



Netherlands

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# Life Science and Health + sports & vitality



# NL

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Sjanna Bosma

International Relations  
Officer at  
Health~Holland



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16:30 – 16:45	Q&A

# Pieter Terpstra



Head of economic department  
Netherlands Embassy in Japan



# Historical relationship for 425 years



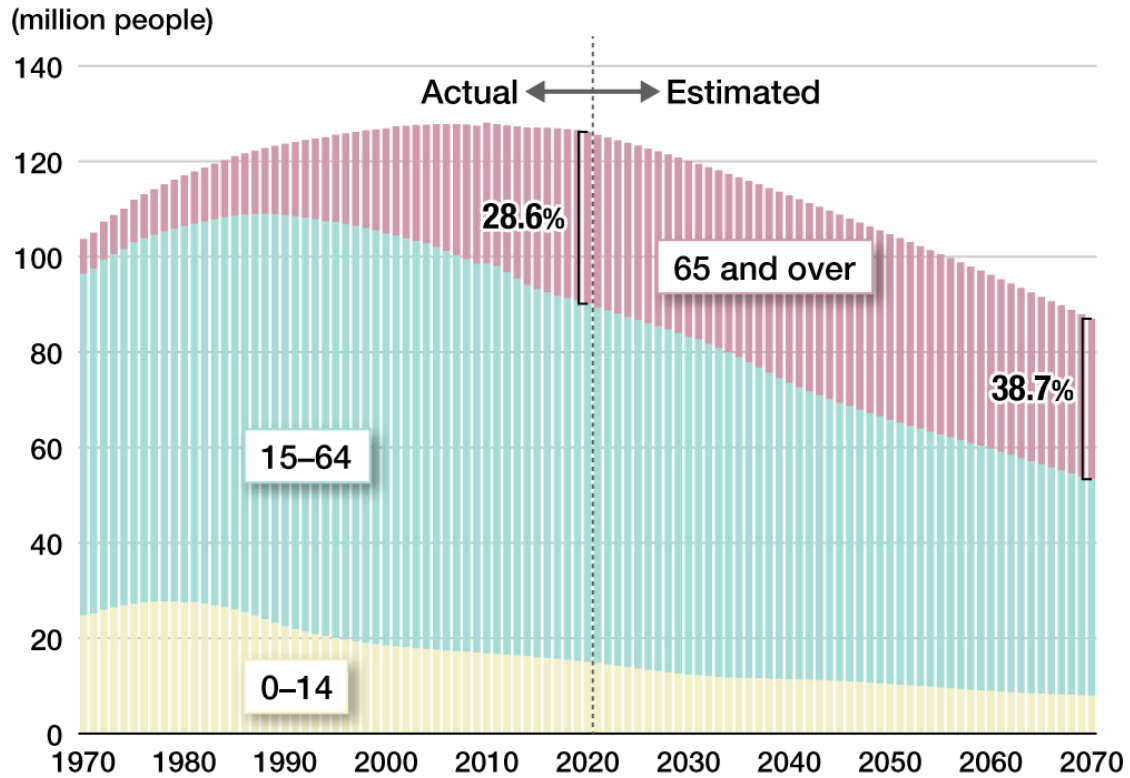
Words introduced by the Dutch:

Japanese romaji	Japanese	Dutch
arukōru	アルコール	alcohol
bīru	ビール	bier
chinki	チンキ	tinctuur
katēteru	カテーテル	katheter
mesu	メス	mes
tarumomētoru	タルモメートル	thermometer
teresukoppu	テレスコップ	telescoop



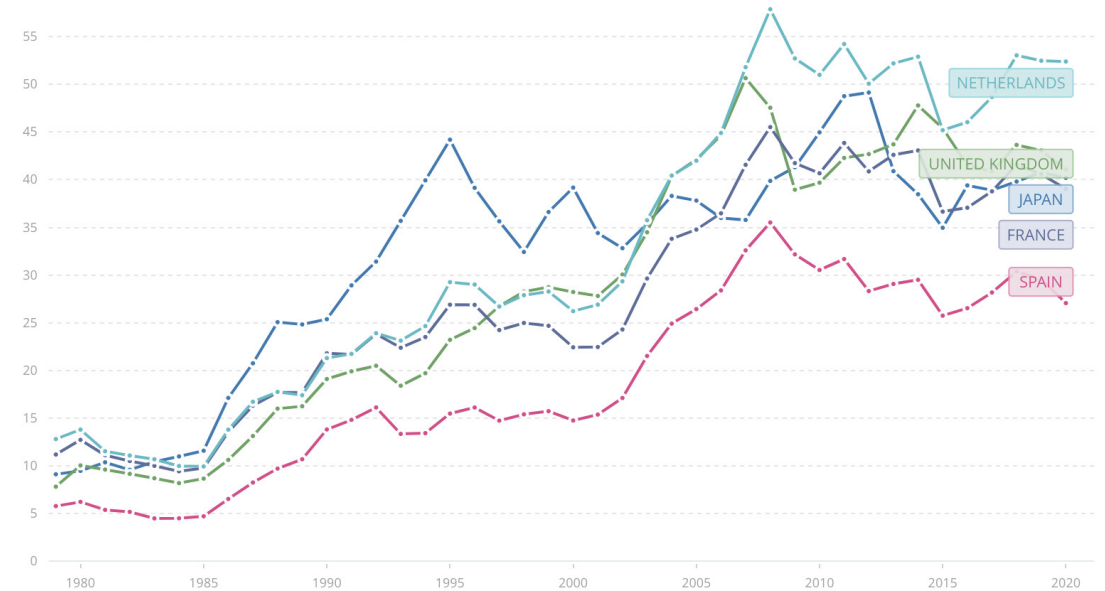
# Why Japan?

## Population Change in Japan



Created by *Nippon.com* based on data from the National Institute of Population and Social Security Research.

 nippon.com



# LSH Activities in Japan



Government to Government  
dialogue on healthcare in  
November



- RegMed webinars in April and May
- RegMed mission in October 2023



- Launch market study Healthy Ageing in March
- AI and Health mission in May



# Interested in doing business in Japan?

Contact the Embassy, CG or RVO in the Netherlands:

[tok-ea@minbuza.nl](mailto:tok-ea@minbuza.nl)

<https://www.rvo.nl/internationaal-ondernemen>







# Health and Well-being week EXPO25

## Europe's Connected Life Sciences & Health metropolis

Sjanna Bosma

International Relations Officer at  
Health~Holland





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The most promising themes for collaboration between the Netherlands and Japan;

1. Healthy ageing
2. Digital transformation of health & care
3. Regenerative medicine
4. Sports & vitality





# Programming Health and Well-being week EXPO25 20/06/25 – 01/7/25

21/06/25	Travel to Osaka
22/06/25	Welcome reception Consulate General Osaka
23/06/25	Programming at EXPO location and NL Pavilion
24/06/25	Programming at EXPO location and NL Pavilion
25/06/25	Business & company visits in Osaka
26/06/25	Several optional visits in Tokyo (Ministries, hospitals, business meetings)
27/06/25	Business & company visits in Osaka + closing diner at Dutch embassy in Tokyo

## Goals

1. Generate Business Opportunities
2. Establish New Contacts
3. Strengthening the Reputation of the Netherlands
4. Promoting collaboration in R&D
5. Encouraging Cross-Sectoral Collaboration

# Program example on the NL pavilion

See here the preliminary program based on the current available information on activities and events planned around the EXPO. Please note that this program is subject to change.

Monday, 23 June 2025		Location
	Opening EXPO experience & kick off health week - all tracks	
08.00 – 09.30	Breakfast kick-off Seminar Relations NL and Japan – Historic facts related to health	NL Pavilion / or hotel venue
Morning	Opening Health Week EXPO	tbc
NL Pavilion 10.00 – 12.00	Opening by Minister of Health - The Dutch life sciences & healthcare sector	NL Pavilion
	<ul style="list-style-type: none"><li>~ Keynote; the future of a healthy and vital population (i.e. <i>Visionary Lecture on the changing narrative of health innovation (VWS) and therein the need for working in a new kind of regional innovation ecosystem</i>)</li><li>~ Keynote the future of the Digital transformation of health and care</li><li>~ Keynote: the future of Regenerative medicine</li></ul>	NL Pavilion
Afternoon	Network lunch with attendees	NL Pavilion
	Visit Health Experience Centre (tbc)	
	The future of Healthcare series Presentations/showcases by national sponsors in Healthcare (Philips, Shianogi?, Fuji film) - Green screen with cells and bio science images - Bike (raffle, showcase, sporter, etc.) - Showcase short movie about the Dutch LSH sector i.e. <i>Forever Human by Teun Toebes</i>	NL Pavilion
16:00	Round Table: “Sports as a key factor in Healthy Aging” Round Table: “Regenerative medicine as a key factor in healthy ageing” Round Table: “Digitalization as a key factor in Healthy ageing” Round Table: “community care & lifestyle for healthy ageing”	NL Pavilion
17.00	Possible MoU signing moment incl. Minister (tbc)	NL Pavilion
17.30	Network drinks with attendees	NL Pavilion
Evening	Dinner & Cultural activity	tbc



# Program example outside the NL pavilion



See here the preliminary program based on the current available information on activities and events planned around the EXPO. Please note that this program is subject to change.

			Location
Thursday, 26 June 2025			
Morning	<b>Optional visit (AM) *TENTATIVE</b> Option A) Ministry of Education/Sports Option B) Ministry of Health/Welfare Option C) Tokyo Metropolitan Government (TMG, WAC related) Option D) Trading houses (e.g. Mitsubishi Corporation) Option E) Sightseeing in Tokyo Option F) Business meetings in Tokyo (f.e. Ministry of Sports, Olympic Committee, Sport Clubs, Companies, etc.)		
Lunchbreak	Network lunch with local stakeholders		
Afternoon	<b>Optional visits (PM) *TENTATIVE</b> Option G) Showa Univ. Hospital (Philips' EICU) Option H) Nursing home in Tokyo Option I) RegMed EXPO Tokyo @Tokyo Big Sight Option J) Sightseeing in Tokyo		
Evening			

# Roel van der Heijden

Program Lead at Health Impact  
Noord

*Healthy Ageing & Vitality*



# Road to Osaka | Our export Innovation in how we organize health & care



- ❖ Integral Care Act (IZA) / Regional Healthcare Transformation plans
  - Continuum of Care (connecting 1st, 2nd, 3rd 'lines' of care)
  - Innovative network / ecosystem collaborations
  - Emphasis on informal / community care
- ❖ Focus on products and services that relief pressure on workforce
  - Counter-movement on innovation for mere 'optimization'
  - i.e. Prehabilitation (Lode Ergometry), Advanced Care Planning
- ❖ Finding solutions outside hospital setting
  - New care concepts (elderly, patient populations)
  - Involving other sectors (e.g. Built environment, Leisure)



# Road to Osaka | Our export Innovation in vitality via sports and lifestyle

## ❖ Focus on positive health rather than disease

- Mental Health & Wellbeing as a root-cause / Positive Health Movement

## ❖ Sports as connector

- Lifecourse perspective
- Invest in sport-promoting living environment (e.g. Johan Cruijf Foundation, City Legends)
- Major-league clubs as societal sports ambassadors (e.g. PSV / FC Groningen community program)
- Sportinnovator (VWS)

## ❖ Vitality at the workplace

- Vitality Hub / Sports Knowledge (TNO, TUE, imec, Fontys)



# Road to Osaka | Our export Innovation by accurate population insights



## ❖ Valorization of (public) cohorts by population health data

- Health Data Valley (NNL)

## ❖ Public-private data collaborations

- Analysis and consultancy (e.g. company Ancora Health)

## ❖ Determinants of (un)healthy ageing

- Biology of Ageing supporting preventive health (ERIBA)
- Dutch Biobank & Cohort Infrastructure (e.g. Lifelines)





# Esther Peters

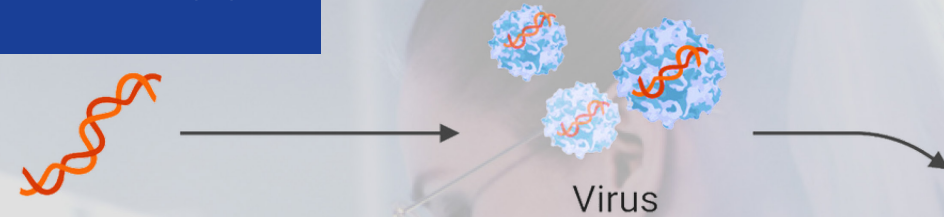
Director Leiden Bio Science  
Park

*Regenerative Medicine*

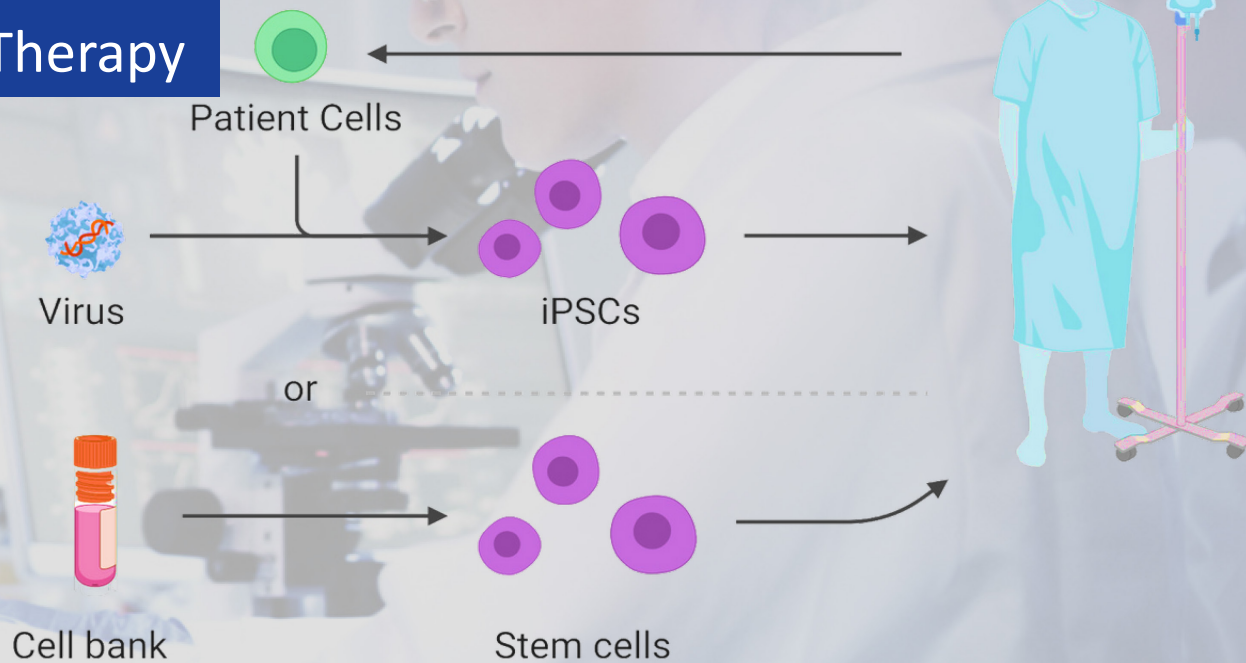
# Cell & Gene Therapy?

Cell and gene therapies involve treating diseases by either introducing new or modified cells into the body, or by changing the genes inside a person's cells.

## Gene Therapy



## Stem Cell Therapy



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## New Master's programme in Transfusion Medicine and Cellular and Tissue Therapies

13 July 2023

LUMC and Leiden University will start the new two-year online master's program in Transfusion Medicine and Cellular and Tissue Therapies from October 2023. The master's is offered jointly with the Autonomous University of Barcelona (AUB).

The field of transfusion medicine has grown considerably in recent decades. It covers the entire process from development to administration of blood products, such as blood transfusions but also cell therapies. Despite many innovative developments, new challenges have also emerged. Many medical and other similar programs approach the field differently, fragmenting knowledge within the field.

**Transfusion medicine**

In the new master's program, professors and other experts share the most up-to-date knowledge in transfusion medicine and cell and tissue therapies. Courses taught include: Blood Transfusion, Immunohaematology and Project Management in a Blood and Tissue Bank. The collaboration between Barcelona and Leiden represents one of the most powerful international alliances for creating and transferring knowledge in this field.

**Teaching**

- Biomedical Sciences (BSc)
- Medicine (BSc)
- Bio-Pharmaceutical Sciences (BSc)
- Biology (BSc)
- Transfusion Medicine and Cellular and Tissue Therapies (MSc)

**Organisation**

- Medicine/LUMC

**Vascular and Regenerative Medicine**

Repairing damaged organs

## €30 million subsidy for Regenerative Medicine Projects

Important news for small and medium-sized enterprises (SMEs) in the biomedical sector! A new government subsidy has been launched, providing €30 million to support innovation in regenerative medicine. We are pleased to inform you, especially after the considerable effort we've exerted to make it a reality.

The Dutch government is investing €30 million to support collaboration between SMEs and researchers through a subsidy scheme called 'Subsidie Regeneratief Geneeskundige Onderzoeksprojecten' (SRGO). In brief, this subsidy scheme provides a loan to the company and a grant to the academic partner.

Minister Wicky Adriaansens published the subsidy scheme on May 15, 2024, emphasizing the importance of collaboration between science and SMEs.

*"The Netherlands excels in developing new technologies, such as regenerative medicine, where the body's self-healing ability is stimulated. The SRGO subsidy scheme helps to enhance collaboration between science and SMEs. This allows us to translate even more knowledge into innovations."*

The subsidy scheme will be funded by the Ministry of Economic Affairs and Climate Policy and the Ministry of Health, Welfare, and Sport and will be executed by the Netherlands Enterprise Agency (RVO).

The total budget of the SRGO is available in parts through 3 tenders. The first one opens for applications from July 1st until December 2nd, 2024. Make sure to take advantage of this valuable opportunity to secure funding for your innovative project!

Leiden University | Leiden University Medical Centre

NL / EN | mipsLUMC | Menu

Actueel → Veelbelovende nieuwe celtherapie moet afstoten donornier tegengaan

## Veelbelovende nieuwe celtherapie moet afstoten donornier tegengaan

Blijf op de hoogte

21 november 2023 1 min leestijd

Het LUMC Transplantatiecentrum heeft in studieverband voor het eerst een veelbelovende celtherapie toegepast bij een patiënt met een donornier. De behandeling moet afstoting van het orgaan tegengaan en een leven lang slikken van anti-afstotingsmedicijnen voorkomen.

Deel deze pagina

PRIVACY

## Vertex presents longer-term data that shows durability and consistency of Casgevy

By Kevin Doolberry Jun 14, 2024 11:28am

Casgevy (CRISPR) Vertex Pharmaceuticals CRISPR Therapeutics Vertex CRISPR

At the European Hematology Association (EHA) conference, Vertex presented long-term data showing the durability and effectiveness of Casgevy for patients who have taken the gene therapy for sickle cell disease or transfusion-dependent beta-thalassemia. Photo by David L. Rhee/The Boston Globe via Getty Images.

Six months after Vertex earned a historic FDA approval for sickle cell disease (SCD) gene therapy Casgevy (exa-cel), long-term data is beginning to show the consistent efficacy and durability of the treatment, which is the first ever to be developed using CRISPR gene editing technology.

June 22, 2022

Researchers from our Immunology department in cooperation with Paediatrics, have successfully used stem cell gene therapy to treat a baby with the severe immune disorder SCID. An important milestone: it is the first time gene therapy of Dutch origin is administered to a patient, and also the first time it is used to treat this form of SCID worldwide.



The treated patient is a baby of only a few months old who suffers from SCID. Due to a DNA error in blood stem cells, SCID patients do not produce immune cells and the body cannot defend itself against infections. Stem cell gene therapy can repair this

Interview • 27 juli '23 09:58

## Galapagos hoopt zich te herpakken met celtherapie tegen kanker

Thieu Vaessen

Is er nog toekomst voor het geplaagde biotechbedrijf Galapagos? Zeker wel, betogen topman Paul Stoffels en zijn nieuwe rechterhand Thad Huston. 'Ik dacht: wow, deze...



Spoed mijnRadboud Over ons Partners Verwijzers Werken bij NL

Radboudumc

Patiëntenzorg Research Onderwijs

## 9,3 miljoen euro subsidie voor CAR-T-celtherapie bij leukemie

Radboudumc en UMCG doen mee aan Europees onderzoek

> Nieuws > 9,3 miljoen euro subsidie voor CAR-T-celtherapie bij leukemie

Voorlezen 30 januari 2024

Het Radboudumc en het UMCG doen mee aan een Europees onderzoek naar in het ziekenhuis geproduceerde CAR-T-celtherapie bij uitbehandelde patiënten met acute lymfatische leukemie. Het KWF stelt samen met andere subsidieverstrekkers ruim negen miljoen euro beschikbaar om de studie, geleid door Spaanse onderzoekers, in Nederland uit te voeren. Als de therapie succesvol blijkt, wordt de behandeling in



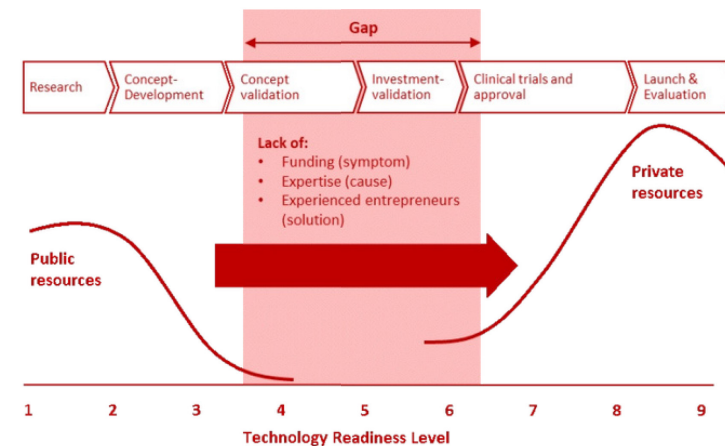
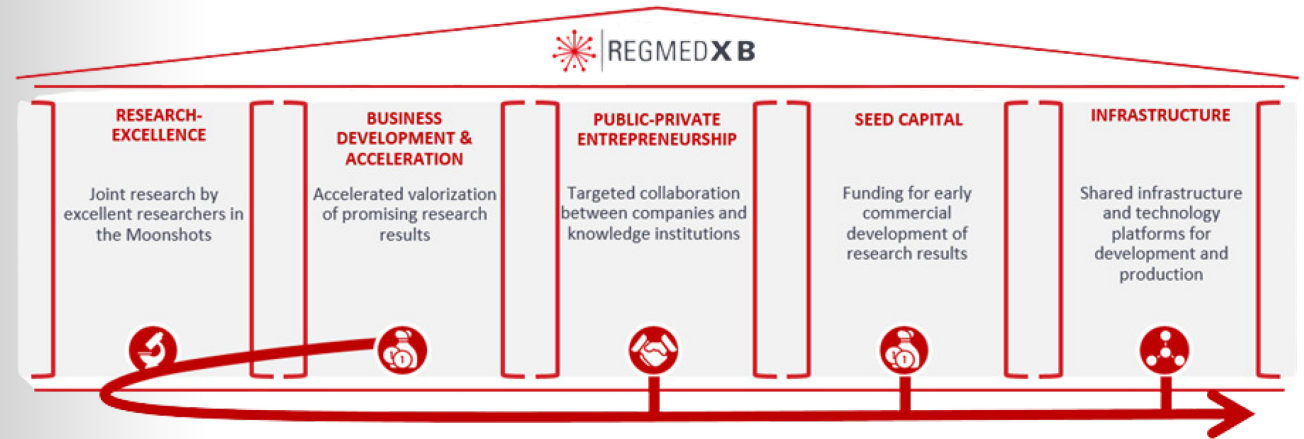


# Challenges?

Yes. Although they are promising, CGTs still face significant hurdles regarding regulation, funding, and public perception.



Which is why we need to collaborate.

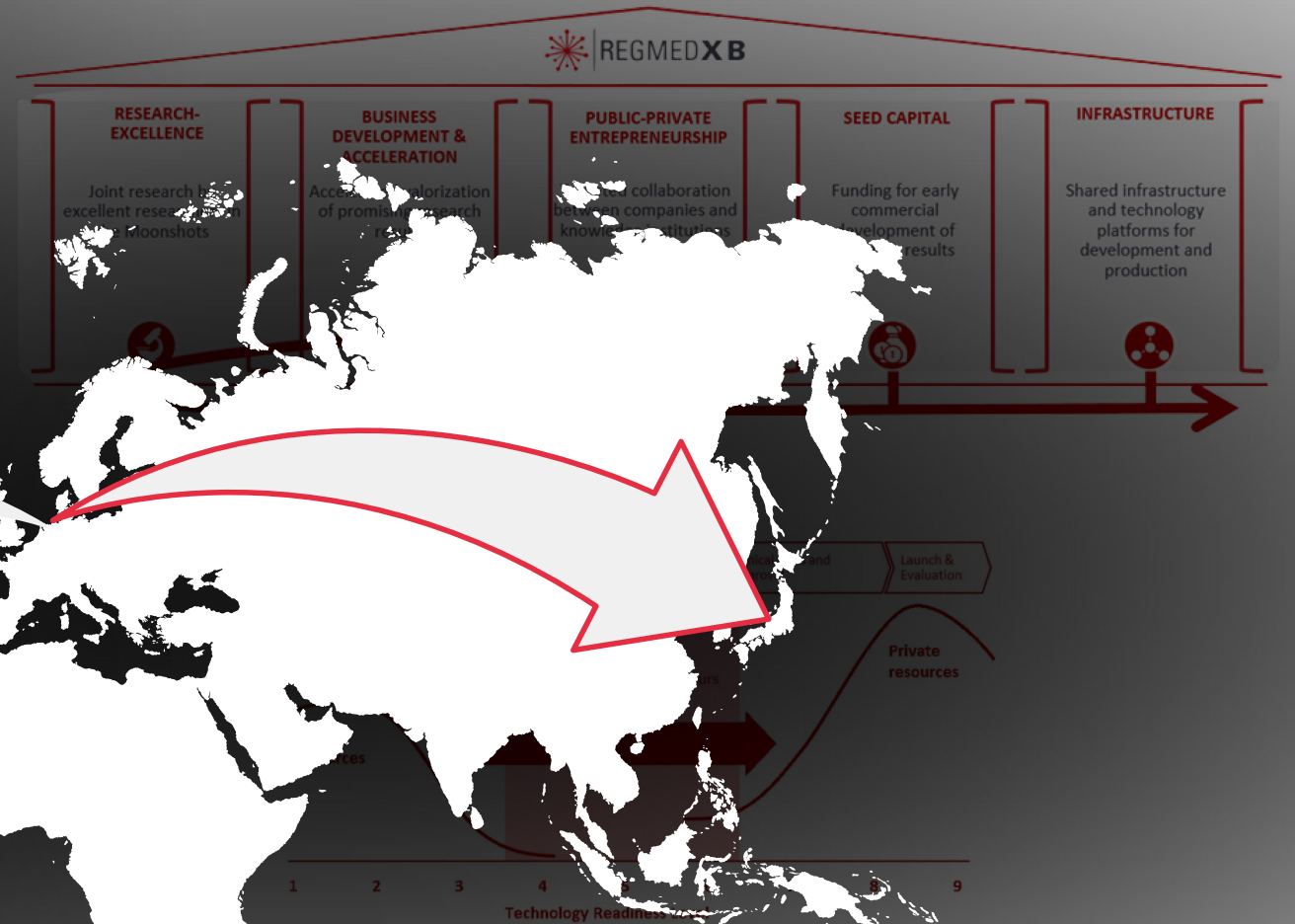


RegMed XB is a public-private partnership dedicated to bringing regenerative medicine solutions to patients and creating a new industrial sector in the participating regions.

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Which is why we need to collaborate



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# Rick Riedstra



## Project Manager Digital Health at Netherlands Foreign Investment Agency

*The digital transformation of  
health and care*

# Data Sharing Infrastructure to Accelerate Innovation



Facilitate primary- and secondary use of data – using the FAIR principle - to enable a more efficient healthcare system and to enhance scientific research.



# Data Sharing Infrastructure to Accelerate Innovation

European Health Data Space (EHDS) as a future development to further enhance scientific research and to optimize EU health systems.

- Potential future Japanese affiliation with EHDS
  - GDPR adequacy decision

Highlight Personal Health Environments (PGO's) to 'democratize' healthcare data and make patients owners of their own health data.

- MedMij



# Digital Health for a new perspective on Healthy Aging



## Large Scale Population Health Data Research

*Enabling better decisions in public health- and care policies*

- ❖ Lifelines Population Biobank – UMCG
- ❖ ERGO Biobank – Erasmus MC

## Hospital@Home & Remote Patient Monitoring

*Innovations that allow for care at home, reducing the strain on the hospital system*

- ❖ Eg. **Luscii**, **Cardiomo**



## Digital Therapeutics (DTx) for lifestyle interventions

*Evidence-based therapeutic interventions driven by software to prevent, manage, or treat a medical disorder or disease*

- ❖ Eg. **Clear.bio** – diabetes type 2 treatment

## Reducing healthcare workload on personnel

- ❖ Patient interaction transcribers: **Autoscriber**, **Juvely**
- ❖ Large language models: **GPT-NL (TNO)**, **HealthSageAI**
- ❖ AI staff planning: **TONOS**

## Data & AI as an enabling technology in regenerative medicine

- ❖ Accelerate research & personalized medicine

# Testimonials of Japanese companies active in the Netherlands



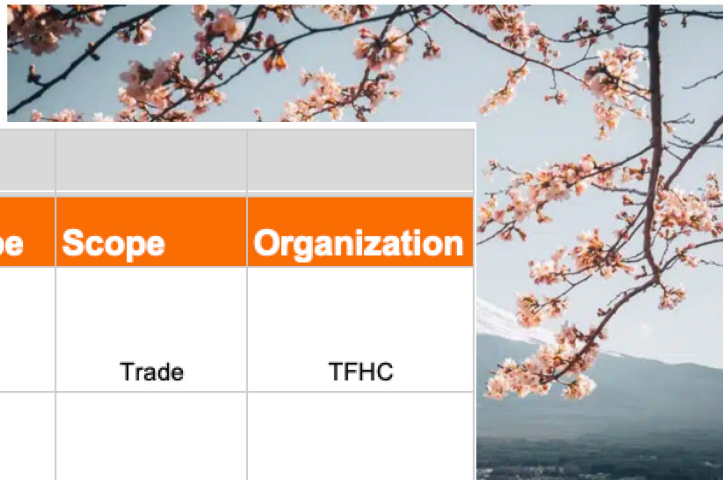
Showcase Japanese LSH companies that are present in the Netherlands -from all three tracks- to champion the Dutch ecosystem and to highlight opportunities for investing and scientific collaboration

❖ Examples of Japanese companies that are active in the Netherlands:



# Road 2 Osaka activities

## Japan | Life Sciences & Health Mission



Activities Road2Osaka					
Date '24	Mission/Activity	Place	Type	Scope	Organization
27 March 2024	Japan   Health~Holland Launch Market Study Elderly Care	Online		Trade	TFHC
27 – 31 May 2024	Innovation mission Japan: Artificial intelligence in healthcare for diagnostics, monitoring and new treatment methods	Japan	Outgoing	Innovation	RVO
25 September	World of Healthcare	Rotterdam	Incoming business delegation		TFHC
7-11 October 2024	Trade mission LSH to Japan on elderly care, medical and digitalization	Tokyo & Osaka	Outgoing	Trade	TFHC/RVO
9 – 11 October 2024	BIO Japan Yokohama	Japan	Outgoing		Health~Holland/hollandbio
21 November 2024	ELIS Innovation Summit	High Tech Campus in Eindhoven			Sport Bizz



Japan has a population of approximately 125.3 million people. The country has a highly skilled workforce, technological capabilities, and a reputation for innovation in sectors such as healthcare and elderly care. However, Japan's population is ageing faster than any other countries in the world. Interested in the trends, developments and opportunities within the Japanese Life Sciences & Health sector? Then join our LSH mission to Tokyo and Osaka!

**When:** 7-11 October, 2024

**Where:** Tokyo & Osaka

**For:** Digital Health, Healthy Ageing and MedTech





# Next steps

- ❖ Participate in the LSH and Vitality track activities
- ❖ RegMed / Healthy Living mission in October
- ❖ Health week activities in June / July 2025
- ❖ Contact Health~Holland or track leads for more information
- ❖ Interested in becoming a partner?  
Contact: [expo2025osaka@minbuza.nl](mailto:expo2025osaka@minbuza.nl)
- ❖ Want to do business in Japan?  
Contact the embassy ([tok-ea@minbuza.nl](mailto:tok-ea@minbuza.nl))  
or
- ❖ RVO <https://www.rvo.nl/internationaal-ondernemen>





See you all in Osaka in 2025!



For more information: [tok-ea@minbuza.nl](mailto:tok-ea@minbuza.nl)



Any  
questions?



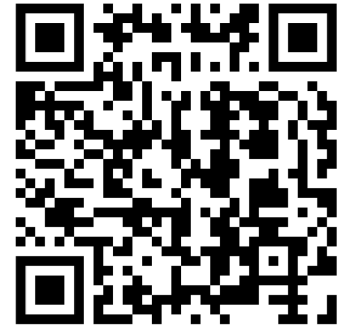
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I would like to continue the conversation.

Please e-mail us at  
[international@health-holland.com](mailto:international@health-holland.com)  
and keep up-to-date through our LinkedIn page:



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