informa markets



[Exhibition & Sponsorship Opportunities]

WHX WORLD HEALTH EXPO

Osaka 2027

One of the World's Largest Healthcare Events

2027 6.30[wed] — 7.2[fri]

INTEX Osaka, Hall 6A & B



From Healthcare to Longevity

Extending healthy life expectancy — an international exhibition for next-generation healthcare

As populations age around the world,
the role of the healthcare industry is changing dramatically.
Medicine has traditionally developed around treating illness after symptoms appear.
Today, however, a holistic approach is needed — one that supports longer,
richer lives through prevention, early diagnosis, everyday health management, wellness,
nutrition and workplace health support.

At the heart of this shift is **Longevity**. Longevity does not simply mean living longer;
it means extending the years we live healthily and independently,
and raising quality of life. It is a defining theme of next-generation healthcare,
made possible by collaboration across medicine, technology, insurance,
corporate health management, food, supplements, wellness and more.

Japan is one of the world's longest-lived nations, and as it ages ahead of the rest of the world,
it has built up a wealth of expertise for a long-lived society — spanning medical care,
nursing care, prevention, health management and community support.
WHX Osaka 2027 will share these Japanese strengths with the world and,
drawing on the global network of the WHX series, serve as an international business platform
connecting companies, healthcare professionals, researchers,
government, insurers and corporate health managers from Japan and abroad.

WHX Osaka 2027 will feature five exhibition zones:

- -Prevention & Diagnostics
- -Longevity Medicine
- -Digital Health & Technology
- -Wellness & Lifestyle
- -Longevity Economy & Society

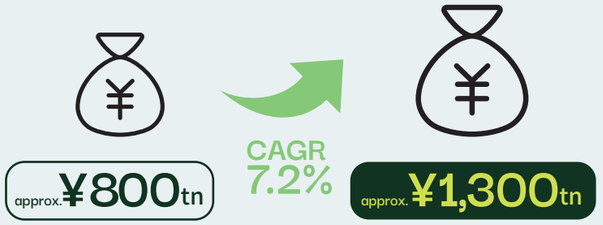
From treatment to prevention. From medicine to healthcare and wellness. From individual health to a sustainable society.

WHX Osaka covers the entire healthcare value chain that underpins longevity, bringing together the shifting currents of the healthcare industry and its diverse players in one place — fostering exchange across industry boundaries, creating new value and paving the way for the health industry of the future.

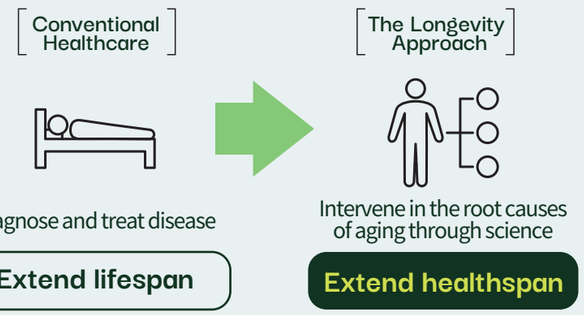
Longevity and Japan

The Global Longevity Market

The market is projected to grow from approx. ¥800 trillion in 2023 to ¥1,300 trillion by 2030 — a compound annual growth rate (CAGR) of 7.2% over seven years. (UBS Transformational Innovation Opportunities (2025))



How It Differs from Conventional Healthcare



Japan's Potential

In Japan, the world's longest-lived nation,
WHX Osaka will be the platform for
Longevity × Business

Contents

Exhibition
Hundreds of companies across five themed exhibition zones.

Matchmaking
Connecting exhibitors with invited VIP buyers and visitors seeking business meetings.

Conference
Practicing physicians, CEOs and other experts discuss the present and future of the life sciences. Open to all attendees.

Company Seminars
A seminar-format opportunity for companies to present their own products.

WHX Leaders
Life-science leaders from around the world gather for roundtable discussions.

Exhibitor Categories

Targets ▸Medical companies ▸Healthcare companies ▸Hospitals ▸Clinics ▸Startups ▸Research institutions ▸Academia

From Healthcare to Longevity

Find — Prevention & Diagnostics

Detecting disease and aging early

1 Early Disease Detection & Screening
Tests and diagnostics that detect cancer, lifestyle-related and chronic diseases before onset or at an early stage

2 Biomarkers & Biological Age
Visualizing aging and health status from blood, genes, epigenetics and more

3 Metabolic & Mitochondrial Health
Intervening in cellular energy production, metabolism and the mechanisms of aging

4 Prevention (P4 Medicine)
Next-generation preventive medicine that is Predictive, Preventive, Personalized and Participatory

Target Exhibitors
- Testing & diagnostic device manufacturers
- IVD companies
- Biomarker developers
- Genetic testing companies
- AI diagnostics & digital health companies
- Sensor manufacturers
- Analytical instrument manufacturers
- Medical data analytics companies
- Preventive healthcare service providers

Main Visitors
- Medical device manufacturers
- Hospitals & clinics
- Health checkup institutions
- Physicians & healthcare professionals
- Pharmaceutical companies
- Research institutions
- Health insurance associations
- Corporate health departments
- Local governments
- Insurers
- Digital health providers

Treat — Longevity Medicine

Intervening medically in aging and disease

5 Regenerative Medicine & Cellular Reprogramming
Stem cells, iPS cells, tissue regeneration, cellular rejuvenation

6 Age-Related Therapeutics & Gene Therapy
Drug discovery for age-related diseases; gene therapy and gene editing

7 NeuroTech
Measuring, treating and stimulating the brain and nerves; maintaining and improving cognitive function

8 Hormonal Health (Women & Men)
Health management for life stages and hormonal changes in women and men

9 Space Medicine
Applying insights from space environments to research on aging, musculoskeletal, circulatory and general health

10 Advanced Medical Devices
DeepTech, medical devices, robotics

Target Exhibitors
- Medical device manufacturers
- Regenerative medicine companies
- Bio & drug discovery companies
- DeepTech
- Startups
- Universities & research institutions
- NeuroTech companies
- Cell culture companies
- Analytical instrument manufacturers

Main Visitors
- R&D, design, development, engineering and manufacturing staff at medical device manufacturers
- Pharma & biotech companies
- Universities & research institutions
- Physicians & researchers
- Startups
- Business & new business development
- CVCs & VCs
- Medical device suppliers
- OEM/ODM sourcing
- Open innovation staff

Enable — Digital Health & Technology

Realized through AI, data and technology

11 Apparel & Wearables
Continuously measuring physical data to improve lifestyle and health management

12 Data Platforms & Infrastructure
PHR, medical and health data integration, cloud, data infrastructure

13 Longevity Telehealth
Telemedicine, online health consultations, remote monitoring

14 AI & Digital for Longevity
AI-based aging prediction, health analytics, personalized healthcare

15 MedTech
Medical device manufacturing and design (Medtec Osaka)

Target Exhibitors
- PHR & medical data companies
- Cloud & IT companies
- Telehealth companies
- Online medical consultation companies
- Remote monitoring service providers

Main Visitors
- Hospitals & clinics
- Care providers
- Local governments
- Insurers
- Financial institutions
- Executives / HR / Health management staff
- Hotels & travel companies
- Real estate & smart city developers
- Medical device manufacturers
- IT & telecom companies
- New business development staff

Live — Wellness & Lifestyle

Practiced in daily life through diet, exercise, sleep, beauty and more

16 Nutrition & Dietary Improvement
Maintaining health through personalized nutrition, functional foods, supplements and more

17 Advanced Cosmetics
Skin aging, anti-aging care, cosmetic science, beauty & wellness

18 AgeTech
Supporting older adults' independence, daily living, care and communication

19 Sleep Improvement & Mental Health
Improving sleep quality, managing stress and supporting mental well-being

20 Exercise & Fitness
Building muscle strength and physical function, preventing frailty and establishing exercise habits

Target Exhibitors
- Food & functional food companies
- Supplement companies
- FemTech / MenTech companies
- Beauty & cosmetics companies
- Sleep tech companies
- Mental health companies
- Fitness companies
- Home healthcare device makers

Main Visitors
- Healthcare & nursing care professionals
- Corporate HR / Health management staff
- Sports & fitness businesses
- Retailers & distributors
- Hotels & wellness facilities
- Beauty & esthetic businesses
- Local governments
- Insurers
- Health service providers

Scale — Longevity Economy & Society

Expanding into insurance, finance, tourism and society

21 Health Tourism
Services such as health checkups, treatment, wellness and retreats

22 InsurTech / FinTech
Insurance, finance and longevity-risk services that use health data

Target Exhibitors
- Insurance & FinTech companies
- Travel, hotel & resort companies
- Local government service providers
- Corporate health management support companies

Main Visitors
- Hospitals & clinics
- Care providers
- Local governments
- Insurers
- Financial institutions
- Executives / HR / Health management staff
- Hotels & travel companies
- Real estate & smart city developers
- Medical device manufacturers
- IT & telecom companies
- New business development staff

BUSINESS MATCHING

Matchmaking Program

WHX Osaka offers two free matchmaking programs that connect exhibitors with visitors.

VIP Buyer Program

Business meetings with VIP buyers hand-picked and invited by the organizer.

VIP buyers are special buyers selected and invited by the organizer at its own expense, including leading overseas distributors, healthcare institution representatives and industry decision-makers.

How It Works

1. **Log in to the Event Platform**
   *Platform for browsing the exhibitor list and matchmaking
2. **Browse the VIP buyer list**
3. **Send a meeting request to the VIP buyers you want to meet**
4. **The meeting is confirmed once the VIP buyer reviews and accepts**
5. **Meetings take place at the VIP Buyer Booth on the show floor**

*Sending a request does not guarantee that a meeting will take place.
*VIP buyers decide whether to accept each meeting.

Benefits

- Meet key people who are normally hard to reach, such as overseas KOLs (key opinion leaders) and executives
- Open global sales channels and gain opportunities to enter new markets
- Meetings with purchasing decision-makers raise meeting quality and the likelihood of closing deals
- Network efficiently with influential buyers hand-picked by the organizer

Visitor Matchmaking Program

A business-matching service that connects exhibitors and visitors directly on the Event Platform.

Exhibitors can be matched only with visitors who opted in to the matchmaking program during advance registration.

How It Works

1. **Log in to the Event Platform**
2. **Search and browse the visitor list**
3. **Send an "Inquiry" or a "Meeting Request" to visitors of interest**
4. **The meeting is confirmed once the visitor accepts your request**
5. **Meetings take place at your own booth**

*Meeting status and cancellations can be checked on the dashboard in the Event Platform.
*The organizer does not mediate meeting arrangements.

Benefits

- Lock in meetings before the show opens
- Make the most of the limited show days
- Proactively approach your target customers
- Understand interests and needs in advance to raise meeting quality

[Inquiry Function]
Before sending a meeting request, you can ask visitors directly about anything you want to confirm in advance, such as product categories or regions handled.

[Meeting Request Function]
You can also request a meeting at your preferred date and time without sending an inquiry first.

INVITED DELEGATIONS (2026 RESULTS)

Hosted Buyers

Philippines

- Almora General Hospital Inc.
- CAPITAL Medical Supplies
- Emilio Aguinaldo College
- FATHER SATURNINO URIOS UNIVERSITY
- Karl Group Holdings Inc.
- MARIANO MARCOS MEMORIAL HOSPITAL AND MEDICAL CENTER
- MAYSTAR COMPANY
- METRO VIGAN HOSPITAL
- Samar State University - Samar Island Institute of Medicine
- SANKO MEDICAL CO., LTD.

Korea

- KOREAN HOSPITAL ASSOCIATION

Taiwan

- Changhua Christian Hospital
- DiversiNet International Limited
- Rayter International Co., Ltd.
- Taiwan Green Cross Co., Ltd.
- Taiwan Hospital Association

Malaysia

- Association of Private Hospitals of Malaysia
- IHH Healthcare Malaysia

India

- Association of Healthcare Providers (India)
- HEALTHCARE GLOBAL ENTERPRISES LIMITED
- SUNSHINE GLOBAL HOSPITAL (A UNIT OF BARODA MEDICARE PVT. LTD.)

Myanmar

- Grand Hantha International Hospital
- Mandalar Healthcare Group (Family Mandalar)
- Victoria Hospital

Thailand

- Phyathai 3 Hospital
- Principal Capital Public Company
- Ram 2 Hospital
- Supalerk U-Thong Hospital Co., Ltd.
- THE PRIVATE HOSPITAL ASSOCIATION, THAILAND
- Vibharam Amatanakorn Hospital
- Yanhee International Hospital

Singapore

- Changi General Hospital
- National University Hospital
- Sengkang General Hospital
- Woodlands Hospital

Indonesia

- Kasih Ibu Hospital Bali
- Mandaya Hospital Group
- National Cardiovascular Center Harapan Kita
- PT Medquest Jaya Global

Australia

- York & Lancaster Group Pty. Ltd.



INSIGHTS & DIALOGUE

Conference

The WHX Osaka 2027 Conference takes Longevity as its theme, examining the present and future of medicine and healthcare from multiple angles.
As populations age worldwide, we need to think holistically — not only about treating disease, but also about early detection, prevention, staying healthy and improving quality of life.
Healthcare professionals, researchers, companies, startups, government and insurers from Japan and abroad take the stage. Through cross-industry talks and panel discussions spanning medical devices, advanced medicine, prevention and diagnostics, health technology, insurance and wellness, speakers share insights toward a society where everyone can live longer, healthier lives on their own terms.
By linking the challenges and visions presented at the conference with the products, technologies and services on the show floor, the conference deepens visitors' understanding and sparks new business, partnerships and innovation.

WHX Osaka 2027 — Conference Themes (Tentative)

1. Next-Generation Medicine & Medical Innovation

How can advanced medicine and next-generation medical devices expand the possibilities of diagnosis and treatment and extend each patient's healthy life expectancy? Discussions cover bringing research in regenerative medicine, cell and gene therapy, personalized medicine, minimally invasive treatment and rehabilitation into clinical practice and international markets.

2. Prevention, Diagnostics & Extending Healthspan

From "treating disease after it develops" to "detecting it early and preventing it." This theme covers new preventive medicine that uses testing, diagnostics, disease-risk prediction, biomarkers and health checkup data to enable early detection and intervention for cancer, lifestyle-related diseases, dementia, frailty and more.

3. Healthcare Transformed by Digital

A look at how AI, medical data, telemedicine and digital health are changing clinical settings, the patient experience and health management — with solutions for sustainable care delivery such as hospital DX, greater efficiency for healthcare workers, home monitoring and personalized health support.

4. Design & Ecosystems that Bring Medicine to Society

Turning great technology into products and services that are actually used requires not only design and manufacturing, but also regulation, insurance, funding, commercialization and partnerships with healthcare institutions. Spanning device design and manufacturing, usability, quality, regulatory affairs, reimbursement and business models, this theme explores the ecosystem that continuously generates medical innovation.

Value for Exhibitors: Attracting Highly Specialized Visitors

We encourage participation from visitors interested in each theme, including healthcare KOLs from Japan and abroad, healthcare professionals, hospital executives, researchers, engineers, insurers, government officials and corporate executives.

Building Understanding of and Interest in Exhibits

The conference presents industry challenges and market needs, creating a natural path for visitors to discover the products, technologies and services that address them on the show floor.

Sparking Business & Collaboration

Insights and challenges uncovered in the sessions lead to concrete business opportunities such as product adoption, joint research, sales partnerships, business development and overseas expansion.



WHX Leaders Osaka 2027

An international summit on extending healthy life expectancy and the future of medicine

WHX Leaders Osaka is an international summit carrying forward the legacy of Expo 2025 Osaka, Kansai, Japan.
As populations age worldwide, maintaining a healthy, high-quality life for longer — not merely extending lifespan — has become a critical social challenge.
The 2027 edition is scheduled to be held under the theme of Longevity, bringing together government officials, healthcare institutions, life-science companies, researchers and investors from the Asia-Pacific (APAC) region and beyond to discuss the latest medical technologies, preventive medicine, digital health, AI, regenerative medicine and wellness initiatives for extending healthy life expectancy.
It promotes international collaboration to address the challenges of aging societies and to grow the next-generation medical and healthcare industry.





Key Themes (Tentative)

- Longevity Medicine
- Healthspan Extension & Preventive Medicine
- Responding to Aging Societies
- Digital Health & AI
- Regenerative & Advanced Medical Technologies
- Precision Medicine
- Healthy Aging & Well-being
- Growth Strategies for the Life Sciences Industry

Participants

- Health ministers & government officials
- Hospital executives & healthcare leaders
- Life-science & healthcare companies
- Medical device & pharmaceutical companies
- Investors, VCs & startups
- Research institutes & universities
- International organizations & industry associations



Value Delivered by WHX Leaders Osaka 2027

- ▶Networking with global healthcare leaders
- ▶Sharing the latest insights on healthy-longevity medicine and healthspan extension, and understanding policy and market trends in APAC
- ▶Creating international joint research & business partnerships
- ▶Uncovering growth opportunities in next-gen healthcare
- ▶From "living longer" to "living healthier."
- ▶Global leaders gather in Osaka to co-create the future of the 100-year healthy life era.



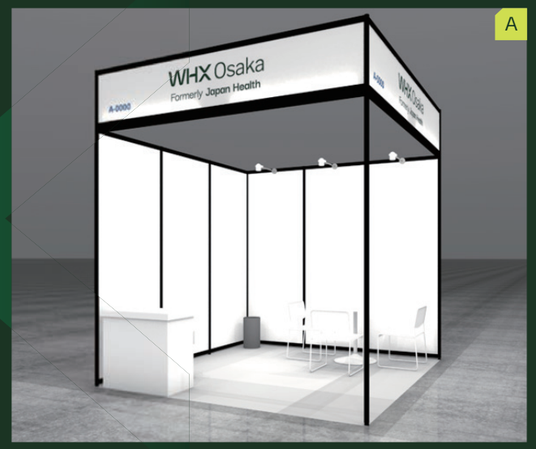
Stand Packages

A Package Booth

[9㎡] 3m×3m 870,000 JPY(excl. tax)

Includes

- Fascia name board
- Punch carpet
- Wall panels (white)
- Round table
- Stacking chairs ×3
- Reception counter
- Counter chair
- Waste bin
- Fascia lighting (LED stick light) → 30W ×2 per fascia board
- Arm spotlights for exhibits, 10W ×3
- Power outlet, 100V (2 sockets) ×1
- Primary electrical wiring / electricity usage, 1 kW
  *Available power varies depending on the number of open sides.
- Booth cleaning (1 set)



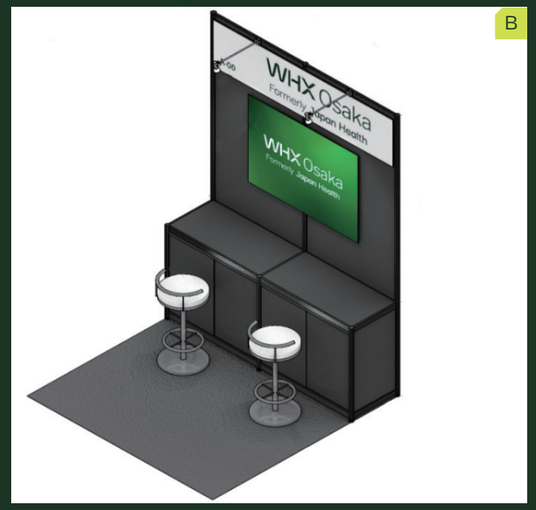
B Academia & Startup Package

[4㎡] 2m×2m 350,000 JPY(excl. tax)

Includes

- Fascia name board
- Punch carpet
- High chairs ×2
- Fascia lighting (LED stick light)
- Arm spotlights for exhibits, 10W ×2
- Power outlet, 100V (2 sockets) ×1
- Primary electrical wiring / electricity usage, 1 kW
- Booth cleaning (1 set)

*This package is available only to universities/research institutions or companies founded within the last 10 years.



C Space Only

[9㎡+] 660,000 JPY(excl. tax)

*Additional space 660,000 JPY per 3m x 3m (9㎡)

D Pavilion Package

(Please contact us for pricing)



*Image for illustration only

Sponsorship Packages

		Diamond	Platinum	Gold	Silver
On-site Advertising	Booth space	72㎡	72㎡	54㎡	36㎡
	Luncheon seminar (boxed lunches extra)	60 min	60 min	—	—
	Exhibitor presentation slot	—	—	30 min	30 min
	Official guidebook ad	1 page	1 page	½ page	—
	Entrance signage	1	1	1	—
	Floor stickers	○	○	—	—
	Logo on floor plan	○	○	○	○
Online Advertising	Homepage banner (official website)	Top	Top	Middle	—
	Logo (official website)	○	○	○	○
	Login page banner (Event Platform)	○	○	—	—
	Exhibitor list banner (Event Platform)	○	○	—	—
	Newsletter banner	Top	Top	Middle	Middle
	Dedicated email blast	○	○	—	—
WHX Leaders Options	WHX Leaders entrance tickets	Up to 10	—	—	—
	Speaking slot (panel discussion)	○	—	—	—
	1:1 meetings (invited countries & senior officials)	30 min ×2	—	—	—
	Gala Dinner invitations	Up to 10	—	—	—
Price		¥10,000,000 (excl. tax)	¥6,500,000 (excl. tax)	¥5,000,000 (excl. tax)	¥3,500,000 (excl. tax)

On-site Advertising

Luncheon seminar (boxed lunches extra)	60 min	¥1,000,000
Company seminar	60 min	¥1,000,000
Exhibitor presentation	30 min	¥400,000
	60 min	¥600,000
	90 min	¥800,000
Official guidebook ad	½ page	¥450,000
	1 page	¥600,000
Entrance signage	1	¥250,000
	2	¥450,000
	4	¥600,000
Floor stickers	1 spot	¥300,000
	2 spots	¥500,000
Logo on floor plan	1 spot	¥400,000

*All prices exclude tax.

Online Advertising

Homepage banner (official website)	Top	¥400,000
	Middle	¥350,000
Logo (official website)	1 spot	¥350,000
Event Platform	1 spot	¥800,000
Exhibitor list page (Event Platform)	1 spot	¥500,000
Newsletter banner	Top	¥400,000
	Middle	¥350,000
Dedicated email blast	1 send	¥500,000

*All prices exclude tax.

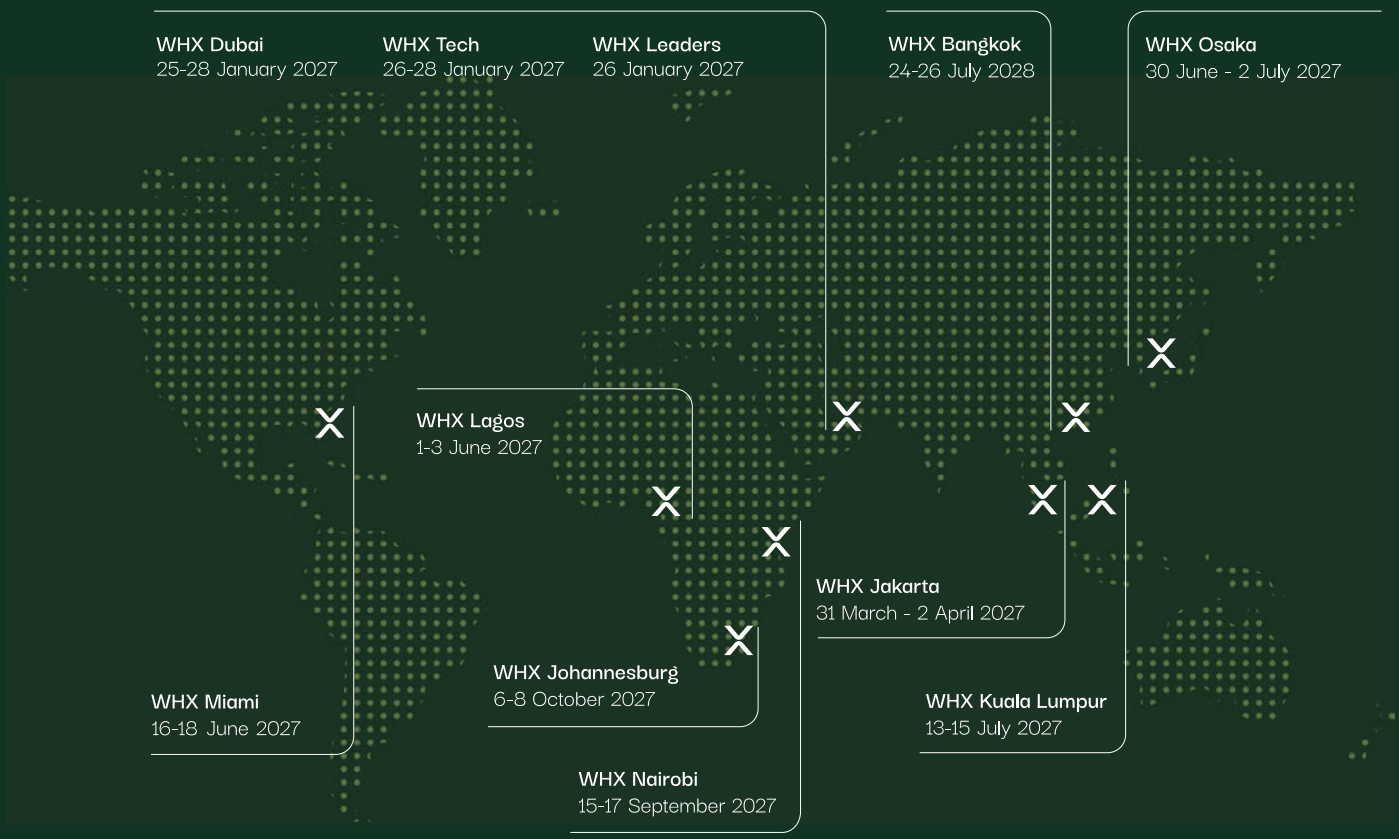
Schedule

Exhibitor Manual Release	First Application Deadline	Final Application Deadline	Move-in	Show Dates
2026 End of Nov	2027 End of Feb	2027 End of Apr	2027 Jun 28-29	2027 Jun 30 - Jul 2

WHX Series

A global network spanning 11 countries on 4 continents, connecting 600,000 healthcare professionals.

WHX WORLD HEALTH EXPO | WHX Tech | WHX Leaders



Associated events

Hospitalar	India Health	HIS
18-21 May 2027	28-30 August 2027	22-23 September 2026
São Paulo, Brazil	New Delhi, India	São Paulo, Brazil

[Contact]

WHX Osaka Organizing Committee ADDRESS Kanda 91 Bldg., 1-8-3 Kajicho, Chiyoda-ku, Tokyo 101-0044, Japan

H P http://worldhealthexpo.com/osaka Email sales.whxosaka-jp@informa.com TEL 03-5296-1034