



WHX

Osaka 2026

Formerly **Japan Health**

X 2nd(thu)-4th(sat) July 2026
@INTEX Osaka

 **informa**markets





> CHANGE

Japan Health to WHX Osaka

Japan Health, first held in June 2025, attracted participation from over 420 companies from both Japan and abroad. The event welcomed healthcare professionals at the forefront of the medical device and healthcare industries. With a wide range of themes including technological innovation, regulatory compliance, and international expansion, the exhibition has served as a gateway for Japanese companies to enter overseas markets, while offering international companies valuable insights into the Japanese healthcare landscape. As a result, Japan Health continues to draw strong interest from both domestic and international audiences. In 2026, it will be held as part of the global medical and healthcare exhibition series WHX (World Health Expo). The upcoming WHX Osaka 2026 will be organized in collaboration with numerous industry associations. To accommodate more healthcare professionals, the event schedule has been revised to include Saturday, making it easier for healthcare professionals from various medical fields to attend. This change is expected to enhance opportunities for networking and information exchange between exhibitors and attendees. WHX Osaka will serve as an international platform for sharing the latest medical innovations from Japan, fostering meaningful connections and accelerating innovation across the healthcare industry. Through these interactions, we aim to build a better future for healthcare together.

> 4 Axes

WHX Osaka 2026

WHX Osaka is an international platform that connects the medical device and healthcare industries of Japan and the world, accelerating innovation and facilitating two-way solutions to shared challenges.

1 Global Collaboration & Showcasing Japan's Strengths

Showcasing Japan's advanced medical device technologies and expertise to the world, WHX Osaka enhances international trust and strengthens Japan's global brand presence.

3 A Platform for Accelerating Innovation

Through collaboration with government organizations, WHX Osaka helps create an environment that streamlines the process from development to commercialization by supporting policy design and regulatory easing. It fosters open innovation by bringing together a diverse range of stakeholders, aiming to cultivate a globally competitive medical device industry.

2 Two-Way Solutions to Shared Challenges

WHX Osaka provides a comprehensive platform to support both Japan-based companies and those aiming to expand internationally. It addresses key issues in the medical device sector, including regulatory compliance, market entry, and technological innovation.

4 Latest Trends and Future Experiences

Through exhibitions and sessions that showcase the latest global trends in healthcare, WHX Osaka provides a space for domestic and international participants to share insights and co-create the future of next-generation healthcare.

WHX Osaka
Co-creating the Future
of Healthcare in Japan
and the World

> Evolution & Prospects

WHX Osaka 2026

1 Deepening International Networking

WHX Osaka places a strong emphasis on building and strengthening international medical networks, particularly within the Asia-Pacific region. By showcasing Japan's medical technologies and problem-solving capabilities to the world, and facilitating dialogue and collaboration through business meetings and networking events, WHX Osaka aims to co-create the future of global healthcare.

2 Matchmaking with Diverse Visitor Segments

To further advance the medical and healthcare industries, WHX Osaka is expanding its visitor outreach. In addition to medical professionals such as doctors and clinicians, the event targets a wide range of stakeholders including government officials, investors, venture capitalists, trading companies, startups, research institutions, and hospital executives. To ensure greater participation from healthcare professionals, the event schedule includes a Saturday (July 4th), allowing those who may find it difficult to attend on weekdays to join. Promotional efforts are also being strengthened both domestically and internationally, with multilingual communications aimed at increasing awareness and participation, especially among healthcare professionals in the Asia-Pacific region.

3 A Platform for Accelerating Innovation

Building on the success of the 2025 edition, WHX Osaka continues to attract a more diverse and international audience. By encouraging interaction among a wide range of stakeholders surrounding the healthcare industry, the exhibition enhances its value as a hub for innovation.

4 Concurrent Event: WHX Leaders Osaka (Invitation Only)

Held alongside WHX Osaka, this exclusive international summit brings together top-level decision-makers, including health ministers from Asia-Pacific countries and CXOs from leading healthcare companies. The summit facilitates cross-border discussions on healthcare policy and industry collaboration, contributing to the advancement of global healthcare systems.



> Exhibitor Categories

Medical and healthcare-related companies, startups, and research institutions

> Product Sectors



Medical Equipment & Devices



Design & Manufacturing



Digital Health



Healthcare IT



Regenerative Medicine



Pharmaceuticals



Health, Preventive Care, and Doctor's Supplements



Elderly Care and Rehabilitation



Disposables & Consumer Goods



Healthcare & General Services

> Visitor Profile

- ▶ Hospital Management
- ▶ Doctors and Clinicians
- ▶ Healthcare Professionals
- ▶ Medical Technologists
- ▶ Dealers and Trading Companies
- ▶ Medical Device and Healthcare Manufacturers
- ▶ Pharmaceutical Manufacturers
- ▶ Hospitals, Clinics, and Elderly Care Facilities
- ▶ Aesthetic and Preventive Healthcare Facilities
- ▶ Research Institutions
- ▶ Academia
- ▶ Local Governments
- ▶ Health Insurance Associations
- ▶ Financial and Investment Institutions

> Schedule



> Organizations Supporting the Event (2025 Edition)

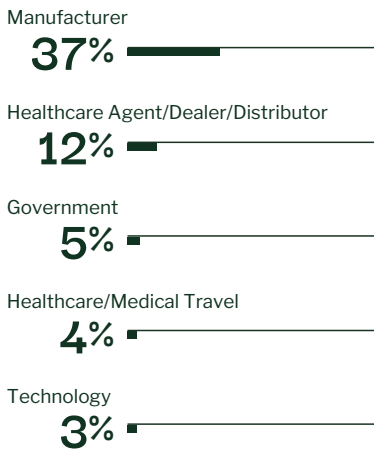
- ▶ Ministry of Education, Culture, Sports, Science and Technology (MEXT)
- ▶ Ministry of Economy, Trade and Industry (METI)
- ▶ Ministry of Health, Labour and Welfare, Trade and Industry
- ▶ Japan Federation of Medical Devices Associations (JFMDA)
- ▶ Japan Association for the 2025 World Exposition
- ▶ Osaka Prefecture
- ▶ Japan Medical Association
- ▶ Kansai Economic Federation
- ▶ Japanese Association of Medical Sciences
- ▶ Kansai Association of Corporate Executives
- ▶ All Japan Hospital Association
- ▶ Japan Medical-Engineering Commons
- ▶ Japan Agency for Medical Research and Development (AMED)
- ▶ Japanese Association for Clinical Engineers
- ▶ Japan External Trade Organization (JETRO)
- ▶ Committee for Japanese Technology for Life

Visitor Analysis

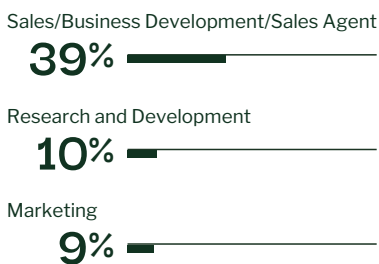
Japan



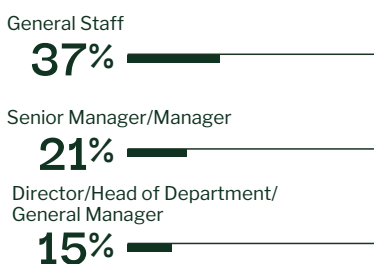
Top Nature of Business



Top Job Functions



Top Seniority Level

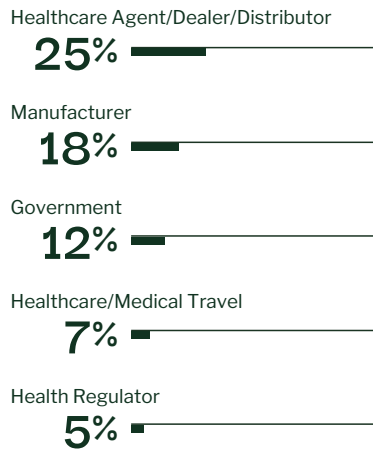


East Asia

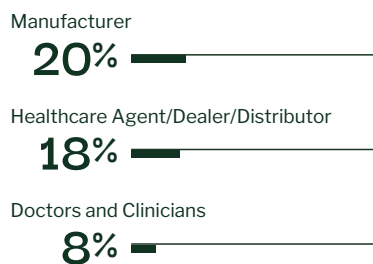
China,
South Korea,
Taiwan



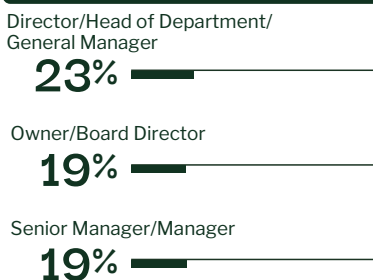
Top Nature of Business



Top Job Functions



Top Seniority Level

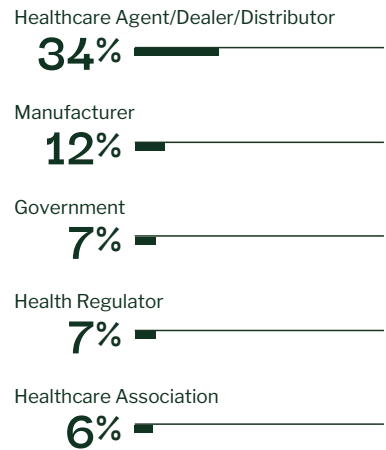


South East Asia

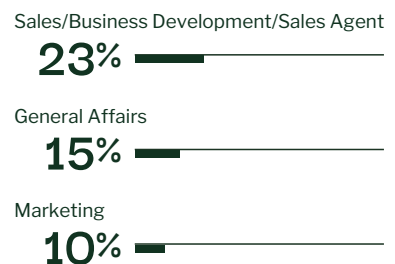
Indonesia, Malaysia,
Philippines,
Singapore,
Thailand, Vietnam



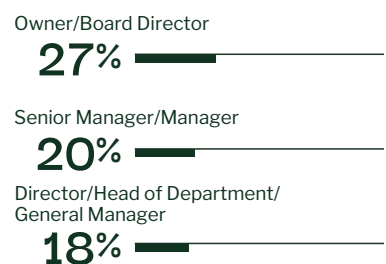
Top Nature of Business



Top Job Functions



Top Seniority Level



> Matchmaking Program

To facilitate effective interactions between exhibitors and visitors, WHX Osaka offers a dedicated Matchmaking Program. This program leverages a robust network of domestic and international healthcare professionals to create high-quality business opportunities. Exhibitors will have access to a specialized app and online platform equipped with pre-event matchmaking features, enabling them to connect with interested buyers in advance and schedule meetings to maximize business outcomes during the exhibition.

Domestic Initiatives

WHX Osaka is strengthening collaboration with Japan's healthcare sector to maximize engagement between exhibitors and healthcare professionals. In partnership with medical associations, hospital organizations, and industry groups, we actively promote participation in the matchmaking program among healthcare professionals.

International Initiatives

WHX Osaka collaborates Internationally with hospital associations across the Asia-Pacific region to invite influential buyers and establish dedicated VIP meeting opportunities. This creates a highly valuable networking environment for companies seeking access to global markets.

> Nature of Business for Participants

- 1 Ministries of Health from APAC countries
- 2 Medical institutions
- 3 Medical device distributors and dealers
- 4 Government agencies
- 5 Local governments
- 6 Investment firms and venture capital companies

These stakeholders will be invited from both Japan and overseas.

> Hosted Buyers (2025 Edition)

- Forest Holdings inc.
- CHUO IRYOKI CO.,LTD.
- Nishimura Medical Instrument Co., Ltd.
- Medika-IT (Indonesia)
- Decoto International (USA)
- Rhumba Inc. (the Philippines)
- R Link Ltd (UK)
- Az Global Electronics LTD (Mongolia)
- Silverbear Capital LLC (USA)
- Guardforce Group (Hong Kong)
- Hoang Nam Import Export Co.,Ltd (Vietnam)
- Taise Group Company Limited (Thailand)
- Philippine Hospital Association (Philippine)
- Meshrat Medical Equipments Trading L.L.C. (The United Arab Emirates / UK)
- Taiwan Hospital Association (Taiwan)
- Korean Hospital Association (Korea)
- IHH HEALTHCARE MALAYSIA (MALAYSIA)
- Asia OneHealthcare (AIHealth) (MALAYSIA)
- The Indonesian Hospital Association (Indonesia)



> Stand Packages

A Shell Scheme Package
[9m²] 3m×3m ¥850,000

B Academy & Startup Package
¥280,000

C Space Only
9m²~ ¥630,000
Each additional 3m x 3m booth (9m²) costs ¥630,000.

> Sponsorship Packages

		Silver	Gold	Platinum	Diamond
Onsite Opportunities	Space (SQM)	36m ²	54m ²	72m ²	72m ²
	Luncheon Seminar (60min)	—	—	○	○
	Speaker Slot (Panelist)	—	—	○	○
	Exhibitor Presentation (30min)	30 min	30 min	—	—
	Official Guidebook	—	Half	Full	Full
	Entrance Signboard	—	1 stand	1 stand	1 stand
	Floor Sticker (1 location)	—	—	○	○
	Floor Map Logo Placement	○	○	○	○
Online Opportunities	Homepage Banner - Official Website	—	Middle	Top	Top
	Logo Placement - Official Website	○	○	○	○
	Log In Page Banner - Event Platform	—	—	○	○
	Exhibitor List Banner - Event Platform	—	—	○	○
	Banner ads - Newsletter	Middle	Middle	Top	Top
	Promotional Email Service	—	—	○	○
Business Meeting Opportunities	Meeting Slots – International Hosted Buyers	—	—	40 min × 2	40 min × 2
WHX Leaders Opportunities	WHX Leaders Entrance Ticket	—	—	—	Up to 10 tickets
	Speaking Opportunity (Panel Discussion)	—	—	—	○
	Logo Placement – Venue Decorations & Official Media	—	—	—	○
	Meeting slots - WHX Leaders & Government Officials	—	—	—	30 min × 2
	Gala Dinner Invitation Tickets	—	—	—	Up to 10 tickets
Price		¥ 3,500,000 <small>(Regular Price ¥4,020,000)</small>	¥ 5,000,000 <small>(Regular Price ¥6,330,000)</small>	¥ 6,500,000 <small>(Regular Price ¥12,340,000)</small>	¥ 10,000,000 <small>(Regular Price ¥17,340,000)</small>

> On-site Opportunities

Luncheon Seminar	60min	¥800,000
Company Seminar	60min	¥1,000,000
Exhibitor Presentation	30min	¥400,000
	60min	¥600,000
Official Guidebook	90min	¥800,000
	Half Page	¥450,000
Entrance Signboard	Full Page	¥600,000
	1 stand	¥250,000
	2 stands	¥450,000
Floor Sticker	4 stands	¥600,000
	1 location	¥300,000
	2 locations	¥500,000
Floor Map Logo Placement	1 location	¥400,000

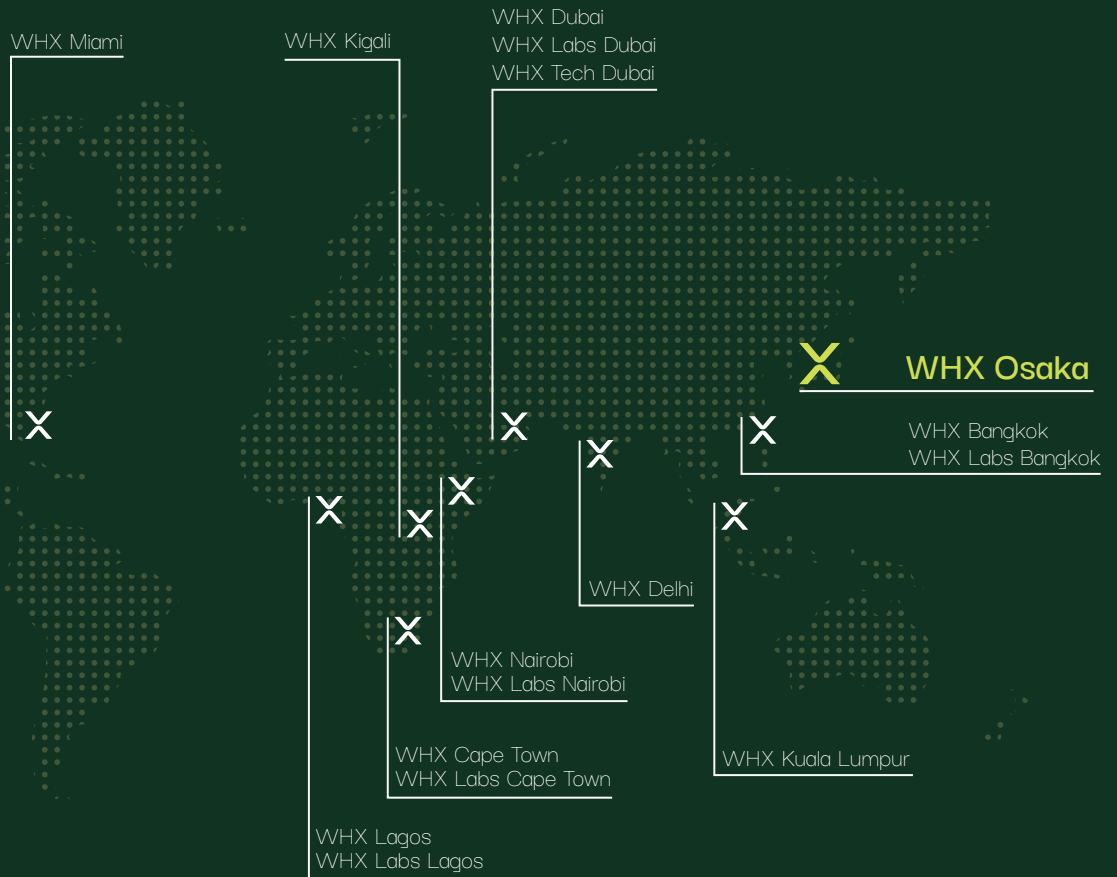
> Online Opportunities

Homepage Banner - Official Website	Top	¥400,000
	Middle	¥350,000
Logo Placement - Official Website	1 Location	¥350,000
Log In Page Banner - Event Platform	1 Location	¥800,000
Exhibitor List Banner - Event Platform	1 Location	¥500,000
Banner ads - Newsletter	Top	¥400,000
	Middle	¥350,000
Promotional Email Service	1 Email	¥500,000

All prices do not include tax

> WHX (WORLD HEALTH EXPO) Series

A global network spanning over 10 countries across 4 continents, connecting more than 600,000 healthcare professionals worldwide.



> Annual results and overview



10

Countries



15

Exhibitions globally



110

Conferences



10,000

Exhibitors



290,000

In Our social network



608,000

Healthcare Professionals

Contact

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