

Three Special Zones

Initiative for National Strategic Special Zone



Kanagawa Prefecture has three special zones: the National Strategic Special Zone covering the entire prefecture, the Sagami Robotics Industry Special Zone located along the Sagami Jukan Expressway, and the Keihin Coastal Area Life Innovation Comprehensive Special Zone centered around Yokohama and Kawasaki.

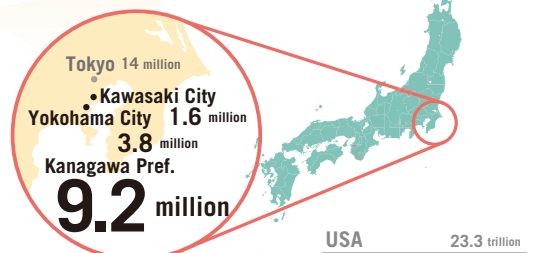
By utilizing the three special zones and combining the two approaches—utilizing advanced medical treatments and technologies, and managing ME-BYO—Kanagawa is promoting the HCNF Policy to create new businesses and innovations.

Advantage

1. Location and Population

Adjacent to Tokyo

- Japan's population: 123.8 million
- No.2 among 47 prefectures with 9.2 million residents
- Comparable to the population of Austria (9.13 million)



2. Size of Economy

Prefectural GDP of approx. \$314.0 billion (\$1=¥112.36)

- Comparable to Chile (\$316.6 billion) and Finland (\$296.8 billion)
- (Source: FY2021 Kanagawa Prefecture Report on Prefectural Accounts)

GDP:
\$314.0
billion

3. Transportation

Travel time from Haneda Airport by Rail

- To Yokohama Station: approximately 30 minutes
- To Kawasaki Station: approximately 15 minutes

30 min
from Yokohama
to Haneda Airport

4. Corporations

Number of Foreign-affiliated Firms: 318 (No.2 after Tokyo)

(Source: Toyo Keizai Inc. "Directory of Foreign-owned Companies in Japan 2022")

5. Human Resources and R&D

Number of Employees in Academic and R&D Institutions: 54,770 people

- Kanagawa has the second most R&D labs and offices in Japan

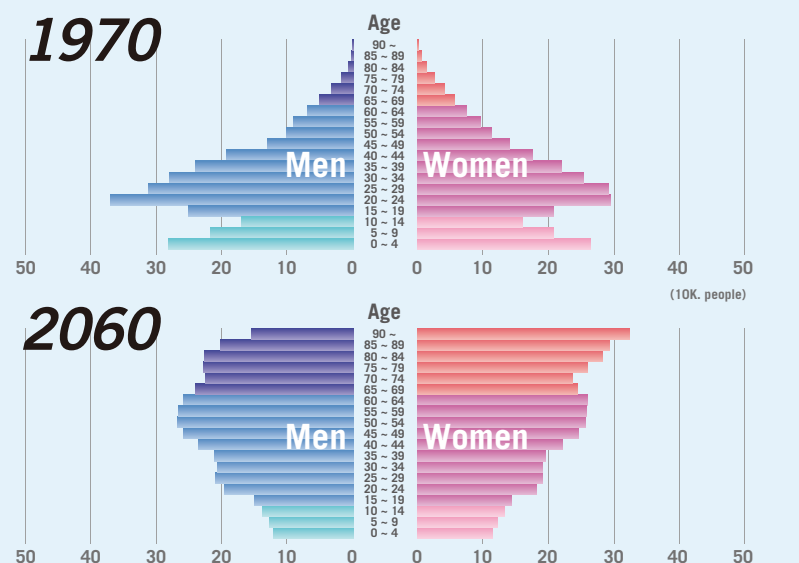
318
foreign-affiliated
firms

1st rank in Japan
for number of
employees in academic
and R&D institutions

Healthcare New Frontier Policy

Healthcare New Frontier (HCNF) is a package of policies developed by the Kanagawa Prefectural Government to assist everybody to live a long and healthy life in the face of the severe social changes resulting from the advent of the super-aged society.

Super-Aged Society Causing a Rapid Change in Population Structure



Population Pyramid of Kanagawa
Based on the national population census

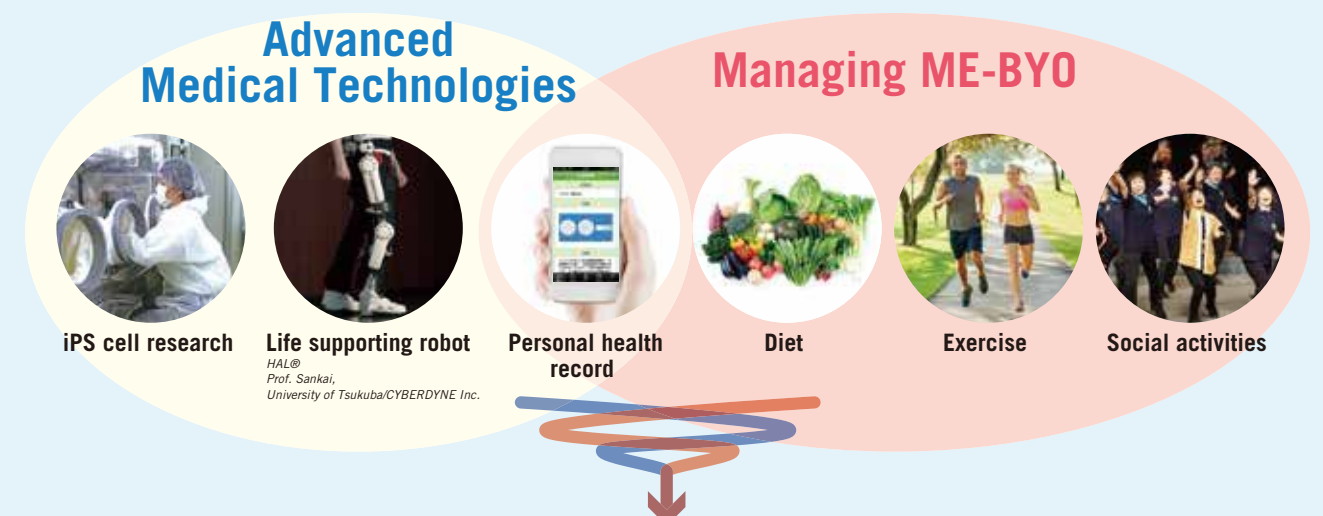
The advancement of an ageing society is a common concern among industrialized nations, with Japan experiencing the most rapid progress of an ageing society. Kanagawa is one of the fastest ageing societies in Japan.

Problems Arising from Changes in Population Structure

The current social welfare system with the working generation supporting elderly citizens will not be sustainable with the unprecedented changes in social structure demonstrated by the change in the population pyramid.

Dual Approaches to Solve the Issue of Population Ageing

Kanagawa Prefecture has been promoting the HCNF Policy in order to address the issue of population ageing. The HCNF Policy consists of two approaches: pursuing cutting-edge medical treatments and technologies, and managing ME-BYO.



Healthy Longevity and New Markets / Industries

Feb. 2025

Message from the Governor



In order to create a brighter future vision for the era of the super-aged society, Kanagawa, the second most populous prefecture in Japan adjacent to Tokyo, has been promoting a grand policy package called "Healthcare New Frontier (HCNF)."

HCNF is a bundle of healthcare and industrial/regional policies. Its key concept is "Managing ME-BYO," the scope of which is something broader than that of "disease prevention" in the context of Western medicine. Combining this concept with the utilization of advanced medical treatments and technologies, we aim to achieve healthy longevity of the citizens and to create new markets and industries at the same time.

I would greatly appreciate your understanding and support in fulfilling our goals. HCNF will provide a solid base for everybody to lead a better life in the coming years.

黒岩祐治
Yuji Kuroiwa
Governor, Kanagawa Prefecture



Healthcare New Frontier

A Challenge from Kanagawa, Japan

Kanagawa Prefectural Government

Contact Information

Inochi and Future Strategy Headquarters Office
Policy Bureau
Kanagawa Prefectural Government

<https://www.pref.kanagawa.jp/docs/bs5/pr/index.html>

Phone +81-45-210-2720
Fax +81-45-210-8865
E-mail hcfnf-gs@pref.kanagawa.lg.jp
1 Nihon-odori, Naka-ku, Yokohama, Kanagawa, 231-8588, Japan

Biomedical Cluster in KING SKYFRONT



One of the core projects of the prefecture is taking place in Tonomachi Area, Kawasaki City, a National Strategic Special Zone. This area along the Tama River is a Kanagawa's cutting-edge life science cluster, called KING SKYFRONT, where various companies and institutes have moved in. In 2022, Tonomachi Area was connected to Tokyo with a bridge, which enables quick access to Tokyo (Haneda) International Airport with only a fifteen-minute walk.

Shonan Health Innovation Park

Build a life science ecosystem that is open to the world

Shonan Health Innovation Park (Shonan iPark), established in 2018, is one of Japan's largest science parks. With a total floor area of approximately 300,000 square meters, it hosts a diverse range of companies and academia, including domestic and international pharmaceutical companies, biotech startups, cellular agriculture firms, and AI enterprises. This concentration of organizations fosters an ecosystem that accelerates innovation in the healthcare industry.

Kanagawa Prefecture, Fujisawa City, Kamakura City, Shonan Kamakura General Hospital, and Shonan iPark are working together to achieve the following goals:

- Establishing a leading hub for health innovation in the Shin-Shonan area
- Implementing innovative ideas in collaboration with the local community
- Creating new business and startups in the healthcare industry



Life Innovation Center

The Center for Regenerative Medicine and Cell Therapy

Life Innovation Center (LIC) was established in April 2016 to promote industrialization of regenerative medicine and cell therapy, a rapidly evolving field as next-generation medical technology.

LIC is located at KING SKYFRONT, an open innovation hub for life science where companies and research institutes with cutting-edge technologies cluster. Taking advantage of such accumulation, LIC aims to accelerate the growth towards commercialization and industrialization of promising seeds in regenerative medicine and cell therapy.

Promoting cooperation among various technical seeds



Advanced Medical Technologies

Approach

Japan has made a number of basic research achievements including the development of iPS Cells, but practical application of these research results is rather slow compared with the West.

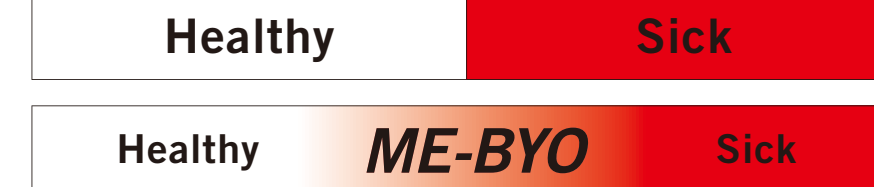
Kanagawa is promoting measures to turn the results of basic research into practical application such as development of revolutionary drugs, advanced medical equipment and regenerative medical products, while stimulating the growth of the industries in these fields.

The objectives for combining Kanagawa's two approaches are to prolong people's healthy longevity, to expand areas for cutting-edge medical treatments, and to develop new business models in advanced medicine and the ME-BYO fields.



In order to promote the ME-BYO concept and global collaboration in the Healthcare New Frontier Policy, Kanagawa Prefecture is building partnerships and networks with overseas government agencies, organizations and academia. Through these efforts, the prefecture aims to advance global business exchanges and opportunities in the field of healthcare and life sciences. Kanagawa Prefecture is also collaborating with World Health Organization (WHO) to promote the healthy ageing initiative globally.

Managing ME-BYO



Instead of clearly defining people's physical and mental condition as being either healthy or sick, under the concept of ME-BYO, the physical and mental conditions evolve continuously between healthy and sick states, and ME-BYO applies to all conditions between being "healthy" and "sick."

Hence, in order to stay physically and mentally healthy, it is important for individuals not to wait until they become sick to take action. Rather, it is important for them to monitor closely their ME-BYO condition in daily life and take active steps to maintain and improve their physical and mental conditions. The prefecture is promoting initiatives to stimulate changes in their health awareness and behavior patterns.

Spreading the ME-BYO Concept Worldwide

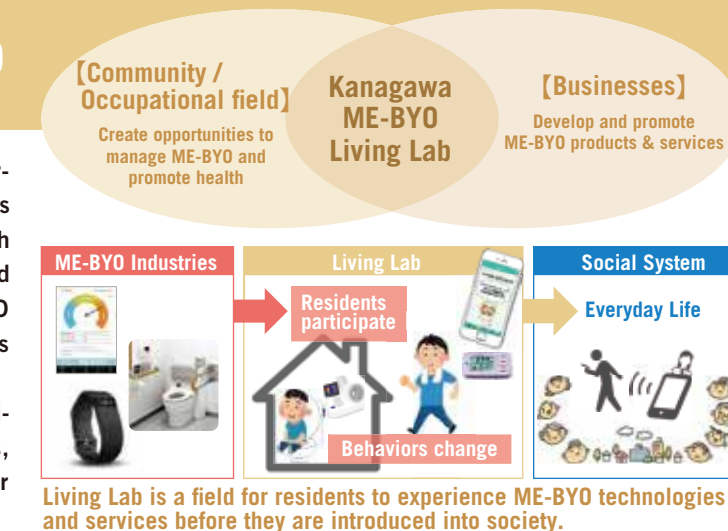
In order to spread the ME-BYO concept around the world, the prefecture has registered ME-BYO as an international trademark. It is publicizing the term ME-BYO in overseas exhibitions and other PR activities to raise its international recognition.

ME-BYO®

Kanagawa ME-BYO Living Lab

In order to establish updated healthcare social system to overcome the issues of the super-aged society, Kanagawa Prefecture is implementing Kanagawa ME-BYO Living Lab in cooperation with industries, government, academia and citizens to develop the field for residents to experience managing the status of ME-BYO through ME-BYO technologies and services in which companies can evaluate and verify their function and effectiveness.

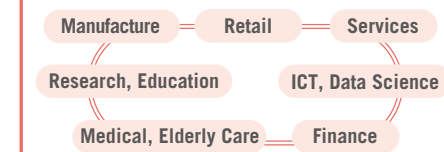
The prefecture coordinates interactions between relevant institutes, sets up test fields and assists in recruiting participants, thus the demonstration should be performed to develop better ME-BYO products and promote implementation.



ME-BYO Industry

ME-BYO Industry refers to the industries that, in addition to conventional prevention and diagnosis, provide products and services for 'ME-BYO management' that optimizes conditions of whole body and mind. Kanagawa aims to build and expand ME-BYO Industry as a new business model in the super-aged society. The measures include establishing evidence, branding strategy, business matching, and social implementation projects through academia-industry-government collaborations.

Association for ME-BYO Industry



Kanagawa Prefecture certifies excellent ME-BYO-related products and services as **ME-BYO BRAND**



Powerful Brain trainer CogEvo®
A Cloud system for checking and training brain fitness (cognitive function) using fun games that take 5 minutes each time.

ME-BYO Japan

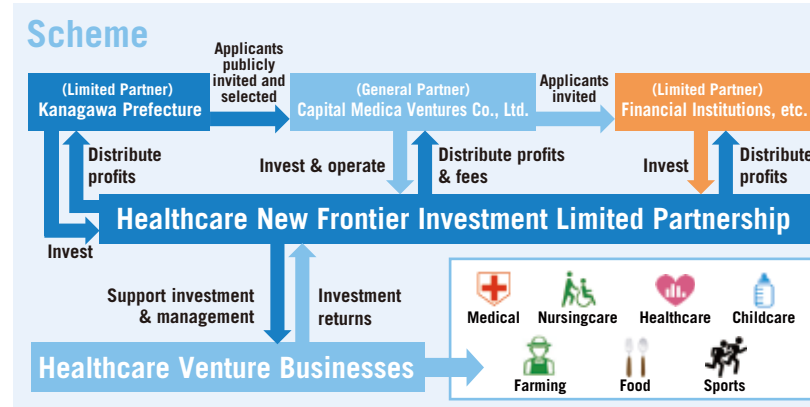
An exhibition demonstrating the advanced ME-BYO-related products and services



Healthcare New Frontier Fund

For early realization of Healthcare New Frontier Policy, the prefecture has established Healthcare New Frontier Fund to enhance creation of the industries in the fields of ME-BYO and advanced medicine which have a high growth potential. The fund also supports ventures seeking solutions to social healthcare issues.

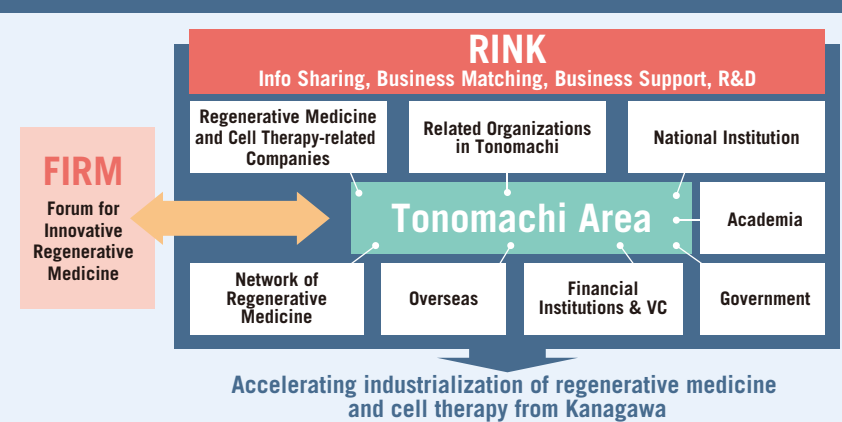
For the first time in the healthcare field, the prefecture has introduced the Social Impact Measurement for the purpose of developing the ventures. This leads to the higher enterprise value for investee ventures.



RINK

Regenerative medicine & cell therapy Industrialization Network of Kanagawa

RINK is a network established for the purpose of promoting the utilization and industrialization of regenerative medicine and cell therapy. Based in the Tonomachi Area of Kawasaki City, this network aims to create innovation through collaboration with various entities such as academia and related organizations.



ME-BYO Index in Collaboration with WHO

ME-BYO Index

Under the concept of ME-BYO, it is important that people work responsibly to manage their ME-BYO status by changing their behaviors into more healthy ones. To encourage their behavioral change, the prefecture has developed the ME-BYO Index.

The ME-BYO Index is a numerical value to indicate where people stand on the gradation scale between being healthy and being sick. The prefecture developed the Index in collaboration with academia and WHO. ME-BYO Index also has the future prediction function.



ME-BYO STYLE

ME-BYO STYLE Ambassadors communicate with women in their 20s to 50s regarding lifestyles that can easily incorporate ME-BYO management in their daily lives. Events are held in cooperation with municipalities and companies.



CHO

An initiative by companies to promote health management by appointing a CHO (Chief Health Officer) in the company and making health promotion for employees and their families a part of corporate management.



ME-BYO Summit Kanagawa

The ME-BYO Summit is an international symposium where municipalities, companies, and academia from Japan and abroad gather to communicate the concept of ME-BYO and the importance of managing ME-BYO as well as to discuss a wide range of topics including the future directions for initiatives of ME-BYO management and the vision of the future society.





Healthcare New Frontier

A Challenge from Kanagawa, Japan

Kanagawa Prefectural Government



Message from the Governor



In order to create a brighter future vision for the era of the super-aged society, Kanagawa, the second most populous prefecture in Japan adjacent to Tokyo, has been promoting a grand policy package called “Healthcare New Frontier (HCNF).”

HCNF is a bundle of healthcare and industrial/regional policies. Its key concept is “Managing ME-BYO,” the scope of which is something broader than that of “disease prevention” in the context of Western medicine. Combining this concept with the utilization of advanced medical treatments and technologies, we aim to achieve healthy longevity of the citizens and to create new markets and industries at the same time.

I would greatly appreciate your understanding and support in fulfilling our goals. HCNF will provide a solid base for everybody to lead a better life in the coming years.

黒岩祐治

Yuji Kuroiwa
Governor, Kanagawa Prefecture

Contact Information

Inochi and Future Strategy Headquarters Office
Policy Bureau
Kanagawa Prefectural Government

<https://www.pref.kanagawa.jp/docs/bs5/pr/index.html>

Phone +81-45-210-2720

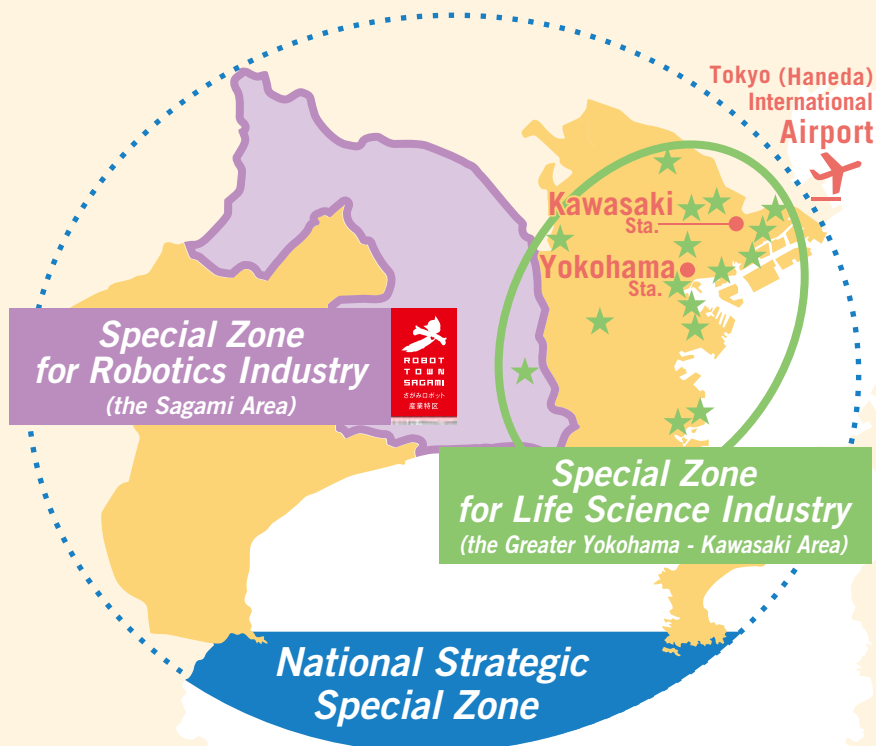
Fax +81-45-210-8865

E-mail hcnf-gs@pref.kanagawa.lg.jp

1 Nihon-odori, Naka-ku, Yokohama, Kanagawa, 231-8588, Japan

Three Special Zones

Initiative for National Strategic Special Zone



Kanagawa Prefecture has three special zones: the National Strategic Special Zone covering the entire prefecture, the Sagami Robotics Industry Special Zone located along the Sagami Jukan Expressway, and the Keihin Coastal Area Life Innovation Comprehensive Special Zone centered around Yokohama and Kawasaki.

By utilizing the three special zones and combining the two approaches —utilizing advanced medical treatments and technologies, and managing ME-BYO— Kanagawa is promoting the HCNF Policy to create new businesses and innovations.

Advantage

1. Location and Population

Adjacent to Tokyo

- Japan's population: 123.8 million
- No.2 among 47 prefectures with 9.2 million residents
- Comparable to the population of Austria (9.13 million)

2. Size of Economy

Prefectural GDP of approx. \$314.0 billion (\$1=¥112.36)

- Comparable to Chile (\$316.6 billion) and Finland (\$296.8 billion)
- (Source: FY2021 Kanagawa Prefecture Report on Prefectural Accounts)

3. Transportation

Travel time from Haneda Airport by Rail

- To Yokohama Station: approximately 30 minutes
- To Kawasaki Station: approximately 15 minutes

4. Corporations

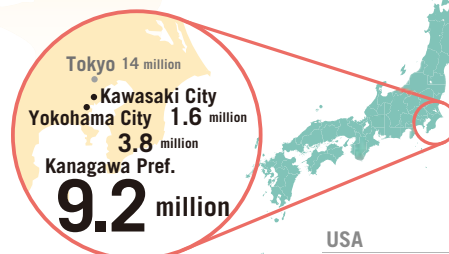
Number of Foreign-affiliated Firms: 318 (No.2 after Tokyo)

(Source: Toyo Keizai Inc. "Directory of Foreign-owned Companies in Japan 2022")

5. Human Resources and R&D

Number of Employees in Academic and R&D Institutions: 54,770 people

- Kanagawa has the second most R&D labs and offices in Japan



USA	23.3 trillion
China	17.8 trillion
Japan	5.0 trillion

GDP:
\$314.0
billion

Chile	316.6 billion
Kanagawa	314.0 billion
Finland	296.8 billion

30 min
from Yokohama
to Haneda Airport



318
foreign-affiliated
firms



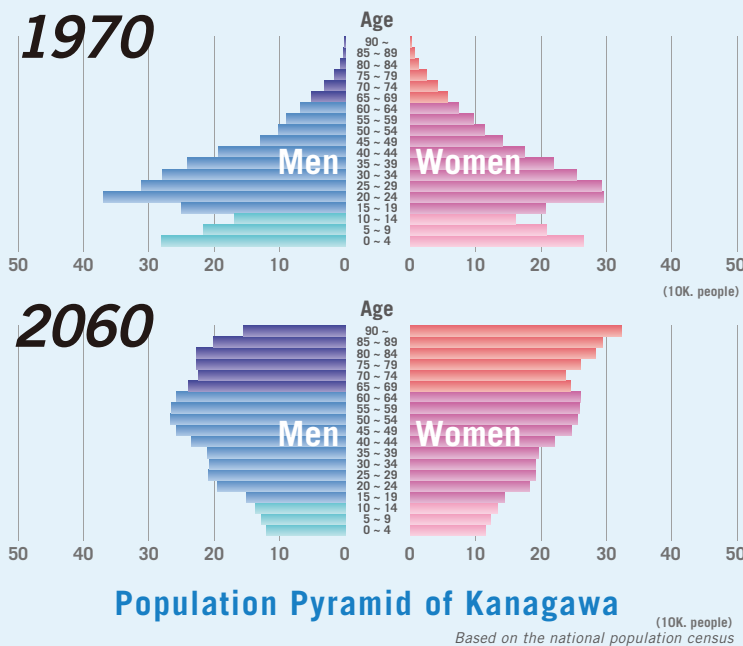
1st rank in Japan
for number of
employees in academic
and R&D institutions



Healthcare New Frontier Policy

Healthcare New Frontier (HCNF) is a package of policies developed by the Kanagawa Prefectural Government to assist everybody to live a long and healthy life in the face of the severe social changes resulting from the advent of the super-aged society.

Super-Aged Society Causing a Rapid Change in Population Structure



The advancement of an ageing society is a common concern among industrialized nations, with Japan experiencing the most rapid progress of an ageing society. Kanagawa is one of the fastest ageing societies in Japan.

Problems Arising from Changes in Population Structure

The current social welfare system with the working generation supporting elderly citizens will not be sustainable with the unprecedented changes in social structure demonstrated by the change in the population pyramid.

Dual Approaches to Solve the Issue of Population Ageing

Kanagawa Prefecture has been promoting the HCNF Policy in order to address the issue of population ageing. The HCNF Policy consists of two approaches: pursuing cutting-edge medical treatments and technologies, and managing ME-BYO.

Advanced Medical Technologies



iPS cell research



Life supporting robot
HAL®
Prof. Sankai,
University of Tsukuba/CYBERDYNE Inc.



Personal health record

Managing ME-BYO



Diet



Exercise



Social activities

Healthy Longevity and New Markets / Industries

Biomedical Cluster in KING SKYFRONT



One of the core projects of the prefecture is taking place in Tonomachi Area, Kawasaki City, a National Strategic Special Zone. This area along the Tama River is a Kanagawa's cutting-edge life science cluster, called KING SKYFRONT, where various companies and institutes have moved in. In 2022, Tonomachi Area was connected to Tokyo with a bridge, which enables quick access to Tokyo (Haneda) International Airport with only a fifteen-minute walk.

Life Innovation Center

The Center for Regenerative Medicine and Cell Therapy

Life Innovation Center (LIC) was established in April 2016 to promote industrialization of regenerative medicine and cell therapy, a rapidly evolving field as next-generation medical technology.

LIC is located at KING SKYFRONT, an open innovation hub for life science where companies and research institutes with cutting-edge technologies cluster. Taking advantage of such accumulation, LIC aims to accelerate the growth towards commercialization and industrialization of promising seeds in regenerative medicine and cell therapy.

Promoting cooperation among various technical seeds



- Well-equipped R&D environment
- Functional and versatile common space
- Easily accessible to Haneda Airport
- Shared lab / Rental lab
- Foster venture business

Shonan Health Innovation Park

Build a life science ecosystem that is open to the world

Shonan Health Innovation Park (Shonan iPark), established in 2018, is one of Japan's largest science parks. With a total floor area of approximately 300,000 square meters, it hosts a diverse range of companies and academia, including domestic and international pharmaceutical companies, biotech startups, cellular agriculture firms, and AI enterprises. This concentration of organizations fosters an ecosystem that accelerates innovation in the healthcare industry.

Kanagawa Prefecture, Fujisawa City, Kamakura City, Shonan Kamakura General Hospital, and Shonan iPark are working together to achieve the following goals:

- Establishing a leading hub for health innovation in the Shin-Shonan area
- Implementing innovative ideas in collaboration with the local community
- Creating new business and startups in the healthcare industry



School of Health Innovation

Graduate School of Health Innovation (SHI) was established in 2019 to foster human resources that can revolutionize social system and technology on the basis of ME-BYO concept.

The school provides innovative education including public health, technology, business, administration and practical training in healthcare-related fields, and offers the Master of Public Health (MPH) and the Ph.D. The classes are taught in both English and Japanese.



Scheme

Purpose	Development of human resources that can create innovations in healthcare-related fields
Form of Installation	Graduate school of public health founded by Kanagawa University of Human Services
Address	Tonomachi, Kawasaki City, Kanagawa
Academic Degree	1) Master of Public Health (MPH) 2) Doctor of Philosophy (Ph.D.)
Terms of Study	1) 2 years 2) 3 years
Admission Capacity	1) 15 per grade 2) 2 per grade

Advanced Medical Technologies

Approach

Japan has made a number of basic research achievements including the development of iPS Cells, but practical application of these research results is rather slow compared with the West.

Kanagawa is promoting measures to turn the results of basic research into practical application such as development of revolutionary drugs, advanced medical equipment and regenerative medical products, while stimulating the growth of the industries in these fields.

The objectives for combining Kanagawa's two approaches are to prolong people's healthy longevity, to expand areas for cutting-edge medical treatments, and to develop new business models in advanced medicine and the ME-BYO fields.

Europe

- Finland (Oulu)
- Germany (Baden-Württemberg)
- UK (Cell and Gene Therapy Catapult)
- WHO

Asia

- Singapore
- India • China (Liaoning)
- Vietnam

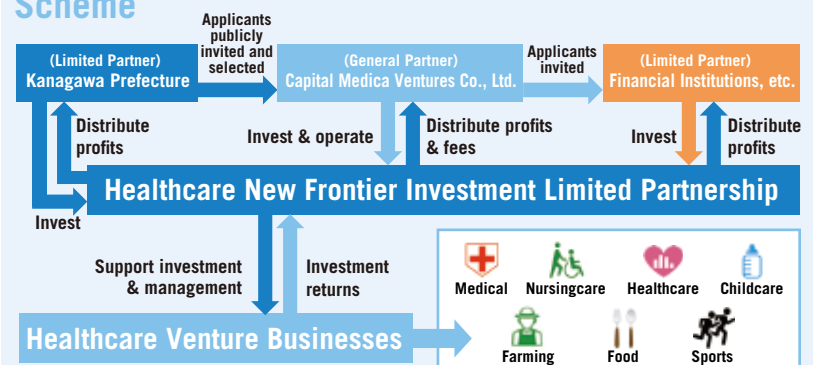
In order to promote the ME-BYO concept and Frontier Policy, Kanagawa Prefecture is building a network of government agencies, organizations and academia. It aims to advance global business exchanges and life sciences. Kanagawa Prefecture is also collaborating with WHO to promote the healthy ageing initiative.

Healthcare New Frontier Fund

For early realization of Healthcare New Frontier Policy, the prefecture has established Healthcare New Frontier Fund to enhance creation of the industries in the fields of ME-BYO and advanced medicine which have a high growth potential. The fund also supports ventures seeking solutions to social healthcare issues.

For the first time in the healthcare field, the prefecture has introduced the Social Impact Measurement for the purpose of developing the ventures. This leads to the higher enterprise value for investee ventures.

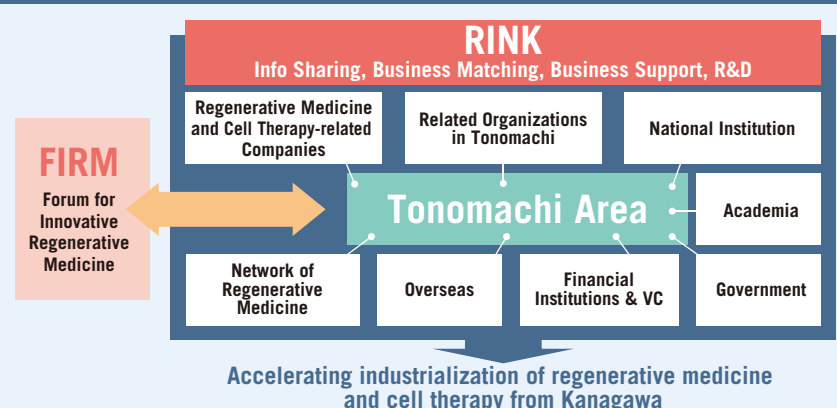
Scheme



RINK

Regenerative medicine & cell therapy Industrialization Network of Kanagawa

RINK is a network established for the purpose of promoting the utilization and industrialization of regenerative medicine and cell therapy. Based in the Tonomachi Area of Kawasaki City, this network aims to create innovation through collaboration with various entities such as academia and related organizations.





Approach Managing ME-BYO

Healthy	Sick
Healthy	<i>ME-BYO</i> Sick

Instead of clearly defining people's physical and mental condition as being either healthy or sick, under the concept of ME-BYO, the physical and mental conditions evolve continuously between healthy and sick states, and ME-BYO applies to all conditions between being "healthy" and "sick."

Hence, in order to stay physically and mentally healthy, it is important for individuals not to wait until they become sick to take action. Rather, it is important for them to monitor closely their ME-BYO condition in daily life and take active steps to maintain and improve their physical and mental conditions. The prefecture is promoting initiatives to stimulate changes in their health awareness and behavior patterns.

ME-BYO Index in Collaboration with WHO

ME-BYO Index

Under the concept of ME-BYO, it is important that people work responsibly to manage their ME-BYO status by changing their behaviors into more healthy ones. To encourage their behavioral change, the prefecture has developed the ME-BYO Index.

The ME-BYO Index is a numerical value to indicate where people stand on the gradation scale between being healthy and being sick. The prefecture developed the Index in collaboration with academia and WHO. ME-BYO Index also has the future prediction function.



ME-BYO STYLE



ME-BYO STYLE Ambassadors communicate with women in their 20s to 50s regarding lifestyles that can easily incorporate ME-BYO management in their daily lives. Events are held in cooperation with municipalities and companies.



CHO

An initiative by companies to promote health management by appointing a CHO (Chief Health Officer) in the company and making health promotion for employees and their families a part of corporate management.



Spreading the ME-BYO Concept Worldwide

In order to spread the ME-BYO concept around the world, the prefecture has registered ME-BYO as an international trademark. It is publicizing the term ME-BYO in overseas exhibitions and other PR activities to raise its international recognition.

ME-BYO®

Kanagawa ME-BYO Living Lab

In order to establish updated healthcare social system to overcome the issues of the super-aged society, Kanagawa Prefecture is implementing Kanagawa ME-BYO Living Lab in cooperation with industries, government, academia and citizens to develop the field for residents to experience managing the status of ME-BYO through ME-BYO technologies and services in which companies can evaluate and verify their function and effectiveness.

The prefecture coordinates interactions between relevant institutes, sets up test fields and assists in recruiting participants, thus the demonstration should be performed to develop better ME-BYO products and promote implementation.

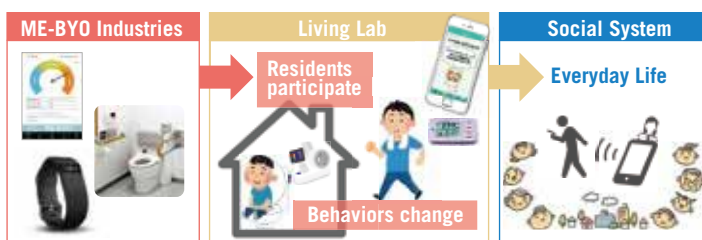
[Community / Occupational field]

Create opportunities to manage ME-BYO and promote health

Kanagawa ME-BYO Living Lab

[Businesses]

Develop and promote ME-BYO products & services



Living Lab is a field for residents to experience ME-BYO technologies and services before they are introduced into society.

ME-BYO Industry

ME-BYO Industry refers to the industries that, in addition to conventional prevention and diagnosis, provide products and services for 'ME-BYO management' that optimizes conditions of whole body and mind. Kanagawa aims to build and expand ME-BYO Industry as a new business model in the super-aged society. The measures include establishing evidence, branding strategy, business matching, and social implementation projects through academia-industry-government collaborations.

Association for ME-BYO Industry



Kanagawa Prefecture certifies excellent ME-BYO-related products and services as **ME-BYO BRAND**



Powerful Brain trainer
CogEvo®

A Cloud system for checking and training brain fitness (cognitive function) using fun games that take 5 minutes each time.

ME-BYO Japan

An exhibition demonstrating the advanced ME-BYO-related products and services



ME-BYO Summit Kanagawa

The ME-BYO Summit is an international symposium where municipalities, companies, and academia from Japan and abroad gather to communicate the concept of ME-BYO and the importance of managing ME-BYO as well as to discuss a wide range of topics including the future directions for initiatives of ME-BYO management and the vision of the future society.





Europe

- Finland (Oulu)
- Germany (Baden-Württemberg)
- UK (Cell and Gene Therapy Catapult)
- WHO

Asia

- Singapore
- India • China (Liaoning)
- Vietnam

Kanagawa, Japan

U.S.A.

- Maryland
- Stanford Univ.

Global Strategy

In order to promote the ME-BYO concept and global collaboration in the Healthcare New Frontier Policy, Kanagawa Prefecture is building partnerships and networks with overseas government agencies, organizations and academia. Through these efforts, the prefecture aims to advance global business exchanges and opportunities in the field of healthcare and life sciences. Kanagawa Prefecture is also collaborating with World Health Organization (WHO) to promote the healthy ageing initiative globally.