

Netherlands economic mission to Japan



21 – 28 June 2025



Netherlands



Expo Osaka 2025,
Kansai, Japan

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Foreword



It is my great pleasure to join this economic mission to Japan and the World Expo. The crucial role that the life sciences and health sector plays in shaping the future prosperity of both the Netherlands and Japan, emphasises the key importance of this mission. Not just for our public health and wellbeing, but also for the broader economy.

Japan and the Netherlands both have highly developed healthcare systems. The problems faced by these systems are also largely similar. Both countries are confronted with the shared challenges of aging populations and labour market shortages.

Japan even has the oldest population in the world and is internationally known as a 'super ageing society'. This is reflected in growing pressure on healthcare and ever-increasing healthcare costs, affecting both the accessibility and affordability of care.

These challenges require smart solutions, innovations and the use of technology in both curative and long-term care. The Netherlands and Japan are both at the forefront of developing innovative solutions in the field of artificial intelligence (AI), medical technology and digital health.

Japan is looking to make major changes to spur innovation in this field so as to adapt to a new demographic reality. The Japanese government wants to invest significantly in healthcare innovations and medical technology to keep healthcare accessible, reduce the increasing shortages of healthcare personnel and keep the elderly fit and independent as long as possible. For example, Japan is investing \$114 million in research and financing of new AI healthcare tools for the next several years.

This focus fits in well with the strengths of the Dutch Life Sciences and Health sector, presenting significant business and exchange opportunities.

With this mission, we will therefore seek to promote further collaboration on medical innovation and new technologies, such as the use of digitalization and AI, as well as regenerative medicine. We further encourage exchanges of smart solutions on healthy aging and vitality that help create healthier societies.

By bringing together companies and institutions from both countries, we aim to address shared challenges in the life sciences and health sector by supporting each other with new solutions and expertise, together revolutionising the future of healthcare.

The Netherlands is internationally well known for her commitment to innovation. Likewise, the World Expo provides testimony to Japan's long history of entrepreneurship and frontrunner position in new technologies.

This mission, with visits to both Tokyo and Osaka, offers an excellent opportunity to forge new partnerships with our Japanese counterparts.

I look forward to an inspiring and successful mission.

Roland Drieste

Director for International Affairs, Ministry of Health, Welfare and Sports

Foreword



Welcome to the Life Sciences & Health Mission to Japan and Expo 2025 Osaka. I feel deeply honored to lead such a diverse group of pioneering companies, renowned knowledge institutions and committed government, agile start-ups, and fast-growing scale-ups on this special mission to Japan. Special indeed – with over 425 years of rich and enduring Japanese-Dutch relations as a foundation, this mission carries both symbolic and practical significance. Symbolic, because it celebrates a long-standing partnership rooted in mutual respect and shared history. Practical, because it opens doors to tangible collaborations, knowledge exchange, and joint innovation in tackling today's most pressing health challenges.

This mission to Japan comes at a pivotal moment. Across the globe, we are facing challenges, from aging populations and rising care demands to the need for personalized, preventive, and regenerative solutions. With that shared urgency in mind, the Netherlands and Japan must stand united on common ground, bringing world-class expertise, visionary thinking, and cutting-edge technologies to the forefront. Together, we can complement each other's strengths in the complex yet promising domains of regenerative medicine, digital health, healthy ageing, and sports & vitality.

The Japanese ecosystem offers fertile ground for collaboration. As one of the world's largest economies, with leading expertise in research, high-tech infrastructure, and a growing focus on health and well-being, Japan is a natural and strategic partner for the Netherlands. This mission program, combined with Expo 2025 Osaka and the Japan Health Fair, provides a valuable platform to explore partnerships, exchange knowledge, and develop joint solutions that benefit both our societies.

Throughout this mission, we will take part in shared program elements that connect us as one united delegation, while also diving into specialized activities aligned with our key focus areas. Whether we are driving forward regenerative therapies, presenting AI-powered health innovations, exploring solutions for healthy longevity, or harnessing the impact of sports to promote well-being – we are here to build bridges and explore new frontiers, together with our Japanese counterparts.

It's a privilege to take this step alongside you. I look forward to the connections, ideas, and successes we'll create together.

Warm regards,

Carmen van Vilsteren

Business delegation lead / Chair Top Sector Life Sciences & Health (LSH)

The Netherlands

The Netherlands



Locations

1. Amsterdam (and Airport Schiphol) |
2. Arnhem | 3. Assen | 4. Breda |
5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9. Haarlem |
10. The Hague | 11. Leeuwarden |
12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam |
16. Utrecht | 17. Zwolle |

Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands.

Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and

open to new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



The Netherlands your partner in sustainable solutions

Worldwide rankings

1st

Largest flower exporter
(Source: OEC, 2022)

3rd

Largest exporter of agricultural products in the world
(Source: WUR/CBS, 2023)

4th

Largest importer of goods in the world, 842.05 billion US dollars
(Source: Statista, 2023)

4th

Largest exporter of goods in the world, 934,57 billion US dollars
(Source: Statista, 2023)

4th

Leading economy worldwide by Foreign Direct Investment (FDI) inward stock, 2,86 trillion US dollars
(Source: Statista, 2023)

6th

Greatest place to live
(Source: World Happiness Report, 2024)

7th

on the Global Innovation Index
(Source: WIPO, 2023)

9th

on the World Competitiveness Ranking
(Source: International Institute for Management Development, 2024)

Facts & figures

Official name:
Kingdom of the
Netherlands

Capital:
Amsterdam

Seat of government:
The Hague

Form of government
Parliamentary
democracy (cabinet
of Prime Minister and
Ministers) within a
constitutional
monarchy

Head of State:
His Majesty King
Willem-Alexander,
King of the
Netherlands,
Prince of Orange-
Nassau

Location:
Western Europe
bordering Germany,
Belgium and the
North Sea

Administrative structure:
The kingdom consists of four entities.
The Netherlands and three territories in the
Caribbean: Aruba and Curaçao and St. Maarten.

Special municipalities
The overseas islands of Bonaire, Saba and
St. Eustatius, all three of which are located in the
Caribbean.

Surface area

41,543 km²

Number of inhabitants (2024):

18 million

Monetary Unit:

Euro

Languages:
Dutch, Frisian and on the
overseas islands also
English and Papiaments

GDP per capita
(World Bank, 2024):

57,800 US dollars

Number of provinces:

12

Number of inhabitants
per km² (2024):

533

Unemployment rate
(CBS, 2024):

3.7%

English speaking Dutch
people:

90%

Japan and the Netherlands:

co-creating pioneering solutions for global challenges

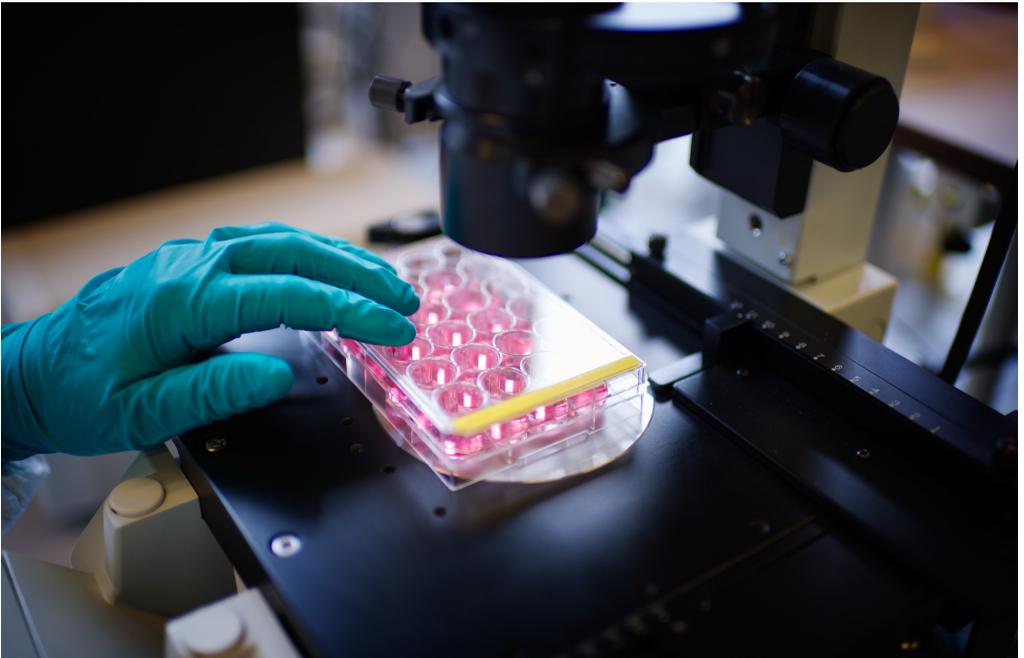
425 years of shared innovation

In 2025, the Netherlands and Japan celebrate 425 years of bilateral relations. This legacy is built on curiosity, trust, and a shared commitment to innovation. The long-standing relationship continues to thrive through collaboration in vital areas that shape our societies today. As both nations face rising healthcare demands, ageing populations, and increasing health disparities, we come together once more to find smart, inclusive solutions for a healthier future.

The Netherlands and Japan are natural partners in Life Sciences & Health. For centuries, we have shared knowledge and expertise in medicine, research, and innovation. That spirit continues today through partnerships in digital health, regenerative medicine, healthy ageing, and sports. These domains are not only strategic sectors; they also reflect a shared vision of resilient, people-centred healthcare systems.

Smart and sustainable healthcare solutions

At Expo 2025 Osaka, Kansai, the Netherlands proudly contributes to *Common Ground* with a mission that places health at its core.



Dutch innovations in digitalisation, such as AI-powered diagnostics, telemedicine, and integrated health data systems, complement Japan's strengths in advanced medical technology. Together, we are accelerating the shift to personalised, preventive care that is accessible for all.

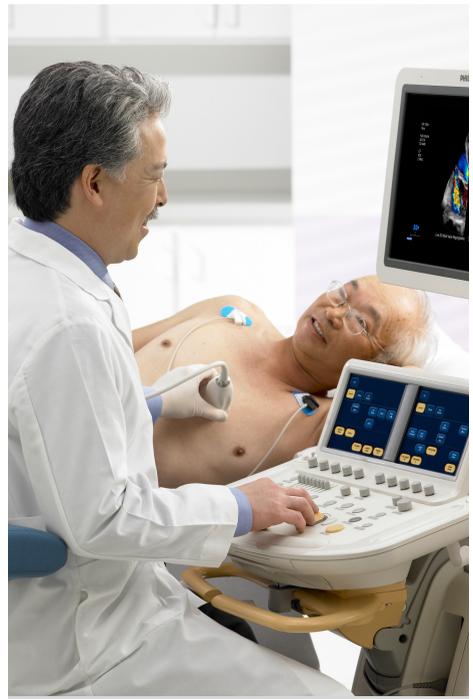
Our countries are also pioneers in regenerative medicine. Through ecosystems like RegMed XB and Japan's world-leading stem cell research, we are exploring ways to restore health at the cellular level. These advances open the door to curative therapies for chronic conditions that have long been considered incurable.

In the face of demographic change, both countries are reimagining ageing not as a challenge, but as an opportunity. The Netherlands is piloting age-friendly urban environments and innovations in geriatric care, while Japan offers invaluable experience in elderly healthcare and social design. Sharing best practices strengthens our ability to support longer lives lived in good health.

We also recognise the transformative power of sports in public health. Sport is more than competition. It is a vehicle for vitality, inclusion, and disease prevention. With shared excellence in performance and innovation, the Netherlands and Japan see sport as a driver for societal wellbeing.

A practical approach to global health

The Netherlands and Japan, united by shared values and complementary strengths, reaffirm their partnership as a driver of global progress. Expo 2025 Osaka is not only a celebration of our historic ties, but a platform to advance our joint mission: partnering up for a healthier future for all.



Sources: Philips

Digital transformation of Health & Care



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Elsevier

Elsevier is global leader in advanced information and decision support, helping to advance science and healthcare, to advance human progress. We do this by facilitation insights and critical decision-making innovative solutions based on trusted, evidence-based content and advanced AI-enabled digital technologies.

Products & Services offered

ClinicalKey AI combines world-class clinical content with conversational search powered by generative AI. By providing quick and tailored access to this trusted, evidence-based clinical knowledge, clinicians gain a powerful ally that allows them to focus on what truly matters: quality patient care.

Online information

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INVESTNL



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Invest-NL

Invest-NL is the Dutch National Promotional Institution with a principal focus on providing financial solutions to businesses and projects that have a positive impact on society but face difficulties in securing financing from traditional sources. Our goal is to support the development of pioneering technologies, green initiatives, and social enterprises that contribute to the Netherlands' leadership in sustainability and innovation. These include transitioning to a carbon-neutral and circular economy, ensuring affordable and accessible healthcare, and deep tech.

Products & Services offered

We support and advise innovative ventures on acquiring growth financing

- Direct Investments & Fund in Fund investments
- Markt Development
- Financial structuring and instrument development

Online information

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LACDR (Leiden University)

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LACDR (Leiden University)

The Leiden Academic Centre for Drug Research (LACDR) is a centre of excellence for multidisciplinary research on drug discovery and development. At the LACDR we work at the leading edge of drug-design and fundamental research of new drugs, optimization of existing drugs, and personalized medicine. Key area of expertise is the application of artificial intelligence and stem cell technology in early preclinical drug discovery.

Our research is focused in four divisions and one research centre.

Products & Services offered (LACDR – Leiden University)

- Development of experimental therapies based on biologics.
- Understanding the process of cancer-cell behaviour and cancer-progression.
- Designing (artificial intelligence) and synthesizing novel and better ligands for drug targets in oncology.
- Developing precision medicine approaches to characterize and predict variation in treatment response.
- Development of innovative analytical strategies for metabolomics-driven health monitoring

Oncode Accelerator

Oncode Accelerator is a 750 million euro public-private partnership focusing on development of oncological treatments. We do this by integrating patient data and materials, including patient-derived organoid models in preclinical therapy development. OA is leveraging AI to develop, train, and verify models for implementation throughout the preclinical pipeline. AI tools using clinically relevant datasets support identification and optimization of therapeutic candidates, predict the efficacy of therapies, and identifies potential patients for proof-of-concept studies.

Products & Services offered (Oncode Accelerator)

- Co-funding and project management support for preclinical discovery and development projects
- Access to the latest innovations and infrastructure to develop small molecules, biologics, cell and gene therapies and therapeutic vaccines
- Access to well-defined patient cohorts, patient data and patient-derived models (organoid technology)
- Use of Artificial Intelligence to support better prediction of efficacy and safety
- Accelerated development of de-risked clinical candidates



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Onera Health

Onera Health is a leader in transforming sleep medicine and remote monitoring. Our innovative diagnostic solutions and services are poised to help millions of people struggling with sleep-related ailments, ultimately improving the health and quality of life for patients worldwide. The company's innovative sensors provide comprehensive sleep test data to physicians in a variety of clinical and non-clinical environments to optimize patient care and reduce healthcare costs. The first generation of its groundbreaking, compact, patch-based device has obtained the CE mark and FDA clearance for commercialization in Europe and the United States, and the second generation is underway.

Products & Services offered

- Onera PSG-as-a-Service

Onera Health has brought to the market Onera PSG-as-a-Service, an end-to-end solution for home sleep diagnostics that brings the gold-standard quality of medical-grade polysomnography (PSG) directly to the patients' bed. The solution is enabled by Onera's device, the Onera STS, which connects to our cloud-based clinician platform for data analysis and sleep study reporting.

- Onera STS

A patch-based wireless PSG system that can be easily self applied by the patient at home. Onera's innovative sensors use non-invasive technology to measure multiple physiological parameters related to cardiovascular, respiratory, and brain functions, bringing the gold-standard quality of PSG diagnostics directly to the patients' bed. Validated through multicenter clinical trials, Onera STS demonstrates high concordance with in-lab PSG across all sleep stages with excellent respiratory event detection.

Online information

[LinkedIn Onera Health](#)

[Onera Polysomnography-as-a-Service](#)

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[Online brochure](#)

[Video House of Events](#)

RAI Amsterdam

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RAI Amsterdam

House of Events, Home of your Industry

RAI Amsterdam is an international event and exhibition centre located in the heart of one of Europe's most vibrant cities. With over 130 years of experience, we are the trusted home base for organisers, facilitating meaningful connections through leading conferences, exhibitions and public events. The RAI complex offers flexible indoor and outdoor spaces, state-of-the-art facilities, and seamless accessibility. Beyond our venue, RAI Amsterdam serves as a platform for innovation, economic impact, and social dialogue. Rooted in Amsterdam yet globally oriented, we are committed to sustainability, inclusivity, and creating value for all stakeholders - visitors, organisers, exhibitors, partners and the local community. As a forward-looking organisation, we adapt to changing needs, helping industries and communities grow, connect and transform. Whether online or in person, RAI Amsterdam is where people, ideas and progress come together – offering a home for industries to thrive.

Products & Services offered

- **Event Organisation and Consultancy:** Organisation of proprietary exhibitions and conferences, and support for external organisers with advice and project management.
- **Exhibitor Services:** One-stop shop for exhibitors offering services such as cleaning, security, floral arrangements, furniture rental, and more.
- **Hotel Services:** Mediation and booking of hotel accommodations for exhibitors and visitors.
- **Design & Build:** Design, development and construction of stands, exhibition floors and branded experiences.
- **Food & Beverage:** Full range of catering, hospitality and food concepts throughout the venue.
- **IT & Online Services:** Tools for matchmaking, ticketing, registration, digital content distribution, technical support and digital infrastructure.
- **Operations & Logistics:** Coordination and execution of build-up, breakdown, transportation and logistics.



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Managing Director

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Rotterdam Square

Rotterdam Square is the campus organization of the Erasmus Medical Center in Rotterdam, the Netherlands, connecting the Life Sciences & Health network in the Rotterdam region.

Located in the vibrant heart of the city, our goal is to bring together experts in healthcare, science and technology, from academia and industry, to accelerate Health&Tech innovation and create healthcare solutions for the future.

Products & Services offered

To foster Rotterdam's innovative ecosystem, Rotterdam Square connects researchers and companies on a regional, national, and international level. Through curated networking events, strategic partnerships, and deep sector expertise, we support companies in navigating and contributing to the Rotterdam Health&Tech landscape.

Additionally, we assist businesses in securing the right office and/or lab space in Rotterdam, ensuring seamless integration into the Dutch Life Sciences & Health ecosystem. This includes access to the Erasmus MC Campus, which supports the full innovation cycle – from cohort research and prototyping to business development and implementation – enabling ecosystem residents to collaborate and bring their innovations into practice, while the medical center benefits from the latest technological advancements.

Online information

[LinkedIn Rotterdam Square](#)

[Video Rotterdam Square](#)

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PHILIPS



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Royal Philips

Royal Philips is a leading health technology company focused on improving people's health and well-being through meaningful innovation. Its patient-and people-centric innovation leverages advanced technology and deep clinical and consumer insights to deliver personal health solutions for consumers and professional health solutions for healthcare providers and their patients in the hospital and the home.

Headquartered in The Netherlands, Royal Philips is a leader in diagnostic imaging, ultrasound, image-guided therapy, monitoring and enterprise informatics as well as in personal health. Philips is active in more than 100 countries.

Royal Philips

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UMCG

Wiro Niessen is Dean of the Faculty of Medical Sciences, University of Groningen, and Board Member of the UMCG. He is professor of AI in Medical Imaging and Health and has expertise in the development and implementation of AI in healthcare. He was recipient of the Simon Stevin Price in 2015, was elected to the Royal Netherlands Academy of Arts and Sciences in 2017, and to the Netherlands Academy of Engineering in 2023. He is Captain of Science of the Topsector Life Sciences & Health of the Dutch Government, and founded Quantib, an AI company in medical imaging, in 2012.

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Since everyone deserves the best possible healthcare, UMC Utrecht always sets the bar high. The result: innovative, cutting-edge medical treatment that meets the healthcare needs of today and the future. We develop our unique knowledge in this respect together with patients, patient organizations and several partners. Our doctors, researchers and students join forces to solve major medical issues. Patients at UMC Utrecht receive treatment specifically geared to their specific individual needs. Everything we do is aimed at making and keeping people healthy – and at preventing sickness too.

Products & Services offered

- Healthcare delivery
- Research & Innovation
- Education
- Expertise across the MedTech & AI innovation lifecycle

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Zuyderland

About Zuyderland – Integrated Healthcare Organisation in the South of the Netherlands

- Located in the southern part of the Netherlands, Zuyderland provides healthcare services to a population of approximately 450,000 people across the South-Limburg region, especially in Heerlen & Sittard-Geleen.
- The region faces serious demographic challenges, with a rapidly aging population and declining workforce availability, leading to increased pressure on healthcare delivery.
- Zuyderland is a unique integrated care organization in the Dutch healthcare landscape, combining: Hospital care, Elderly and long-term care and Mental health services
- This uniqueness allows Zuyderland to offer care across the full continuum of life – from birth to end-of-life.
- With a total revenue of €1.1 billion in 2024, Zuyderland is one of the largest healthcare providers in the Netherlands, both in terms of scope and financial scale.
- Zuyderland is one of the largest top-clinical teaching hospitals in the Netherlands.
- Zuyderland holds 19 nationally recognized top-clinical centers of excellence, delivering complex and specialized care across a range of disciplines.
- A strong focus on network-based care ensures collaboration with primary care providers, mental health services, home care, and other academic and regional hospitals to organize care around the patient, not the institution.
- Zuyderland is regarded (inter)nationally as a national frontrunner in digital transformation, using technology to fundamentally reshape healthcare delivery.
- With large-scale deployment of remote monitoring, AI-driven decision support, and digital care pathways, Zuyderland is working to redefine the future of care: smarter, closer to home, and more personalized.

Products & Services offered

- 193.559 patients at Zuyderland Medical Center
- 786 beds at Zuyderland Medical Center
- 851.000 visits to outpatient clinics
- 86.000 day admissions each year
- 4.933 clients at Zuyderland Mental Health Care
- 69 beds at Zuyderland Mental Health Care
- 26 medical residency programs
- 6.117 (4,800) doctors at Zuyderland Medical Center
- €770 million revenue of Zuyderland Medical Center 2023

Healthy Ageing



Ron Meelen

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Colab

Colab develops human-centered technologies in collaboration with its partners to improve everyday interactions in healthcare settings.

We focus on creating innovations that are not only functional, but also intuitive and accessible to a wide range of users – including patients, caregivers, and healthcare professionals.

Central to our approach is the development of innovation lab environments where co-creation, experimentation, and real-world validation take place.

In addition to technological development, we provide program management and take on strategic roles to initiate and shape new innovation programs – acting as facilitators and foundation builders during the early stages of development.

Our process includes in-depth user research, close engagement with stakeholders, and thorough user testing to ensure alignment with real-world needs. By putting people at the center of innovation, we help increase satisfaction, efficiency, and adoption of new technologies within the healthcare sector.

Products & Services offered

- Innovation Labs
- Program Management
- Innovation Management

Online information

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CRDL

We create sensorial experiences at the intersection of interaction and product design. Fascinated by the theme of connection and belonging, we develop installations and products that invite people to engage in new ways.



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Products & Services offered

Crdbl [Cradle] is a care innovation that creates moments of meaningful contact between people with physical or cognitive disabilities and their loved ones. Caregivers use Crdbl as a therapeutic intervention to break social isolation and connect with people with dementia, autism, intellectual or visual impairment.

By translating touch into sound, Crdbl transforms the human body into a musical instrument. This way, it encourages physical contact, facilitates non-verbal communication and enables moments of attention, proximity and affection to be shared. All participants have equal opportunities to initiate and influence the interaction, regardless of their cognitive abilities. Crdbl can be used in one-to-one interactions, or in larger groups up to 100 people.

Crdbl has been recognized as a valuable care innovation and has received wide international acclaim, being awarded a CES Innovation Award 2023 and its listing in TIME's overview of Best Inventions of the Year 2023.



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[Lifelines Corporate Video](#)

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Lifelines

Lifelines is one of Europe's largest and most unique biobanks, following over 167,000 participants across three generations in the north of the Netherlands. What makes Lifelines truly special is its combination of scale, depth, and long-term approach. We collect genetic, biological, lifestyle, and environmental data—repeatedly over decades. This enables researchers to uncover how health develops and what determines resilience or vulnerability to disease. Lifelines believes that healthy aging starts early and is shaped by a lifetime of factors. By identifying these influences, we help develop strategies to extend the number of healthy years people live. This will open the door to improved personalized treatments and better population health. As a not-for-profit initiative, Lifelines is a pioneering Dutch innovation—providing an open data resource to drive global insights into prevention, early detection, and healthier futures. Lifelines is ready to play its role by supporting research that leads to more healthy years for all.

Products & Services offered

- Lifelines data access

Access to an extensive, longitudinal dataset from over 167,000 participants, including genetic, biological, lifestyle, and environmental data collected across three generations.

- Biological samples

Availability of high-quality biospecimens (e.g. blood, urine, DNA, plasma) for qualified research projects, linked to rich phenotypic and lifestyle data.

- Research support services

Expert consultation on study design, data selection, and linkage with national health registries to support high-quality research proposals.

- Participant recontact

Possibility to recontact Lifelines participants for additional data collection, clinical follow-up, or new studies—subject to ethical approval.

- Collaborative research opportunities

A collaborative model encouraging partnerships with academic institutions, government bodies, and industry to explore innovations in public health and personalized medicine.

- Secure research environment

Controlled access to sensitive data via a secure digital environment (Workspace), ensuring compliance with GDPR and ethical standards.



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Nutri2all

Nutrition you can trust. Energy you can feel.

Nutri2all offers advanced, EU-compliant medical nutrition tailored for all life stages—kids (3+), adults, and seniors—especially for those at risk of malnutrition due to surgery, cancer treatment, chronic illness, or ageing, but also supports vitality, strength, and healthy ageing at every stage of life. Our complete, science-based formulas deliver 1.5 kcal/ml (300 kcal per 200 ml), are protein-rich, and include essential vitamins, minerals, omega-3 DHA, and Wellmune® beta-glucans.

With a creamy, mild taste and no added sugars, our products are easy to consume and support immunity, muscle mass, and recovery. All variants are lactose-free, palm oil-free, gluten-free, vegetarian-friendly, and halal certified.

Nutri2all stands for nourishing the complete cycle of life. In a rapidly ageing world facing disease-specific nutritional challenges, we empower health systems and individuals alike—improving quality of life while reducing healthcare costs.

Manufactured in the EU, trusted worldwide.

Products & Services offered

Nutri2all provides high-quality medical nutrition in both powder and ready-to-drink formats, tailored for children (3+), adults, and seniors. Our products support growth, recovery, muscle maintenance, and immune function—whether during illness, risk of malnutrition, or healthy ageing. We also offer specialized solutions such as plant-based, fortifuel, and gli for specific dietary needs.

Online information

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Nutri2all

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& Prinsen & Rasenberg



Désirée Rasenberg

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Marcel Prinsen

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Pure Jute & Acupuncture Prinsen- Rasenberg

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<https://www.purejute.com>

Pure Jute & Acupuncture Prinsen-Rasenberg

Be Pure - Be Natural - Be Healthy

These words are the philosophy for the businesses of Désirée Pure Jute and Acupuncture Prinsen-Rasenberg: they are her way of life.

Désirée's expertise extends her longstanding practice as an acupuncturist & physiotherapist. She is also Founder/Managing Director of Pure Jute

Marcel Prinsen is executive, supervisor, consultant, and (project) manager in the social/public domain, healthcare, intermediaries, large corporate affinities, long-term care, mental health care (GGZ), and retail.

Products & Services offered

Pure Jute: Pioneering Sustainable Practices

Our mission is to promote sustainability, fair trade, and social responsibility. By supporting organic agriculture and climate change initiatives, we ensure our eco-friendly products benefit both people and the planet.

Prinsen-Rasenberg Acupuncture: Holistic Health and Well-Being

We offer personalized treatments that address physical ailments, reduce stress, and promote overall well-being, healthy aging and sport & vitality. By integrating acupuncture and exercises, we enhance energy flow and balance, aligning with our commitment to sustainability.

Under the inspiring theme "2getherforNature," we invite you to explore the synergy between sustainable practices and holistic well-being. Together, we can make a significant positive impact on our planet and our lives.

Regenerative medicine



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Biotactical

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Biotactical

Sterility testing remains the longest and most time-consuming step in pharmaceutical quality control, taking 14 to 21 days and creating a major bottleneck in batch release. Biotactical is transforming this process with a rapid sterility test that delivers results in just 48 hours. Designed for ease of use and minimal manual handling, our solution accelerates batch release, reduces error rates, drives faster revenue, and most critically, ensures patients receive treatment sooner. The technology leverages rapid biomass amplification, selective lysis of non-microbial cells, and ATP-bioluminescence as the endpoint. While optimized for advanced therapy medicinal products (ATMPs) and decentralized manufacturing, the test is broadly applicable across diverse product types. Our test is aligned with Ph. Eur. 5.1.6, USP <1223>, and JP 4.06. Our software is 21 CFR Part 11 compliant.

Products & Services offered

- Biotactical Luminometer
 - Our plate reader is designed for GMP sterility testing. The input is a 96-wells plate and our Biotactical Reagents Kit
- Biotactical Assay Kit
 - Our Assay Kit consists out of a Reagents Kit and a Growth Kit (Pre-filled media bottles and Lysis Buffer).
- Method Suitability Validation Support
 - We provide our customers a validation package to ease up implementation.



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J-Link

J-Link provides strategic consultancy, operational support and business development services to pharmaceutical, biotech and medical device companies and peripheral industries between east Asia and Europe.

To overcome cultural differences between Japanese and European business partners J-Link has vast experience in developing new markets and offers full support for starting or improving your business in Japan or Europe.

Our expertise lies in the medical industry: market development, clinical trials and certification, clinical training and regulatory services both in Europe and Japan.

Products & Services offered

- Product launches
- Market research
- Business analysis and improvement
- Regulatory support (both EU and Japan)
- Customer / Partner (re)search
- Local staff recruitment, management and support
- Investor Relations support
- Hands-on cross cultural expat training

J-Link

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The future of health



Esther Peters

Director

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Leiden Bio Science Park

Leiden Bio Science Park is the Netherlands' largest life sciences and health cluster and one of Europe's most vibrant innovation hubs. With over 500 organisations, 26,000 professionals, and 27,000 students, the park is a powerhouse of talent, research, and entrepreneurship, all working to shape the future of health.

The park's complete value chain is unique: from fundamental research and education to clinical development, manufacturing, and commercialisation. It brings together world-class universities, medical centers, startups, scale-ups, global companies, and public institutions across biotech, pharma, medtech, data and AI, regenerative medicine, vaccines, and prevention.

This thriving ecosystem runs on collaboration. Scientists, students, and innovators work side by side, accelerating breakthroughs that make a difference. Strategically located near major cities and airports, it's a gateway to global markets and partnerships.

We are eager to explore new collaborations, share ideas, and learn together to drive health innovation forward.

Online information

[LinkedIn Leiden Bio Science Park](#)

Leiden Bio Science Park

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Online information

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Leiden University Medical Center

LUMC brings together a top-tier hospital and a leading medical faculty in one integrated academic organization – an ideal foundation for translating innovation into patient care. Being a university medical center, our core tasks are research, education and patient care. We are part of Leiden Bio Science Park, a vibrant life sciences and health ecosystem where top talent, exciting startups, global companies, and visionary researchers are shaping the future of health together. We believe that being part of an ecosystem where research, education, industry, government and society come together is the key to valorization.

Together we work to improve healthcare and people's health. This is what drives us. Every single day. Our key areas include:

- Regenerative Medicine
- Population Health
- Data driven healthcare & artificial intelligence (AI)

Products & Services offered

As an academic institution, LUMC offers expert knowledge in (bio)medical technology, state-of-the-art infrastructure and experience with implementation, supported by a strong clinical and academic network.

A central focus—and the driving force behind our participation in this mission—is regenerative medicine. In this field, we lead innovation in areas such as iPSC technology, gene editing technologies, disease modeling, cell and gene therapies, and transplantation. By integrating cutting-edge research with clinical application, we aim to accelerate medical breakthroughs. Our infrastructure includes a brand-new laboratory floor for (i)PSC research, GMP production facilities for cell and gene therapies and a specialized site for clinical trials. As a pioneering innovator we are connected to other top-level clusters through international regenerative medicine initiatives like RegMedXB and reNEW, and play a vital role within the international life sciences ecosystem.



Municipality of Leiden

Leiden is home to the largest Life Sciences & Health innovation campus of the Netherlands: Leiden Bio Science Park. It offers cutting-edge solutions in Diagnostics, Regenerative Medicine, Prevention & Lifestyle, Vaccines and Infectious Diseases. All supported by cross-cutting expertise in AI and data science.



Wietske Veltman

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We offer Public-private partnerships, innovation infrastructure, international business facilitation, and ecosystem development in Life Sciences & Health

Japan and Leiden share a long and meaningful relationship. One you can still see today at the Japanmuseum SieboldHouse and the Japan studies in our city.

And this connection is more than history. It's about shared values; innovation, longevity, and a deep commitment to health. In Leiden, we are inspired by Japan's way of living, your technological advancements, and especially the focus on prevention and well-being.



Helene Meijer

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Leiden Bio Science Park is one of Europe's top life science clusters. It brings together bright minds from academia and industry, from idea to impact.

Companies like Galapagos, Johnson & Johnson, Bristol Myers Squibb, but also PPS like REGMED XB, and Japan's own Astellas, Nikon, HMT, and JCR pharmaceuticals are part of the ecosystem.



Ingrid Oolman

International PO
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Leiden has been advancing health for over 450 years. Collaboration is in our DNA, between researchers, medical professionals and companies.

We look forward to our meeting.

Online information

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Municipality of Leiden

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RegMed XB: Regenerative Medicine Crossing Borders

RegMed XB is a translational platform that currently comprises Dutch and Flemish public (universities and governments) and private (health foundations and companies) partners that aims to develop regenerative medicine (RM) solutions for patients in order to cure chronic diseases and reduce healthcare expenses. RegMed XB builds a strong RM ecosystem in which science leads to innovative products and new economic activity. The closely knitted RM ecosystem facilitates easy interactions between scientists, universities and companies, and with the 56 million investment in the National Pilot Factory for Regenerative Medicine, RegMed XB partners and the Dutch National Growth Fund underscore the importance of solidifying the RM ecosystem further by creating an attractive environment to start new RM initiatives, collaborations and businesses.

RegMed XB has a strong interest in collaborating internationally to shorten the time to market for regenerative therapies and improve availability of these products.

Products & Services offered

- Research Excellence: joint research by excellent researchers in Moonshot Projects (Diabetes, Eye/cornea diseases, Kidney, Cardiovascular and Osteoarthritis)
- Business Development & acceleration: accelerated valorization of promising research results
- Public-Private Entrepreneurship: targeted collaboration between companies and knowledge institutions
- Seed Capital: funding for early commercial development of research results
- Infrastructure: shared infrastructure and technology platforms for development and production (Pilot Factory)

Online information

[LinkedIn RegMed XB](#)

[The importance of regenerative medicine](#)

RegMed XB

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Starodub

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Starodub

Starodub is a consultancy supporting the development, quality, manufacturing, registration, and lifecycle management of medicinal products and medical devices. Our 20 experts guide clients through regulatory pathways for small molecules, biologics, ATMPs, vaccines, medical devices, IVDs, software, and drug-device combinations. We offer integrated support across regulatory, quality, manufacturing, and operational functions, including ISO 13485 QMS setup, strategic oversight, and tailored training. Our risk-based, solution-oriented approach accelerates time to market while ensuring compliance. We can also act as your EU Legal Representative for seamless European market entry.

Products & Services offered

- Medicinal Products – Regulatory Support
 - EU legal representation
 - Quality/CMC, nonclinical, clinical support
 - Orphan Drug, PRIME, Breakthrough designations
 - Due diligence & gap assessments
 - Scientific advice, protocol assistance, pre-IND meetings
 - MAA, NDA/ANDA (505j & 505b2), BLA, and RoW submissions
 - Clinical trial applications
- Medical Devices – Full Support
 - Technical file preparation, CE & QMS certification
 - EU Authorized Representative & PRRC
 - Product classification & applicable legislation (MDR/IVDR)
 - Notified Body selection
 - Risk management, biocompatibility, clinical evaluations, PMS/PMCF, vigilance
- Quality, Manufacturing & Operations
 - QMS implementation & improvement (e.g., documentation, change control, SOPs, training)
 - Internal/external audits, audit preparation & remediation (FDA, EMA, etc.)
 - Training & competency management
 - Lean programs led by in-house Black Belts (incl. Yellow/Green/Black Belt training)
 - Pharmaceutical production & quality leadership
 - Qualification & validation: IQ/OQ/PQ, cleaning, process, method, facility, packaging, CSV

Sports & Vitality



Marielle Wiegmans

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Fonds Gehandicaptensport & Platform Uniek Sporten

Uniek Sporten, an initiative of Fonds Gehandicaptensport (the *Foundation for Disabled Sports*), empowers the 1.8 million people with disabilities in the Netherlands to participate in sports. Through strategic collaboration with Dutch municipalities, effective marketing, and customer journeys enriched by inspiring storytelling—such as podcasts and videos—Uniek Sporten addresses barriers to participation and drives direct engagement. Its personalized solution, *Uniek Sporten Thuis*, offers tailor-made online coaching. The platform successfully converts interest into sustainable sports participation, achieving an impressive conversion.

Products & Services offered

- Platform converting interest into sustainable sport participation for disabled people
- Strategy and marketing
- Solutions to barriers to sport participation
- Tailor Made online coaching

Online information

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[Website Uniek Sporten](#)

Fonds Gehandicaptensport

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IN MOVIMENTO
SPORTS · HEALTH · INNOVATION



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Niek Reijmer

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In Movimento

In Movimento is a Dutch-based innovation collective bridging the worlds of sports, health and science. The organization initiates and manages cutting-edge projects that improve health outcomes through physical activity and technology. Working with partners across sectors, from government to grassroots and elite sports. In Movimento specializes in system innovation, strategic communication and network activation.

Its mission: to move society forward by making movement matter.

Products & Services offered

- Innovation management in sports and health ecosystems.
- Program development connecting research, practice and policy.
- Cross-sector collaboration facilitation among public, private and academic partners.
- Strategic advice on health & movement interventions.

Online information

[LinkedIn Eric van der Veen](#)

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In Movimento

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KNBSB

We represent the Team Kingdom of the Netherlands Baseball and Softball teams. Our teams are renowned worldwide for their quality and performances. In Japan, as well as in North and South America, they are considered a true premium brand.

Products & Services offered

Our teams can provide companies with global visibility and are often deployed for trade missions.

- Marketing
- Exposure
- Hospitality
- Network



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PLASMA MADE[®]

breathe better, live better.



Martin van der Sluis

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PlasmaMade

PlasmaMade offers a patented recirculation filter system designed to improve indoor air quality in kitchens. The electronic E-Filters effectively remove odors, pathogens, allergens, and fine dust particles from the air. Unlike traditional filters, they actively purify the air using advanced plasma technology. The filters are easy to install and compatible with most extractor hoods and cooktops with built-in ventilation. PlasmaMade E-Filters provide a practical upgrade for any kitchen, enhancing both hygiene and comfort.

Products & Services offered

PlasmaMade offers a range of products that contribute to cleaner air and healthier air in various environments:

- GUC1223
- GUC1323

Online information

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PlasmaMade

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Rita van Driel Consultancy

Introducing "The Game Changer" – A Transformative Social Initiative Promoting Inclusion Through Para Sport

Since its launch in 2017 by the Dutch Olympic Committee*Sport Federation (NOC*NSF), The Game Changer has been at the forefront of fostering a more inclusive society for people with disabilities in Japan through the powerful platform of Para sport. This visionary project has created common ground for authentic collaboration, mutual trust and lasting friendships between Dutch and Japanese partners.

Key collaborations include the Japan Sport Council, Adachi Ward, Edogawa Ward, Nishitokyo City, alongside the unwavering support of the Embassy of the Kingdom of the Netherlands in Japan. These partnerships have created meaningful opportunities for exchange, understanding, and joint development of inclusive sports initiatives.

At the heart of this project is Rita van Driel, a distinguished expert and educator in Para sport development. Recognized with the prestigious Paralympic Order, Rita has played a vital role in bridging cultures and stakeholders, championing the cause of inclusion through sport.

As of early 2023, the project officially transitioned to Japanese leadership, marking a new chapter rooted in five years of collaborative success. Building on this strong foundation, the journey continues with expanded efforts across Tokyo and wider Japan—driven by the belief that sport can be a powerful tool for social change and inclusion.

Join us to discover how The Game Changer is shaping a more inclusive future—believing in the transformative power of sport to unite communities and empower individuals, regardless of ability.

Online information

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[Game Changer Project](#)

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SportBizz

SportBizz is a company developing AI solutions in preventive healthcare, mainly in the sports market. Staffed by data experts with extensive experience in the field of big data and artificial intelligence. SportBizz works closely with the Dutch Government and collaborates with corporate industries, SME's, and startup members to develop innovative market approaches.

SportBizz has experiences in AI applied in physical activity; our expertise in business development and innovation has already contributed to the success of two ITEA projects (www.inno4health.eu, www.rm4health.eu).

SportBizz is well-positioned to create data-driven solutions to address the needs and challenges of the healthcare and sports markets and can contribute to use cases on preventive health check and healthy lifestyle coaching programs.

Our data analysis focuses on data mining in the context of telemedicine. Data mining and data processing which provide new opportunities for health sciences. The scientific disciplines that are contributed to are data modeling and analysis methods, as well as telemetry in the preventive healthcare domain. These are the main disciplines, but some overlap will naturally occur with other disciplines such as the interaction of humans with the insights (HTI) and managing the data streams in a live situation (Data engineering).

Products & Services offered

SportBizz can lead the commercialization and business development aspects of projects, working to engage stakeholders and identify growth opportunities in sports health technology. Through its networks and market insights, SportBizz enables to reach out to potential users and partners, ensuring that innovations are successfully adopted in Dutch and global markets. Our strong industry connections facilitate project-entrees into multiple markets, establishing pathways for growth.

Online information

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SportBizz

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TECHONOMY®



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Techonomy

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Techonomy

Techonomy is a provider of data management and digital solutions for the sports industry. We are serving clubs, leagues, federations, sponsors and government-sports bodies. We help sports organizations in setting up their digital ecosystem to enhance their revenues and we create smooth and effective marketing and sales processes. We are not only committed to advice but are an implementation partner for our customers as well. As an independent partner, Techonomy offers 100% honest advice – without ties to any software or system provider. We show our commitment by sharing the risk of the investments we recommend.

Techonomy is based in Melbourne (Australia), Lausanne (Swiss) and Eindhoven (The Netherlands). The company works with 70 specialized employees and is part of the Relevance Group with 450 employees and its headquarters in Hamburg (Germany).

Products & Services offered

- Data analysis

Getting more and deeper insights out of databases and data sources to optimize marketing investments commercial results. Where necessary taking care of centralization of data first to guarantee quality of insights.

- Marketing software solutions (MarTech)

Software solutions to optimize relationships with fans (customers) and facilitate commercial transactions (ticket sales, merchandise, etc.). Designing the different layers of the digital ecosystem to be successful in building digital relationships and encourage transactions.

- Campaign design and execution

Delivery of digital campaigns at scale to reach out to large audiences based on personalized preferences of fans (customers). Making the connection between unique data insights and the power of personalized marketing through social media channels, e-mail marketing and WhatsApp campaigns.

- Fan engagement solutions and gamification

Providing interactive technology to engage sports fans and increase time-spend on their favorite sports brand. For instance, playing small quizzes around sports topics of interest, skill games to score goals or find the fastest track, etc. This can be done digital and in-stadium.

- Loyalty programs and membership solutions

Create systems and processes facilitating loyalty models and programs for high-engaged fans or members. This is a combination of services, special treatment offerings and special discounts.

Vandy

Ready to perform at the highest level - without losing balance - in a high-pressure, cross-cultural environment?

Drawing on years of experience in Japan's most demanding arenas, Rick van den Hurk helps executives lead with calm focus, cultural awareness, and sustainable impact. Ready to enter and be successful in Japan with your company/brand? You're in the right spot!



Rick van den Hurk

High performance & Japanese culture coach
contact@rickvandenhurk.com

Products & Services offered

High performance executive coaching, Japanese culture consulting, International baseball consultant

- High performing executives thrive for the maximum performance. I help them achieve this while keeping balance between body, mind and top performances.
- I help companies bridging the gap between western and Japanese culture in order for them to thrive and understand business in Japan.
- I support sports organizations in unlocking the full potential of foreign talent by facilitating cultural integration, enhancing mental resilience, and aligning with local team dynamics and expectations.

Time to give back to the country that was good to me for many years. I'm looking for Japanese businesses and professional sport clubs that want to give foreign suppliers, employees and players the start they need to get results faster. If you want to do business in or with Japan, I'm your go to person!



Anneloes van den Hurk

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Online information

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Partners

Health~ Holland



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Health~Holland

Top Sector Life Sciences & Health (Health~Holland) is the driving force behind innovation within the Dutch Life Sciences & Health (LSH) sector. We strive to achieve both economic and societal impact.

We leverage the power of (inter)national public-private partnerships and collaborative efforts to stimulate groundbreaking scientific discoveries, accelerate technological innovations and address societal challenges, helping to transform health and care. We do this on behalf of the Netherlands and enable this through our financing and connecting role.

We are involved in various international collaborations, including with Switzerland and Massachusetts (USA), and are actively exploring opportunities to foster collaboration between Japan and the Netherlands.

Online information

[LinkedIn Health~Holland International](#)
[Welcome to the Netherlands](#)



Health~Holland

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Netherlands Foreign Investment Agency

As an operational unit of the Dutch Ministry of Economic Affairs, NFIA helps and advises foreign companies across the various stages of expansion. Our services are free and independent. Consider NFIA your partner, connecting you regionally across the Invest in Holland Network, with the resources and tools needed to make investment decisions.

Products & Services offered

- Current, customized information on the Netherlands, relevant business locations, Dutch legislation and tax regulations, labor law, permit procedures, governmental incentives and much more through in-person or digital meetings.
- Practical solutions that simplify and optimize establishment in the Netherlands.
- Personalized support by NFIA specialists in the agrifood, chemical industry, IT & Tech, high tech systems, life sciences & health, energy and other sectors

Online information

[LinkedIn Invest in Holland](#)

Netherlands Foreign Investment Agency

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Orange Sports Forum

OSF is a platform for the international promotion of companies, organizations and institutions that have a connection with Dutch sport. It involves 'hardware' (infrastructure, accommodation, financing and advice) and 'software' (training, coaching, nutrition, education, sports marketing). One of OSF's most important roles is to identify opportunities in and for other countries and to provide a platform that allows Dutch companies, organisations and institutes to come into contact with parties from foreign countries.

OSF brings Dutch companies and institutions into contact with potential partners and customers abroad and vice versa. OSF's network currently consists of more than 300 companies and institutions. In addition, OSF works closely with the Dutch government and foreign missions (embassies and consulates). Ultimately, this will lead to the optimal use of opportunities abroad.

Products & Services offered

- Introductions to the Dutch Sports & Vitality Network
- Partner Scans & Facilitating Partnerships
- Facilitate with Project Development
- Facilitate with Business Development
- Facilitate with Knowledge Exchange

Online information

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Orange Sports Forum

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Online information

[Linkedin TFHC](#)

[Brochure TFHC](#)

Task Force Health Care

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Task Force Health Care (TFHC)

Task Force Health Care (TFHC) is a network of Dutch organisations in the Life Sciences & Health (LSH) sector. It is the first point of call for anyone seeking Dutch LSH expertise.

Products & Services offered

As the public-private platform for the sector, TFHC represents more than 110 partners from industry, knowledge institutes, non-governmental organisations (NGO's), healthcare providers and the government. The partners provide innovative and sustainable solutions to global (and local) healthcare challenges. Our partners are active in the field of medical technology, as well as in other sectors such as, public health, health care systems, training and education, ICT/eHealth, mobility & vitality (elderly care), product development, and the design, construction and equipment of health care facilities. Additionally, TFHC has a network with over 1000 LSH organisations who have participated in one, or more, of the 60+ promotional and/or knowledge activities that TFHC organizes annually. The last decade TFHC has visited and maintained relationships with more than 30 countries, with a special focus on the following regions: Africa, Asia, Europe, Latin America, North America and the Middle East.

For the past years, TFHC has invested in multiple activities on the Japanese market. TFHC led the LSH programme during the 2014 Economic Mission to Japan and South Korea, aligned with the State Visit of King Willem-Alexander and Queen Máxima. The Dutch delegation included companies, UMCs, and knowledge institutes active in medical devices, eHealth, elderly care, and rehabilitation. In Japan, TFHC monitors healthcare trends and supports events like BIO Japan and Health Weeks. Furthermore, TFHC organised a mission in 2019 and several virtual sessions during COVID. In 2023, TFHC published a market study on the elderly care sector in Japan and co-organised the 2024 mission to Osaka and Tokyo under the Road2Osaka (Expo 2025) as a content partner. Currently, TFHC is organising the Dutch lounge at Health Japan 2025 to connect Dutch and Japanese stakeholders through networking and matchmaking.

Official delegation

Official delegation

Ministry of Health, Welfare & Sport

PO Box 20350

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Director International Affairs



Mieke Molthof

Senior Policy Advisor

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Rene Sluiter

Coordinating Policy Officer

Medical Technology



Abida Durrani

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