

# Healthcare

The health sector activities will primarily be within pharmaceuticals, medical devices, but also focus on welfare technologies, health services and e-health. Japan faces different challenges within the health sector, some where Danish companies have special competences.

## Large market for pharmaceuticals and medical devices

Japan is the second largest market in the world for pharmaceuticals and medical devices. With a large innovative life science industry, there are opportunities for Danish companies within this sector to engage in further collaborations to strengthen their presence on the Japanese market.

## Denmark is a leading country in healthcare

Japan considers Denmark a leading country in its ability to deliver high quality health services and products. By joining the delegation, you will get the opportunity to engage in a dialogue with policy makers and business partners in your field.

## A growing elderly population

Japan is currently undergoing a demographic shift with a rapidly growing elderly population, 'The Silver Tsunami', putting pressure on the healthcare system. Despite a high willingness to pay for advanced medical treatment there is a strong focus on health economics. Currently, the Japanese Government is working on transforming the existing healthcare system to accommodate a larger and older population with high and more complex healthcare needs. In addition to this, Japan is also revising its reimbursement system to implement a HTA (Health Technology Assessment) dimension.