

Welcome to Europe – NRW Mission in Düsseldorf

“Rehacare” B2B MISSION

The Mission

A 3-day B2B mission will be organised in October alongside the “International Rehacare” fair, which will offer a unique opportunity for Japanese companies operating in the rehacare-sector (rehabilitation care prevention inclusion, living-aids mobility) to optimise their business opportunities in Germany.

REHACARE is the leading international trade fair for rehabilitation, prevention, inclusion and care. Over 800 national and international exhibitors will be presenting a combination of product demonstrations and complex system solutions as well as a wide range of information in the form of special theme parks, seminars and workshops.

During the mission, companies from Japan will have the opportunity to establish international contacts with exhibitors – for future business technology transfer or R&D collaboration – through pre-arranged individual meetings (organised by the EEN partner ZENIT, a Centre of Innovation and Technology in North Rhine-Westphalia) with the aim of conducting business agreements.

The program includes:

- Introductory workshop “Rehacare in Germany and its potential”
- B2B meetings at the fair with exhibitors whose profiles will be carefully selected to meet the demands of the Japanese profiles
- B2B meetings with other German companies (independent of the fair) in their plants or at the premises of ZENIT
- Visits to institutions or companies (depending of the thematic focus of the Japanese participants)

More details about Rehacare can be found online at: <http://www.rehacare.com>

DATES

14-16 October 2015

DEADLINE FOR REGISTRATION

Feel free to send us your expression of interest using the link below. The deadline for registration is: 15 July 2015.
<http://een-japan.eu/ja/content/october-2015-dusseldorf-mission>

MINIMUM NUMBER OF PARTICIPANTS

The mission will take place if at least 1 company has registered by the deadline.

Maximum number of participants: 6 companies.

LOCATION (*Düsseldorf, Germany*)

Düsseldorf is the capital of North Rhine-Westphalia, Germany's most populous federal state and lies right in the heart of the European Market. Düsseldorf is an international business and financial centre and is renowned for its trade fairs. Messe Düsseldorf claims to organise nearly one fifth of the world's premier trade shows. The headquarters of five Fortune Global 500 and several DAX companies are located here, along with one of Europe's biggest Japanese communities: About 11,000 Japanese people live in Düsseldorf and since the 1950s Düsseldorf has hosted the European branches of over 500 Japanese companies.



More information about Düsseldorf

<http://www.duesseldorf-tourismus.de/en/home/>

SECTOR TARGETED

Registration is open to all companies from Japan that are active in the field of rehacare. The target group is wide-ranging and includes companies from the medical, sanitary and orthopedics trade; it also includes rehabilitation facilities, medical and technical services, the medical auxiliaries industry, architect's offices, technical planning office, organisations for the disabled (sport associations for the disabled, self-help groups) and even public authorities, therapists and hospitals.

At Rehacare fair the following groups will be represented:

- Medical and sanitary trade
- Orthopedics trade
- Rehabilitation facilities
- Special facilities (workshop, school)
- Care for outpatients, sick people and the elderly
- Ambulant nursing / care services
- Medical/technical services
- Cost unit (employer's liability insurance association, public health scheme, insurance, public insurance institutes)
- Doctor's surgery
- Hospital/clinic
- Medical auxiliaries industry
- Organisations for the disabled (sport associations for the disabled, self-help groups, ...)
- Welfare/charity association

The fair will have a focus on products and services for disabled persons.

JAPANESE DELEGATION PROFILE

The mission is targeted at Japanese companies and research centres operating in the rehacare sector whether in trade, technology-transfer or R&D activities.

COSTS

Covered by the mission organisers:

- Up to 3 nights' stay in a hotel per participating company
- Local travel costs (bus, transport from/to hotel and visited companies)
- Welcome and farewell events

Covered by the participating company:

- Travel from/to Japan
- Lodging cost after the 3rd night stay
- Fair entrance fee
- Any other costs not expressly covered by the organisers

PROGRAMME

(Provisional)

	AM	PM	EVENING
14 October	Arrival from Japan – Stay at selected hotel		
15 October	08.30: Departure from hotel 09.30: Introduction-workshop on the fair: "The rehacare sector in Germany and its potentials" 11.00-13.00: visit of the fair	13:00-17:00 Tailored B2B meetings on the fair	18:00 Welcome dinner
16 October	08:00: Departure from hotel Tailored B2B meetings in plants or at the premises of ZENIT and/or visits of (technology) institutions or companies		18:00 Farewell event
17 October	Departure		

PLANNED VISITS

ZENIT organises visits to research institutions or companies according to the thematic focus of the Japanese participants.

Company 1: BioMedicine Centre Bochum

BioMedicine Centre Bochum (BMZ), situated on the campus of the Ruhr-University Bochum, provides young entrepreneurs starting up their businesses in the fields of Life Science and Health management with approx. 5,200 m² space for offices and laboratories to be used for the development, production, and market launch of new products, technologies, and services. The activities of the BMZ are especially focused on the translation of research findings delivered from the university, surrounding clinics, and medical schools into marketable products or technologies.



http://www.bmz-bochum.de/home/home_engl_set.html

Company 2: AMBULANTICUM®

The AMBULANTICUM® is a multidisciplinary ambulant neurological rehabilitation center and offers high-quality after-care treatment through up-to-date and evidence-based therapy. A multidisciplinary team of physiotherapy, occupational therapy, sport and exercise therapy as well as speech therapy works hand in hand for the patient. Its focus lies in highly intensive treatment through robotic-assisted therapy combined with modern biofeedback.



www.ambulanticum-herdecke.de

Company 3: Cyberdyne Care Robotics

The recently established Cyberdyne Care Robotics GmbH based in Bochum wants to deploy its neuro-robotic systems for medical applications throughout Germany, Austria and Switzerland. Nerve-controlled robot systems give patients with restricted mobility new opportunities to improve and increase their personal mobility. The robot suit HAL®, developed in Japan by Prof. Dr. Yoshiyuki Sankai at the renowned Tsukuba University and CYBERDYNE Inc., is the only system which detects movement impulses from the brain and then uses motors to support the patient's movements. Training with the robot suit opens up new possibilities to regain independence, particularly for paraplegic patients.



<http://www.cyberdyne.jp>

B2B MEETINGS

ZENIT organises B2B meetings on the fair with exhibitors whose profile are carefully chosen to meet the demands of the Japanese profile (15 October). The list of exhibitors is already known in June. Moreover, ZENIT organises B2B meetings with other German companies in their plants or at the premises of ZENIT on 16 October.

NEAREST AIRPORT

Flughafen Düsseldorf International: <http://www.dus.com/en>

TRANSFER FROM AIRPORT TO HOTEL

by taxi

HOTEL

Hotel Nikko Duesseldorf (depending on availability)

Phone: +49 211-8340

<http://www.nikko-hotel.de/ja/>

Hotel Nikko Duesseldorf is a 4-star-superior hotel in the heart of Dusseldorf. Designed with business executives in mind, this 4-star-superior hotel is held in high regard, particularly by international business visitors, especially from Japan.

MORE ABOUT THE FAIR

REHACARE is the leading international trade fair for rehabilitation, prevention, inclusion and care with 51.250 visitors and over 800 national and international exhibitors. Whether mobility and daily living aids, aids for outpatient or inpatient care, communication technology, barrier-free living environments or ideas for leisure, travel and sports - REHACARE offers everything under one roof.

<http://www.rehacare.com>



ORGANISER

- ZENIT GmbH: Centre of Innovation and Technology in North Rhine-Westphalia www.zenit.de

SUPPORTED BY

- EU-Japan Centre for Industrial Cooperation www.eu-japan.eu (Enterprise Europe Network – Japan)



Business Support on Your Doorstep



EU-Japan Centre
for Industrial Cooperation

日欧産業協力センター

CONTACT

EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION – European office

Tel: +32 2 282 0042 – Fax: +32 2 282 0045

Rue Marie de Bourgogne, 52

1000 Bruxelles

Belgium

info-eu@een-japan.eu

For more information and to register, please visit the following webpage:

<http://een-japan.eu/content/welcome-europe-incoming-missions>