	•“Care aids and the latest technology in Denmark” Mr. Mads Biering la Cour / Director of Elderly and Dementia, Danish Health Authority
	•“Trends in the Danish Welfare/Assistive Equipment Market” Mr. Morten Rasmussen / CEO of Danish Care
U.S.A	•“Trends in the Assistive Technology Market in the United States of America” Mr. Jörg Barth / H.C.R. Overseas Coordinator for North America
JAPAN	•“The Past and Future of Japanese Assistive Technology Developers” Mr. Noriyuki Matsunaga / President of MATSUNAGA MANUFACTORY Co., Ltd.
	•“The Current Status and Possibilities of Assistive Technology, Prosthetics and Users” Mr. Eiji Tazawa / Speaker and Facilitator, Director of Health & Welfare Information Association



At the international symposium, six speakers presented reports on the latest global trends in welfare equipment development. The first part was a keynote speech outlining the development and trends of the welfare market in the Netherlands, and the second part was the area report describing the current situation and future potential of the welfare equipment market in Denmark, the U.S., and Japan. Digital technologies such as IoT are making remarkable progress around the world, and in the field of assistive devices, development utilizing such technologies is also steadily progressing. Like Japan, the Netherlands and Denmark are concerned with reducing the burden on caregivers as the population ages, but the Netherlands and Denmark emphasize the use of digital technology to promote user independence and social participation as a backdrop. This was an opportunity to feel the trend in the U.S., not only in the development of welfare equipment but also in the welfare field as a whole, how people are increasingly aware of the need to include the disabled in the whole society.

A detailed report is available on page 9.

5 H.C.R. Seminars

The seminars were held to provide the latest information in the field of welfare for visitors such as welfare service users and their families, people involved in health, welfare, and nursing care, and businesspeople.



50th Premium Seminars

Seminar Venue A

- 1 “Community development for resident co-creation through intergenerational exchange and community care”
- 2 Realization of welfare services that value users and quality improvement
-The required image of human resource development
- 3 Examples of the overseas expansion of companies in the welfare equipment industry

H.C.R. Seminar Plus One

Organizer's conference room

- 1 30 Years of the Act on the Promotion of Research, Development and Dissemination of Social Welfare Equipment -Supporting Livelihoods and Pioneering Society
- 2 Presentation by Fukushi Miraijuku - The Future Aspect of the Leaders of the Next Generation in the Field of Social Welfare
- 3 Reports on the Cases of Utilization of ICT by companies and institutions

“How to select and use” Seminar

Seminar Venue B

Utilizing Familiar ICT Devices Seminar

Seminar Venue C



6 50th Anniversary Special Program

NextUD JAPAN 2023

Friday, September 29,
13:00- at East Hall 8

The "NextUD JAPAN 2023", universal design fashion show started with a spectacular opening video.

The talk show by the Japan Fashion Association for the Disabled opened the event with an explanation of the concept of NextUD and how the fusion of fashion and welfare came about, facilitated by audience participation using commenting tools. In the session between Mr. Masato Muto and Mr. Kei Hirabayashi, there was a lively exchange of views on the pursuit of fashion that combines both functionality and design. The session concluded with a presentation by Mr. Hirabayashi on the future of NextUD. The entire audience sympathized with the advocacy of an exciting future and responded with a lot of applause.

In the second half of the event, eleven models in NextUD costumes sashayed down the runway to the delight of the audience. Each costume was given a title such as "free hole" or "addition" as the designer's intention, embodying not only the novelty of the design and fabric but also the functionalities that take into account the characteristics of the disability and allow people to enjoy fashionable outfits regardless of their disability. The wheelchairs used in the show also incorporated avant-garde design, creating a space that evoked the future.

[A detailed report is available on page 10.](#)



Heart-warming Art Exhibition

1. Welfare x Design = Possibilities

-Connecting society through co-creation between industry, government, academia, and welfare-

Produced by SHIBUYAFONT



SHIBUYAFONT introduced their efforts to create a society that goes beyond artwork through collaboration between industry, government, academia, and welfare through design along with the exhibition of their works and products. The booth represented the flow of the SHIBUYAFONT initiative, in which students transformed artists' original drawings into font designs that were then commercialized by companies. A colorful banner placed in the center of the booth attracted the attention of visitors.

2. The Shoko Kanazawa Exhibition -Writing and Life-

The works of internationally renowned calligrapher, Shoko Kanazawa were on display, and visitors were overwhelmed by the power and vitality of her works. On the first day of the exhibition, Wednesday the 27th, Ms. Shoko Kanazawa gave a calligraphy demonstration, writing the powerful Chinese character for "flight". Many people who had been looking forward to the demonstration came to the venue, were fascinated by her performance.



Ms. Shoko Kanazawa Demonstration

Enjoy Active Zone "Gotcha!"

To share the attraction and fun of para-sports and other sports, the event offered the visitors the experiences of boccia, wheelchair rugby, para-rowing para-sports, barrier-free e-sports, cybersports, and prosthetic limbs. In the talk show area, Paralympians, professional athletes, and professionals supporting the athletes gave passionate talks. On the second day, a workshop was held, where visitors, wheelchair users, and developers discussed the creation of a dream wheelchair, creating a space for co-creation. Moreover, 11 celebrities from various fields including para-athletes gave us congratulatory messages for the 50th anniversary of H.C.R., which were screened at the venue.



General Supervisor
Mr. Hiroshi Miura /
Powerlifting player

Para-Sports



Boccia
Cooperated by Japan Boccia
Association and Pramin Co., Ltd.



Wheelchair rugby
Cooperated by D-beyond



PARA-Rowing
Cooperated by Admani International Inc.

Barrier-free e-sports experience

Cooperated by ePARA Inc. and
Mr. Hirokazu Nagaya (Racing driver)



CYBER WHEEL / CYBER BOCCIA

Cooperated by 1→10, Inc.



Prosthesis experience

Cooperated by The Japan Railway
Workers' Union Prosthetic and Orthotic
Support Center



Seminars on healthcare for the elderly, etc.

The theme of the seminar was to provide information on how to live a healthy and active life in the 100-year life period. Seminars were held on topics such as the importance of communication in society for people with dementia, and a cooking class focused on fermented foods that are easy and healthy. In addition, a booth was set up throughout the three days to provide advice and information on accident prevention for the elderly.



Consultation & Information Booths

Safe and secure living environment - Recognize and prevent accidents in the elderly -



Cooperated by
Tokyo Fire Department

Dementia Consultation Service



Cooperated by
Yokufukai Hospital Medical Center
for Dementia Diseases

Introduction of equipment and techniques useful for meetings

Chairman:
Mr. Shunputei Shokichi
Rakugo storyteller /Association for the Promotion of Universal Design of Rakugo

Cooperated by The Accessible Design Foundation of Japan and NTT CLARUTY CORPORATION



The presentation featured communication aids and innovations for conducting meetings where everyone, regardless of disability or age, can participate and communicate easily. With the cooperation of people with various disabilities who work for companies, we demonstrated how to discuss various topics in daily life, such as shopping at convenience stores and enjoying entertainment, using various communication techniques to create an ideal image of what everyone would consider convenient, in addition to exhibiting the latest captioning display devices.

Zone for viewing Information on welfare / assistive equipment from around the world

Information on trends in the development of welfare equipment in Asia, the U.S., and Europe, as well as the trend of global expansion related to the manufacture and sale of equipment, and information on welfare equipment exhibitions overseas, were compiled and disseminated through the panel display. The exhibition also provided an opportunity to inform overseas visitors and exhibitors about the current welfare equipment development and the welfare programs in Japan.



50th Anniversary Plaza

A 25-meter-long timeline of H.C.R.'s 50-year history was on display along with changes in Japan's welfare system. The event was an opportunity for visitors to look back on H.C.R.'s history, some were nostalgic for the past, and others were learning about the changes for the first time.



7 H.C.R. Special Program

1 The Cutting Edge of Welfare Equipment



List of Exhibitors and Products

Products	Companies and Groups
Ishin Denshin	Cocolo Embody LLC
FEEL TECH®	NTT DOCOMO, INC. 6G Network Innovation Dept.
Hapbeat	Hapbeat LLC.
VUEVO Mic&Application	Pixie Dust Technologies, Inc.
CareWiz Toruto	ExaHomeCare Inc.
Cyborg platform for prosthetic hand that can be fitted in stages as the patient grows	Mu-BORG K.K.
Visual Hearing Aids	Spacial Inc.
Ashirase	Ashirase, Inc.
Hineru・HineruChair	Koborin.Co.,Ltd.
futto	YAMADA Co.,Ltd.

2 Kid's Square

Cooperated by Foundation for Yokohama Rehabilitation Services and Tokyo Metropolitan Government



3 Consultation on Welfare Equipment - For problems with welfare equipment and self-help devices

Cooperated by Japanese Association of Occupational Therapists, NPO Room of Self-help Devices



4 Let's Get Know Assistant Dogs

Cooperated by Japanese Society of Service Dog Research



5 Support for Disaster-hit Areas: SELP Shop & Cafe

Cooperated by SELP Japan



8 Exhibitor Presentation

A total of 24 exhibitors made presentations such as product introductions at the H.C.R. Real Exhibition venue. Archived videos of the presentations were also made available at the H.C.R. Web Exhibition. (except for some exhibitors)

List of Participating Exhibitors' Presentations

Room A ▶ East Hall 2		Room B ▶ East Hall 5		Room C ▶ East Hall 3	
Date	Time	Place	Exhibitor Name		
Wed. Sep. 27	10:30~11:30	Room A	NAKA CORPORATION		
		Room B	SILVER SANGYO SHIMBUN CO., LTD		
	12:30~13:30	Room A	DIPPER HOKUMEI CO.,LTD		
		Room B	Japan Association of HomeCare Equipment Expert Advisors		
		Room C	SK8INSOLL Co., Ltd.		
	14:30~15:30	Room A	Ministry of Health, Labour and Welfare		
		Room B	Pacific Supply Co., Ltd.		
		Room C	Rehabilitation Engineering Society of Japan		
Thu. Sep. 28	10:30~11:30	Room A	PARAMOUNT BED CO.,LTD.		
		Room B	Safety Promotion Council for Medical and Home Care Bed		
	12:30~13:30	Room A	TOTO LTD.		
		Room B	MATSUNAGA MANUFACTORY CO., LTD.		
		Room C	the association of care goods providers		
	14:30~15:30	Room A	TOTEC AMENITY LIMITED		
		Room B	FUJI CORPORATION		
		Room C	Nihon Computer Consultant Co., Ltd.		
Fri. Sep. 29	10:30~11:30	Room A	CHAIN WAITER		
		Room B	TOYOTA TSUSHO ALL LIFE CORPORATION		
		Room C	Seidenkogyo Co.,Ltd.		
	12:30~13:30	Room A	Konan Medical laboratory Co., Ltd.		
		Room B	Sunrise Medical Japan Co.,Ltd		
		Room C	DAIICHIKOSHO Co.,Ltd		
	14:30~15:30	Room A	Mitsubishi Research Institute DCS Co.,Ltd.		
		Room B	AMED Project to Promote the Development of Robotic Devices for Nursing Care		

9 Promotional Activities

To widely publicize H.C.R. 2023, we distributed approximately 5,000 posters, 550,000 DM leaflets, and 60,000 online newsletters 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 and X (formerly Twitter).

Furthermore, we publicized the Health and Welfare News and distributed H.C.R. press releases to the media, 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. 2023 was covered by 120 media outlets, including TV and radio stations during the exhibition period.

The media listed below covered H.C.R. 2023 and disseminated information on the exhibition including its outline and contents.

◆ H.C.R. 2023 Media Coverage Summary

TV Broadcasts		
Japan Broadcasting Corporation (NHK) "Mimiyori! Commentary on Life"		Sep.22
Japan Broadcasting Corporation (NHK) "News LIVE! Yu 5:00"		Sep.27
BS-TBS, Inc. "Trend Clip"		Oct.21
Also covered by BS-Fuji TV,Tokai TV.		
Radio Broadcasts		
TBS Radio's program "connect"		Sep.27
TBS Radio's program "Chiki Uegami Session"		Sep.28
Nippon Broadcasting's Sunday morning show, "Sunday Hayaoki Yurakucho by Miyuki Hirota"		Oct.1
Newspapers		
THE FUKUSHI SHIMBUN (weekly)		Jun.13, Jun.27, Jul.26, Aug1, Aug.29, Sep.12, Oct.9
The Yakuji Nippo (3 times a week)		Aug.23
The Silver News (weekly)		Sep.15, Oct.6
The Nikkei SHIMBUN(daily)		Sep.23
THE TOKYO SHIMBUN(daily)		Sep.28
The Sen-I-News (daily)		Sep.28
THE KOTSU MAINICHI SHIMBUN (twice a week)		Oct.17
The Silver Industry News (monthly)		Oct.10, Nov.10
The Mainichi(daily)		Oct.14
The KYOTO SHIMBUN (daily)		Oct.25
The Okinawa Times (daily)		Sep.20
Magazines		
Monthly Welfare		Jul.6, Aug.7, Sep.6
NHK text KYO NO KENKOU		Aug.21
Monthly Journal Care Management		Aug.30
Monthly Nursing Care Post Seven		Oct.13
Monthly Bungu		Oct.31
KOUSEI FUKUSHI		Nov.10
Monthly Fukushima Kaigo Techno Plus		Dec.1
Online media		
The Yomiuri Shimbun Online		Jun.1, Aug.30, Sep.7, Sep.8, Sep.14, Sep.25, Sep.27
The Mainichi Shimbun Digital		Sep.2, Sep.26, Oct.13, Oct.22, Nov.2
The Hokkaido Simbun Digital		Sep.16, Nov.5
The Asahi Simbun Digital		Sep.19
The Sanyou Shimbun Digital		Sep.19
Kyodo News PR Wire		Sep.20
The Kawakita Shinpou on-line		Sep.26
The Gifu Shimbun Web		Sep.27
The Tokyo Shimbun Web		Sep.28
NHK NEWS WEB		Sep.29
Nippon Broadcasting News Online		Oct.5
The Nikkan Kogyo Shimbun Online		Sep.28
The Citizen		Sep.29
Time News		Sep.30
Bild		Sep.30
THE LOCAL		Sep.30
AFPBB News		Oct.1
AoL		Oct.1
Jiji Medical		Jun.1, Sep.27, Oct.2
BSR web		Oct.24, Nov.29
JETRO Global Eye		Nov.9

10 Accessibility

At H.C.R. 2023, we lent wheelchairs to visitors who needed a wheelchair to move around the venue and received 65 requests over the three days. In addition, we secured dedicated parking spaces for wheelchair users and other visitors with disabilities, as well as those having difficulty walking, and also provided a shuttle bus service between Kokusai-Tenjijo Station on Rinkai Line and the venue.

11 Web Exhibition achieved 1.98 million views



Information on more than 380 exhibitors and over 1,100 products was made available online H.C.R. 2023.

Each product page had three search options: category search, function search, and keyword search, making it easier for viewers to find the product they were looking for. In addition, the "favorites" function was added to make it easier to check the products you are interested in at any time.

Archived video of seminars and other events held at the Real Exhibition was available to the public until October 30th when the Web Exhibition closed. The exhibitor and product search functions are available until Friday, March 29, 2024, to contribute to the dissemination of information about welfare equipment.

Please scan the QR code to see the page. ➡ <https://hcr-web.jp>



H.C.R. 2023 reporting video is now available!



This video is an innovative compilation of scenes from H.C.R. 2023, which was spectacularly held as a milestone of H.C.R.'s 50th anniversary, and delivers the excitement at the venue and the voices of visitors and exhibitors.

It contains all the attractions of H.C.R. and gives you a sense of the possibilities in the future for the creative welfare that H.C.R. is aiming for.

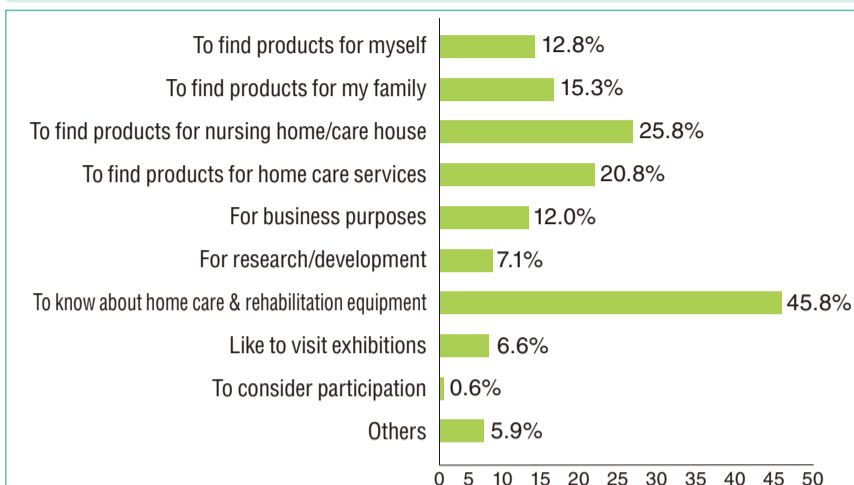
Please take a look!



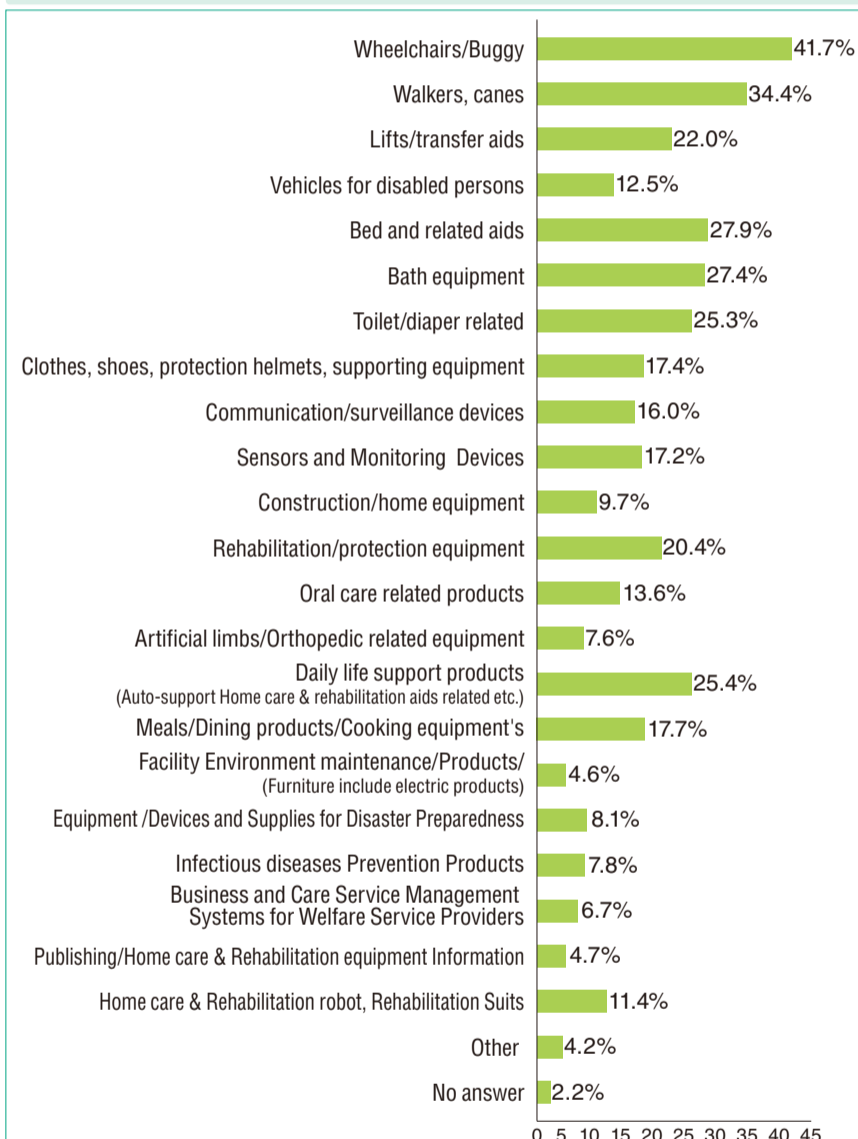
12 Visitor Questionnaire Results

5,181 responses

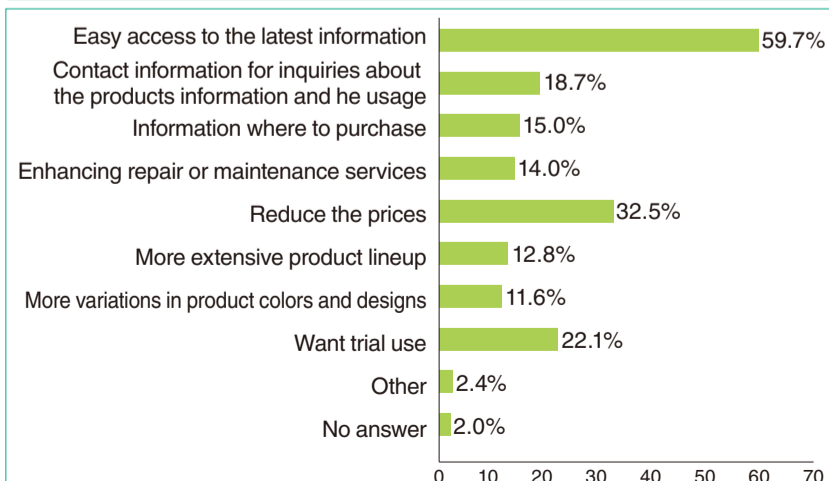
1 Purpose for visiting H.C.R. 2023 [multiple answers allowed]



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 Opinions and requests concerning the development and sales of welfare products [excerpts from free comments]

1. While lightweight and break-resistant is a prerequisite, I would like to see more tableware that is not obviously a care product.
2. I look forward to the development of devices that will allow us to see how our family members who are far away and facilitate communication with them.
3. We would like to request the development of welfare equipment for elementary and middle school students which is between adult and pediatric use. We have difficulty in selecting welfare equipment that can cope with the growth period.
4. In renting simple electric wheelchairs, I would like to see the widespread use of lithium-type batteries, which have a longer travel distance than nickel.
6. I look forward to the development of welfare equipment that can be customized to meet individual needs.
7. It would be good not only to introduce new products, but also to provide information on what has changed from the previous products so that they can be compared.
8. I sometimes have trouble storing welfare equipment that is large in size and not in use every day. We also think it would be good if there was a system that would allow rental by the day instead of the month.
9. I sometimes have difficulty taking medications out of their packaging. I would like to see the sale of a self-help device that would allow us to open packages without using a knife or to easily take out capsules or tablets.
10. I hope the proliferation of items that allow people to enjoy fashion and also meet their welfare needs.
11. I would like to see more products developed that are easy to use not only in facilities but also at home. I expect products that are familiar, compact, inexpensive and can be used on a daily basis.
12. I think there are numerous assistive devices for the physically disabled, but I would like to see more devices for people with disabilities that are difficult to see, such as mental disabilities.

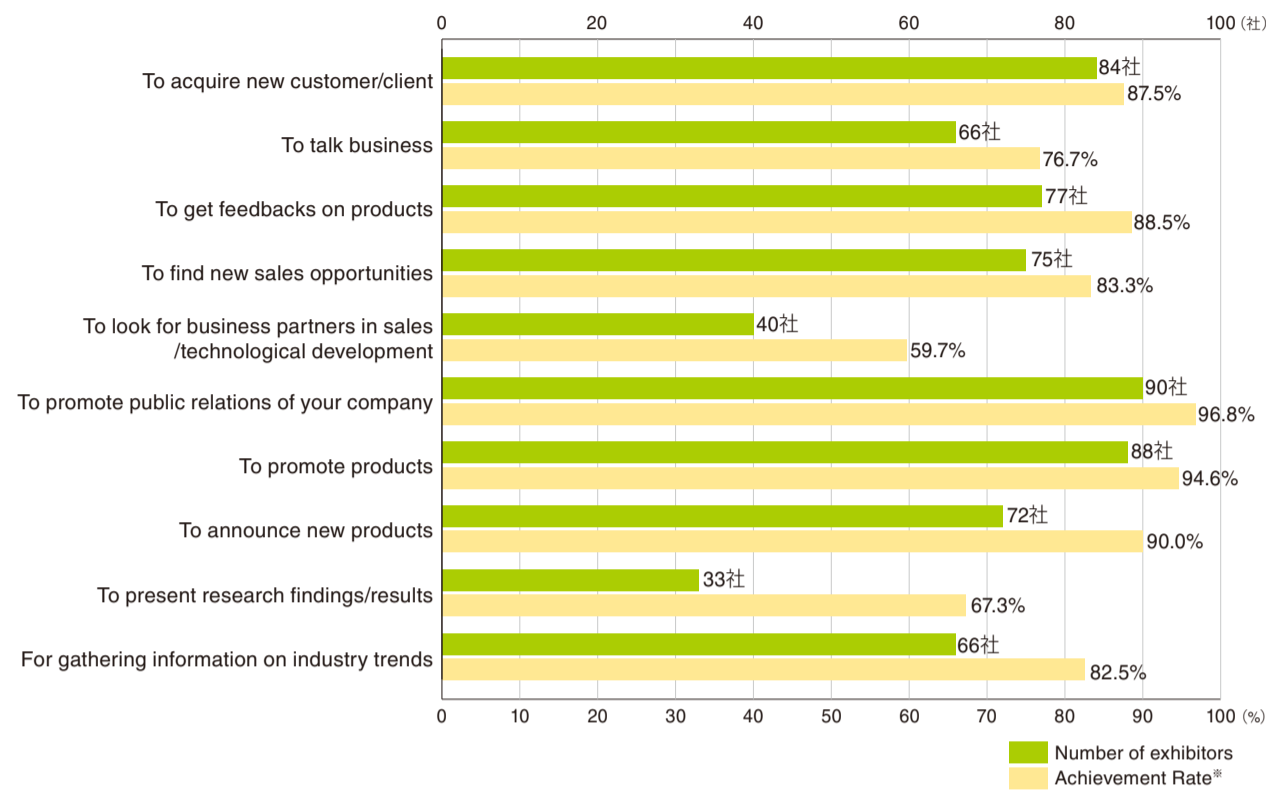
5 Opinions and requests to H.C.R [excerpts from free comments]

1. We were able to find the welfare equipment we had imagined to introduce in our facility at the exhibition. It is very effective as a place where we can compare products.
2. This year, the app offered a stamp rally, so we were able to visit all the sites while having fun.
3. Due to the coronavirus pandemic, I visited the exhibition for the first time in several years. I was able to see the remarkable progress of various welfare equipment during this period.
4. I visit both the web exhibition and the real exhibition every year. I am satisfied with the useful information I get.
5. I expect to see examples of the use of communication devices in the workplace that lead to the employment of people with disabilities.
6. I was reminded of the importance and purpose of welfare equipment when I visited the exhibition after a long time.
7. I learned a lot of meaningful lessons by learning what kind of welfare equipment is available in Japan and around the world and by listening to the lectures.
8. I would like to know about environmental improvement efforts in facilities for people with disabilities in other countries, especially in Scandinavia.
9. It was fun to experience e-Sports and para-sports. I was able to talk directly with athletes full of energy and received a lot of power from them!
10. Three days were not enough. I hope you will consider holding the event on Saturdays and Sundays and extending the opening hours.
11. It would be good if the locations of the booths where visitors can experience and try out the products could be extracted and made easier to find.
12. It was good to be able to actually experience the welfare equipment that I had learned about in the class, and to get to know about their innovations.
13. I would like to see more exhibits on the theme of living environment and disability. I would also like to know about barrier-free floor plans and how to use equipment.
14. The venue is so large and there are so many exhibitors that it is difficult to visit them all in the limited time. I would like to see a presentation that allows each company to give information about their products for 5 minutes or so.
15. I think there are a lot of successes and failures in the actual experience of using welfare equipment. I would like to hear more about their experiences, because there are so many things I struggle with in the worksite.

13 Exhibitor Questionnaire Results

101 responses

1 Purpose to participate at H.C.R. 2023 and the achievement rate



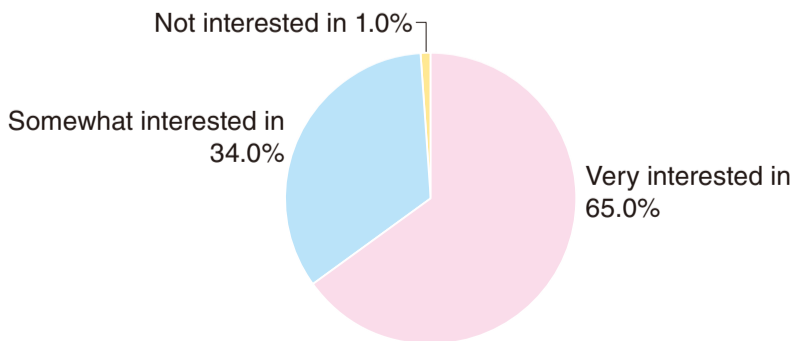
2 Impressive comments and reactions from the visitors

1. The visitors praised our products and expressed their expectations for us to spread our products to the world.
2. I think the diverse range of visitors is one of the characteristic of H.C.R. Visitors from overseas made me feel the international nature of the exhibition.
3. We received comments from visitors who said, "I came here because I wanted to see the booths in person after researching them on the Web beforehand. " Simultaneously holding a web exhibition is effective because it allows visitors to efficiently visit booths even in a short period of time from their point of view.
4. We received comments such as, "This is the first time I have heard of your products," and "Where can I buy them?" The event provided an opportunity for many visitors to learn about our products.
5. We had the opportunity to talk with visitors from various Asian countries. They have a lot of interest in communication robots, and it was good to hear about the current trends overseas.
6. Other exhibitors provided useful information on how to promote their products to the industry.
7. We have received a request from a visitor for a semi-custom product that can be completed while selecting product components on our website. We will investigate the feasibility of this process.
8. Some people who are already using our products stopped by our booth and we were able to directly explain the correct and basic use of our products. We also received ideas from the users that we would like to use in future product development and innovation. The opportunity to hear directly from users is very valuable and we feel it is a worthwhile part of H.C.R.
9. We found that visitors' opinions of our products were mixed, which made us realize that we need to promote our products in a more targeted way in the future.
10. We were concerned about the reaction of visitors to the new products, but we were relieved to hear many positive comments.
11. Many visitors said they learned about our products for the first time at H.C.R. We also received comments such as, "I've been looking for a product like this."
12. We received compliments on the design, which is not found in conventional products in the nursing care industry. It was well received as bright and stylish, and gave us confidence in our product development.

3 Comments and suggestions for H.C.R. 2024

1. I believe this is the one and only exhibition in the welfare equipment field. I have high expectations for the future.
2. I expect to see exhibiting numbers rebound to pre COVID-19 levels, and to strengthen attracting nursing care and welfare facilities and other related parties to the exhibition.
3. I would like to see seminar videos and resumes distributed to exhibitors at a later date, as I cannot attend during the show but am interested in the business seminars.
4. I hope to see more exhibitors and visitors from more diverse countries as an international welfare equipment exhibition, although exhibitors seem to have returned a bit in 2023.
5. We received positive feedback from visitors about the wider aisles this time, and hope to have the same setup in 2024.
6. We receive requests from the general public for permanent exhibit spaces for welfare equipment, but in recent years the number of exhibit spaces has been shrinking and decreasing. We feel that H.C.R. is a valuable opportunity to try out welfare equipment.
7. We received comments from visitors that it was too big to look around and that they did not know where to go. We think it would be good to have some kind of model room exhibit in the venue where demonstrations of welfare equipment can be given.
8. The number of visitors has returned to pre-Corona levels, and the exhibition was lively and good. We hope to see more visitors next time.

4 Interests in the next exhibition



99.0% of exhibitors responded that they would be interested in exhibiting next time.

Event REPORT

H.C.R. 2023

International Symposium

The international symposium provided a valuable opportunity for us to see trends in the welfare sector around the world, as well as the latest trends in the welfare markets in the Netherlands, Denmark, the United States, and Japan, as well as the direction that welfare in each country is aiming for.

[Part 1] Keynote Speech



“Welfare Developments and Trends in the Netherlands”

Mr. Pieter Terpstra, Minister-Counsellor, Economic and Climate of The Embassy of the Kingdom of the Netherlands: Introduced development and latest trends of the welfare market in the Netherlands. And he appealed, “Not only to extend longevity, but also to enable everyone to live a dignified retirement, we need to put people, not technology, at the center of our solutions”. As the latest equipment currently under development, he introduced a portable dialysis machine that people can use on the go. “Welfare in the Netherlands is moving in the direction of people-centred care, prevention and social participation”, he concluded his keynote speech.



Mr. Pieter Quinten Terpstra

Minister-Counsellor, Economic and Climate of The Embassy of the Kingdom of the Netherlands

[Part 2] Area Report



Denmark



Danish Assistive Aids and the Latest Technology

Mr. Mads Biering la Cour
Director of Elderly and Dementia, Danish Health Authority



Trends in the Danish Welfare/ Assistive Equipment Market

Mr. Morten Rasmussen
CEO of Danish Care

Mr. Mads Biering la Cour, Director of Elderly and Dementia, Danish Health Authority introduced 4 points, as a pillar of the country's policy on the elderly: ① Encouraging the Elderly to take initiative, ② To ensure independent living and well-being, ③ Being able to live at home as much as possible, ④ Take a people-centered approach to rehabilitation and care.

As the latest trends in welfare technology of Denmark, he introduced "online visits" where people can receive advice from home care staff online about taking medicine and preparing meals. "In fact, 60% of municipalities have introduced it, and the satisfaction rate among the elderly has risen to 94%," and he emphasized, "Denmark is accelerating the convergence of digitalization and assistive technologies, and these developments will revolutionize elder care and healthcare over the next decade".

Next reporter is Mr. Molten Rasmussen, CEO of Danish Care. He listed 5 trends in the welfare market and introduced the latest equipment related to each trend. As a trend in the Danish assistive device market, ① Improvement of the working environment and protection of caregivers, ② Reducing the burden on caregivers, ③ Saving time and resources through IoT and AI, ④ empowerment and self-determination, ⑤ sensory integration and stimulation. Those 5 trends are introduced together with the related latest equipment.



U.S.A.



Trends in the Assistive Technology Market in the United States of America

Mr. Jörg Barth
H.C.R. Overseas Coordinator for North America

Mr. Jörg Barth, H.C.R. Overseas Coordinator for North America: introduced wheelchairs with state-of-the-art standing functions, training tricycles, standing holding devices and so on as a trend of US market of welfare equipment.

He pointed out that in the US, there are problems such as the lack of a universal health insurance system and a lack of financial expenditure for the development of assistive technologies such as rehabilitation equipment. Then concluded the report by sending message as follows, "However, changes in government and insurance policies have begun. There is also a new movement in the recognition and acceptance of people with disabilities. We need to accept people with disabilities as valuable members of society. All of us gathered here today have a mission to improve the lives of all people in all societies. By working together, we can make a big difference".



Japan



The Past and Future of Japanese Assistive Technology Developers

Mr. Noriyuki Matsunaga
President of MATSUNAGA MANUFACTORY Co., Ltd.



The Current Status and Possibilities of Assistive Technology, Prosthetics and Users

Mr. Eiji Tazawa
Director of Health and Welfare Information Association

Mr. Noriyuki Matsunaga, President and CEO of Matsunaga Manufacturing Co., Ltd., took the stage. He introduced the history of the development and manufacture of wheelchairs for the elderly, saying "We once again focused on the user's "sitting" and wanted to make it more comfortable, which has been a trend that has continued since around 2013". He recalls that he has proposed wheelchairs that are not only convenient and easy to handle, but also incorporate ingenuity to make daily life more comfortable, and mentioned his future outlook, "We want to create wheelchairs that are comfortable for both users and caregivers".

Lastly, Mr. Eiji Tazawa, Director of H.C.R., who acted as the facilitator of this symposium, introduced Ms. Mari Katayama as the embodiment of the main theme of H.C.R. 2023 "Opening up a Creative Future". Ms. Mari Katayama had both legs amputated at the age of 9 due to a congenital limb disease and is currently active as an artist through the "High Heel Project" with an Italian shoe manufacturer. Mr. Tazawa said, "I want people to feel that by wearing high-fashion high heels, they can realize things that they have only dreamed of before, and that is Ms. Mari Katayama's goal".

Mr. Tazawa also introduced the "GISOKU (artificial legs) Library- Running Stadium" where children who have had their legs amputated due to accidents or illnesses can experience the joy of running and mentioned about the result of prosthetics and orthotics-related businesses for the South East Asian people (Providing prosthetic limbs to more than 500,000 people in 33 years) at the end of his report.

Event REPORT

NextUD JAPAN 2023

East Hall 8 Seminar Room A/Friday, September 29 13:00~15:00

Theme: Understanding the World's Welfare/Assistive Equipment
~The Netherlands, Denmark, the United States of America, and Japan Today~

“Starting Point” of JPFA: The three people who were not from the fashion industry were aiming for Paris Collection

On the last day of H.C.R. 2023, a fashion show of creating future, “NextUD JAPAN 2023” was held. From one hour before the opening of the fashion show, the area around the venue was crowded with visitors and members of the media who were eagerly awaiting the show opening. It was a quite clear evident that there was a high level of attention and expectation for this fashion show.

The venue was full. With full seat and standing audience, the lights went down and the opening movie was started on the venue screen along with loud rock music. Then, enthusiasm in the hall increased even more. When the three JPFA members appeared on the stage in stylish costumes, the audience made a much louder applause.

Launched by three people whose profession were not in the fashion industry, JPFA achieved the feat of holding a fashion show on the stage of the Paris Collection in 2022. Mr. Kei Hirabayashi looked back the beginning of JPFA activity saying, “I heard a person using a wheelchair saying, ‘I like fashion, but I have given up fashion’, then I felt, ‘Even if people have disability, they don’t have to give up fashion’, and I thought that if there was not anything wheel chair people wanted to wear, just I would make it, so I started making clothes of Next UD.”



Something that “Everyone is excited about and wants to use”.

Mr. Hisashi Ogawa explained the concept of “NextUD” by saying, “Universal design (hereinafter referred to as UD) is something that can be used by anyone regardless of whether they have a disability or not, and the next generation of UD is something that everyone is excited about and wants to use, regardless of whether they have a disability or not. That is “NextUD”, and he explained that the same concept “NextUD” can be

applied for fashion.

In this fashion show, unique system was adopted in which the comments from audience were reflected on the screen at the venue, which is creating the venue atmosphere of unity through interaction with visitors. In response to the call for “What kind of clothes would you like to have?”, many comments were received in real time, such as “Yukata that can be put on and taken off easily with sitting on a wheelchair” or “raincoats for wheelchair-users” and so on, and I experienced once again people’s high expectations for “Next UD” fashion.

A passionate conversation with a fashionista that excited the audience

The three JPFA members were also wearing NextUD clothes, and Ms. Ai Taniguchi explained the ingenuity of each of the clothes. Among them, the mid-length boots that Mr. Hirabayashi was wearing had multiple zippers on the tube part of both legs, and the tube part opens radially like a banana peel. Therefore, people with paralysis in their feet who can’t stretch their ankles can put them on and take them off easily. And the audience watching the edgy looking boots in front of them making voices on such as, “I want you to sell them!” and “It’s cool!”. The audience was so excited. (Those comment were appeared on the screen at the venue). Ms. Taniguchi said, “If the clothes are functional for wheelchair users and are highly fashionable, they will be the clothes that everyone will want to wear regardless of whether they have a disability or not”. And then followed by Mr. Hirabayashi saying, “People pick up some clothes and say ‘This is cool’, and that clothes also disabilities can easily put on and take off, that is NextUD”.

In order to have further discussion about the needs for such a design (NextUD), Mr. Masato Muto appeared on stage. In the wake of the onset of ALS, Mr. Muto launched WITH ALS with the mission of creating a borderless society where everyone can take on challenges in their own way. Mr. Muto’s idea of NextUD fashion is “clothing that does not have a border between people with disabilities and able-bodied people”. And Mr. Hirabayashi, who strongly agreed with Mr. Muto’s idea, had a heated discussion with Mr. Muto about the future of fashion. At the end of the



fashion show, Mr. Hirabayashi, who was alone on stage in the spotlight, said, “In order to make NextUD fashion popular around the world, it is necessary to expand the circle of empathy”. Then the audience responded with a big round of applause. Then as the part of the fashion show, this talk show ended successfully with empathy from the audience.

The runway highlighted the charm of fashion with the sophisticated NextUD models and their wheelchairs

With the maximum excitement of the venue, the NextUD fashion show finally started. Along with the fantastic music, 10models, dressed in a wide variety of design clothes of both fashionable look and functionality, moved forward gracefully on the catwalk.

A variety of inventive clothes were unveiled for the first time, such as clothes that you could wear with the position both standing and seated easily, asymmetrical clothes that could be customized on and off according to your body characteristics and then you could wear even having paralysis or difference between the left and right side of your body, fashionable tops with multiple holes would make it possible that no matter which hole you stick your arms out, Jackets being able to be split by a zipper on the back could make it easier for the caregiver to assist the person to pass his/her arms through the sleeves, and so on. Colors, fabrics and designs of each clothes were wonderful, of course. And added to that, each clothes had high functionality that could make it possible to take on and off easily and be easy to arrange. At the end of the show, this fashion show evoked all the visitors’ hope and awareness. The show models were diverse in terms of nationality, gender, and disability, and that made NextUD fashion even more prominent. It was really a stunning runway. The fashion show’s futuristic concept was totally sophisticated and captivated the audience. Every time each model appeared in beautiful and functional clothes, audience made a surprising voice and they were full of excitement. When all the models finished their performance on the runway, generous applause enveloped the venue. And NextUD JAPAN 2023 successfully came to a close.



Mozu Torii



Itsuki



Kenzyko



Hideyuki Ouchi



Kazuyo Morita



Haruna Kinoshita



Takuya Matsumoto
Yuki Nakamura



Sandra



Toshiyuki Ito

(Title omitted)



51st International Home Care and Rehabilitation Exhibition

H.C.R. 2024 & Forum

Exhibitor Application

Visit here for
Application
Materials



<https://en.hcr.or.jp/how-to-exhibit>

Date & hours

In-person

H.C.R. 2024 & Forum

October 2 (Wed) - 4 (Fri), 2024 [3 days]

10:00am ~ 5:00pm (will close at 4:00pm on the last day)

Application period

January 15 (Mon) - March 29 (Fri)

Web-based

H.C.R. Web2024

September 2 (Mon) - November 1 (Fri), 2024

Application period

January 15 (Mon) - May 31 (Fri)

3 Benefits for Exhibiting at H.C.R.

1

Improving Awareness of Your Products and Your Company

Over 90% of exhibitors rated H.C.R. had helped improve their corporate profiles and products!

2

Close Contacts with Users

Over 80% of exhibitors were satisfied with visitors' feedbacks!

3

Meaningful Information Exchanges with Other Companies

Companies & organizations in the welfare equipment industry get together at one place from home and abroad!

	51st International Home Care and Rehabilitation Exhibition H.C.R. 2024 & Forum	Web-based exhibition H.C.R. Web2024
Organizers	Japan National Council of Social Welfare, Health and Welfare Information Association	
Supporting organizations (planned)	Ministry of Health, Labour and Welfare; Ministry of Economy, Trade and Industry, Ministry of Internal Affairs and Communications, Ministry of Land, Infrastructure, Transport and Tourism, Tokyo Metropolitan Government, Embassies of participating countries	
Date & hours	October 2 (Wed) - 4 (Fri), 2024 [3 days] 10:00am~5:00pm(will close at 4:00pm on the last day)	September 2 (Mon) - November 1 (Fri), 2024
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	2 million views