



Health

This document refers specifically to the Health track of the Netherlands' participation at Expo 2025. Please use this message when speaking to an international audience on behalf of the Netherlands. It is meant for external use and can be copied directly. It should be used as the foundation in your communications on behalf of the Netherlands around this track. Below you will find; a slogan, a summary of this track in a few lines, the proposition of the track, the connection to Common Ground and the full long-read narrative

Slogan:

Partnering up for a healthier future

Getting straight to the point:

Despite an increasing life expectancy, health inequalities between the lowest and highest socioeconomic groups continue to persist. This is not only a challenge for the Netherlands, but one that exists worldwide. The Netherlands and Japan are facing shared challenges, which demand smart solutions. We aim to achieve this through four identified areas; digitalisation; regenerative medicine; healthy ageing, and sports. By partnering up with Japan, we aim to get closer to a healthier and more sustainable future for all.

Proposition of the track:

Japan and the Netherlands have a rich tradition of collaboration in healthcare, forging a path toward a brighter future. Together, scientists are pioneering ground-breaking solutions, while companies are contributing life-enhancing products and services, ultimately empowering both societies to thrive. This collaboration takes centre stage during the Road2Osaka initiative and Expo Osaka 2025, providing a vibrant platform for Japanese and Dutch public and private stakeholders to exchange ideas and solutions, fostering deeper collaboration and tackling shared challenges in healthcare. This strategic engagement signifies a powerful commitment to strengthening ties and driving collective progress towards a healthier future.

Connection to common ground:

The Netherlands and Japan, facing shared challenges in healthcare, are working together through a common ground approach. This collaboration leverages Dutch digital health solutions and Japanese technology to personalise healthcare. Expertise is shared on healthy ageing and regenerative medicine and sports, aiming to improve the quality of life for children and adults and find cures for chronic diseases. This shared effort, built on collaboration and knowledge exchange, seeks a healthier and more sustainable future for all.

Narrative:

Since the early years of industrialisation, life expectancy has drastically increased in some parts of the world. However, health inequalities between the lowest and highest socioeconomic groups have become more apparent. Fast forward 200 years and these inequalities still exist between people living in different parts of the world. Facing shared challenges like ageing populations and rising healthcare costs, Japan and the Netherlands stand united on common ground to find a path towards healthier, more resilient futures.

Digitalisation: Powering the healthcare revolution

The Netherlands is a pioneer in cutting-edge digital health solutions, from AI-powered diagnostics to telemedicine services. Imagine a future where personalised healthcare is readily available at home, powered by seamless data integration and intelligent medical tools. At the Expo, we will showcase these innovations and explore synergies with Japan's advanced technological landscape. Together, we can accelerate the digital health revolution and make accessible, personalised care a reality.

Regenerative medicine: Caring and curing

Regenerative medicine holds immense promise to transform healthcare by repairing damaged cells, tissues, and organs. The Netherlands fosters a robust ecosystem in this field, where translational research merges with the innovative endeavours of industry. For example, through platforms like RegMed XB. Japan boasts top-class researchers with a history of ground-breaking discoveries, including the technology to develop stem cells from adult human cells in the laboratory. By uniting our expertise, we can accelerate research, knowledge implementation, and ultimately, patient care. Imagine a future where chronic diseases are not just managed, but cured.

Healthy ageing: A longer life in good health

Both Japan and the Netherlands are facing the burden of an ageing society. In coming decades, healthcare delivery is predicted to increase tremendously. While the healthcare sector already faces staffing issues, the increase in healthcare demand stresses the urgency to seek transformative solutions for a sustainable, accessible and affordable, future of healthcare. Healthy aging transcends mere longevity, encompassing vitality and overall well-being. While the Netherlands explores initiatives such as age-friendly urban design and biomedical research, Japan leads in addressing the needs of an ageing society. By sharing our best-practices with each other, we can inspire solutions that enhance the quality of life for elderly populations worldwide.

Sports: A vital society

The Netherlands, renowned for its achievements in sports, shares Japan's passion for sports and has produced world-class athletes. In the dynamic realm of life, sports serve as a vital catalyst for community vitality. Beyond mere competition, they infuse communities with energy and resilience. Driven by a shared commitment to innovation, technical excellence, and inclusivity, the Dutch sports ecosystem champions smart solutions. Ultimately, sports play an important role in disease prevention and constitutes a winning strategy for promoting a stronger, healthier and more vibrant society.

We believe that global health issues can only be solved through international collaboration and knowledge exchange. The Netherlands, as Europe's Life Sciences & Health metropolis encourages sharing know-how, as learning from each other drives change forward. Having a high concentration of cross-sectoral LSH initiatives in a relatively small geographic space, combined with the Dutch cultural DNA of pro-active collaboration, situates us in a unique position to solve global challenges together. Beyond borders, the Netherlands is committed to fostering broader collaboration with Japan. Through joining forces, we can leverage our complementary strengths to address global health challenges and create a healthier, more sustainable future for all.

Expo 2025 is the upcoming World Expo, held in Osaka from 13 April to 13 October 2025. The communications materials provided are to be used when communicating about the Netherlands participation at Expo 2025.

For more information visit www.NLexpo2025.nl