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International Home Care & Rehabilitation Exhibition

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Best hopes and wishes for the New Year!



The 48th International Welfare Equipment Exhibition (H.C.R. 2021) will be held at Aomi exhibition halls

H.C.R. is one of the largest welfare equipment exhibitions in Asia where you can actually "see and touch to confirm" the products on-site. The dates and venue of H.C.R. 2021 was announced on December 1, 2020.

The venue of the 48th International Welfare Equipment Exhibition (H.C.R. 2021) will be Aomi exhibition halls for the first time due to the postponement of Tokyo Olympics and Paralympics from 2020 to 2021.

As a step toward a new "online" stage, it has been decided to continue

programs "online" as well as in 2020. We appreciate your understanding and cooperation.

2021 will be the 40th anniversary of International Year for Disabled Persons. H.C.R. will continue to promote the SDGs and the creation of a community-based society with the aim of "creating an affluent and inclusive society" and make further efforts in providing better service and quality of the exhibition and information on home care and welfare equipment and nursing care fields.

Moving ahead into the New Normal era The role of welfare equipment in our lives will become even greater

We all know what a tough year 2020 has turned out to be for Japanese society due to the unprecedented COVID-19 related crisis.

In 2020, the "47th International Welfare Equipment Exhibition (H.C.R. 2020)" was unavoidably canceled due to COVID-19 outbreak. "Home and Welfare Equipment Web2020" was planned and various information were posted on the official website as the alternative "event".

Exhibitors listing and product information covers approx. 1,400 products from 355 companies. With the theme of "Social service and ICT in the age of the New Normal - beyond time and space-", webinars were online. Various other information was posted on the official site, including the release of the latest reports on the welfare field. 800,000 PVs as of December 25, 2020.

The feature of online is "available anytime and anywhere" and avoid the risk of COVID-19 infection. Some of the posted reports and webinars will be available until the end of March 2021. Other information may be available until new information about H.C.R. 2021 replaces.

According to the result of a survey we conducted in 2020 (See Page 4 and 5), it revealed that COVID-19 related crisis made a significant impact on companies and organizations who deal with home care and rehabilitation equipment and services. The top answer among the

question to "What kind of impact are you having?" was "loss / decrease of opportunities due to cancellation of events such as exhibitions" (84.3%), which indicates that the impact on public relations activities and dissemination was severe.

Among the developed countries, Japan has been able to control the spread of COVID-19 in nursing care service sites with various prevention measures.

Under these circumstances, expectations for the role of home care and rehabilitation equipment are increasing and it is being actively introduced and utilized to support the independence of the elderly and disabled, reduce the burden on caregivers, and reduce or prevent the risk of infectious diseases. In the future, the development and popularization of welfare equipment will be required toward the age of living with COVID-19.

Announcement – H.C.R. 2021

Title	The 48th International Welfare Equipment Exhibition
Dates	Wednesday, November 10 - Friday, November 12, 2021
Venue	Aomi Exhibition Halls, Tokyo Big Sight (23,200sqm)

*Details will be announced after being fixed.



Report on “Home and Welfare Equipment Web2020”

(Honorific titles are omitted)

Following the rapid increase in the number of people infected with COVID-19 in Japan and the issuance of emergency declaration nationwide by the Japanese government, it's decided to cancel H.C.R. 2020 scheduled to be held October 21 - 23 with consideration for the health and safety of all related personnel.



Atsushi Seike

1 | Opening

“Home Care and Rehabilitation Equipment Web 2020” started online at 10:00 am on Wed. October 2020.

Greeting

Atsushi Seike
President, Japan National Council of Social Welfare (Organizer)

Message

Kousei Akazawa
Ministry of Health, Labour and Welfare of Japan, Director-General
Department of Health and Welfare for Persons with Disabilities

2 | Visitors PVs

Total traffic to the Home Care and Rehabilitation Equipment Web2020 website has exceeded 800,000 until December 25, 2020. By holding it online, the site can be viewed anywhere and at any time, and is accessed by many people.

3 | Exhibitors

355 exhibitors from 13 countries and 1 region participated and presented their products and services online.
A considerable number of applicants have withdrawn their applications due to the effects of the COVID-19. (H.C.R.2019: 438 exhibitors from 14 countries and 1 region)

Country/region	No. of Exhibitors
Japan	319
Taiwan	8
Denmark	5
Netherlands	3
China	3
Germany	3
Italy	3
USA	3
France	2
UK	2
Australia	1
Canada	1
Korea	1
Sweden	1
Total	355

● Number of Exhibitors by Product Category

Mobility Equipment (Wheelchair)	
Manual wheelchairs	30
Wheelchair related goods	26
Powered wheelchairs	11
Powered 3- and 4-wheeled scooters	3
Bicycles	2
Attendant pushed wheelchairs	6
Mobility Equipment (Walkers, Canes)	
Walkers, Walking aids	21
Canes	15
Mobility Equipment (Lifts)	
Stretchers	1
Transfer aids	12
Floor lifts	10
Ceiling/fixed lifts, Stationary hoists	10
Power assist suits, Walking assist robots	3
Vehicles for Disabled Persons and Related Devices	
Car operating devices for disabled persons	5
Vehicles for disabled persons	7
Disabled vehicles for professional use, Eco-friendly vehicles	2
Bed Related	
Beds	8
Mattresses, Pressure sore prevention products	17
Side tables	3
Care related sheets	2
Others	15
Bathing Equipment	
Bathtubs	10
Bathing chairs	10
Anti-slip products	2
Bath boards	2
Bathing lifts	8
Others	7
Toilet/Diaper Related	
Portable toilets	4
Toilets, Toilet seats	4
Deodorizers, Germicides	1
Toilet related	8
Diapers	6
Toileting assist equipment	3
Clothes/Clothes Changing Aids	
Clothing	12
Shoes	4
Hats, Safety helmets, Wigs	1
Clothes changing aids	1
Communication/Monitoring Equipment	
Hearing aids	1
Special telephones/FAX, Portable talking aids	2
Electronic magnifiers, CCTV	1
Emergency/monitoring system	19
OA equipment/software/OA operation aids for disabled persons	9
AV system for disabled persons	1
Communication related robots	4
Others	23
Construction and Home Equipment	
Ramps	7
Handrails	13
Elevators	2
Platform lifts	6
Stair climbers/stair lifts, Accessible housing	7
Others	12
Rehabilitation and Care Prevention Equipment	
Rehabilitation equipment for walking	9
Training materials and devices for rehabilitation	24
Muscle training machines, Body training equipment	15
Oral care related products	6
Prosthesis and Orthosis	
Prosthesis and Orthosis	8
Daily Living Aids	
Self-help aids/devices	8
Sports and recreation tools for disabled persons	4
Care related products	14
Others	13
Cooking Aids	
Eating utensils/tableware	3
Kitchen	4
Cooking aids	1
Environmental Installation and Welfare Equipment for Welfare Facilities	
Construction, Floor and wall materials for facilities/institutions	2
Washing/drying/cleaning/deodorizing machines	3
Chairs, Positioning chairs, Stand-up aids	11
Furniture, Tables, Wash-basin	12
Disaster prevention products	3
Care staff uniforms	4
Others	12
Infection Prevention Products	
Air cleaning equipment, Humidifier, Sterilizer, Infection prevention equipment	5
Others	13
Management Information Systems for Home and Institutions	
Computer systems for care service management	28
Publications, Home Care & Rehabilitation Equipment Information	
Home care & rehabilitation equipment publications	21
Total	622

4 | Online exhibitor directory

Online exhibitor's information pages have been redesigned its information has been renewed. You can check the exhibitors and products from the link online.

● Example

● Example

5 | Webinars

A part of seminars/presentations regularly held onsite were presented online for free. Seminars available in English are below only.

Maria Pasiecznik Parsons

Chief Executive
Creative Dementia Arts Network, UK



Her presentation were about support for the elderly people with dementia using art at the H.C.R. 2019 International Symposium and a new message in the recent time of COVID-19.

- Challenges and changes in the time of COVID-19
- Presentation at H.C.R. 2019 Symposium

6 | Reports from experts

Reports from experts were posted on the official website. The below are reports that were available in English.

● COVID-19 in Sweden

Anita Nyberg

Honorary Professor, Stockholm University



● COVID-19 and its impact on social welfare systems in the UK, with particular reference to carers

Madeleine Starr

MBE Director of Business Development and Innovation, Carers UK



● COVID-19 status and initiatives in Denmark

Hans Erik Henriksen

CEO, Healthcare Denmark



7 | Visual design



A work by multicolored eraser printmaker Aoyama Yasuko was chosen for the 2020 visual design and was used for "Home Care & Welfare Equipment Web2020" flyers and the front cover of the guidebook

Yasuko Aoyama:
multicolored printmaker
(eraser prints)

7 | Survey results

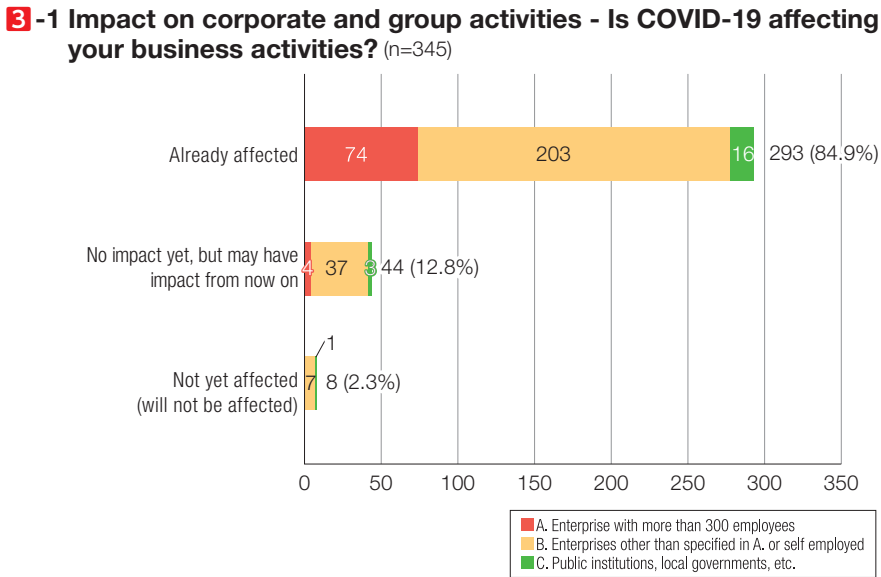
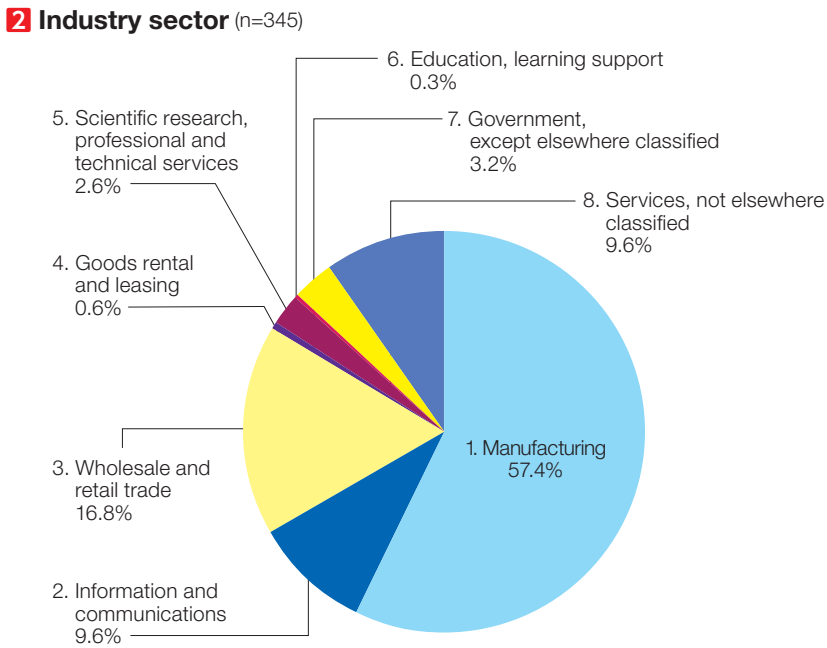
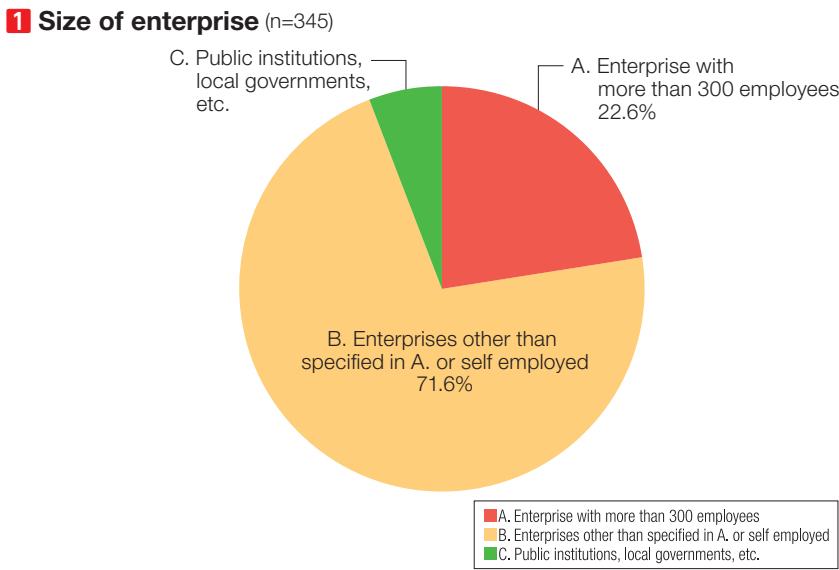
Results of survey for assistive products suppliers about impact of the COVID-19 pandemic

- Target

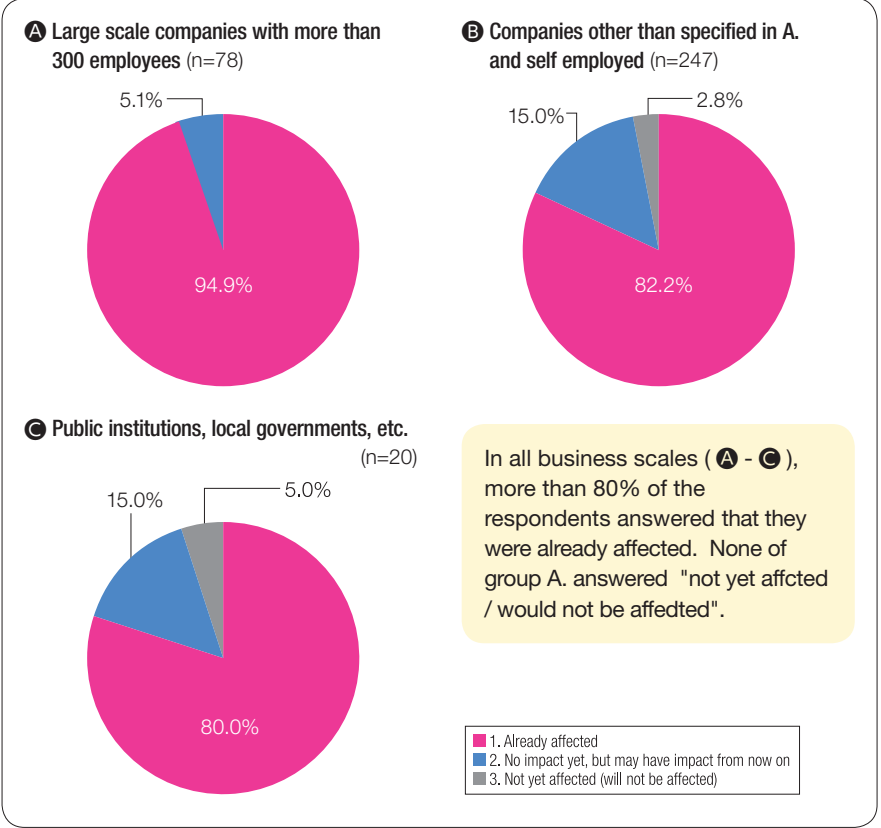
Total 868 companies and organizations with a track record of exhibiting/applying at H.C.R. 2016-2020
- Response period

Late July - August 26, 2020
- Response rate

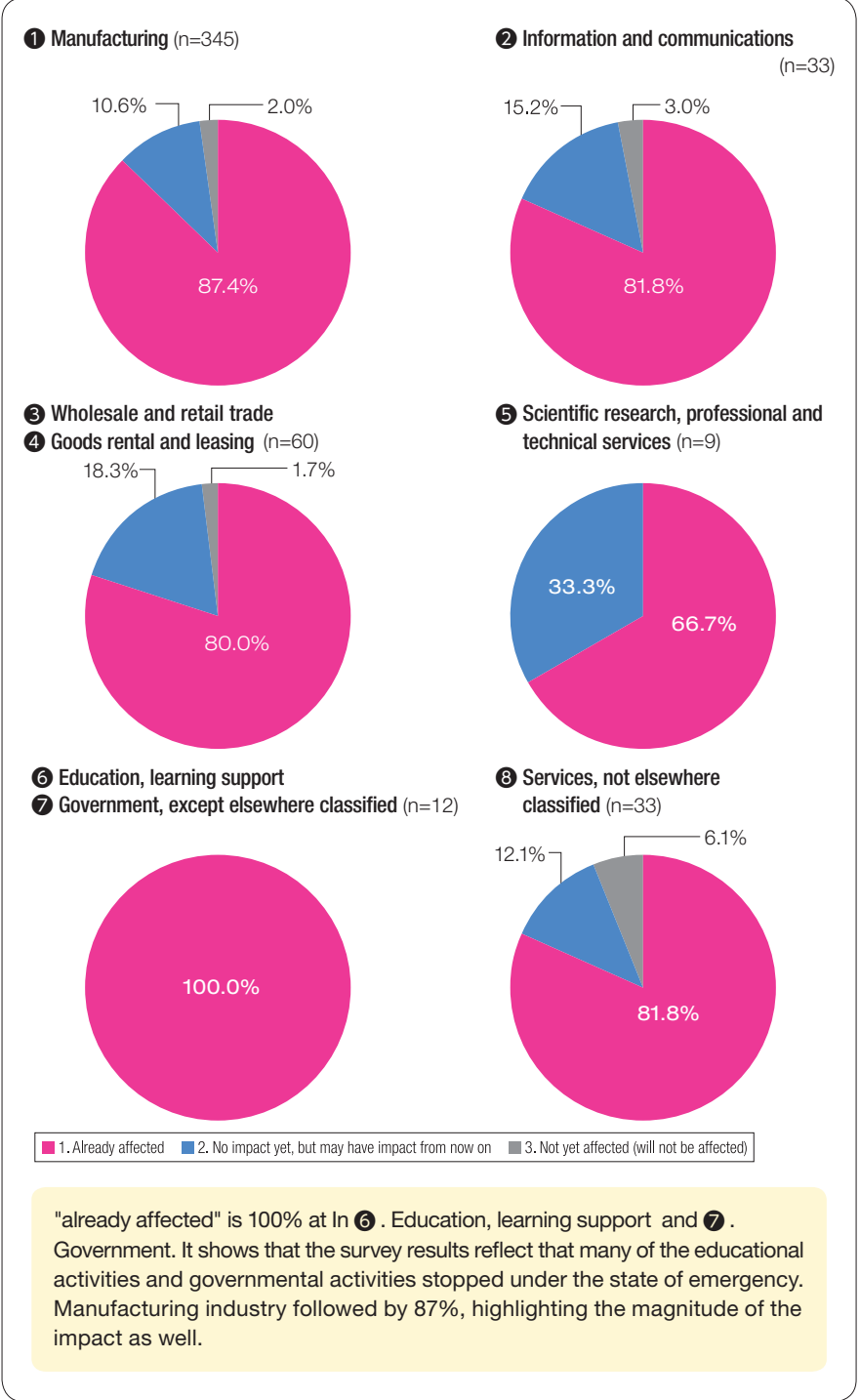
39.7% (n345/N868)



3 -2 Impact on corporate and group activities - Is COVID-19 affecting your business activities?

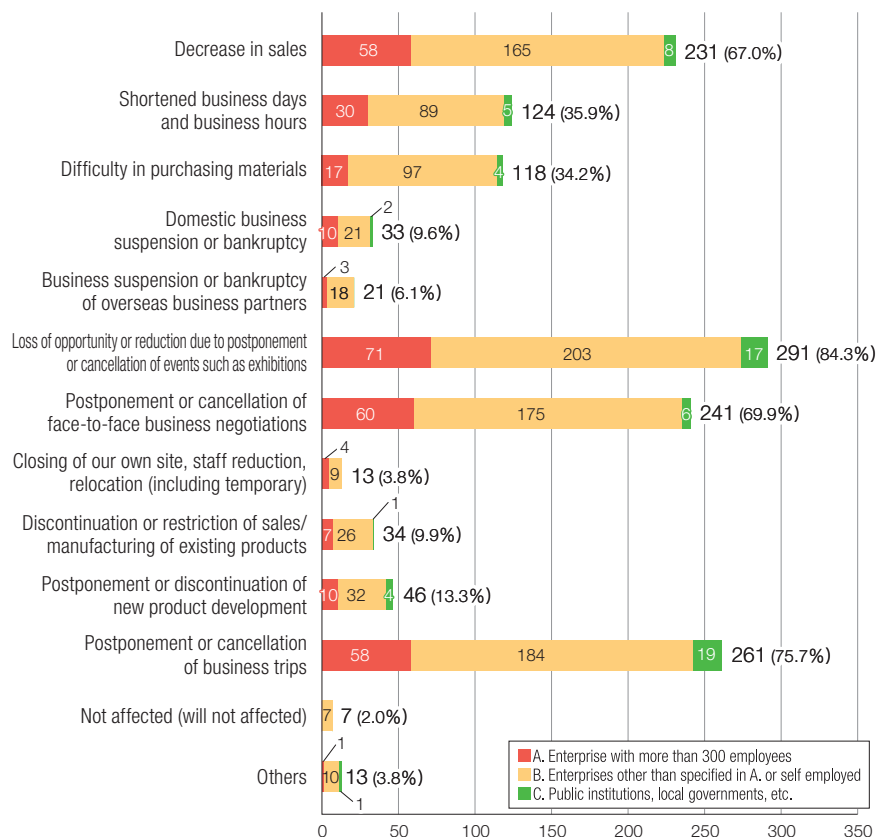


3 -3 Is COVID-19 affecting your business activities? (by industry sector)



4 What kind of impact are you having, or you may have? (multiple answers allowed)

(n=345)

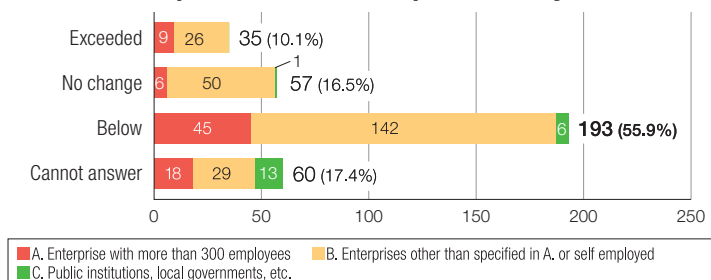


Impacts are vary but loss of opportunity due to cancellations of exhibition has come to the top at the survey.

- Loss of opportunity or reduction due to postponement or cancellation of events such as exhibitions (84.3%)
- Postponement or cancellation of business trips (75.7%)
- Postponement or cancellation of face-to-face business negotiations (69.9%)
- Decrease in sales (67.0%)

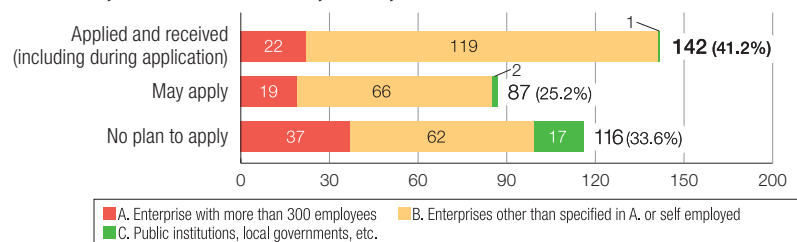
5 How was the sales compared to the same period last year? (n=345)

(n=345)



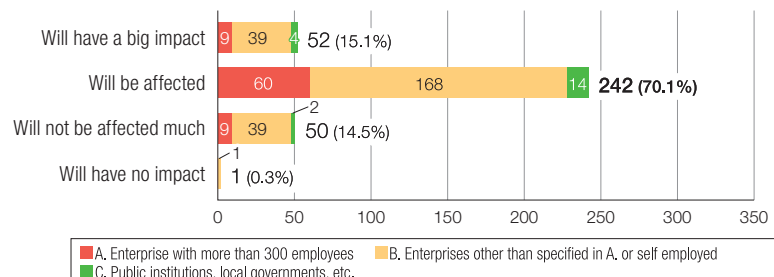
6 Have you received any support measures related to the new coronavirus, such as national, local, or financial institutions? (n=345)

(n=345)



7 Do you think "new normal" will affect your business performance? (n=345)

(n=345)

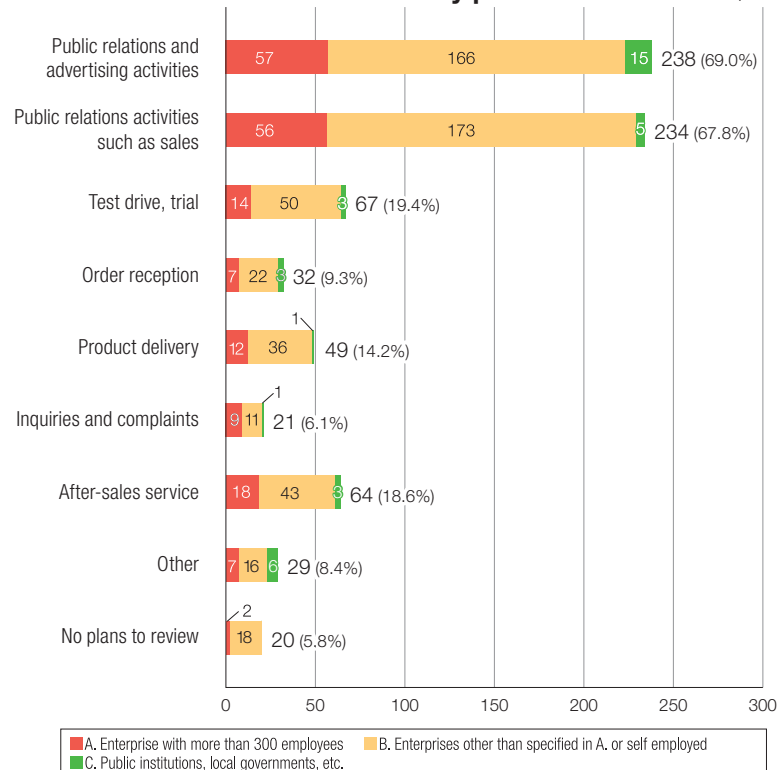


The most common answers to the question 5-7. are:

- 5 Business sales has been below the same period last year (55.9%)
- 6 Received support measures (41.2%)
- 7 "new normal" will affect on business performance (70.1%)

8 Have you reviewed the way you engage with your customers in line with the "new normal"? Or are there any plans to review? (n=345)

(n=345)

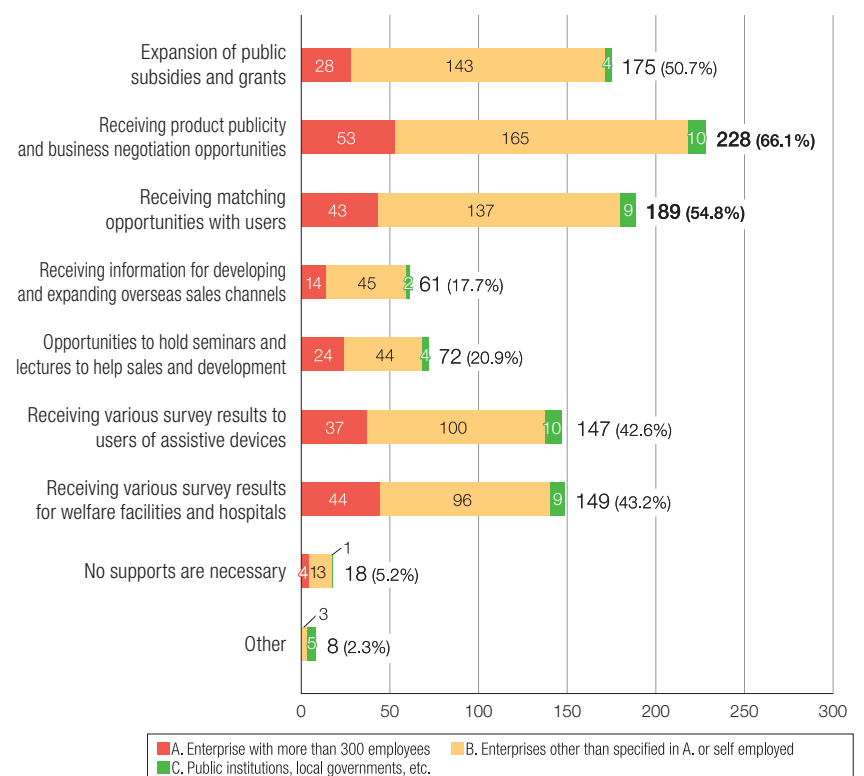


Comments on Other

- In lieu of meeting people face to face we attempt to meet customers on-line. In addition we have stepped up our website activity.
- Alternation of sales process to online via zoon, etc.
- Meetings have changed from being in person to being online. We have accelerated our digital journey.

9 What kind of additional support measures would you like to receive? (n=345)

(n=345)



The largest number answered to 9 are:

- Receiving product publicity and business negotiation opportunities (66.1%)
- Receiving matching opportunities with users (54.8%)