

H.C.R.2024

1 Opening Ceremony

October 2 (Wed) 9:40 AM



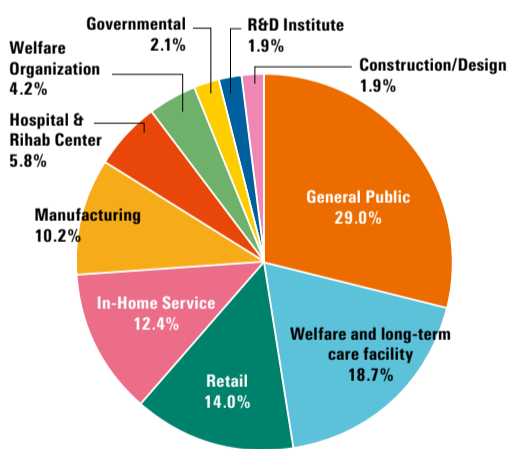
The Opening Ceremony was held at the Galleria in front of East Hall 2 of Tokyo Big Sight. Ms. Atsuko Muraki, President of the Japan National Council of Social Welfare and the organizer of the event, expressed her gratitude to the exhibiting companies, organizations and participants, and declared the opening of H.C.R. 2024. Afterward, a congratulatory speech was delivered by the deputy of Mr. Satoshi Nomura on behalf of the Minister of Health, Labour and Welfare. This was followed by a ribbon-cutting ceremony attended by distinguished guests from abroad. An object inspired by the visual design of H.C.R. 2024 was unveiled to mark the grand opening of the event.



Ms. Atsuko Muraki, President, Japan National Council of Social Welfare

2 Over 120,000 Visitors Attend

The total number of visitors over the three-day event reached 120,041. In terms of industry breakdown, as in the previous year, the largest group was general attendees, accounting for 29.0%. This was followed by welfare and long-term care facilities at 18.7%, with retail at 14.0%, In-Home Services at 12.4%, and manufacturing at 10.2%. While the overall number of visitors increased by about 7,000 from the previous year, one notable feature was the 3-point increase in the proportion of visitors from welfare and long-term care facilities.



3 402 Companies and Organizations Exhibit

A total of 402 companies and organizations exhibited at the event, both in the physical and online formats. Of these, 352 companies and organizations were from Japan, while 50 companies participated from 10 countries and 2 regions abroad.

Country	Number of Exhibitors	Country	Number of Exhibitors
Japan	352	Italy	1
China	17	Korea	6
Denmark	1	Netherlands	2
England	1	Sweden	1
France	1	Taiwan	10
Germany	2	U.S.A.	6
Hong Kong	2		

■Appreciation Award Ceremony

October 2 (Wed) 2:30 PM

A certificate of appreciation was presented to the nine companies that marked their 15th exhibition at H.C.R. by Kenichi Furuichi, President of the Health & Welfare Information Association, in recognition of their continued participation.

Exhibitors Awarded Certificates of Appreciation:

AIPHONE CO.,LTD.	SANKYO AIR TECH CO., LTD
Japan Association of HomeCare Equipment Expert Advisors	SHIMOYAMA. CO. LTD.
Kibikogen Rehabilitation Center for Employment Injuries	TANABE PURESU K.K.
LAKES21 CO.,LTD	TERAMOTO CO.,LTD.
	TOKUSOGIKEN Co., Ltd.

■ Exhibitors by Product Category

The number of exhibitors at H.C.R. 2024 by product category is as follows:

Mobility Equipment (Wheelchairs, etc.)	
Manual wheelchairs	22
Wheelchair related goods	24
Powered wheelchairs	19
Bicycles	2
Attendant pushed wheelchairs	3
Electric three-wheeled/four-wheeled vehicles	4
Mobility Equipment (Walkers, Canes, etc.)	
Walkers, Walking Aids	24
Canes	9
Mobility Equipment (Lifts, etc.)	
Transfer assistance devices	17
Mobile lifts	10
Ceiling/fixed lifts, Stationary hoists	9
Power assist suits, walking assist robots	2
Vehicles for Disabled Persons and Related Devices	
Car operating devices for disabled persons	3
Vehicles for disabled persons (Wheelchair accessible vehicles, etc.)	5
Mobile baths	2
Bed Related	
Beds	8
Mattresses, Pressure sore prevention products	14
Side tables	4
Care related sheets	1
Others	8
Bathing Related	
Bathtubs	8
Bathing chairs	8
Anti-slip products	1
Bath boards	1
Bathing lifts	4
Others	8
Toilet/Diaper Related	
Portable toilets	7
Toilets, Toilet seats	5
Deodorizers, Germicides	5
Toilet related goods	7
Diaper related goods	7
Clothes/Clothes Changing Aids	
Clothes	5
Shoes	5
Communication/Software and Devices	
Special telephones/FAX, Portable talking aids	2
Guidance systems for visually impaired persons	3
OA Equipment, Software, and Operation aids for disabled persons	2
Communication robots	4
Others	20
AV Equipment for disabled persons	2
Sensors and Monitoring Devices	
Emergency reporting systems	5
Monitoring devices	24
Emergency reporting and monitoring devices	3
Construction and Home Equipment	
Ramps	3
Handrails	14
Elevators	1
Platform lifts	3
Stair climbers/Stair lifts	3
Others	6
Rehabilitation and Care Prevention Equipment	
Rehabilitation equipment for walking	8
Training materials and devices for rehabilitation	7
Muscle training machines, Body training equipment	8
Oral care related products	6
Daily Living Aids	
Self-help aids/devices	6
Sports and recreation tools for disabled persons	4
Care related products	8
Others	15
Frailty prevention devices/equipment	1
Cooking Aids	
Eating utensils/Tableware	5
Cooking tools	1
Diet foods for elderly and disabled persons	1
Environmental Installation and Welfare Equipment for Welfare Facilities	
Construction, Floor and wall materials for facilities/institutions	1
Washing/drying/cleaning/deodorizing machines	2
Chairs, Positioning Chairs, Stand-up aids	12
Furniture, Tables, Wash Basins	1
Kitchen	1
Care staff uniforms	3
Others	6
Fire Alarm, Automatic fire extinguishing devices	5
Disaster prevention products	3
Private power generators, Condensers	1
Infection Prevention Products	
Air cleaning equipment, Humidifiers, Sterilizers	5
Infection prevention Products	6
Management Information Systems for Home and Institutions	
Computer systems for care service management	26
Publications, Home Care & Rehabilitation Equipment Information	
Welfare, Care, Rehabilitation, Health-Related Books, Teaching Materials, Information Magazines, Newspapers, Broadcasting, Welfare Equipment Related Websites	15
Total (Cumulative)	513

*Excerpts from information posted on H.C.R.Web2024

4 International Symposium

Part 1: "The Current Situation of Aging in Asia and Support for Independent Living of the Elderly"

Representatives from four countries—Japan, South Korea, Taiwan, and Thailand—presented their challenges related to aging, as well as the latest trends in systems, support measures, and initiatives to promote the independence of elderly individuals.



Japan "Aging in Japan and Trends in Home Care Welfare Policies"
—The Current Situation, Challenges, and Future Prospects of Welfare for the Elderly—

Mr. Takayuki KAKIMOTO

(Chairperson, Committee of Management for Elderly Welfare Service, National Council for Presidents of Welfare Foundations / President, Social Welfare Corporation Youkoku fukushikai)

Mr. Kakimoto stated that while Japan's population is declining, the population of individuals aged 65 and over is increasing. He emphasized the need for securing economic sustainability and urgent countermeasures. In particular, he pointed out that, given the current situation where a lot of elderly people wish to receive care at home, strengthening "home-based welfare" services such as home care and day services is essential.

Korea "Aging Trends in Korea, Housing Policies for the Elderly, and Long-Term Care Services"

Mr. CHUNG Moo-sung (Vice President, Korea National Council of Social Welfare / Chairman, the Hyundai Motor CMK Foundation)

Mr. Chung explained that Korea is rapidly transitioning to a super-aged society and that the government has declared a "national population emergency" in July 2024. He stated that housing for the elderly, including long-term care facilities, is skewed toward low- and high-income residents, and that there is a need to enhance a variety of housing types based on income levels. Additionally, he introduced efforts to address challenges such as a shortage of care services and mobility support, while also beginning to explore the use of AI technology.

Taiwan "Long-Term Care Policy in Taiwan"

Ms. CHEN Ying-Siou (Senior Executive Officer, Ministry of Health and Welfare, Taiwan)

Ms. Chen explained that Taiwan is expected to enter a "super-aged society" by 2026, with the population aged 65 and over surpassing 21% of the total population. The long-term care policy (LTC 2.0) is based on three principles: "continuity of care," "person-centered," and "community-based." She also shared that the number of service users has been increasing year by year, and the number of care workers has grown to 97,000, four times the number in 2016.

Thailand "Current Situation of Aging Population in Thailand and Support for the Elderly to Achieve Independence"

Ms. Somluck LIM (Ex-Trainee of Asian Social Welfare Workers' Training Program)

Ms. Somluck explained that in Thailand, the elderly are defined as those aged 60 and over, and that by 2033 they will account for 28% of the total population. She introduced that the elderly are divided into three groups according to their level of independence, of which 96% are in the "social bound group" who are able to perform their daily lives well. She also mentioned that the welfare allowance and other systems have been established to enable the elderly to live well even if they are old.

Part 2: "Social Welfare Situations in Asian Countries and Activities of Graduates"

Seventy-five graduates of the "Training Program for Social Welfare Workers in Asia," conducted by the Japan National Council of Social Welfare, visited Japan to mark the 40th anniversary of the program. Among them, those who completed the program gave reports on their activities in Malaysia, the Philippines, Sri Lanka, and Indonesia, where they are developing activities to address welfare issues.

< Presented by Ex-trainees of Asia Social Welfare Worker's Training Program by Japan National Council of Social Welfare >

Part 1: Ms. SON Ki Ok (Korea), Ms. WU Shun-Huey (Taiwan)

Part 2: Mr. Stephen Chow Chee KHEONG (Malaysia), Ms. Juliet V. YARA (Philippines), Mr. Prasad SETHUNGA (Sri Lanka), Ms. Titin ANISA (Indonesia)

5 Seminar

Seminars were held to provide up-to-date information on topics such as service quality improvement, management, and system reforms that have become issues for welfare equipment users and those involved in welfare and long-term care.

Seminar A

① Preventing Frailty for a Prosperous Life in the 100-Year

Mr. Yoshinori FUJIWARA

(Deputy Director, Tokyo Metropolitan Institute of Gerontology and Geriatric Medicine)

October 2 (Wed) 11:00 AM to 12:00 PM



② Bringing 'Reasonable Accommodation' Closer to People: A Symbiotic Society Through Accessible Design

Mr. Yasuyuki HOSHIKAWA

(Executive Director and Secretary General, Kyoyohin Promotion Organization)

October 2 (Wed) 1:00 PM to 2:00 PM

③ Risk Management in Nursing Care Facilities: Learning from Case Studies to Prevent Accidents

October 2 (Wed) 3:00 PM to 4:00 PM

Ms. Rumiko INOUE (Representative of Care Styles Consulting)

④ International Trends in Dementia Measures: Case Studies of Sweden and Japan

October 3 (Thu) 10:30 AM to 12:00 PM

*The main content of the lecture will be published in the next issue (Japanese only).

[Opening Remarks]

Ms. Anna TENJE (Minister, Older People and Social Security, Sweden)

Ms. Atsuko MURAKI (President, Japan National Council of Social Welfare)

[Speakers]

Mr. Shuichi AWATA (Director, Center for the Future of Dementia Society, Tokyo Metropolitan Geriatric Hospital and Gerontology Center)

Ms. Jenny WADA (Deputy Director, Ministry of Social Affairs, Division for Social Services and Disability Policy, Sweden)

[Facilitator]

Ms. Noriko TSUKADA (Professor, Nihon University College of Commerce)



Ms. Anna TENJE, Minister of Older People and Social Security, Sweden

⑤ Distinctive Approach of Yao City: Striving to Be the Most Meddlesome City in Japan

October 4 (Fri) 10:45 AM to 11:45 AM

[Speakers]

Ms. Yumiko OKAMOTO (Deputy Director of Health and Welfare Department and Director of Welfare Office, Yao City Hall)

Mr. Masaki ISHIKAWA (Director, Community Welfare Division, Yao City Council of Social Welfare)

Mr. Keiichi ARAI (President, Yao Rimpokan Social Welfare Corporation)

[Facilitator]

Mr. Koichiro YAMASHITA (Senior Professor, Chuo Fukushi Gakuin, Japan National Council of Social Welfare)

Seminar B



The 'Step-Up Seminars for Utilization of Welfare Equipment' were held for care support specialists and other professionals, representing a complete overhaul of the conventional 'How to Select and Use' seminars. The seminars, which included demonstrations by lecturers on seven themes, were held on a stage designed to simulate a home environment, and each theme was well attended by a total of 1,200 participants.

Overview (Knowledge of the selection and utilization of welfare equipment, as expected of caregiving professionals, in accordance with the independence and lifestyle of the user.)

Ms. Reiko ISHIYAMA (Professor, International University of Health and Welfare Graduate School)

October 2 (Wed) 11:00 AM to 12:00 PM

Eating (Swallowing and Eating Posture)

October 2 (Wed) 1:30 PM to 2:30 PM

Ms. Yuko YAMAGUCHI (Speech-Language Pathologist)

Mobility (Cane/Walker)

October 2 (Wed) 3:30 PM to 4:30 PM

Mr. Mamoru KASHIMA (PManaging Director, Vice Representative Director, Senior Life & Care Institute/PT)

Sleep (Arising and Positioning)

October 3 (Thu) 10:30 AM to 11:30 AM

Mr. Mamoru KASHIMA (Managing Director, Vice Representative Director, Senior Life & Care Institute/PT)

Excretion

October 3 (Thu) 1:30 PM to 2:30 PM

Ms. Minako MAKINO (Director, Japan Continence Action Society)

Mobility (Wheelchair)

October 3 (Thu) 3:30 PM to 4:30 PM

Ms. Kyoko HORIE (Director, Foundation Musashino City Social Welfare Public Corporation/OT)

Home Renovation

October 4 (Fri) 11:00 AM to 12:00 PM

Ms. Mime HASHIMOTO (Associate Professor, Graduate School of Human Health Sciences, Tokyo Metropolitan University)

Global Seminar: Wheelchair Seating for Enhancing Elderly Care

October 4 (Fri) 1:00 PM to 2:30 PM

Lecturers:

Mr. Alex KAMADU (Executive Director of ISWP/ South Africa)

Ms. Krithika KANDAVEL (Programme Manager of ISWP/ India)

Facilitator:

Mr. Mamoru KASHIMA (Vice Representative Director of Japan Wheelchair Seating Foundation, Councilor of Health & Welfare Information Association)



Mr. Alex KAMADU, Executive Director of ISWP

Two speakers, Mr. Alex Kamadu, Executive Director, and Ms. Kritika Kandavel, Program Manager, from ISWP (International Society of Wheelchair Professionals), a collaborator of the WHO (World Health Organization), were invited to give a lecture on their approach to seating and the wheelchair training programs conducted by the organization. (The main content of the lecture will be published in News 2025, No. 3 / Japanese only.)



Seminar C

The seminar introduced ideas and innovations that can be utilized in the independent lives of people with disabilities and the elderly through the use of familiar ICT devices such as smartphones and computers. In addition, seminars were held on ten different themes related to ICT, including the introduction of the latest AI technology and how to utilize ICT in situations such as schools and workplaces.



Seminar PlusOne

① Considering the Sound Environment of Welfare Facilities – The Potential of the Hypersonic Effect

Mr. Manabu HONDA (National Center of Neurology and Psychiatry)

The sound environment of the rainforest, where human genes were nurtured, is filled with unheard ultra-high frequencies of 20 kHz and above, and it was shown that sounds rich in ultra-high frequencies activate the deep brain and have a positive effect on the ‘mind’ and ‘body’. In addition, through demonstration experiments at welfare facilities, it was also reported that sound has a certain effect on the agitation and restlessness symptoms of dementia.

② Fukushi Mirai Juku Presentation – Future Vision of the Next Generation of Welfare Field Leaders

[Presenter]

Mr. Kazuhide NISHIJIMA (Social welfare corporation JIAIKAI, Fukuoka prefecture)

Mr. Koichi MIZUGUCHI (Social welfare corporation MINATOSHA, Kanagawa prefecture)

[Facilitator]

Mr. Koichiro YAMASHITA (Senior Professor, Chuo Fukushi Gakuin, Japan National Council of Social Welfare)

“Fukushi Mirai Juku” is a project aimed at cultivating top leaders who will create a society of coexistence in the Reiwa era within social welfare organizations, as part of the “Welfare Vision 2020” initiative promoted by Japan National Council of Social Welfare. Two representatives from the third cohort presented the challenges they identified within their organizations and communities through their activities in the Fukushi Mirai Juku, and shared examples of community building and creating spaces for local residents.

SGWC2024: Social Good Welfare Company Summit - Challenging the issues that will change the future, expanding the circle of its value!

[Management]

National Young Men’s Association of Chairmen and Presidents for Social Welfare Corporations

[Speakers]

Mr. Hironari MURAKI (Chairman, National Young Men’s Association of Chairmen and Presidents for Social Welfare Corporations)

Mr. Tasuku KUSHIDA (Executive Director, MINEYAMA FUKUSHI KAI)

Ms. Misa SAKASHITA (Chairperson, Akita Yui Net)

Mr. Toshiya KAKIUCHI (President & CEO, Mirairo Inc.)

Mr. Ory YOSHIFUJI (CVO, Ory Lab Inc.)

Mr. Kei HIRABAYASHI (Representative Director, Japan Fashion Association for the Disabled) Students HERO’S

Presentations were made on the challenges to social issues being tackled by various organizations and individuals, followed by an enthusiastic talk session with a total of nine speakers. The session highlighted the fundamental issues each speaker personally feels, as well as creative ideas and practices that go beyond daily interactions in welfare settings, including innovative thinking, local connections, and the application of technology. These creative ideas and practices for addressing challenges were introduced one after another, making it a session that evoked a vision of a future society where people can overcome issues and live vibrant lives.

6 H.C.R. Special Programs

Positive Radio HCR

Various programs were prepared throughout the exhibition hours, highlights from the In-Person exhibition, introductions of exhibitors and programs, visitor comments, etc., and were delivered live daily from a special distribution booth at the venue. In the afternoons, special guests were invited to join the broadcast and enhance the experience with valuable talks that could only be heard on H.C.R. We also featured letters from the listeners, touching on their thoughts on welfare, and offering an opportunity for those who could not attend the venue, bridging the gap between the real and online worlds.

In front of the radio booth, there was a constant buzz with many people, either enjoying the broadcast or interested in the first-ever radio broadcast at H.C.R.



Enjoy Active Zone

Cooperation: Japan Inclusive Football Association/ Japan Powerchair Football Association/ Japan Blind Football Association/ Mini FootGolf Association/ Japan Walking Football League/ ePARA Inc./ Japan Mōlky Association

We offered experiences of electric wheelchair soccer, blind soccer, mini footgolf, walking football, barrier-free e-Sports, and Mōlky. During the electric wheelchair soccer match, players showcased intense performances, and the cheers from the visitors watching up close filled the venue. Additionally, talk shows related to barrier-free e-sports took to the stage to deepen understanding of the themes of symbiotic society, social participation and co-creation by people with disabilities.



Blind soccer experience



Visitors enjoying games using the controllers devised to suit their disabilities



Mōlky experience



Talk show

Art-full Manufacturing Laboratory Produced by SHIBUYA FONT

Shibuya Font Lab, usually based in Harajuku, made a special appearance at H.C.R.! The project was a hands-on manufacturing experience where visitors could interact with people with disabilities through art and have a unique production experience. A variety of booths were set up, including a production project that changed daily and art appreciation through dialogue. At the back of the colorful booths with art, the employment support facility for people with disabilities was recreated allowing many visitors to experience it.



The Cutting Edge of Welfare Equipment

The exhibition featured innovative research, products, and technologies from companies and research institutions, with the cooperation of seven companies and organizations. This year, products that embody a creative future were displayed, such as nursing foods generated by a 3D food printer and devices that can recognize the surrounding environment without the use of vision. The exhibition provided an opportunity for useful interaction between visitors seeking the latest information on welfare equipment and exhibitors working to promote and improve their products in the future.



Exhibition to Prepare for Unexpected Disasters

An entire range of products that can be utilized in times of disaster were on display. Not only were actual products on display, but also hands-on experiences and tastings were offered, providing an opportunity to learn about welfare x disaster prevention. Panels also introduced the efforts of disaster relief volunteers and DWAT in the wake of the 2024 Noto Peninsula Earthquake and provided information on the current state of disaster relief support in the affected areas.



【Cardboard Bed】 QUICK BASE and other cardboard products	SPACK Co., Ltd.
【Living Space】 Indoor Instant House	Keisuke Kitagawa Laboratory, Nagoya Institute of Technology
【Emergency Food】 Long-term Storage Life Soup	vegital advance. Co., Ltd.
【Emergency Water Purifier / Disaster Relief Vehicle】 'Cokkun NOMERUZO' Series / 'Cokkun RESCUE'	Miyasaka Industries Co., Ltd
【Disaster Toilet】 Wrap Pon Trekker	NihonSafety Co., Ltd.

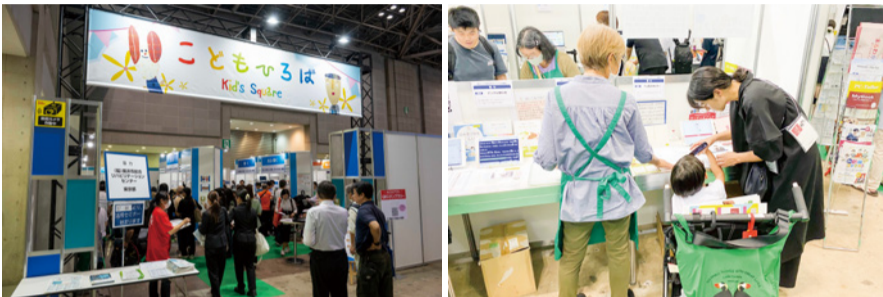
Zone for Discovering the Attractions of Welfare



In order to provide an opportunity for young people to get involved in welfare, 17 employees, mostly young people working in the welfare industry, exhibited their own episodes and photos on giant panels, telling their experiences and thoughts as they really are. Through the real-life experiences of childcare workers, speech-language pathologists, support for people with disabilities, and various other occupations, visitors were able to experience the realities of the welfare field and to communicate the diverse roles of welfare and the thoughts that are put into the hands of its workers. In addition, the booklet "CREATIVE: Real Experiences and Heartfelt Voices of 17 Young People in the Field of Welfare," which compiled the above episodes, was distributed at the venue and delivered to more than 1,000 people.

Kid's Square Cooperation: Yokohama Rehabilitation Center / Tokyo Metropolitan Government

Along with a comprehensive exhibition of various devices for children with disabilities, medical treatment and education, and rehabilitation consultations were provided by specialists. This year, a "Smart Room" that can be operated with a single smartphone and a "mock classroom at a school for the deaf" where visitors could experience information assurance was set up, and digital devices for "daily activities" were also displayed and experienced. The booth also featured a display of wheelchair cushions under the theme of "seating posture," a seat pressure measurement that shows where pressure is applied when sitting on a cushion, a wheelchair soccer experience, and mini-seminars, all of which attracted products and information aimed at children.



Consultation on Welfare Equipment
– For Problems with Welfare Equipment and Self-help Devices

Cooperation: Japanese Association of Occupational Therapists / NPO Room of Self-help Devices

Consultations on welfare equipment related to daily life were provided by experts such as occupational therapists. In addition, a display of self-help tools, the most accessible type of welfare equipment, was set up. Workshops on creating self-help tools using 3D printing were also held, showcasing production examples and allowing participants to create their own tools on-site.



Let's Get Know Assistance Dogs

Cooperation: Japanese Society of Service Dog Research



A panel exhibition and explanations by expert staff were provided to introduce assistance dogs (guide dogs, service dogs, and hearing dogs), which support the independence, social participation, and daily life of people with disabilities. The exhibition also highlighted the daily work of these assistance dogs.

SELP Cafe & Shop Cooperation: healuphouse hare bare

Produced by users of employment support facilities for persons with disabilities, the event sold coffee, bread, and other snacks, as well as beverages. SELP products produced at facilities supporting the employment of persons with disabilities in the affected areas were also sold.



7 Web Exhibition Achieves 1.95 Million Views

The H.C.R. 2024 Web-Based Exhibition featured information on more than 400 exhibitors and more than 1,000 products.

The product pages had three search options: 'category search', 'function search', and 'keyword search', making it easy for visitors to find the product they are looking for. In addition, archived videos of seminars and other events held at the exhibition were available until October 31, the same period as the Web exhibition.

The exhibitor search and product search functions will remain available to the public until March 31, 2025, to contribute to the dissemination of information on welfare equipment products.



Please visit the page ↓



<https://www.hcr-web.jp>

*Please select English from the language options in the top right.
*The image above differs from the actual one as the web exhibition has ended.

8 Exhibitor Presentations

A total of 23 exhibitors conducted presentations, including product introductions, case studies, and key points for introducing equipment. Additionally, the archive videos of these presentations (excluding a few exhibitors) were made available on the Web exhibition.

9 Public Relations and PR Activities

To widely publicize H.C.R. 2024, we distributed approximately 4,500 posters and 300,000 DM leaflets to exhibitors and other related parties, welfare-related facilities and organizations, visitors, and registrants, and also sent out approximately 60,000 e-mail newsletters. Additionally, we placed advertisements in industry magazines and produced a promotional video for H.C.R. We also utilized the H.C.R. Facebook and X (formerly Twitter) social media platforms to share information about the event and other related updates. Furthermore, we issued Health and Welfare News and distributed H.C.R. press releases to media personnel. As a result, more than 180 press interviews, including from TV stations, took place during the event.

	TV	Newspapers & Magazines	Web	Total
Before H.C.R. (~ 10/1)	0	17	134	151
During & After H.C.R. (10/2~)	3	3	25	31
Total	3	20	159	182

10 Initiatives to Support Visitor Mobility and Ensure Information Security

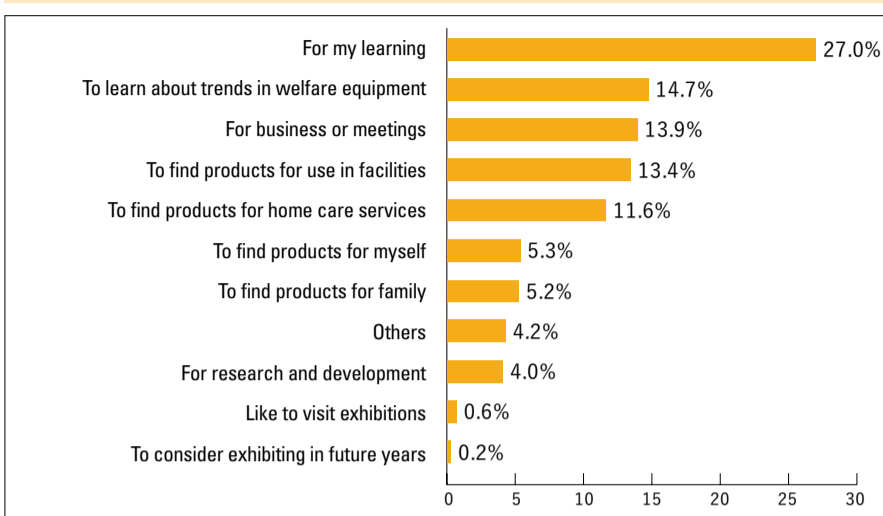
To support visitors who were concerned about mobility within the venue, a "Wheelchair & Mobility Assistance Equipment Rental Corner" was set up, offering a total of 33 wheelchairs and other mobility devices from 6 companies.

Exclusive parking spaces for people with disabilities and those with mobility difficulties were secured, and shuttle buses connecting the "Kokusai Tenji" station to the venue were operated for transportation.

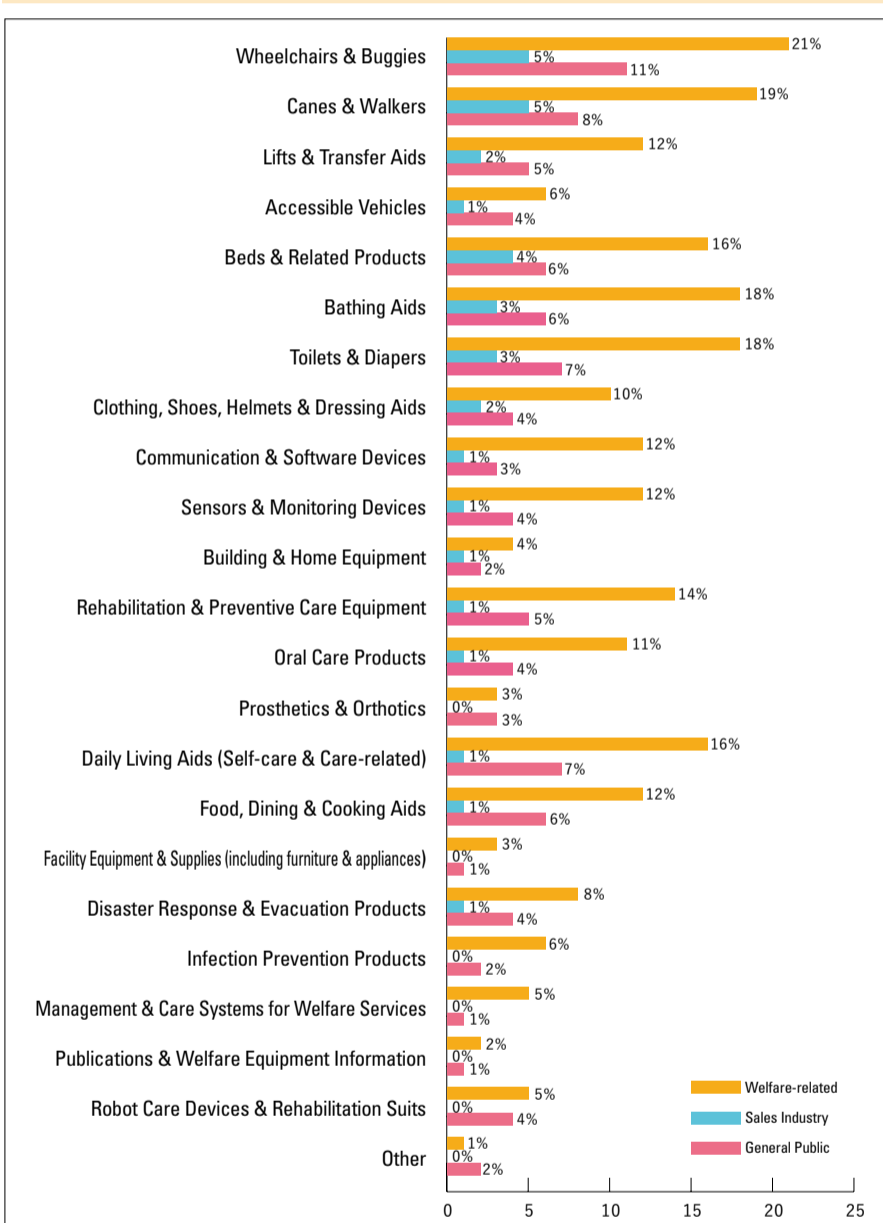
In addition to providing sign language interpreters and guide helpers on-site, a "Remote Sign Language Service" was offered, allowing visitors to receive explanations from exhibitors through a sign language interpreter via their own smartphones.

An app was provided, featuring a stamp rally, venue map, push notifications, and other tools to help visitors navigate the exhibition hall comfortably and enjoyably, resulting in a total of 36,689 downloads.

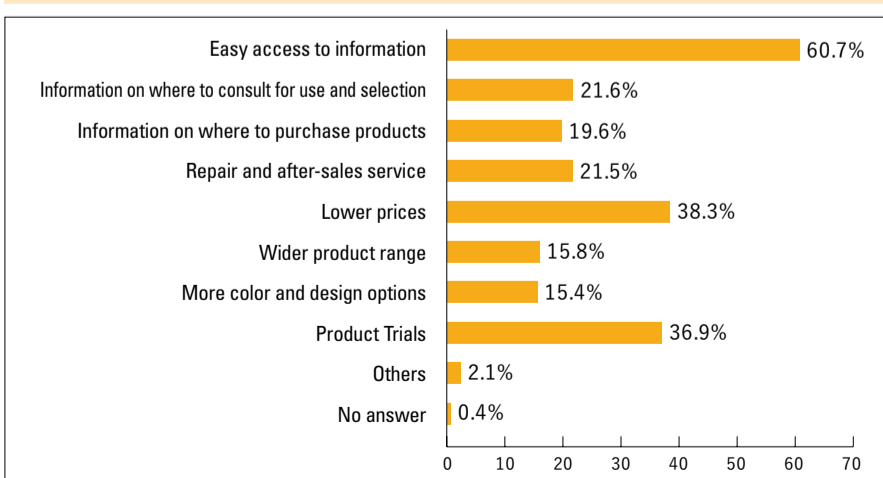
① Purpose of Attending H.C.R. 2024 [Multiple Answers]



② Product Categories Searched [multiple answers]



③ Requests regarding the use of welfare equipment [multiple answers]



④ Feedback and Requests Regarding the Development and Sale of Welfare Equipment Products (Excerpt from Open-ended Responses)

- It would be helpful if new or expensive products could be tried through rentals.
- Please develop products that are not only for facilities but also easy for individuals to use.
- For innovative products that may not be widely needed, I would like to see crowdfunding opportunities so people can try or purchase them.
- I would like to learn more about rehabilitation tools for people with progressive conditions.
- I would like to see more wheelchairs, prosthetics, and orthotics with excellent designs, including electric models.
- I was able to hear about the challenges faced in the field and learn about the current efforts of the manufacturers.
- I was very interested to see that each company prioritizes patients and users, offering safe, reliable products that respect individuality.
- I look forward to seeing the "newest" products every year and hope for more groundbreaking innovations in the future.
- I hope for products that go beyond caregiving, offering borderless solutions.
- It would be nice if there were tastings of care foods.
- I would like to see more products that can be used in day service programs.

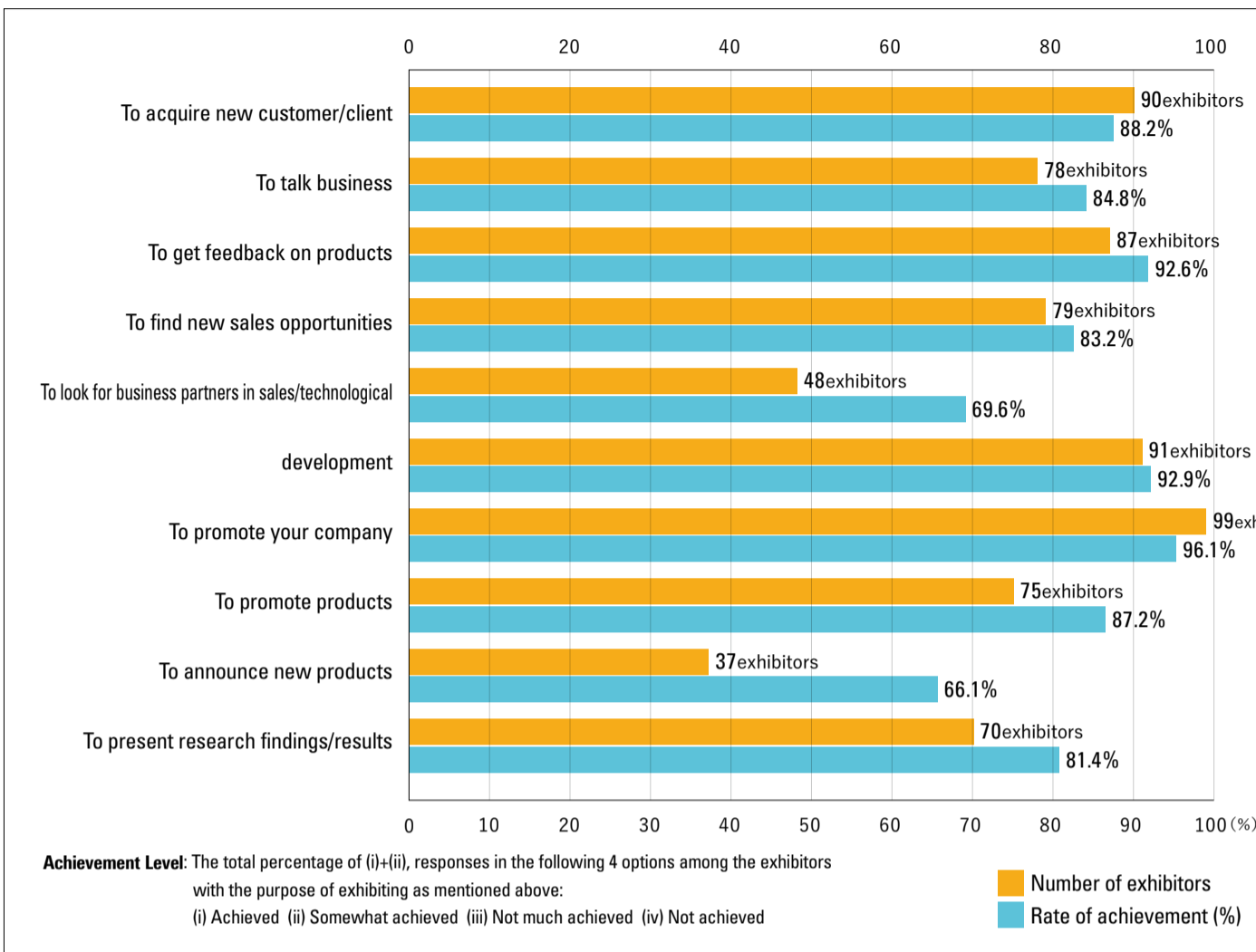
⑤ Feedback and Requests Regarding H.C.R. (Excerpt from Open-ended Responses)

- It was a great opportunity to learn about practical uses that can only be learned in such a setting.
- I was able to experience and learn in a hands-on, practical way.
- I found inspiration and discoveries related to the projects and challenges I'm currently working on.
- It was great to hear directly from the exhibitors about their thoughts.
- There is no other exhibition with this many exhibitors.
- I had new discoveries related to welfare equipment and services, and I felt that it was very enriching.
- Many products were exhibited that I would want to select and propose, and I felt that better services could be provided to users.
- There were more things I wanted to know, but there was so much information at the venue that I couldn't see everything.
- I was able to directly see and confirm new products from manufacturers I regularly use, as well as products I don't typically order.
- The various devices were categorized by field, which made it easy to navigate.
- In addition to the exhibits, the explanation sessions at each booth were well-organized, and I ran out of time. The seminar content was also great.
- While I didn't come across any products that moved me emotionally, I was able to compare many products.
- I would like to see more products related to diapers and would like to see them increased.



12 Exhibitor Questionnaire Results [Number of Responses: 106]

1 Purpose of participating in H.C.R.2024 and the Achievement rate [multiple answers]



2 Impressive comments and reactions from visitors

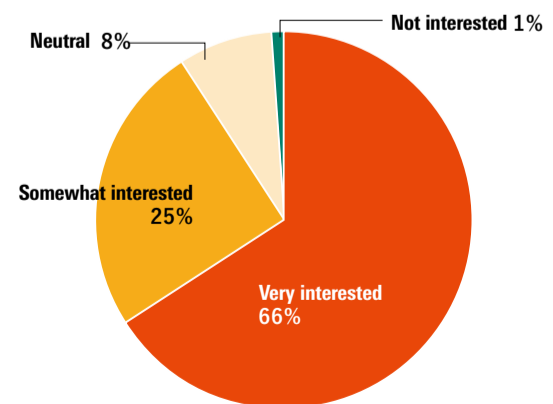
- We were delighted to hear feedback like "This is the product/system I've been looking for!"
- We exhibited our prototype as a reference and received a lot of information about the evaluation, points for improvement, and the atmosphere of acceptance in the market.
- A physical therapist visited to report that his male patient in his 90s with severe paralysis was able to return home after using our product. This was a great surprise to the user, their family, and the hospital staff, and we received words of gratitude.
- A customer revisited us and said that he has been a repeat buyer since he got the sample.
- We received many inquiries from overseas visitors about export opportunities and selling in their home countries.
- It was a great opportunity to specifically assess whether users could effectively use the equipment.
- We were able to hear directly from users who visited the booth and expressed their joy about using the product.
- We held mini-seminars and system operation experience sessions at our booth, where we could listen to many people's opinions.
- We received feedback from visitors that they were moved by our product concept and praised it as something new and unique to our company.



3 Comments and suggestions for H.C.R.2025

- I hope that it will continue to be the main exhibition for caregiving and welfare, without any reduction in scale.
- We are planning to exhibit at the 52nd H.C.R. 2025. We look forward to your continued efforts in promoting the exhibition to attract many visitors.
- I expect more visitors and exhibitors than this year.
- I hope that the quality will be maintained and continued at an even higher level.
- I hope you will play a leading role in the development of the industry.
- Please promote the PR of companies that have been exhibiting continuously.
- We can always expect large crowds, so we would like to exhibit again next year.
- I think it's a pity that there are so few overseas exhibitors because it makes it difficult to call it "international". Attracting foreign companies is also a challenge. I hope that efforts to increase the number of exhibitors, such as offering discounts on exhibition fees as in the past, will be strengthened.

4 Intention to exhibit at H.C.R.2025



A total of **91.0%** of exhibitors responded that they are interested in exhibiting next time.