

2026 EBC Medical Equipment & Diagnostics Committee Report

On 5 August 2026, the EBC Medical Equipment & IVD Committee held a lecture and networking session at Kudan Kaikan Terrace.

The event featured three distinguished speakers and attracted more than 100 participants: Ms. Ayano Kunimitsu, Member of the House of Representatives; Dr. Hisataka Anesaki of Kobe University; and Dr. Kenji Shibuya of Medical Excellence JAPAN (MEJ).

Due to her official duties as Parliamentary State Minister for Foreign Affairs, Ms. Kunimitsu delivered a video message, in which she spoke about future innovation in light of the new vision for regional healthcare, revisions to medical service fees, and the Basic Policy on Economic and Fiscal Management and Reform.

Dr. Anesaki gave a presentation on patient journey analysis using real-world data (RWD) and the National Database of Health Insurance Claims and Specific Health Checkups of Japan (KDB), as well as its potential applications in policymaking and clinical practice.

Dr. Shibuya spoke about building Japan's first healthcare industry centred on the patient journey, the MExx initiative for expanding healthcare solutions across the Indo-Pacific region, and future directions for international collaboration and co-creation.





The overall structure of the lectures followed a clear progression: from disease-centred healthcare to healthcare focused on pre-disease prevention and healthy life expectancy → visualisation of the patient journey through RWD and AI → international expansion of the healthcare industry, including medical devices and healthcare services.

The presentations also provided a comprehensive overview of the implications for the medical equipment and IVD industry, covering areas ranging from RWD, AI, continuous monitoring, and outcome assessment to the development of integrated solutions combining medical devices and services, as well as international validation and expansion into overseas markets.



Following the lectures, a networking and information exchange session was held, during which remarks were delivered by Mr. Ihara, former Administrative Vice-Minister of Health, Labour and Welfare, and Dr. Sakoi, Chief Medical and Global

Health Officer, as well as representatives from various bureaus of the Ministry of Health, Labour and Welfare (MHLW), the Ministry of Economy, Trade and Industry (METI), the Cabinet Office, and the Pharmaceuticals and Medical Devices Agency (PMDA).

The event was attended by more than 110 participants, including representatives of member companies, industry associations, the Delegation of the European Union to Japan, the Embassy of the Netherlands, and the Embassy of Switzerland. Participants actively engaged in networking and exchanged views and information throughout the session, making it a highly successful and productive event.