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International Home Care & Rehabilitation Exhibition

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100-Year Life Era: Towards a Positive and Prosperous Society

— Paving the Way for a Creative Future —

In 1975, half a century ago, the proportion of elderly people aged 65 and over in Japan was only 7.9% of the total population. Now, in 2025, the so-called "Baby Boomer" generation will reach the age of 75 and older, marking the beginning of a super-aged society. The aging rate, typically defined as the proportion of people aged 65 and over, is expected to approach 30%, with one in five citizens being over 75 years old. This milestone year will see a sharp rise in demand for healthcare, nursing care, and daily life support, while the shortage of workers will become a permanent issue.

In 15 years, the "Baby Boomer" generation will turn 65, and the aging rate is expected to reach 35%. In this unprecedented super-aged society, combined with the decline in the working-age population, there are ongoing discussions at the national level about how to maintain social security systems such as healthcare, nursing care, and pensions. This year is considered a crucial step in addressing the so-called "2040 Problem."

In anticipation of the arrival of the 100-Year Life Era, the organization aims to contribute to the creation of a society where a more diverse and fulfilling life is achievable by promoting the utilization of welfare equipment, to improve the quality of life (QOL) for all elderly people and those with disabilities. Additionally, we will disseminate the latest information on elderly care prevention and frailty countermeasures, while working to create an environment where those working in welfare and caregiving settings can work with high motivation. We will also focus on sharing know-how to enhance professional expertise.

H.C.R. 2025 to Move to the West and South Exhibition Halls

The International Home Care and Rehabilitation Exhibition & Forum, with a history of over half a century, is now in its 52nd year. Last year, more than 400 companies and organizations participated in H.C.R. 2024, and more than 120,000 visitors attended the three-day event. In addition to the display and hands-on experience of the latest equipment, the event featured a variety of special programs, including "The Cutting-Edge of Welfare Equipment," which introduced the latest welfare technology, and the "Enjoy Active Zone," where visitors could experience barrier-free sports. Other highlights included the "Kid's Square," offering welfare equipment and consultations for children with disabilities, and the "Exhibition to Prepare for Unexpected Disasters," focusing on emergency readiness. The event was filled with a wide variety of activities that generated a great deal of attention and excitement.

This year, H.C.R. 2025 will be held at the West and South Exhibition Halls of Tokyo Big Sight due to ongoing renovation work. While the venue will span two floors, we will take careful measures to ensure a smooth flow of visitors and implement plans to enhance accessibility throughout the venue.

As a platform to directly See, Touch, and Confirm a wide range of welfare equipment, including innovative technologies such as care robots and ICT, the event will serve as a "forum" for direct interaction between welfare equipment users and industry professionals.



H.C.R.2025

Additionally, we will host seminars to enhance the skills of welfare workers and actively share information through web exhibitions and radio broadcasts for those unable to attend the venue in person.

This fall, the "Tokyo 2025 Deaflympics" will be held. We look forward to the outstanding performances of athletes with hearing impairments and, in line with the goals of H.C.R. 2025, we hope to send our enthusiastic support to promote the social participation of people with disabilities.

As we prepare for H.C.R. 2025, we sincerely ask for the continued support, cooperation, and participation of all attendees, exhibiting companies, and stakeholders.

Exhibitor Applications Open

In-Person

H.C.R.2025 & Forum

October 8 (Wed) to 10 (Fri), 2025 at Tokyo Big Sight, West & South Exhibition Halls

Application Period: January 15 (Wed) to March 31 (Mon), 2025

Web-Based

H.C.R.Web2025

September 1 (Mon) to November 7 (Fri), 2025 at H.C.R. special website

Application Period: January 15 (Wed) to May 30 (Fri), 2025

▶ For details, please see P.9