Website address:
https://www.gesundheitsindustrie-bw.de/en/event/eu-business-hub-world-health-expo-2026

EU Business Hub @ World Health Expo 2026

Date:
30-Jun-2026 - 04-Jul-2026

Venue:
Osaka, Japan

Registration deadline:
24-Mar-2026

Costs:
fee-based

Type:
Business Mission

Organiser:
EU Business Hub

Contact:
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Language:
English

Links:
To the event and registration

The EU Business Hub @ World Health Expo 2026 event provides participants with the opportunity to explore advancements in medical technology, including areas like telemedicine, AI in healthcare, and regenerative medicine, while staying informed on the latest industry trends.

Get started by registering to our programme and logging into your dashboard. Once logged in, you will be able to submit an expression of interest for the Business Mission, and if you are deemed eligible, you will be able to submit an application.

What is this about?

The EU Business Hub programme will select and support up to 50 European SMEs and start-ups in the healthcare and medical equipment sector to attend the World Health Expo 2026, in Japan at INTEX Osaka. The 2025 Japan Health (WHX's predecessor) exhibition hosted 425 exhibiting companies and almost 10,000 visitors, making it one of Japan’s leading healthcare and medical technology events.

The EU Business Hub will provide the EU Pavilion at the exhibition, a valuable platform for companies to showcase their products and services, demonstrations, networking, and customer acquisition. This business mission will take place from 30 June to 4 July, 2026, and provides an excellent opportunity for networking and connecting with potential Japanese business partners and industry leaders. Many Japanese corporations send representatives and have exhibition booths at the World

Health Expo. At the EU Pavilion, a dedicated team of business coaching staff and professional interpreters will be available to promote European companies' products and technologies, assuring maximum exposure to exhibition visitors. A networking event during the mission will increase the opportunities to connect with potential business partners and clients.

This business mission presents a unique opportunity for European SMEs and startups to establish valuable contacts, exhibit their solutions at the EU pavilion, build long-lasting relationships with Japanese enterprises and explore new business avenues together.

Target audience

European SMEs involved in the medical and healthcare equipment sector, including technologies such as:

- Medical equipment
- AI applications in healthcare
- Imaging and diagnostics
- ICT for healthcare
- Disposables and consumer goods
- Regenerative medicine and tissue engineering
- Digital health
- Nanotechnology in healthcare
- Assistive technologies
- Telemedicine and remote health monitoring

Japanese Business Operators, notably buyers, distributors and R&D partners in public and private sectors, and Japanese investors.

Overview of the business mission

The business mission to Osaka will last five days in total, including three days of exhibiting, business matchmaking and networking at WHX, as well as sector insights and a study tour.

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