

# H.C.R.2025

## 1 Opening Ceremony



A commemorative monument was unveiled at the unveiling ceremony

The Opening Ceremony was held in the Atrium of Tokyo Big Sight's West Hall starting at 9:40 AM on October 8 (Wed.).

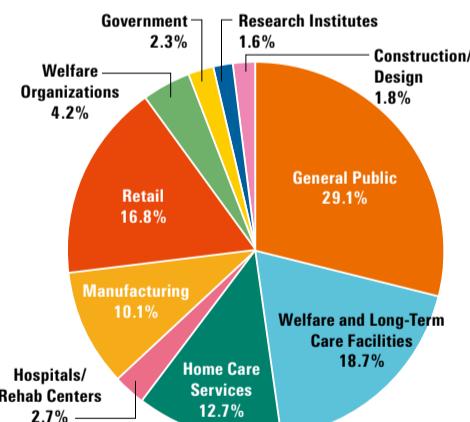
Ms. Atsuko Muraki, the President of the Japan National Council of Social Welfare and the organizer of the event, expressed her gratitude to the exhibitors and participants, and declared the opening of H.C.R.2025. The event opened in grand style with the unveiling of a commemorative monument, attended by distinguished guests including Mr. Satoshi Nomura (Director of the Department of Health and Welfare for Persons with Disabilities, Social Welfare and War Victim's Relief Bureau), on behalf of the Minister of Health, Labour and Welfare, and Ms. Manika Nagare (the artist who contributed to the poster's visual design).



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

## 2 Over 120,000 Visitors

The total number of visitors over the three-day event period reached 121,137. Looking at the breakdown of attendees by industry sector, the largest share was "General Public" accounting for 29.1%, consistent with last year. This was followed by "Welfare and Long-Term Care Facilities" at 18.7%, then "Retail" (16.8%), "Home Care Services" (12.7%), and "Manufacturing" (10.1%). The total number of visitors increased by approximately 1,000 compared to last year, with the proportion of "retail" attendees notably rising by 2.8 percentage points from last year.



## 3 414 Companies and Organizations Exhibit

A total of 414 companies and organizations exhibited at the event, both in in-person and web-based formats. This included 361 companies and organizations from Japan, while 53 companies participated from 10 countries and 1 region abroad.

Country	Number of Exhibitors
Japan	361
China	24
Taiwan	9
U.S.A.	7
Korea	5
Denmark	2

Country	Number of Exhibitors
U.K.	1
France	1
Sweden	1
Germany	1
Israel	1
Netherlands	1

## ■Appreciation Award Ceremony

Commemorative plates of appreciation were presented by Mr. Kenichi Furuichi, President of the Health and Welfare Information Association, to the ten companies marking their 15th exhibition at H.C.R.2025.

### Exhibitors Awarded Certificates of Appreciation:

LAP Co., Ltd.  
Kao Corporation  
Creact Corp.  
JSEP KYUSHU CO.,LTD  
SEPARATOR SYSTEM INDUSTRY CO.,Ltd.  
SERIO CO.,LTD.  
Sendai City Industrial Promotion Organization  
Tokyo Physical Therapy Association  
TORICARETOPS / OKAYA SYSTEM Co.,LTD.  
Blue Ocean System Co., Ltd.

## ■Exhibitors by Product Category

The number of exhibitors at H.C.R. 2025 by product category is as follows.

Mobility Equipment (Wheelchairs, etc.)	
Manual wheelchairs	24
Wheelchair related goods	25
Powered wheelchairs	28
Bicycles	2
Attendant pushed wheelchairs	1
Electric three-wheeled/four-wheeled vehicles	11
Mobility Equipment (Walkers, Canes, etc.)	
Walkers, Walking aids	24
Canes	8
Mobility Equipment (Lifts, etc.)	
Transfer assistance devices	17
Mobile lifts	8
Ceiling/fixed Lifts, Stationary hoists	9
Assistive/Walking assistance robots	5
Stretchers and Other mobility devices	3
Vehicles for Disabled Persons and Related Devices	
Car operating devices for disabled persons	2
Vehicles for disabled persons (Wheelchair accessible vehicles, etc.)	4
Special vehicle for bathing	3
Vehicles for welfare facilities and Other business use/ Eco-friendly vehicles	1
Vehicles for disabled persons (Wheelchair accessible vehicles, etc.)	5
Bed Related	
Beds	7
Mattresses, Pressure sore prevention products	8
Side tables	2
Care related sheets	2
Bed related equipment (Others)	9
Bathing Related	
Bathtubs	9
Bathing chairs	4
Anti-slip products	2
Bath boards	1
Bathing lifts	3
Bathing related equipment (Others)	14
Toilet/Diaper Related	
Portable toilets	7
Toilets, Toilet seats	4
Deodorizers, Germicides	7
Toilet related goods	8
Diaper related goods	10
Excretion treatment devices	1
Clothes/Clothes Changing Aids	
Clothes	8
Shoes	6
Communication/Software and Devices	
Special telephones/FAX, Portable talking aids	3
Guidance systems for visually impaired persons	2
OA Equipment, Software, and Operation aids for disabled persons	5
Communication robots	4
Communication/Software equipment (Others)	27
Sensors and Monitoring Devices	
Emergency reporting systems	3
Monitoring devices	27
Urination prediction support devices	3
Construction and Home Equipment	
Slope	3
Handrails	12
Platform lifts	5
Stair climbers/Stair lifts	3
Construction and home equipment (Others)	4
Rehabilitation and Care Prevention Equipment	
Rehabilitation equipment for walking	8
Training materials and devices for rehabilitation	12
Muscle training machines, Body training equipment	13
Oral care related products	4
Prosthetics and Orthotics	
Prosthetics and Orthotics	2
Daily Living Aids	
Self-help aids/devices	4
Sports and recreation tools for disabled persons	5
Care related products	10
Daily living aids products (Others)	17
Frailty prevention devices/equipment	3
Cooking Aids	
Eating utensils/Tableware	5
Cooking tools	1
Diet foods for elderly and disabled persons	1
Environmental Installation & Welfare Equipment for Welfare Facilities, Disaster Response Equipment & Supplies	
Construction, Floor and wall materials for facilities/ institutions	1
Washing/drying/cleaning/deodorizing machines	3
Chairs, Positioning chairs, Stand-up aids	5
Furniture, Tables, Wash Basins	3
Kitchen	2
Care staff uniforms	2
Environmental installation & Welfare equipment for welfare facilities (Others)	8
Disaster prevention and Emergency supplies	2
Private power generators, Electric storage device	2
Recycle, Water purification/clarification equipment	1
Fire alarm, Automatic fire extinguishing devices	1
Infection Prevention Products	
Air cleaning equipment, Humidifiers, Sterilizers	2
Management Information Systems for Home and Institutions	
Computer systems for care service management	31
Publications, Home Care & Rehabilitation Equipment Information	
Welfare, Care, Rehabilitation, Health-Related Books, Teaching Materials, Information Magazines, Newspapers, Broadcasting, Welfare Equipment Related Websites	14
Total	
	550

\*Excerpts from information posted on H.C.R.Web2025

## 4 International Symposium



### Considering the Sustainability of the Long-Term Care Insurance System with an Eye Towards 2040

With the "2040 Issues" in mind, the challenges and future direction of Germany and Japan's long-term care insurance systems were discussed. At the outset, Professor Noriko Tsukada (Professor in Faculty of Commerce, Nihon University) outlined Japan's declining population and advancing super-aging, presenting the possibility that by 2040, the increase in people requiring care and labor shortages could become even more severe.

Dr. Anna Sarah Richter of the German Association of Public and Private Welfare introduced measures addressing various issues that have become apparent over the 30 years of Germany's long-term care insurance system. These include the growing number of care recipients due to aging, shortages of care workers, increases in dementia patients, and strained finances. The initiatives presented include support for independence based on preventive measures, improvements in working conditions for care workers, and a national dementia strategy.

Dr. Teruyuki Katori (Representative Director of Future Institute Wolong) introduced Japan's long-term care insurance system, noting its principles of promoting independence, choice, and mutual support, and its high service standards and fairness, which are highly regarded. He also stated that, on the other hand, the aging population has led to an increase in severe cases, a rise in elderly people living alone, and a worsening labor shortage. He stated that it is essential to establish a service delivery system that accommodates foreign workers and addresses regional disparities going forward.

The discussion identified common challenges for both countries, including dementia policies, human resource development, and ensuring the quality of home care. While Germany's system philosophy is based on family caregiving and Japan's is on publicly provided care, both nations share the need to explore sustainable long-term care insurance systems for 2040.



October 9 (Thu.)

### Social Participation of the Elderly and Prevention of Frailty

**Dr. Katsunori KONDO** (Professor of Chiba University, Institute for Health Economics and Policy, Center for Preventive Medical Science)

October 10 (Fri.)

### Disaster Prevention and Welfare on the Front Lines: Learning from Italy's Approach to the "Present" and "Future"

**Mr. Hajime KAGIYA** (Professor in the Department of Community Development, Faculty of Tourist and Community Studies, at Atomi University)

**Mr. Takehiko FURUKOSH** (Deputy Director of the Secretariat of Nagano Prefecture NPO Center, Specified Nonprofit Corporation)

**Ms. Minako MORI** (Deputy Director General of Oita Prefecture Disaster Volunteer and Welfare Support Center, Oita Prefectural Council of Social Welfare)

### History and Appeals of the Deaflympics And what the Tokyo 2025 Deaflympics aims to achieve

**Mr. Naoki KURANO** (Secretary General of the Organizing Committee of the Deaflympics, Japan Federation of the Deaf)

### Seminar B

We held the "Welfare Equipment Utilization Step-Up Seminar" as a paid lecture at Seminar Hall B, aimed at further skill development for professionals in the welfare field. We made a 131-page seminar guidebook specifically for this event and distributed it to all the participants. The lectures, featuring instructor demonstrations on a stage designed to image a home environment, covered seven themes and were all well-received, with approximately 600 participants in total.



#### Overview

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

#### Mobility (cane, walker)

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

#### Sleep, Positioning

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

#### Mobility (Wheelchair)

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

#### Meals

**Mr. Ryuichi MASUNAGA** (Noge General Medicine and Neurology, Speech-language pathologist)

#### Excretion care products for Getting-Out-of-Bed

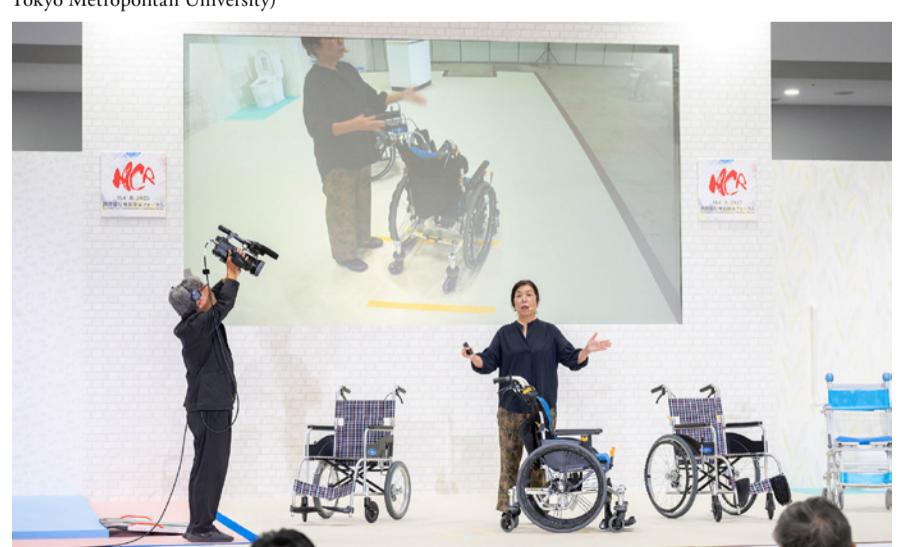
**Ms. Minako MAKINO** (Director of Japan Continence Action Society)

#### Excretion care products for In-Bed

**Ms. Minako MAKINO** (Director of Japan Continence Action Society)

#### Home Renovation

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



## 5 Seminars

### Seminar A

October 8 (Wed.)

#### Making "Reasonable Accommodations" More Accessible: Climbing Towards an Inclusive Society

**Mr. Yasuyuki HOSHIKAWA**

(Executive Director of the Accessible Design Foundation of Japan)

#### Mobility Support for Elderly People in the Community: Mobility Training Called "Go Tre"

**Mr. Noriaki KOSHIBA**

(Project Manager of Smart Fukushi Lab)

## Seating Seminar 2025

– The Importance of 24-Hour Positioning and Seating for the Elderly –

Ms. Malene P. Alexandrowiz, an occupational therapist from Denmark, gave a lecture on the importance of positioning and seating throughout the 24-hour period for the elderly. She emphasized that posture management is essential for maintaining independence and dignity.

She stated that proper posture management also leads to improved breathing and enhanced immunity, significantly boosting quality of life. As case examples, she introduced a male stroke survivor who achieved prolonged sitting through positional management, and a female patient whose breathing, sleep, and cognition improved after introducing a rocking chair. Finally, it was concluded that interprofessional collaboration is essential for optimal care, and comprehensive support through joint assessment is crucial.



## Seminar C

### • Everyday ICT Utilization 2025

In addition to information devices and electronic equipment such as smartphones and computers used daily, the program featured eight lectures introducing ideas and innovations — including products utilizing the attracting-attention generative AI — that would enhance the lives of people with disabilities and the elderly. These were presented with live demonstrations of the devices.



### • ICT Implementation in Facilities

To enhance both the quality and efficiency of support in welfare settings while improving users' quality of life, as the use of ICT becomes increasingly common, we received a detailed explanation of actual implementation cases, their effects, and challenges.

## 6 H.C.R. Special Programs

### O-MU-TSU MUSEUM at H.C.R.

[Produced by: Japan Welfare Medical Fashion Association]

The exhibition featured 15 unprecedented, innovative diapers unveiled at the Osaka-Kansai Expo's "O-MU-TSU WORLD EXPO," drawing the attention of many visitors. Additionally, eight diaper manufacturers participated with booths, showcasing and explaining their development progress and latest product information.

While proposing diverse and cheerful options for diapers, the dual approach of showcasing both practical, everyday product information and immediate implementation and utilization provided an opportunity for all visitors — not just those facing elimination challenges — to consider this as a relatable issue in their own lives.



## Runway Show "Irodori – Color Your Life"

[ Produced by NUD. ]

The runway show, themed "Assistive Devices That Enrich Life," featured ten models striding confidently down the runway, thrilling the audience.

Both performances given each day were hugely successful. It was impressive to see that the venue erupted in a murmur as models emerged, riding the latest assistive devices and wearing outfits adorned with next universal design elements. Many attendees were visibly captivated by the sleek appeal of both the outfits and the assistive devices.

The installation-style exhibition, where models served as mannequins, also provided an opportunity to deepen understanding. It helped shift attendees' perceptions, making assistive devices feel more personally relevant and transforming them into tools that enrich daily life.



## Atrium Stage/ "Positive Radio HCR"



Located on the first floor of the West Hall, the Atrium featured a stage positioned directly in front of the entrance. It hosted diverse events to energize H.C.R., including live music performances, presentations by various industries highlighting the appeal of welfare services, and student presentations.

Additionally, at the broadcast booth beside the Atrium Stage, we delivered Positive Radio live every day throughout the entire opening hours. This featured updates from the "In-Person Exhibition" venue, introductions to exhibiting companies/organizations and programs, and more. We also shared submitted messages, connecting with passionate voices about welfare. This served as an excellent opportunity to bridge the real and online worlds, allowing those unable to attend the "In-Person Exhibition" to participate through their voices.

The stage and radio broadcasts are now available as archive streaming! Please experience the excitement of the day!



## Discover the Charm of Welfare Zone

To connect young people with opportunities to engage in welfare work, we showcased the experiences, aspirations, and daily realities of young staff working in the field through large panels and videos.

Additionally, staff members featured on the panels appeared at the venue, creating opportunities for students to directly ask about real questions in the welfare field. The staff sincerely answered students' candid questions about salary, holidays, and workplace environment while authentically conveying the appeal of social welfare. The sight of students listening intently was truly memorable. The exhibition offered a glimpse into the diverse roles within social welfare and the aspirations of those working in the field.



## Ready for "What If"? – Disaster Preparedness Exhibition

We showcased a wide range of products that are useful during disasters. Beyond displaying actual items, we offered hands-on experiences and tastings, creating an opportunity to learn about welfare and disaster preparedness. Particularly, the earthquake simulator vehicle, which allows visitors to experience seismic shaking, consistently drew long lines, highlighting the high level of interest in everyday preparedness.



## Enjoy Active Zone

We hosted experiences in disability sports (Deaf soccer, power wheelchair soccer, blind soccer, amputee soccer), barrier-free e-Sports, and Mölkky — activities anyone can enjoy together regardless of age, gender, or disability status. The event drew large crowds every day.

Additionally, a talk show titled "The Current State of Barrier-Free e-Sports Where People with Disabilities Thrive Globally" was held on the Atrium Stage and the venue erupted with excitement as the actual play unfolded on the big screen, deepening understanding of sports for people with disabilities.



## The Cutting Edge of Welfare Equipment

We showcased 12 cutting-edge technologies and products currently under research and development or recently launched, with the cooperation of 9 companies or organizations. This year's lineup featured such as the latest mobility solutions exhibited at the Expo, hands-free wheelchairs, and technologies advancing creative futures.



BOVLIFE Co., Ltd.	• Assistive Technology AR Wearable Device
glafit inc.	• specified small motorized four-wheeled vehicle • specified small motorized bicycles NFR-01 Lite
Humonii	• Feeling
PLIMES Inc.	• GOKURI® – Swallowing Assessment & Management System
TOPPAN Digital Inc.	• RemoPick®
Vision Labs, Inc. / Kwansei Gakuin University	• Vision Assessment and Therapy system for Japanese people
Kirin Holdings Company, Ltd.	• Electric Salt Spoon • Electric Salt Cup
IRU inc.	• Mimamori GPS
Fujitsu Limited	• Ekimatopeia • Ontenna

## Acoustic Environments in Welfare Facilities

[ Cooperation: Hyper Sonic Laboratory ]

To allow visitors to experience the positive effects on mind and body of sounds rich in high-frequency components inaudible to the human ear (the hyper-sonic effect), a private room filled with hyper-sonic sound was continuously exhibited throughout the event period, enabling visitors to actually experience its effects. In contrast to the bustling exhibition hall, a tranquil space filled with plants and ambient sounds flowed by. Visitors to the booth immersed themselves in the pleasant sensation of the high frequencies while also finding an opportunity to reflect on the consideration needed for sound environments in daily life.



## All Devices Should Be Designed with Reasonable Consideration.

— One Person's Inconvenience Becomes Everyone's Convenience —

[ Cooperation: the Accessible Design Foundation of Japan ]

Based on a guidebook compiled by Suginami-ku, Tokyo and the Accessible Design Foundation of Japan, we explained key points for reasonable accommodations and exhibited devices and products where such accommodations have become standard.

**Kids' Square** [ Cooperation: Social Welfare Corporation Jiai-kai, Tokyo Metropolitan Government, Star Twinkling Village, Jakuetsu Inc. ]

We showcased play equipment accessible to all regardless of disability and offered experiences where children requiring medical care could enjoy moving their bodies. During the physical activity sessions, under the watchful eyes of medical care professionals, numerous children were seen playing energetically and happily amidst the lively atmosphere. A video showcasing the experiences at 2025 Kids' Square is available. Please scan the QR code to view it.

Additionally, we held a traveling planetarium show that could be viewed while seated or reclining. Each session was nearly full, creating a relaxing atmosphere. We also held comprehensive exhibitions and mini-seminars focused on ICT, including specialized communication devices for children with disabilities and learning support devices to assist with education.



## Get to Know Assistance Dogs!

[ Cooperation: Japanese Society of Service Dog Research ]

This section featured a panel display introducing assistance dogs—guide dogs, service dogs, and hearing dogs—which help individuals with disabilities achieve independence and participate in society while serving as life partners. It also included demonstrations by specialized staff showcasing their daily work, helping visitors understand the types and roles of assistance dogs.



## Consultation on Welfare Equipment

[Cooperation: Japanese Association of Occupational Therapists, NPO Jiyoguno-Heya]

We displayed various assistive devices used in daily life for activities like eating, housework, and changing clothes. We also showcased and introduced examples of items produced using 3D printers. Additionally, during two days of the event, visitors could participate in hands-on workshops to create their own assistive devices. Within the same booth, occupational therapists and other specialists provided consultations on assistive devices for daily living. Visitors could receive on-the-spot recommendations for assistive devices or equipment tailored to their specific challenges, creating an opportunity to deepen their understanding of assistive devices and equipment.



## SELP Cafe & Shop

[Cooperation: Japan Selp Center, Heal Up House Harebare, NPO Shogaisha Jiritsushien Center Tama — Work Center Rest]

We sold light meals like bread, drinks, and rice bowls, providing a place for people to relax and take a breather. We also sold products made at social employment centers across the country, and people could be seen enjoying choosing items while shopping.



## 7 Information on Web-Based Exhibition

The H.C.R.2025 "Web-Based Exhibition" featured information on approximately 300 exhibiting companies/organizations and over 1,200 products. The "Exhibitor Search" function includes category search and inquiry options for each company/organization, while the "Product Search" offers category search, feature-based search, and keyword search options, enabling users to find equipment tailored to their individual needs. Additionally, this year we added a new map search function. Searching for an exhibitor now shows their approximate location on the map, making it easier to navigate the Web-Based exhibition hall. Following the conclusion of the "In-Person Exhibition", we distributed archived videos of seminars held at the venue. This made the information accessible to those unable to travel to the exhibition hall due to distance (some presentations were distributed only to ticket purchasers).

Furthermore, with the aim of contributing to the dissemination of welfare equipment product information, the "Exhibitor Search" and "Product Search" functions are scheduled to remain publicly accessible until March 31 (Tue.).  
※ The published contents will be the information on exhibitors and product for the year 2025  
Scan this QR code to view ↓



<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

## Exhibitors' Presentations

Twenty-one exhibiting companies/organizations delivered presentations covering product introductions, case studies, and key points for equipment implementation. Additionally, recordings of these presentations were made available as archived videos on the Web-Based Exhibition (excluding some exhibitors).

## 9

## Public Relations and PR Activities

To widely publicize the H.C.R.2025 event, we have produced and released an H.C.R. PR video based on feedback and impressions from last year's visitors and exhibitors. Additionally, we produced approximately 4,000 posters and 220,000 DM leaflets, which were distributed to exhibitors, welfare-related facilities and organizations, media outlets, welfare-related schools and hospitals, previous visitors, and Web-Based Exhibition registrants. We also sent six email newsletters to approximately 60,000 recipients. Furthermore, we placed advertisements in industry publications and conducted year-round promotional activities through our association's Facebook and X (formerly Twitter) accounts. After registration opened, we also utilized Instagram to promote the exhibition and we called for visitors from age groups different from before to attend the exhibition.

Furthermore, by issuing Health and Welfare News and distributing press releases to media professionals and others, we provided relevant article information and offered coverage opportunities. As a result, over 500 press inquiries, including from television stations, were received before and after the event period.

	TV	Newspapers & Magazines	Web	Total
Before H.C.R. (~Oct. 7)	0	12	393	405
During & After H.C.R. (Oct. 8~)	5	17	117	139
Total	5	29	510	544

## 10

## Initiatives for Visitor Accessibility, Mobility Support, and Information Assurance

For attendees concerned about moving within the venue, we set up two "Wheelchair and Mobility Aid Rental Corners" (West Hall and South Hall), lending out wheelchairs and other equipment from 6 companies and 9 products.

We secured dedicated parking spaces (South Multi-Story Parking Lot, etc.) for persons with disabilities and those with walking difficulties, and provided shuttle buses connecting Kokusai-Tenjijo Station to the venue for transportation.

In addition to having sign language interpreters and guide helpers on-site at all times, we offered a "Remote Sign Language Service" allowing attendees to use sign language interpretation via their own smartphones.

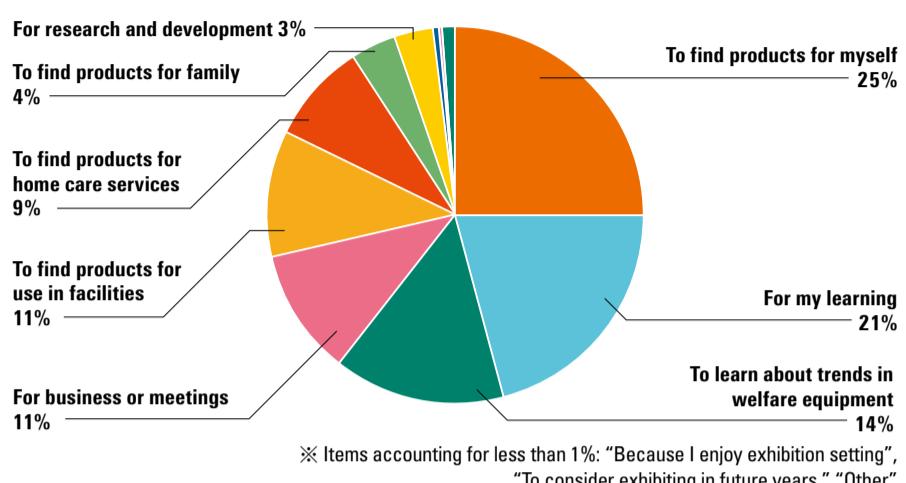
We also provided an app to enhance the visitor experience within the exhibition halls, featuring a stamp rally, venue map, and push notifications. Since its release, the app has been downloaded over 40,000 times.



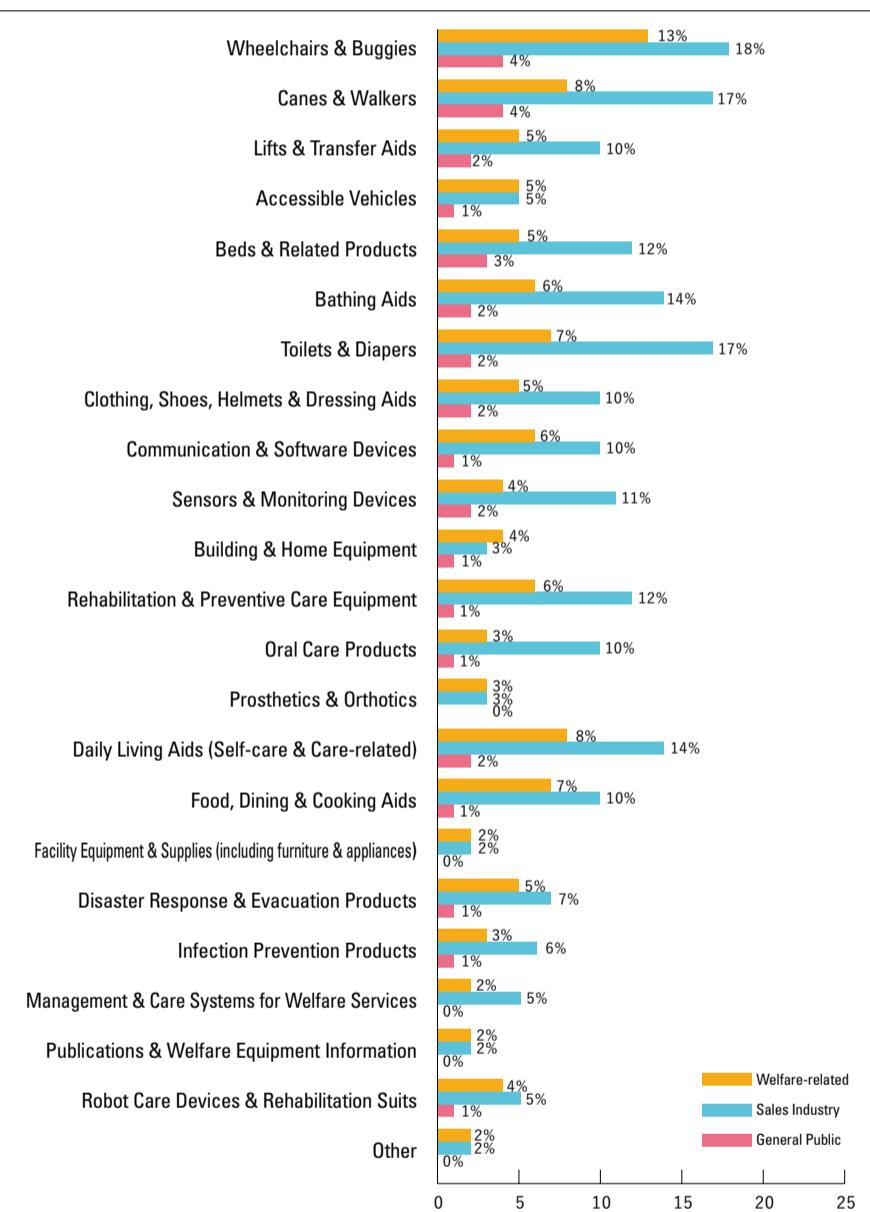
# 11 Visitor Questionnaire Results

[Number of Responses: 2,542]

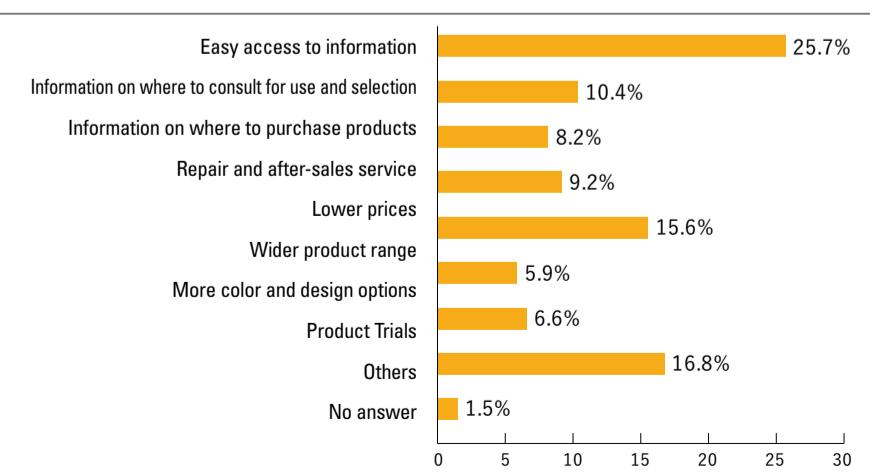
## ① Purpose of Attending H.C.R. 2025



## 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)

- Companies of all sizes participated, offering solutions for niche needs and showcasing useful products.
- Being able to try actual products and receiving samples is great.
- Visiting the exhibition helped me to decide on the wheelchair I want.
- The exhibits showcasing the latest products and technologies (AI, robots, etc.) were truly astonishing and inspiring.
- A wide variety of products gathered in one place provided a valuable opportunity to discover new information and equipment I had not known about before.
- It would be great to see more exhibits from the food sector.
- Products and information helpful for caring for children (with developmental disabilities) would be beneficial.
- We would like to see more products for people with disabilities, not just for caregiving.
- I wish there were more exhibits of incontinence care supplies (diapers).
- I felt that many of the exhibits were similar every year, lacking novelty.
- I felt that the exhibition contents were skewed toward companies and facilities, making it difficult for individual/general visitors to utilize.

## ⑤ Feedback and Requests Regarding H.C.R.

(Excerpt from Open-ended Responses)

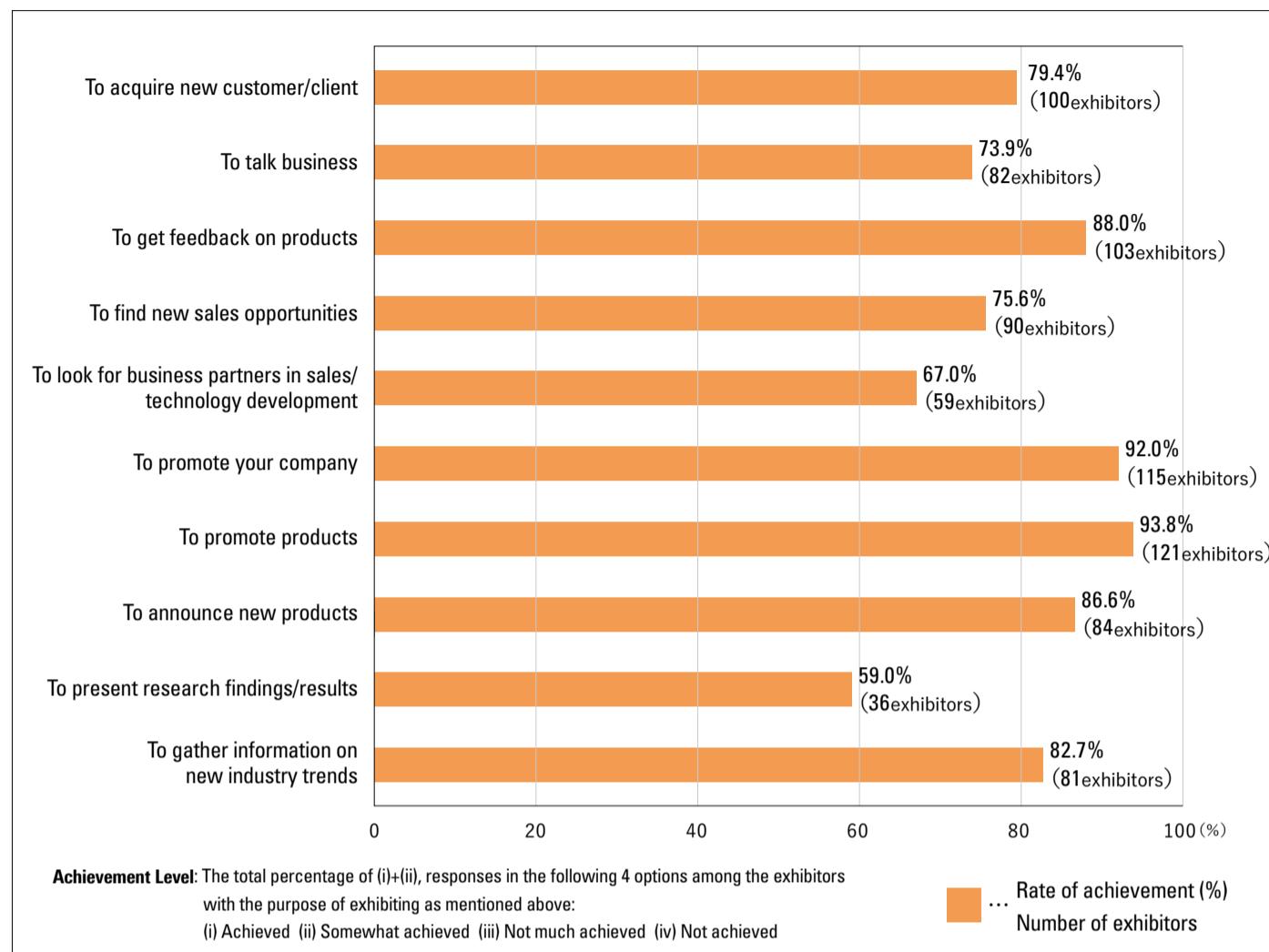
- Numerous exhibitors, many events, access to the latest information.
- Learned about the variety of products, users, and manufacturers.
- Being Asia's largest exhibition, it offers a chance to see new products. Could directly convey desired future products.
- Discovered unfamiliar devices and recent needs in welfare.
- It was educational to hear directly from manufacturers.
- Attending an exhibition after so long, I was impressed by how rapidly products are advancing.
- Seeing new products allows us to consider introducing them. We could try out various cushions and such.
- Having many opportunities to experience products is great. I wish there were more areas for hands-on experience.



## 12 Exhibitors' Presentations

[Number of Responses: 133]

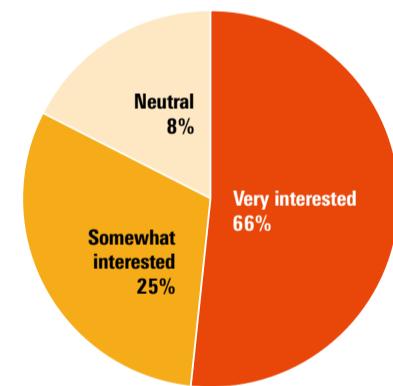
### ① Purpose of participating in H.C.R.2025 and the Achievement rate [Multiple Answers]



### ② Impressive Comments and Reactions from Visitors

- Marking the 30th anniversary since the business was launched, we were able to have conversations with long-standing users and reminisce about the past.
- We received numerous comments like, "This is exactly the kind of exciting product I have been searching for!"
- We also received comments like, "It is convenient, but I did not know about it." and "I was curious but had not tried it before, so it was great to have the chance to test the actual product."
- A visually impaired individual and their companion (mother) experienced a fitting demonstration of our product and were so moved they shed tears. We heard the words "hope" and "lifeline" repeatedly from the person who experienced it.
- Visitors came expecting new products, asking questions like, "Do you have any new products?"
- When a visitor told us that our products were amazing. Thus, we told them that we have been making the products for over 20 years. Then, they were even more surprised.
- While many attendees weren't familiar with our products, most had a satisfying experience. It was particularly memorable seeing people with disabilities, including those in wheelchairs, moving their bodies and exercising with such obvious enjoyment.
- We had business discussions with companies interested in becoming sales agents for our products.
- We received numerous comments about items currently in development, such as "I'm struggling with this right now and need it immediately."
- It was an incredibly popular event, with our booth constantly packed. Staff told us they "had a great time".

### ④ Intention to Exhibit at H.C.R.2026



**A total of 82.7% of exhibitors responded that they are interested in exhibiting next time.**



### ③ Comments and Suggestions for H.C.R.2026

- We hope attendance continues to grow, that it remains a place where visitors can get immediate solutions to their problems, and that it stays a meaningful exhibition.
- We would like you to explore ways to exhibit using methods different from previous formats.
- Since the exhibition is not well-known, we want more focus on awareness and publicity efforts targeting attendees.
- It might be worth reconsidering themes like productivity improvement, including seminar contents.