



January 24, 2025

The 52nd International Home Care and Rehabilitation Exhibition 2025

H.C.R.2025 & Forum Exhibitor Applications Now Open!

- Health & Welfare Information Association, which is co-hosting 'H.C.R. 2025 & Forum' with Japan National Council of Social Welfare, has started accepting exhibitor applications from 13:00 on Wednesday, January 15, 2025.
- As measures to address the '2040 issue' are being actively pursued, interest in welfare equipment is also increasing. Please consider exhibiting at H.C.R.2025 as a great chance to boost your company's recognition and gain new customers.
- Due to renovation work at Tokyo Big Sight, the event will be held at the West and South Exhibition Halls. For details on the event venue and exhibition information, please refer to our website.



Exhibitor Application Period	In-Person	Jan 15(Wed) - Mar 31(Mon), 2025
	Web-based	Jan 15(Wed) - May 30(Fri), 2025

Event Period	In-Person	Oct 8(Wed) - 10(Fri), 2025 @Tokyo Big Sight, West & South Halls
	Web-based	Sep 1(Mon) - Nov 7(Fri), 2025 @H.C.R. Special Website

For the Application Guidelines and Other Documents:

<https://hcr.or.jp/en/company/>

H.C.R.



◆What is H.C.R.?

H.C.R. is one of the largest international exhibitions for welfare equipment in Japan and Asia. Since its first event in 1974, it has a history spanning over half a century.

This exhibition attracts a wide range of visitors from Japan and abroad, including welfare facility staff, welfare professionals, service providers, manufacturers, as well as users of welfare equipment and their families. At H.C.R. 2024, held at the Tokyo Big Sight East Halls, over 400 companies and organizations participated, and 120,041 visitors attended over 3 days.

The 52nd edition of H.C.R. in 2025 will focus on "Paving the Way for a Creative Future" as the theme, in response to the national discussions around the "2040 issue." We aim to expand the forum's role by creating interactive programs that connect visitors and exhibitors while continuing to share comprehensive information and work towards attracting even more visitors.

3 Benefits of Exhibiting at H.C.R.

1 Increase Awareness

主客双方の必見性

96% of exhibitors found PR successful!

2 Acquire New Customers

88% of exhibitors acquired new customers and business partners!

3 Closer Connections with Users

93% of exhibitors were satisfied with feedback from visitors!

Information on Exhibiting at H.C.R.

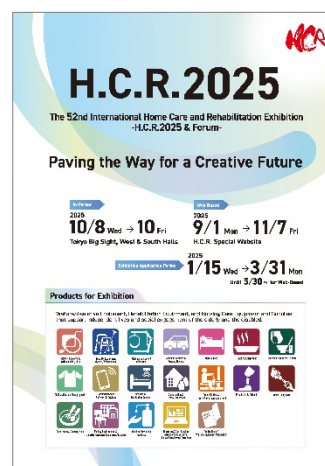
A video and brochure for those considering exhibiting are ready! Please take a look at these which explain the purpose of H.C.R. and the benefits of exhibiting.

【Video】

<https://www.youtube.com/watch?v=jw7G2oFzaGc&t=3s>

【Brochure】

https://hcr.or.jp/en/data/sub_pamphlet_en.pdf



Source

Health & Welfare Information Association

Tel: +81-3-3580-3052 Fax: +81-3-5512-9798 Email: overseas@hcrjapan.org

H. C. R. Website: <https://hcr.or.jp/en>

■H. C. R. Official X: https://x.com/hcr_since1974

■HWIA Official Facebook: <https://www.facebook.com/hcrjapan/>