

**AUSTRALIA JAPAN BUSINESS CO-OPERATION COMMITTEE**



## **Business Opportunities in Japan's Healthcare Market**

**Australia-Japan Co-operation Initiative**

**Melbourne 31<sup>st</sup> August**

**Sydney 2<sup>nd</sup> September**

**Briefing Seminar and Q&A**

**Key Speaker:**

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# Overview of the Japanese healthcare market

[the presentation contained 26 slides  
on the healthcare market]

KPMG Healthcare Japan

31<sup>st</sup> August, 2011

# Opportunities in the Japanese healthcare market

# Opportunities in Japanese healthcare market for Australian investors

## Japanese market opportunities

- The aging population is leading to a continuing increase in healthcare services.
- The market size is large.
- The market of service providers is greatly fragmented and in need of rationalisation.
- Despite the “not-for-profit” principle at medical sector, there are significant space for private sector businesses.
- Like most developed countries with aging population, the Japanese Government is attempting to constrain healthcare expenditure, accelerating the opportunity for implementation of effective and efficiency measures in service management and delivery.

## Possible market entry strategies

- The Japanese market is relationship driven. Building close relationships and trust is an important tenet of doing business in that market.
- Market entry may often be speedier and more efficient by working with a local partner.
- After confirming the applicability and uplift potential of Australian systems (or its variant) to the Japanese market, possible market entry strategies might include acquisitions of existing players and/or business alliance/joint ventures with qualified players.