

International Joint Seminar for Smart Wellness City

“Transformation for a healthy and long-lived society through international cooperation: Innovation in Sports, Wellness, and Community Development in Singapore and Japan”

- Date & Time: Thursday, February 20, 2025, 1:00 PM-6:00 PM (SGT)
Venue: Japan Creative Centre, Embassy of Japan in Singapore
*In-person only
Language: English and Japanese (simultaneous interpretation available)
Hosted by: ● Cross-ministerial strategic innovation promotion program, Building inclusive community platforms, Cabinet Office, Japan
● Graduate School of Comprehensive Human Sciences, University of Tsukuba, Japan
● Japan Creative Centre, Embassy of Japan in Singapore
Co-hosted by: ● Sport Wellness Urban Revitalization Consortium (SWURC), Japan
● R&D Center for Smart Wellness City Policies, University of Tsukuba, Japan
Supported by: ● Sport Singapore, Singapore

1. Aim

Japan has the world’s longest healthy life expectancy. In addition, the level of sports competition in Japan is world-class. Meanwhile, the income level in Southeast Asian countries has been rising remarkably, and this has led to an extremely high level of interest in sports from the perspectives of “doing” and “watching” in terms of people’s health awareness, hobbies, and purpose in life. This may be the reason why the market for community development that incorporates the perspectives of health and sports, health tech startups, and sports industries is on the rise.

Sport Wellness Urban Revitalization Consortium (SWURC), which was established in cooperation with the University of Tsukuba, companies and organizations to accelerate education, research and industrialization in the fields of sports, wellness, and community development, will hold a joint seminar to accelerate exchanges in these fields between Singapore and Japan and to create future collaborative projects and new industries, in collaboration with the Singapore government and companies.

Specifically, the purpose of seminar will

- (1) Encourage exchanges between Japanese participants and their Singaporean counterparts from industry, government and academia to create new business opportunities through collaboration between the two countries.
- (2) Explain the latest Japanese research and development and initiatives to Singaporean government and business officials and create opportunities for collaboration.

2. Participants

- Singapore government, healthcare companies, sport industries, etc.
- Members of the SWURC (Japanese health care and sport industries and academic members), etc.

3. Program

13:00-13:15	Opening Remarks Dr. Su Chun Wei Chief, Singapore Sport Institute, Sport Singapore Akiko Kawabe Director, Japan Creative Centre (JCC)
13:15-13:45	Keynote Speech① “Pushing Boundaries: Overview of Sport and Health in Singapore” Lek Seng Khoon Senior Director, Sport Development Group, Sport Singapore

13:45-14:05	Keynote Speech② “Health Prevention Policy and Health Care Business in Japan” Shinya Kuno, Ph.D. Professor, University of Tsukuba, Program Director, Innovation of Inclusive Community Platform, Cabinet Office
14:05-14:25	Keynote Speech③ “Recent Trends in Sports Policies to Promote Japan's Sports Industry” Yoshio Takahashi, Ph.D. Professor, Waseda University Faculty of Sport Sciences
14:25-14:40	Break Time
14:40-16:10	Panel Discussion① “What are the conditions for health care to contribute to the extension of healthy life expectancy?” Moderator Shinya Kuno, Ph.D. Professor, University of Tsukuba ① What is the business strategy that has succeeded in capturing the indifferent segment of the population in women's health? Hikaru Saito Executive Managing Director, Curves Japan Co., Ltd. ② The importance of health care in the sports business for creating a quality lifestyle Kenichi Harano Advisor, Institute of sport science, Asics corporation ③ On the frontiers of care DX and fitness gym DX in Japan Takuma Yamamoto CEO, Kanamic Network Co.,LTD ④ Smart Wellness City for active aging based on scientific evidence Akiko Tsukao, Ph.D. Executive vice president, Tsukuba Wellness Research, Co.,LTD ⑤ The healthy community development approach by Daiwa House Masayuki Kanda Executive Officer, Daiwa House Industry CO., LTD. ⑥ Home care for affluent households in Singapore James Lim CEO, APAC at Helping
16:10-16:25	Break Time
16:25-17:55	Panel Discussion② “What is the future direction of the sports business and community development?” Moderator Yoshio Takahashi, Ph.D. Professor, Waseda University Faculty of Sport Sciences ① The landscape of sports in ASEAN Masayasu Morita President and CEO, Dentsu Sports Asia ② The case study of football business in Singapore Daisuke Korenaga Chairman, Albirex Niigata Football Club Singapore ③ The potential of Asian sports business Yasuhide Okabe Senior Vice-President, TEAM MARKETING APAC ④ Projects for sports arenas and urban development Yoshikatsu Ishida Mitsui Fudosan Co., Ltd. ⑤ Attracting audiences to future sports events: ‘Gathering’ and ‘Connecting’ Akira Okada Partner, EY Strategy and Consulting Co., Ltd.
17:55-18:00	Closing Remarks Kenichi Harano Advisor, Institute of Sport Science, Asics corporation Vice President of Sport Wellness Urban Revitalization Consortium