

"Saudi Arabia × Medical/Healthcare Business Seminar" held

March 14, 2024

JCCME

JCCME held the **"Saudi Arabia x Medical/Healthcare Business Seminar"** on March 5, 2024 at a venue in Tokyo.

The seminar aimed to provide Japanese companies with the latest updates on the medical and healthcare fields in Saudi Arabia, focusing on reporting the current situation. It also aimed to introduce the medical and healthcare-related needs in Saudi Arabia, provide information and hints on new business opportunities for Japanese companies, and offer clues and insights into actual business advancement. This was done through presenting precedent case studies of Japanese companies in Saudi Arabia and also messages from Saudi Arabian side, with the goal of positioning Saudi Arabia as "the Next Destination."

Overview of the Seminar

The seminar was held in a "hybrid format" (with simultaneous interpretation in English and Japanese), with approximately 30 participants at the venue and around 160 participants online, totaling about 200 participants from various fields including medical sector. In addition to participants from Japan, there were also many participants from Saudi Arabia and other Middle Eastern countries.

Program Contents

The seminar included the following programs:

- a. Addresses by Dr. Nakanishi Hiroyuki, MD, PhD, MHP Director, the Office for Global Strategy of Medical Services and Health Industry, Health Policy Bureau, Ministry of Health, Labour and Welfare, and Mr. Miyake Yasujiro, Director, Middle East & Africa Division, Trade Policy Bureau, Ministry of Economy, Trade and Industry;



Opening remarks by MHLW of Japan



Opening remarks by METI of Japan

- b. Cooperation between Saudi Arabia and Japan and the role of JCCME



- c. Presentation of needs in the medical and healthcare fields based on a survey of the current medical situation in Saudi Arabia and various business opportunities for Japanese companies
- d. Introduction of advanced medical initiatives in Saudi Arabia from the Saudi Ministry of Investment and the Saudi Ministry of Health, among others.
- e. Business case studies from two Japanese companies operating in Saudi Arabia

Additionally, there were Q&A sessions and opportunities for networking among the participants. In a questionnaire survey, many participants indicated their strong interest in the seminar, expressing desires for regular sessions in the future, requests for organizing business missions, and interest in exploring opportunities for entry into the Saudi market, particularly in medical equipment, pharmaceuticals, and services.

Saudi Arabia's Interest in Medical and Healthcare

Saudi Arabia, through its national goal "Vision 2030," prioritizes enhancing the health and extending life span of its citizens. In order to address issues like obesity, diabetes, and lifestyle-related diseases, Saudi Arabia shows a keen interest in not only adopting cutting-edge medical technologies, devices and systems, including digital health, medical AI, genomic medicine, telemedicine, and health promotion devices, all of which are strengths of Japan as one of the countries with the world's longest life expectancy but also in enhancing administrative aspects like universal healthcare coverage and regular health check-ups.

JCCME's Activities

JCCME supports and cooperates with the activities of the "Working Group on Medical and Health Sector," which was established in July 2023 through an agreement between the Ministry of Health, Labour and Welfare (MHLW), the Ministry of Economy, Trade and Industry (METI), and the Ministry of Health of Saudi Arabia. In FY2023, JCCME implemented the following three projects. Through these activities, JCCME aims to deepen government and private exchanges between the two countries and further promote exchanges as a gateway in the new fiscal year, expanding our support activities into the upcoming fiscal year:

- a. A survey on the current medical situation in Saudi Arabia in August 2023;
- b. Hosting a visit by a delegation led by the Saudi Vice Minister of Health in November 2023;
- c. Hosting a roundtable discussion between Japanese medical-related companies and the Saudi Ministry of Health, which accompanied METI Minister Mr. Saito during his visit to Saudi Arabia in December 2023.

Opening remarks by MHLW of Japan



Presentation by Mr. Mitsuka, JCCME



Presentation by MISA of KSA



Presentation by Health Tourism Future Forum



Case study of Japanese company (2)

Opening remarks by METI of Japan



Presentation by MEDIVA of Japan



Presentation by MHSA of KSA



Case study of Japanese company (1)



Closing Remarks by Mr. Tamura, JCCME

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