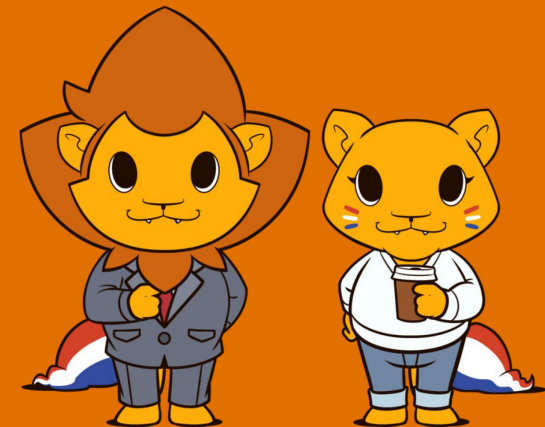




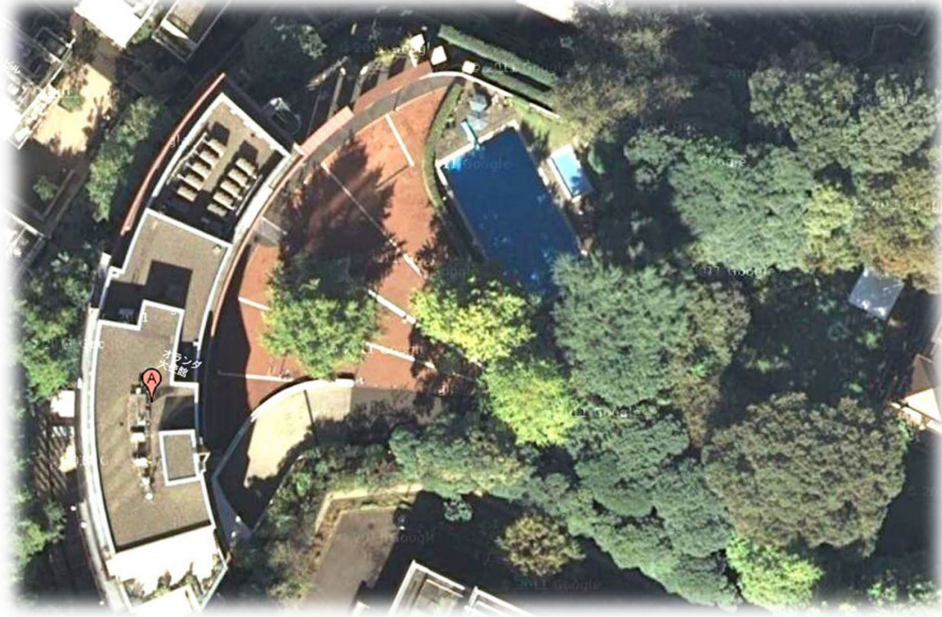
Koninkrijk der Nederlanden

Beyond Now

Welkom op de Nederlandse
Ambassade!

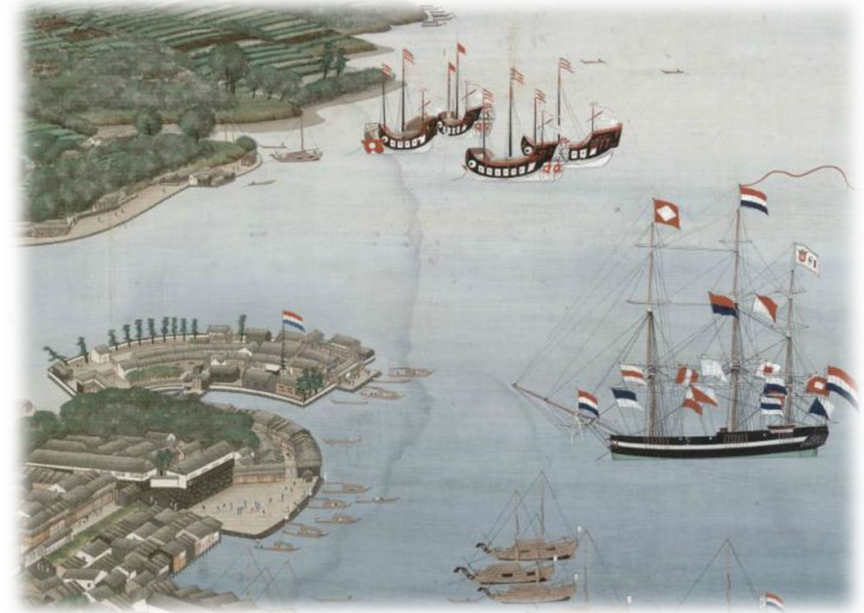


The chancery & Deshima



Left: Chancery from above

Right: the island of Deshima





Koninkrijk der Nederlanden

Macro-Economics



Macro-economic situation

- 3rd biggest economy of the world
- GDP/Capita in 2021: USD 39k (NL: USD 57k)
- GDP growth 1.4% in 2022
- Inflation rate: 2.5% (2022 yoy)
- National debt: ¥ 1,290,000,000,000,000 as of 2023 (about EUR 100.000 per person)
- Aggressive monetary and fiscal easing policies by Bank of Japan
- Unemployment rate: 2.40 % (January 2023)
- Annual 3,59% of GDP investment in R&D in 2021 (\$ 151 bln, 80% in private sector)





Concerns linked to macro-economy in Japan

- Geopolitical risks

 - Neighbouring with China (Taiwan) & Russia (war in Ukraine)

 - Nuclear threats by DPRK

 - Relations with South-Korea is being restored after Pres. Yoon.

- Reducing strategic dependencies (semicon, critical raw materials, health, communication)

- Doubling of defence budget

- New President of BoJ Mr. Kazuo Ueda

- Cost-push inflation (consumer prices up, but payroll not increased; although SEGA recently increased salaries by average of 15%; Uniqlo up to 40% salary increase)

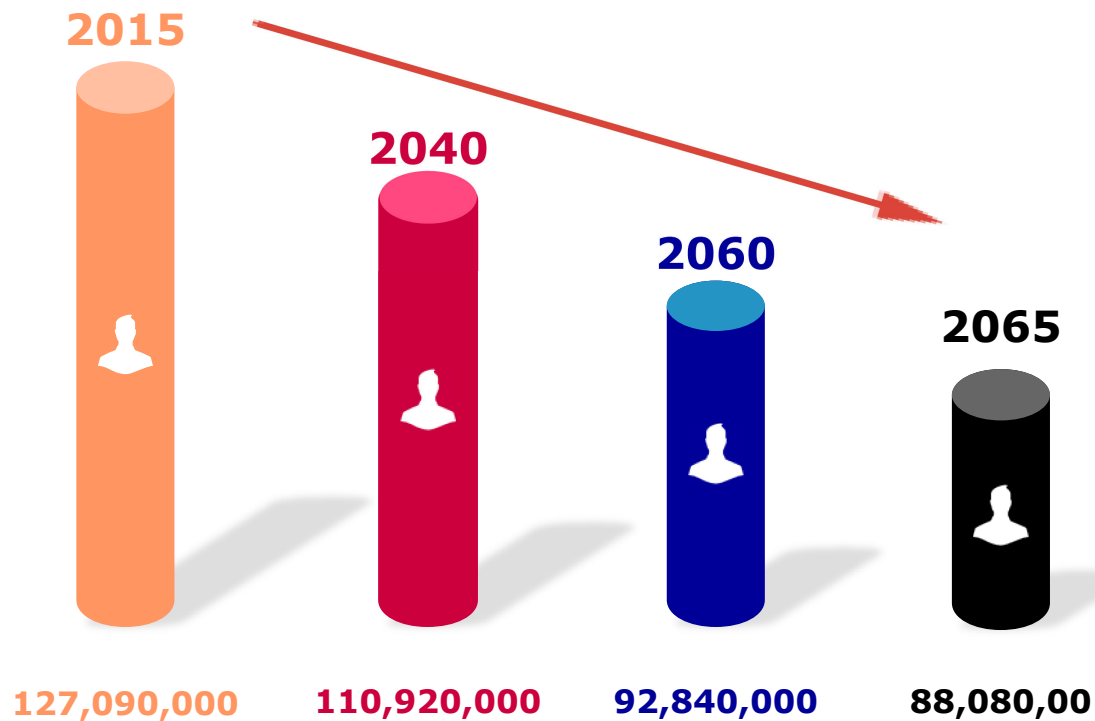


Koninkrijk der Nederlanden

Healthcare in Japan



Estimated total population 2015-2065



Loss of more than a quarter of the population



An Ageing Society

Population changes

- Total elderly population (age >65) is 36.4 million (29.1% of total) in 2021
- YoY + 220,000 elderly people
- Total Japanese population: YoY -510,000

Expenditure and "income"

- 22.97 trillion yen (or EUR 159 bn) spent on elderly care in 2022
- "Ageless working society", "Silver manpower" many people are entrepreneur in second life as part of healthy aging
- 9.06 million elderly people still hold jobs; income generation = 13.22 trillion yen

Elderly care statistics

- Number of nursing homes (2021): 13,731 (accommodating elderlies)
- Number of homecare service stations (2021): 121,502 (visit-type services)

Policies

- Japanese government set up "Healthcare Innovation Hub" in 2019 to provide consultations to start-ups in relevant industries.
- Japanese efforts for improving elderly care tends to utilize ICT, less human-centric than Netherlands.
- High interest in Dutch elderly care models and approach to dementia (bilateral consultations, Buurtzorg, Hogeweyk)



Healthcare Context

	Japan	Netherlands
Health Expenditure	552 bn	92,5 bn
Health Expenditure as % of GDP in 2019	10.74 %	10.13 %
Health Expenditure per capita in 2019	USD 4360	USD 5335
Public Health Share of HE in 2019	83.86 %	65.90 %
Top three causes of death	Alzheimer's disease Ischaemic heart disease Stroke	Lung cancer Stroke Ischaemic heart disease



Healthcare OECD Comparison

Resources for health are somewhat above the OECD average, with higher-than-average health and long-term care spending

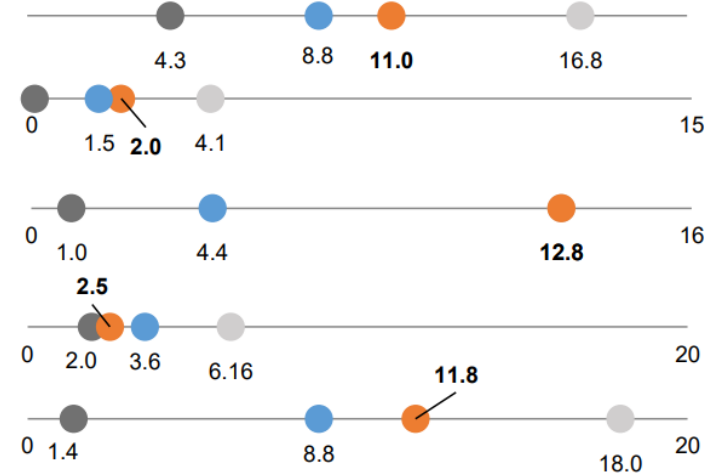
Health spending (2019 or nearest year)
% GDP

Long-term care spending (2019 or nearest year)
% GDP

Hospital beds (2019 or nearest year)
Per 1 000 population

Doctors (2019 or nearest year)
Practicing physicians (per 1 000 population)

Nurses (2019 or nearest year)
Practicing nurses (per 1 000 population)





Healthcare Business Context

	Japan	Netherlands
Ease of Doing Business rank	29	42
Pharmaceutical market	USD 109 bn	USD 5.7 bn
Medical Device Market	USD 40.7 bn	USD 4.0 bn
Medical device import from the Netherlands in 2020	Medical instruments Orthopedic appliances X-Ray Equipment	USD 443 million (10.1%) USD 214 million (4.89%) USD 71.8 million (1.64%)
Medical Device Export to the Netherlands in 2020	Medical instruments X-Ray Equipment Orthopedic appliances	USD 214 million (2.1%) USD 171 million (1.68%) USD 19 million (0.19%)



Koninkrijk der Nederlanden

Doing Business in Japan





Japanese companies in NL



about 600 Japanese companies!



ASML



Booking.com

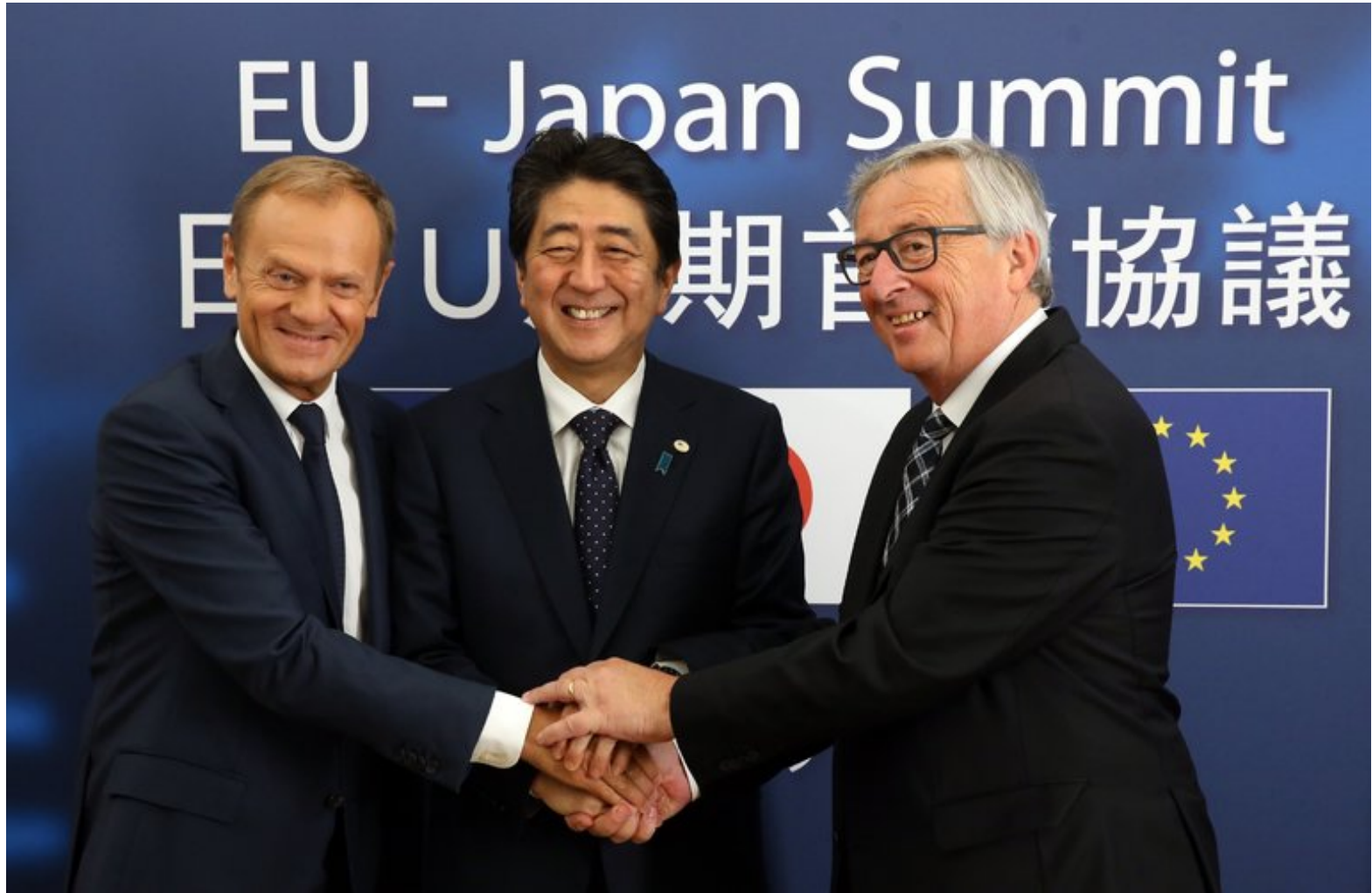


DSM

adyen



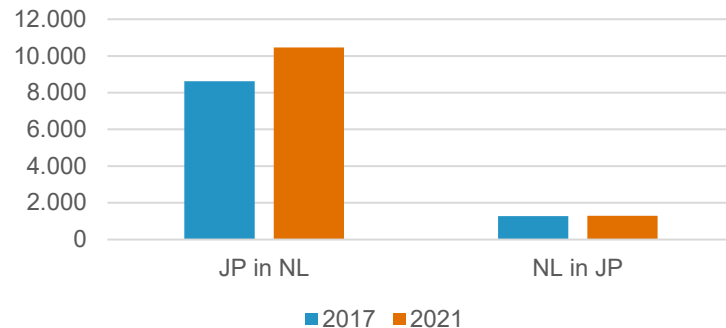
TNO





Netherlands – Japan Factsheet

Population in each country



Hofstede's Country comparison



Japanese national culture is characterized by

- moderate power-distance
- moderate individualism
- very high masculinity
- very high uncertainty avoidance
- high long term orientation.
- high tendency of cynicism and pessimism



Business In Japan

Opportunities and Challenges

Opportunities

- ▶ Plenty of business opportunities
 - ▶ Volume for products and services is high
 - ▶ Solid financial environment
 - ▶ Sensitive to added value and high quality
- ▶ Clients are demanding but margins can be healthy
- ▶ Once a relationship is built, it will last long
- ▶ Japan may be difficult to enter for your competition
- ▶ Skilled and hard-working workforce
- ▶ Japan business environment becoming more foreigner friendly
- ▶ Japan as a hub to other Asian countries
 - ▶ Japan as regional HQ
 - ▶ Follow Japanese companies in their overseas business

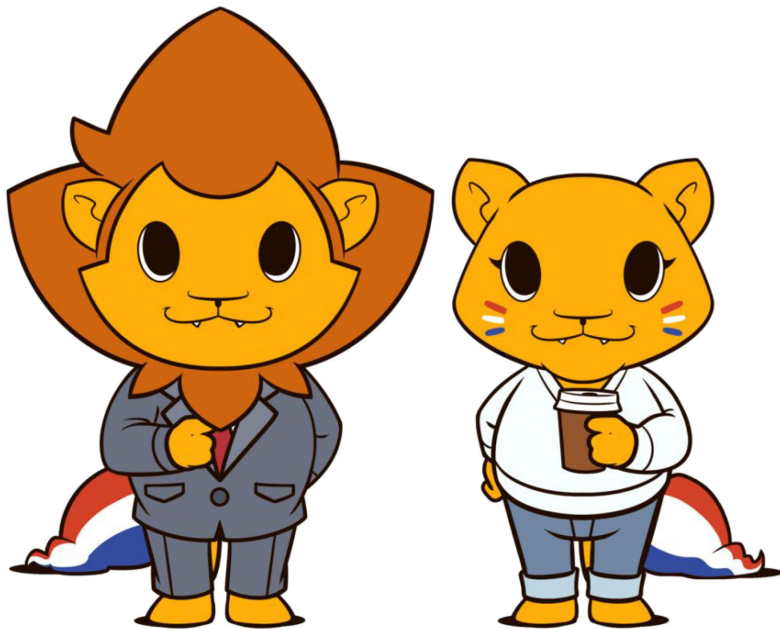
Challenges

- ▶ It takes time to create business, patience and perseverance required
- ▶ Conservative mindset, avoiding risks
 - ▶ Technology must be proven, track record is important
- ▶ Details vs total picture
- ▶ Contracts are thin, business based on trust
- ▶ Decision making is challenging
 - ▶ Business is hierarchical and consensus is required
- ▶ Understanding each other (common language is not always enough)
- ▶ Japan has its own way of doing things
 - ▶ Certifications, laws, etc.
 - ▶ Galápagos Syndrome*

*https://en.wikipedia.org/wiki/Gal%C3%A1pagos_syndrome



Koninkrijk der Nederlanden



Embassy Network in Japan

Priority sectors



#customerexperience #ArtificialIntelligence #MachineLearning
#creativity #Blockchain #DataScience #health
#socialmedia #designthinking #Data
#FinTech #bigdata #marketing
#disruption #SB50
#digital #IT #leadership #design
#AR #hr
#innovation
#ux #Analytics #technology #wearables
#AI #business #IoT #startup
#CX #healthcare #entrepreneur
#retail #Startups #tech #entrepreneurship
#internetofthings



Expo 2025 Osaka



Support by Embassy, Consulate and RVO



Knowledge & Information

Access market intelligence, trends and opportunities.

- > [Customized country information](#)
- > [Support International Business](#)
- > [SIB collective trade fair participation](#)
- > [SIB individual trade fair participation](#)
- > [SIB Market Entry](#)
- > [SIB Coaching](#)
- > [SIB Knowledge & skills](#)
- > [SIB Alternative Markets](#)

Network & Contacts

Find new contacts, partners and customers through our international network.

- > [Business Development Coaches](#)
- > [Business Partner Support](#)
- > [Orange Trade Mission Fund](#)
- > [Missions](#)
- > [Enterprise Europe Network \(EEN\)](#)
- > [International organisations \(EU, ADB\)](#)

Promotion of interests

On-site collaboration on local opportunities and solutions.

- > [Partners for International Business](#)
- > [Netherlands Branding](#)
- > [Government to government](#)
- > [Knowledge to knowledge](#)

Funding

Financing that matches your ambitions.

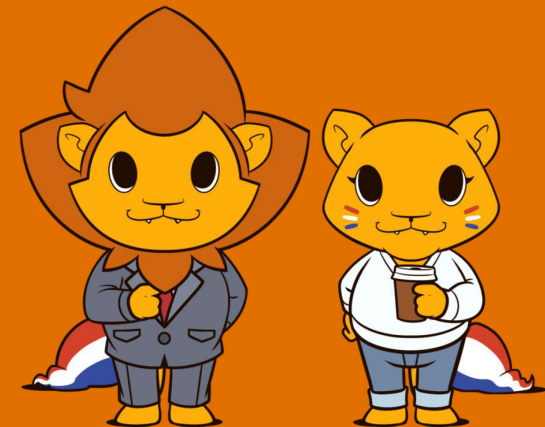
- > [DHI subsidy scheme](#)
- > [Partners for Water](#)
- > [SDG Partnership](#)
- > [Fonds Verantwoord Ondernemen](#)
- > [Fund against Child Labour](#)



Koninkrijk der Nederlanden

Beyond Now

Hartelijk dank!





Netherlands – Japan Factsheet

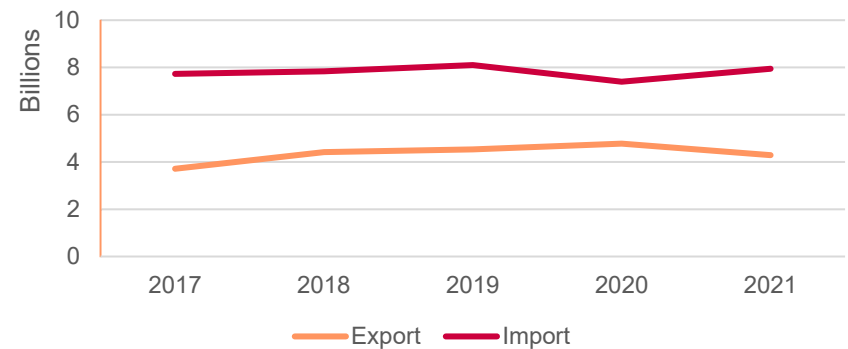
Netherlands: Trade Statistics



Japan: Trade Statistics



Import and Export of Goods Netherlands and Japan



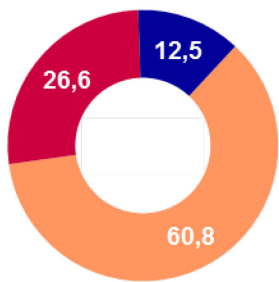
Trade categories;

Netherlands→Japan: medical and pharma, food (incl. meat), chemicals & related products (incl. medicine) and general machinery (incl. motor) etc.

Japan→Netherlands: general machinery (incl. components of computing equipment), electrical machinery (incl. electrical measuring instrument) and transportation equipment (incl. parts of automobiles) etc.

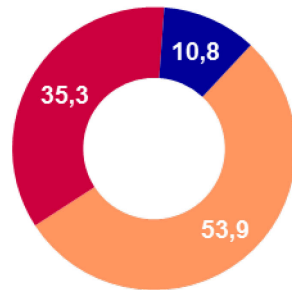


Distribution demographics



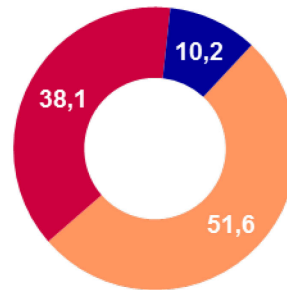
2015

2,3 working
age per elder



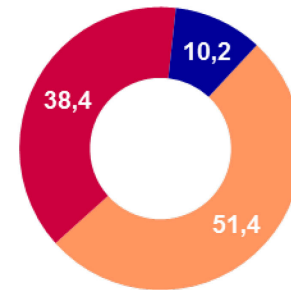
2040

1,5 working
age per elder



2060

1,4 working
age per elder



2065

1,3 working
age per elder

0 - 14
15 - 65
65 <