

Event Report: Inaugural ME Japan- ME Thailand Forum Meeting

Medical Excellence JAPAN (MEJ) held the 1st ME Japan-ME Thailand Forum Meeting in Bangkok, Thailand on September 4, 2024, in collaboration with the Economic Research Institute for ASEAN and East Asia (ERIA).

As part of the MExx activities, MEJ is working with ERIA to establish Medical Excellence THAILAND (ME Thailand), an interactive framework in the country to promote industry-government-academia-medical collaboration between Japan and Thailand. The first ME Japan-ME Thailand Forum Meeting was held in a hybrid format to commemorate the start of activities.

The forum gathered interest from a variety of stakeholders with more than 100 on-site participants, including the Thai Ministry of Health, the Thai Chamber of Commerce and Industry, ThaiMed, and the Senior Health Service and Trade Association (SHSTA).

PROGRAM

ME Thailand: Driving Collaboration in Japan-Thai Healthcare		
10:00-10:40	Opening Remarks	<ul style="list-style-type: none">Mr. Kalin Sarasin (The Thai Chamber of Commerce and Board of Trade of Thailand; Thai-Japanese Association)Ms. Yumi Numajiri (Embassy of Japan in Thailand)
	Japan-Thailand Economic Partnership in Healthcare	<ul style="list-style-type: none">Mr. Taisuke Hashimoto (Healthcare Industries Division and International Business Promotion Office, Japan Ministry of Economy, Trade and Industry (METI))
	MEJ Introduction	<ul style="list-style-type: none">Dr. Kenji Shibuya (Medical Excellence Japan (MEJ))
	Opening panel: Multi-stakeholder cooperation behind ME Thailand	<ul style="list-style-type: none">Dr. Kanyarat Kuysuwan (Medical Hub Industrial Promotion, Ministry of Public Health)Mr. Taisuke Hashimoto (METI)Dr. Nart Fongsmut (Sub-Committee on Healthcare Services Business, The Thai Chamber of Commerce)Ms. Kanoko Oishi (MEJ)Moderator: Dr. Kenji Shibuya (MEJ)
Focus session: Independence-centered Care for Aging Society in Thailand and Japan		
10:40-12:50	Business Development to Meet Changing Aging Care Needs	<ul style="list-style-type: none">Dr. Gengpong Tangaroonsanti (Senior Health Service and Trade Association (SHSTA))
	Thai Healthcare Market Needs and Opportunities	<ul style="list-style-type: none">Mr. Preecha Bhandtvej (Thai Medical Device Technology Industry Association (ThaiMed))
	BREAK	
	Evidence-based Long-term Care in Japan	<ul style="list-style-type: none">Dr. Nanako Tamiya (Faculty of Medicine, Health Service Research Department, Tsukuba University)
	Recent Innovation in Japanese Nursing Care	<ul style="list-style-type: none">Mr. Masashi Suzuki (ABeam Consulting)
	Business Collaboration to Support Aging Society	<ul style="list-style-type: none">Mr. Yoshiki Sasaki (Social Impact Solutions Co., Ltd. (SIPS))
	Q&A: Thailand-Japan Collaboration	<ul style="list-style-type: none">Dr. Gengpong Tangaroonsanti (SHSTA)Mr. Preecha Bhandtvej (ThaiMed)Dr. Nanako Tamiya (Tsukuba University)Mr. Masashi Suzuki (ABeam Consulting)Mr. Yoshiki Sasaki (SIPS)Moderator: Ms. Kanoko Oishi (MEJ)
Closing		
12:50-13:00	Closing Remarks	<ul style="list-style-type: none">Dr. Manami Uechi (Healthcare Unit, Economic Research Institute for ASEAN and East Asia (ERIA))Mr. Preecha Bhandtvej (Thai Medical Device Technology Industry Association (ThaiMed))
Lunch reception		
13:00-14:00	Lunch with product exhibition (with 10 Japanese companies)	

The Forum featured opening remarks by Mr. Kalin Sarasin (The Thai Chamber of Commerce and Board of Trade of Thailand; Thai-Japanese Association) and Ms. Yumi Numajiri (Embassy of Japan in Thailand).

This was followed by an opening panel discussion on the background and future of the Japan-Thailand Intergovernmental Partnership and the establishment of ME Thailand.

Opening Panel Speakers:

- ◆Dr. Kanyarat Kuysuwan (Medical Hub Industrial Promotion, Ministry of Public Health)
- ◆Mr. Taisuke Hashimoto (Healthcare Industries Division and International Business Promotion Office, Japan Ministry of Economy, Trade and Industry (METI))
- ◆ Dr. Nart Fongsmut (Healthcare Industries Division and International Business Promotion Office, Japan Ministry of Economy, Trade and Industry (METI))
- ◆Ms. Kanoko Oishi (MEJ)
- ◆Moderator: Dr. Kenji Shibuya (MEJ)

In addition, a focus session was held on the theme of “Independence-centered Care for Aging Society in Thailand and Japan.” Experts from both Japan and Thailand introduced the needs and challenges of nursing care and independence support for older persons in Thailand, as well as Japan’s initiatives in this area.

During the Q&A session, the participants asked questions about nursing care in Japan and Thailand, as well as about ME Thailand’s future structure and next actions, showing the high level of interest in the topic.

In closing remarks, Dr. Manami Uechi (Economic Research Institute for ASEAN and East Asia (ERIA)) and Mr. Preecha Bhandtvej (Thai Medical Device Technology Industry Association (ThaiMed)) shared closing remarks, pointing to the potential of ME Thailand and its expected impact on Thailand, Japan and the wider region.

Focus Session Speakers:

- ◆Dr. Gengpong Tangaroonsanti (Senior Health Service and Trade Association (SHSTA))
- ◆Mr. Preecha Bhandtvej (Thai Medical Device Technology Industry Association (ThaiMed))
- ◆Dr. Nanako Tamiya (Faculty of Medicine, Health Service Research Department, Tsukuba University)
- ◆Mr. Masashi Suzuki (ABeam Consulting)
- ◆Mr. Yoshiki Sasaki (Social Impact Solutions Co., Ltd. (SIPS))
- ◆Moderator: Ms. Kanoko Oishi (MEJ)

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In addition, 10 Japanese companies set up exhibition booths at the site, and individual meetings were held with 8 Thai companies/medical institutions after the forum. On the following day, September 5, the participants visited Mr. Ngamnetr Eiamnakha of the Department of Health Services Promotion, Ministry of Health, Thailand, where they introduced their products and medical institutions and exchanged opinions. The event was followed by visits to Chersary Home (a residential facility for older adults) and Samitivej Sukhumvit Hospital (a private medical institution).

We will continue to plan future events in collaboration with ME Thailand.

