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# The Report of 9<sup>th</sup> World Health Capital Conference

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The 9th **World Health Capital Conference**  
Food and Exercises:  
Healthy connections with everyone  
2019  
Oct. 16<sup>th</sup> Wed 13:30~  
17<sup>th</sup> Thu 10:00~

Former Kashi School

**Oct. 16<sup>th</sup> wed 14:00~**  
Keynote Address



Enjoy Sports,  
Enjoy Life  
**Daichi Suzuki**  
Commissioner of the  
Japan Sports Agency

Gifts for visitors  
Free gifts to the first  
**500**  
visitors each day!

- Free admission
- No registration necessary
- Simultaneous interpreting

**Venue:** Matsumoto Chuo Community Center (M-Wing)  
«Displays and Sales» Chuo Gymnasium  
(M-Wing North Building & FL Chuo Gymnasium)

**Host:** World Health Capital Conference Committee  
President Akira Sugenoya (Mayor of Matsumoto City)  
Vice President Atsushi Sugiyama (President of Matsumoto City Medical Association)  
Japan Center for Local Autonomy

**Supported By:** Ministry of Internal Affairs and Communications,  
Ministry of Health, Labour and Welfare, Ministry of Economy,  
Trade and Industry, Japan Sports Agency, and Nagano Prefecture

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World Health Capital Conference Committee

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## Outline

Dates : Wednesday, October 16 – Thursday, October 17, 2019

Venue : Matsumoto Chuo Community Center and Chuo Gymnasium (M-Wing)

Participants : approximately 1,900

October 16, 2019

13:30 ~ 14:00

### Opening Ceremony

Akira Sugenoya, President of World Health Capital Conference Committee  
(Mayor of Matsumoto city, Chairman of Matsumoto Area Healthcare Industry  
Promotion Council)

Hiroyuki Sumiyoshi

(President of Shinshu University, Vice Chairman of Matsumoto Area Healthcare  
Industry Promotion Council)

Hiroyuki Hayashi (guest)

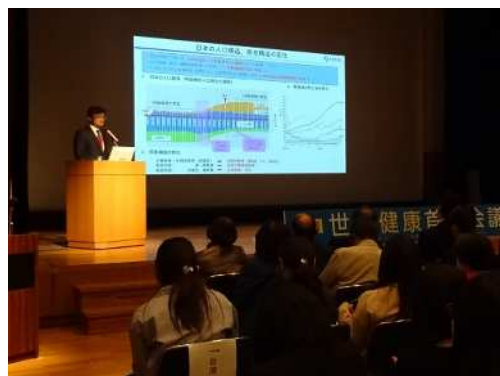
Director, Industry and Labor Department, Nagano Prefecture

Takeo Niga (guest)

Senior Analyst for Healthcare Industries, Commerce and Service Industry Policy  
Group, Ministry of Economy, Trade and Industry, Japan

Masakazu Aihara (guest)

Deputy Director, Health Service Division, Ministry of Health, Labor and Welfare, Japan



14:10 ~ 14:40

## Keynote Address 1 “Enjoy Sports, Enjoy Life ”

Daichi Suzuki, Commissioner of the Japan Sports Agency



### Summary of Keynote Address 1

- The current sport activity for adults per week is 55 percent, and its goal is 65 percent.
- Annually, 50,000 deaths are caused by the lack of exercise. “Exercise is Medicine.”
- The size of sport market is recently 5.5 trillion JPY, and this intends 15 trillion JPY by year 2025.
- “Sport in Life ”  
We would like to make new sport-movement for Japanese citizens lives by 2020 Tokyo Olympics and Paralympics.
- The outstanding functions of sport is social influence to the community, as well as the economic benefit. The citizens are able to connect the world with healthy lives and social community and economy.

14:50 ~ 15:50

### Keynote Address 2 “Active – Share - Connect ”

Judy Brownoff, Councilor and CRD Director, the Corporation of the District of Saanich



### Summary of Keynote Address 2

- The district of Saanich in Canada is a real aged-society. The demographic percentage composes 30 percent for over 60-year-old, and more than 9 percent for ages over 75.
- Creative Aging (you can grow, learn and contribute by any age of your life).
- We reused the unused space of the elementary school for the gym and the kitchen space to the seniors. We provide the space to the seniors, such as producing vegetable and fruits, dining, communicating, and counselling. The volunteers are involved for running the area.
- Our purpose is to prevent the social-isolation for the residents in the community. We associate with our local government to find the designated people, and furthermore to develop disaster prevention activities to develop the whole community.

16:10 ~ 17:20

### Keynote Address 3

“Russian politics and social situation, Japan-Russia relations ”

Dmitry Streltsov, Head of Department of Afro-Asian Studies, MGIMO-University



“Health promotion policies in Russia: From theoretical approaches to practical solutions ”

Tatiana Chubarova, Head of the Social Sector Economics Center, Institute of Economics, Russian Academy of Sciences



### Summary of Keynote Address 3

- The agendas of Russia are aging, high mortality rate, especially for male labor force, increase in non-communicable diseases (such as lifestyle-related diseases), lack of exercise, health disparities, etc.
- To obtain the healthy life-style formation, the higher priority projects are started. Up to 2025, we are intending 60 percent of the citizens to rise up the healthy-life with 40 percent of having exercising habits. Also, we are aiming to reduce the smoking rate up to 27 percent, and 8 liter of alcohol consumption per year.
- Focused to smoking issue, we are considering the regulating smoking area, retails, and banning ads, and furthermore.
- There are many obstacles of enacting the law for health promotion policy. The details are including such as how to evaluate, who to be responsible (not only Ministry of Health, but also other ministries), how to gain the community corporation, how to customize the individual motivation and so on.

14:30 ~ 15:30, 15:30 ~ 16:00

“Smile Yamaga Healthy exercises ”

(Organized by Matsumoto Health Lab)



Masato Katayama, in charge of hometown at Matsumoto Yamaga Football Club joined the event. After some physical and mental exercise of stretches used by the towel muffler and the ball, Miho Kobayashi directed the rhythm exercise, which can be done with sitting posture.

14:30 ~ 17:00

“Think about the future of local health promotion activities by a professional sports team ”

(Organized by Nagano Prefecture Next-generation Health Care Industry Council)



After introducing practical examples led from Matsumoto Yamaga Co., Ltd. and Jukunentaiikudaigaku Research Center, we exchanged the opinions of the participants of “the project of how the walking activities creates the good-health community. ”



15:00 ~ 16:00

What is “Frail (Frailty)”? New keyword to cope with aging

Plus, exercises to stop you from becoming frail by a physical therapist

(Organized by Shinshu Medibito Net & Health and Welfare Department, Nagano Prefecture)

Naofumi Kotegawa, Representative, Shinshu Medibito Net / Physician



The Frail is defined as the condition of the one's health staying between healthy and need-care status. Three elements of frail are explained. These are “nutrition, exercise and social activities.” The participants actually did “Yubiwakka test,” to know their strength of the thighs.

16:00 ~ 17:00

“How to stand and walk attractively in an instant”

(Organized by Health Care Services Division, Matsumoto City Office)

Emiri Matsufuji, Dukes Walking Stylist



We can enjoy our lives with having exercises such as walking through our lives till the end of lives. To enjoy our lives, the varieties of exercise should be included not only walking for our 100 plus lives in this era. We did several exercises in this seminar. Warming ups (rotating shoulders, twisting arms, and keeping good postures), and special exercises for using the inside of the thighs, and buttocks firmly, and also walking.

16:10 ~ 17:10

“How to hydrate for your healthy guts ”

(Organized by Gut Environment Development Association)

Yoko Kamiya, Representative Director, Gut Environment Development Association



We held the conference of how to avoid dehydrating with bowel problems such as constipation and loose stool.

October 17, 2019

9:00 ~ 10:00

AXEREA Co., Ltd. Special Seminar for the Students of Matsumoto Technical High School



10:00 ~ 10:30

“Health Promotion through Enteric Bacteria: Demonstration Experiments in Matsumoto ”

Yuriko Oda, Bio Science & Engineering Laboratory, Research & Development Management Headquarters, Fujifilm Corporation

Tetsuo Nomiya, Professor, Shinshu University School of Medicine



We reported about last year s verification test for the effect of salacia on fecal odor and stool at cooperating-team Matsumoto Health Lab.

11:00 ~ 12:00

“Realization of a Collaborative Society by Superhuman Sports ”

Ryoichi Ando, President, Axereal Co., Ltd. / Director, Superhuman Sports Society



We demonstrated “Sli-De-Rift ” which was born from the part of “Superhuman Sport ” activities. Implementing the technology, physical disability and aging are liberated from the barrier to play together with flat-condition. The content of the lecture was having possibility of the social mindset of “Superhuman Sports,” are included realization of co-creation society, creating new industry, providing joyfulness life for all, realization of the diversified society, aging is interpreted as positive thing to gain, and creating new expression.

13:00 ~ 13:30

“Marui Group s Wellness Management: Health management that realize what employees want to do ”

Reiko Kojima, Executive Officer / General Manager, Health Promotion Department, Marui Group Co., Ltd.



Marui Group calls “Wellness Management ” as their health management. This management is not only preventing illness but also to aim the inclusive Wellness Management and activities, such as having powerful employees, maximizing their abilities, contributing social empowerment. We asked for volunteering members for “wellness management progressive project, ” in order to have autonomous corporate culture that is to energize as a whole group. This revealed the positive effect for our organization.

10:00 ~ 11:30, 14:00 ~ 15:30

“Easy, Simple Yoga Seasonal Origami Balloon Bunny ”

(Organized by Matsumoto City Health Promotion Federation)



The vice-president of Federation of Health Promotion Members, Chieko Nomura instructed for how to brush up the brains by using finger-tips and playing Origami. At the same time, Masayo Akimoto also trained yoga to enjoy the exercises for further opportunities to be active. In addition, the activities of health promotion members were introduced on the panel display.

10:00 ~ 13:00

“Cooking Class: Learn new ways to use freeze-dried tofu (Part ) ”

(Organized by Matsumoto Food Life Improvement Promotion Association)

Yutaka Sasaki, Manager, Product Design 2 Division, Asahimatsu Foods Co., Ltd.

Junko Hayashi, Cook / Dietitian, Asahimatsu Foods Co., Ltd.

Mitsuko Ota, President, Matsumoto Eating Habit Improvement Council



Asahimatsu Food Co., Ltd. Introduced three frozen tofu (bean curd cake) recipes and two recommended by Eating Habit Improvement Council. Three were koya tofu-shrimp fricassee, steamed powdered-tofu with yogurt cake, and grilled Koya Tofu and Yam for tofu recipes. And two were green pepper with salted kelp, and spicy and numerous-ingredient miso-soup. Those five were cooked and tried by the participants.

10:00 ~ 11:00

“Seminar about Healthy Cities ”

(Organized by Matsumoto Area Healthcare Industry Promotion Council)

Satoru Kurasawa, Urban Planner

Reiko Okimoto, Dietitian / Health Fitness Programmer



Satoru Kurasawa explained the progress about World Health Capital Conference. Also, Reiko Okimoto explained the nutrition perspectives on food and health. After two explanations, they talked together about delicious, enjoyable and natural nutrition management.

10:00 ~ 10:50

“The Latest Tips to Prevent Bone Fractures ”

(Organized by Matsumoto Health Lab)

Yukio Nakamura, Orthopaedics Department, Shinshu University Hospital



We had the lecture about effective life like meal and exercise habits for preventing fracture, and how to intake meal to form the born.

11:30 ~ 12:30

“Learn from Seniors, Seniors Learn Food and Health ”

(Organized by Matsumoto University & Kewpie Corporation)

Naoko Hirota, Professor of Graduate School of Health Science, Matsumoto University



The lecture was conducted for the participants to introduce the content and the purpose of the nutrition survey. The survey had been conducted for Matsumoto Health Lab members by both Kewpie Corporation and Matsumoto University. The lecture was not only the importance of the food, but also some reminders of our eating habits.

12:30 ~ 13:30

“Housing for our Health and Longevity ”

(Organized by Wooden Housing Research and Development Platform)

Naoki Takagi, Professor Emeritus, Shinshu University



Naoki Takagi had the lecture of necessary living environment for having healthy longevity including some world examples for the residents of the cold region of Matsumoto-city in Nagano-prefecture. The lecture progressed in the panel discussion form while he was answering questions from related businesses, organization and general participants.

13:00 ~ 13:40

“Kinmemai, a Nutritional Rice Preferred by Athletes ”

(Organized by Nakajimaya Furihata Rice Co., Ltd. & Toyo Rice Co., Ltd.)

Kazumichi Furihata, President, Nakajimaya Furihata Rice Co., Ltd.

Naoki Nishiyama, Manager, Health Care Division, Toyo Rice Co., Ltd.



We had lecture about the history, merits and efficacy of Kinmemai Rice.

14:00 ~ 15:30

“About Diet and Dietary Environments That can Lead to Healthy, Longer Life ”

(Organized by Health Care Services Division, Matsumoto City Office)

Yukari Takemi, Professor, Faculty of Nutrition, Kagawa Nutrition University



We explained the current health longevity in Matsumoto-city which is gradually increasing. In order to prevent life-style-related disease and flail, we need to practice the right amount and quality of diet, that are recommended by Matsumoto city's slogan “at least three dishes for two meals.” In addition, the people with frequency-eating-out got poor nutritional balance than the ones not. Therefore the superficial meal environment only improves the access to information may worsen health equities. So, the access to healthy meal is needed more than information-only. The “Smart Meal certification system” is the system of certifying the restaurants and food providers and establishments, that provide nutritionally balanced meals in the continuous and healthy environment. This system is used for the key of promoting the healthy diet for exceeding healthy life expectancy.



14:10 ~ 15:40

“Ease of Use ” made with users and citizen s point of view

Challenge of Min-labo, Tsukuba-style Living Lab

(Organized by Shinshu Medical Industry Association & Shinshu Living Lab)

Etsuko Harada, Representative, Center for Usability and Aging Research (Min-labo)/

Professor, Faculty of Human Sciences (Department of Psychology), University of Tsukuba



We introduced the activities of ‘Min-labo cafe, ’ where the senior residents can deeply discuss about ‘usability ’for varieties of products in every month. We also introduced about the usability of various things experiments with some examples. After that, we explained about the residents-involved and participated medical-engineering cooperative manufacturing model, to solve the issues of home medical and nursing care which started in Matsumoto-city.

13:40 ~ 15:40

Panel Discussion

“Food and Exercises: Healthy Connections with Everyone ”

Moderator

Hiroshi Komiyama, Chairman, Mitsubishi Research Institute

Panelists

Katsunori Kondo, Professor, Center for Preventive Medical Sciences,  
Chiba University

Reiko Kojima, Executive Officer / General Manager, Health Promotion Department,  
Marui Group Co., Ltd.

Shinya Minobe, CEO, Yukashikado Inc.

Naoki Takazaki, Senior Managing Director / Executive Officer, Renaissance Inc.



Summary of Panel Discussion

“How to make health-related indifference people into their interests. ”

- 2: 6: 2 Principle
- Theory of innovator
- To position health-frame to the corporate activity rather than welfare.
- Make the activity cool and enjoyable
- Creating a mechanism to take health actions without aware is “stealth care. ”
- City development with more walkers
- Shifting things to affairs (ex. The medical checkups become compulsory.)

- To make people to certain ways with mechanism-related.

‘How to connected the individuals with statistical data. ’

- Policy-making needs statistical data. However the individuals often tend to think the data as the other matters. Therefore Personalization gets important.
- Direct Marketing (need to be changed by the different approaches for public awareness and the individuals)
- More regional ratio for excising decreases certifying nursing care by hundreds, then this makes less cost for nursing care budget.

‘What Matsumoto-city should do from now on? ’

- The organizations in different positions and fields need to tag together to find the solutions of social issues by using each strengths.
- The industry-academia-government collaboration has been started as Matsumoto Health Lab. This challenge should reach to the starting circulation.
- ‘Principle-based ’ rather than ‘rule-based ’ is focused since advancing corporations and administration make new successful examples to lead locals more than waiting for the central government to make new policies. This is ideal and called ‘Autonomous distributed co-operative system. ’
- To create new business and new industry needs new start-ups.
- The mechanism of growth with accelerating start-ups is necessary and defined as ‘Eco-system. ’ (The main elements of Eco-system includes venture-capital as investment entity, accelerator as program provider, and incubation as facility provider.
- The goal should not be only healthy, but what people want to do after getting healthy condition, next step need to be altered for objects.
- Reinforcement of expanding overseas

#### [Keyword]

- Stealth care
- Personalization
- Industry-academia-government collaboration, Collective Impact.
- Eco-system (mechanism to support the start-ups)
- Purpose of living with joy, self-realization
- Autonomous distributed co-operative systems

15:40 ~ 15:50

Closing Ceremony

Atsushi Sugiyama, Vice President of World Health Capital Conference Committee  
(President of Matsumoto City Medical Association)

Kunihiro Hamada

(President of Shinshu University, Vice Chairman of Matsumoto Area Healthcare  
Industry Promotion Council)



## Exhibitors List

### Health

1	Alps Pictures Inc.	Preserving Showa-era 8mm films to cheer the elderly
2	Anju no Sato Norikura Co., Ltd.	Walking assist devices- walking on your own without wheelchairs
3	Otsuka Pharmaceutical Co., Ltd.	Tasting <i>Body Mainte</i> , and <i>Soy Joy</i>
4	Kissei Comtec Co., Ltd.	<i>Shisei Cam</i> — experience the posture measurement system
5	Kobayashi Soken Inc.	Housing and health, and how they relate
6	Sinei Foods Co., Ltd.	Tasting — healthy Gyoza made with chicken and <i>Matsumoto Ippon-Negi</i> , the traditional vegetable from Matsumoto
7	Shinshu University / Shinshu Medical Industry Association	Matsumoto-style medical-engineering cooperation in manufacturing with citizen participation
8	Shinshu Medibito Net	<i>Shinshu Kenko Karuta</i> , the health promotion project for children in the future
9	Skinos Nagano Co., Ltd.	The world's first wearable sweating sensor — easily measuring mental and physical conditions through sweat
10	SPEC Co., Ltd.	<i>Karada no mirai</i> Predict your disease probability with AI!
11	Sompo Himawari Life Insurance Inc.	To prepare for dementia and lifestyle-related diseases in the 100-year life
12	Daiichikoshō Co., Ltd.	<i>DK Elder System</i> — equipment to improve your general vital functions
13	Kaohsiung Medical University Chung-Ho Memorial Hospital, Taiwan	Efforts of nutrition education for patients of chronic diseases
14	Kaohsiung Municipal Siaogang Hospital, Taiwan	Our efforts for Triple H (hypertension, hyperlipidemia, hyperglycemia)
15	Daiwa Co., Ltd.	Development of teeth guards for children — a collaboration between government, industry and academia
16	Gut Environment Development Association	Get to know, and how to make the best use of your guts
17	Tescom Co., Ltd. / Orikyo Co., Ltd.	Tasting— live performance of Tescom's vacuum mixer
18	Delica Co., Ltd.	Display and test rides of <i>Kenkyakun</i> , electric assist four-wheel bicycles
19	Nakajimaya Furihata Rice Co., Ltd. / Toyo Rice Co., Ltd.	Tasting and sale — Matsumoto Health Lab's Kinmemai rice, and an exhibition panel about its health benefits
20	Nagano Clinical Orthopaedic Association	Explanation and diagnosis of locomotive syndrome — teaching basic exercises
21	Nagawa Promotion Agency	Hometown Nagawa —Introducing Nagawa's life and food culture.
22	Nihon Trim Co., Ltd.	Electrolyzed hydrogen water (EHW) apparatus
23	Family Service Eiko Co., Ltd.	Display and sale of oral health care products and magnetic induction therapy apparatus (socks, etc.)
24	HealthGrid Inc.	Health Account for keeping and improving your mental / physical conditions for a lifetime
25	Benry Co., Ltd., Matsumoto Minami branch	Introduction to life support service

26	Matsumoto Health Lab	Introducing the monitor projects that the members of Matsumoto Health Lab take part in.
27	Meiji Yasuda Life Insurance Company, Matsumoto branch	Self-health check
28	Morinaga Milk Industry Co., Ltd.	Morinaga Milk's functional materials and health
29	Yukashikado Inc.	<i>VitaNote</i> —the world's first test kit that can show the nutritional deficiency/excesses from urine

#### Food

30	Asahimatsu Foods Co., Ltd.	Sale—Koyadofu (freeze-dried tofu) products, plus recipes
31	Kewpie Corporation	Kewpie Group — boost your health with salad and eggs!
32	Gold-Pak Co., Ltd.	Display/sale—Juice of Shinshu Azumino tomatoes, apples, vegetables, etc.
33	Daimaru Honpo Co., Ltd.	Display/sale—Japanese traditional candy and products made with “neem”, a healthy Asian ingredient
34	Nagano Prefecture Dietetic Association, Chushin branch	Promoting good health starts with your everyday diet —watch, learn, and try.
35	Marushojozo Co., Ltd.	Tasting/sale — miso, soy sauce, dressing made from Matsumoto's agricultural products
36	Imai Megumi no Sato (Road station)	Imai Megumi no Sato, the roadside station for locally-grown and locally-consumption products
37	Minamiazumi Agricultural High School / Animal Biotechnology course	Exhibit — experiments for producing feed from buckwheat epidermis, plus smoked chicken tasting/sale
38	Yoshinoya Co., Ltd.	<i>Yoshinoya's Yasashiigohan®</i> (Care food)
39	Health Care Services Division, Matsumoto City Office	Announcing the result of the Best Full-ingredients Miso Soup contest
40	Matsumoto Sweets	Publicity campaign and sales promotion for Matsumoto Sweets
41	Agricultural Administration Division, Matsumoto City Office	Introducing our endeavor of branding the <i>Matsumoto Ippon Negi</i> (branching onion), sale and more

#### Exercise

42	Ito Co., Ltd.	Display and trial of our shortwave therapy products and EMS (Electric Muscle Stimulation)
43	Densan Co., Ltd.	Introducing <i>Te•Ri•Ha</i> , a finger rehabilitation support apparatus
44	Nihondennetsu Co., Ltd.	Display/sale — <i>mignoron</i> , a compact ESM machine for females
45	Matsumoto city Sports Promotion Council	Experience new sports for everyone!
46	Renaissance Inc.	For your future! Health promotion and management you can do right away.

#### Manufacturing

47	Axereal Co., Ltd.	Introducing <i>Sli-De-Rift</i>
48	Deviser Co., Ltd.	How to make guitars in Matsumoto, the largest producer of guitars in Japan

49	Matsumoto Technical High School	Challenges of Matsumoto Technical High School's students
50	Matsumoto city Social Welfare Council	Sale — coffee, and handmade products from <i>Kibo no ie</i> and <i>Okada Kibo no ie</i>
51	Wooden Housing Research and Development Platform	Housing for health and longevity
52	Matsumoto Industry Support Center	11/1 Grand opening! Introducing <i>Sazangaku</i> , plus coordinator's activities

