

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 Kaichi School

**Oct. 16th** 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 8 FL Chuo Gymnasium)

**Host**

World Health Capital Conference Committee  
President Akira Sugeno (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

**Inquiries**

Health Industry and Industrial Location Division;  
and Health Care Services Division, Matsumoto City Office  
E-mail [kenkou-sangyou@city.matsumoto.lg.jp](mailto:kenkou-sangyou@city.matsumoto.lg.jp)

**☎ 0263-34-3296**



Matsumoto Chuo Community Center(M-Wing)  
1-18-1 Chuo, Matsumoto, Nagano 390-0811  
5-min walk from JR Matsumoto Sta.

## Talks and Case Presentations (6 FL Hall)

16th Wed 14:00~14:30

Keynote Address 1

### Enjoy Sports, Enjoy Life

**Daichi Suzuki** Commissioner of the Japan Sports Agency



16th Wed 14:40~15:50

Keynote Address 2

### Active — Share — Connect



**Judy Brownoff**

Councillor and CRD Director

The Corporation of the District of Saanich

16th Wed 16:10~17:10

Keynote Address 3

### Russian politics and social situation, Japan-Russia relations

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



### Health promotion policies in Russia: from theoretical approaches to practical solutions

**Tatiana Chubarova**

PhD (Social Policy) and Doctor of Economics,  
Head of the Social Sector Economics Center,

Institute of Economics, Russian Academy of Sciences

17th Thu 10:00~10:40

### Health Promotion through enteric bacteria: demonstration experiments in Matsumoto

**Tetsuo Nomiyama** Professor, Shinshu University School of Medicine

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

17th Thu 11:00~12:00



### Realization of a collaborative society by Superhuman Sports

**Ryoichi Ando**

President, Axereal Co., Ltd.

Director, Superhuman Sports Society

*Sli-De-Rift* ▶



17th Thu 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, M.D., Ph.D., Marui Group Co., Ltd.

17th Thu 13:40~15:40

Panel Discussion

#### ●Theme

**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,  
M.D., Ph.D., Marui Group Co., Ltd.



**Shinya Minobe**  
CEO, Yukashikado Inc.



**Naoki Takazaki**  
Senior Managing Director,  
Renaissance Inc.



## 16th Wed

\*The program is subject to change without prior notice. We ask for your understanding.

	6 FL Hall	5 FL Recreation Room	4 FL Cooking Room	4 FL 4-3	4 FL 4-4	3 FL 3-2	3 FL 3-1
13:00							
14:00	Opening ceremony						
	Enjoy Sports, Enjoy Life						
15:00	Active — Share — Connect	Matsumoto Health Lab Smile Yamaga Healthy exercises ①		Think about the future of local health promotion activities by a professional sports team ②			What is "Frail (Frailty)"? — New keyword to cope with aging — Plus, exercises to stop you from becoming frail by a physical therapist
16:00		Matsumoto Health Lab Smile Yamaga Healthy exercises ①			How to hydrate for your healthy guts ⑤	How to stand and walk attractively in an instant ④	
17:00	Russian politics and social situation, Japan-Russia relations Health promotion policies in Russia: from theoretical approaches to practical solutions						

## 17th Thu

	6 FL Hall	5 FL Recreation Room	4 FL Cooking Room	4 FL 4-3	4 FL 4-4	3 FL 3-2	3 FL 3-1
10:00	Health Promotion through enteric bacteria: demonstration experiments in Matsumoto	Easy, simple yoga Seasonal Origami — Balloon Bunny — ⑥	Cooking Class Would you like to learn the new usage of freeze-dried tofu? (Part IV) ⑦		Seminar about healthy cities ⑧	The latest tips to prevent bone fractures ⑨	
11:00	Realization of a collaborative society by Superhuman Sports						
12:00						Learn from seniors, seniors learn ⑩	
13:00	Marui Group's Wellness Management: Health Management that realize what employees want to do			Discussion — Kinmemai, a nutritional rice preferred by athletes ⑫	Housing for our health and longevity ⑪		Considering collaborations between health tourism and local products ⑬
14:00	Panel Discussion	Easy, simple yoga Seasonal Origami — Balloon Bunny — ⑥		"Ease of use" — made with users and citizen's point of view ⑮		About diet and dietary environments that can lead to healthy, longer life ⑭	
15:00							
16:00	Closing ceremony						



## 16th Wed

14:30~15:00 / 15:30~16:00

①

### Matsumoto Health Lab Smile Yamaga Healthy exercises

(Matsumoto Health Lab)



Matsumoto Yamaga FC's Ambassador Hiroshi Tetsuto will join in!

14:30~17:00

②

(Nagano Prefecture Next-generation Health Care Industry Council)

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

**Lecturer** Matsumoto Yamaga Co., Ltd

**Facilitator** NPO SCOP

15:00~16:00

③

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

### What is "Frail (Frailty)"?

— New keyword to cope with aging —

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

**Lecturer** Shinshu Medibito Net Representative

Physician **Naofumi Kotegawa**

Nagano Prefecture Physiotherapist Association

16:00~17:00

④

(Health Care Services Division, Matsumoto City Office)

### How to stand and walk attractively in an instant

Advance registration only Max 50 people  
Registration: Chuo(CENTRAL) Health Care Center ☎39-1119

**Lecturer** Dukes Walking Stylist **Madoka Utada**

16:10~17:10

⑤

(Gut Environment Development Association)

### How to hydrate for your healthy guts

**Lecturer** Gut Environment Development Association

Representative Director **Yoko Kamiya**

## 17th Thu

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

⑥

(Matsumoto City Health Promotion Federation)

### Easy, simple yoga Seasonal Origami — Balloon Bunny —

10:00~13:00

⑦

(Matsumoto Dietary Practices Development Council)

### Cooking Class

Would you like to learn the new usage of freeze-dried tofu? (Part IV)

Advance registration only  
Max 25 people  
Registration: Health Care Services Division ☎34-3217

**Lecturer** Product Design 2 Division, Asahimatsu Foods Co., Ltd.

Manager **Yutaka Sasaki**

Asahimatsu Foods Co., Ltd.

Cook/Dietitian **Junko Hayashi**

Matsumoto Dietary Practices Development Council

President **Mitsuko Ota**

10:00~11:00

⑧

(Matsumoto Area Healthcare Industry Promotion Council)

### Seminar about healthy cities

**Coordinator** Satoru Kurasawa

10:00~10:50

⑨

(Matsumoto Health Lab)

### The latest tips to prevent bone fractures

**Lecturer** Orthopaedics Department, Shinshu University Hospital **Yukio Nakamura**

11:30~12:30

⑩

(Matsumoto University & Kewpie Corporation)

### Learn from seniors, seniors learn — Food and Health —

**Lecturer** Matsumoto University Graduate School of Health Science

Professor **Naoko Hirota**

12:30~15:15

⑪

(Wooden Housing Research and Development Platform)

### Housing for our health and longevity

**Lecturer** Shinshu University Professor (Faculty of Engineering),

Professor Emeritus **Naoki Takagi**

13:00~13:40

⑫

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

### Discussion — Kinmemai, a nutritional rice preferred by athletes

**Lecturer** Nakajimaya Furihata Rice Co., Ltd.

President **Kazumichi Furihata**

Health Care Division, Toyo Rice Co., Ltd.

Manager **Naoki Nishiyama**

13:00~16:00

⑬

(Nagano Prefecture Next-generation Health Care Industry Council)

### Considering collaborations between health tourism and local products

14:00~15:30

⑭

(Health Care Services Division, Matsumoto City Office)

About diet and dietary environments that can lead to healthy, longer life

**Lecturer** Faculty of Nutrition, Kagawa Nutrition University

Professor **Yukari Takemi**

14:10~15:40

⑮

(Shinshu Medical Industry Association & Shinshu Living Lab)

"Ease of use", made with users and citizen's point of view — Challenge of Min-Lab, Tsukuba-style Living Lab —

**Lecturer** Center for Usability and Aging Research (Min-Lab) Representative

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

Professor **Etsuko Harada**

# Exhibition (M-Wing North Building 8 FL Chuo Gymnasium)

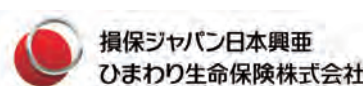
Companies and organizations displaying and selling products.  
Look at, handle, and try out products.

Health	Alps Pictures Inc.	Preserving Showa-era 8mm films to cheer the elderly
	Anju no Sato Norikura Co., Ltd.	Walking assist devices — walking on your own without wheelchairs
	Otsuka Pharmaceutical Co., Ltd.	Tasting <i>Body Mainte</i> , and <i>Soy Joy</i>
	Kissei Comtec Co., Ltd.	<i>Shisei Cam</i> — experience the posture measurement system
	Kobayashi Soken Inc.	Housing and health, and how they relate
	Sinei Foods Co., Ltd.	Tasting — healthy Gyoza made with chicken and <i>Matsumoto Ippon-Negi</i> , the traditional vegetable from Matsumoto
	Shinshu University / Shinshu Medical Industry Association	Matsumoto-style medical-engineering cooperation in manufacturing with citizen participation
	Shinshu Medibito Net	<i>Shinshu Kenko Karuta</i> , the health promotion project for children in the future
	Skinos Nagano Co., Ltd.	The world's first wearable sweating sensor — easily measuring mental and physical conditions through sweat
	Daichikosho Co., Ltd.	<i>DK Elder System</i> — equipment to improve your general vital functions
	Kaohsiung Medical University Chung-Ho Memorial Hospital, Taiwan	Efforts of nutrition education for patients of chronic diseases
	Kaohsiung Municipal Siaogang Hospital, Taiwan	Our efforts for Triple H (hypertension, hyperlipidemia, hyperglycemia)
	Daiwa Co., Ltd.	Development of teeth guards for children — a collaboration between government, industry and academia
	Gut Environment Development Association	Get to know, and how to make the best use of your guts
	Tescom Co., Ltd. / Orikyo Co., Ltd.	Tasting — live performance of Tescom's vacuum blender
	Delica Co., Ltd.	Display and test rides of <i>Kenkyakun</i> , electric assist four-wheel bicycles
	Nakajimaya Furihata Rice Co., Ltd. / Toyo Rice Co., Ltd.	Tasting/sale — Matsumoto Health Lab's Kinmemai rice, and an exhibition panel about its health benefits
	Nagano Clinical Orthopaedic Association	Explanation and diagnosis of locomotive syndrome — teaching basic exercises
	Nagawa Promotion Agency	Hometown Nagawa — Introducing Nagawa's life and food culture
	Nihon Trim Co., Ltd.	Electrolyzed hydrogen water (EHW) apparatus
	Family Service Eiko Co., Ltd.	Display/sale — oral health care products and magnetic induction therapy apparatus (socks, etc.)
	HealthGrid Inc.	Health Account for keeping and improving your mental / physical conditions for a lifetime
	Benry Co., Ltd., Matsumoto Minami branch	Introduction to life support service
Food	Matsumoto Health Lab	Introducing the monitor projects that the members of Matsumoto Health Lab take part in
	Meiji Yasuda Life Insurance Company, Matsumoto branch	Self-health check
	Morishita Jintan Co., Ltd.	Display — <i>Bifina EX</i>
	Morinaga Milk Industry Co., Ltd.	Morinaga Milk's functional materials and health
	Yukashikado Inc.	<i>VitaNote</i> — the world's first test kit that can show the nutritional deficiency/excesses from urine
	Asahimatsu Foods Co., Ltd.	Sale — Koyadofu (freeze-dried tofu) products, plus recipes
	Kewpie Corporation	Kewpie Group — boost your health with salad and eggs!
	Daimaru Honpo Co., Ltd.	Display/sale — Japanese traditional candy and products made with "neem", a healthy Asian ingredient
	Nagano Prefecture Dietetic Association, Chushin branch	Promoting good health starts with your everyday diet — watch, learn, and try
	Matsumoto Miso and Soy Sauce Industry Cooperative	Tasting/sale — miso
	Okubojozoten Co., Ltd.	Sale — matured-miso and soy sauce fermented for years in kioko, traditional Japanese wooden barrels
	Sanritsujouzou Co., Ltd.	Miso matured for 2 years made in misodamadukuri, the traditional way of making miso
	Marushojozo Co., Ltd.	Tasting/sale — miso, soy sauce, dressing made from Matsumoto's agricultural products
Exercise	Imai Megumi no Sato (Road station)	<i>Imai Megumi no Sato</i> , the roadside station for locally-grown and locally-consumption products
	Minamiazumi Agricultural High School / Animal Biotechnology course	Exhibit — experiments for producing feed from buckwheat epidermis, plus smoked chicken tasting/sale
	Yoshinoya Co., Ltd.	<i>Yoshinoya's Yasashiigohan®</i> (Care food)
	Health Care Services Division, Matsumoto City Office	Announcing the result of the Best Full-ingredients Miso Soup contest
	Matsumoto Sweets	Publicity campaign and sales promotion for Matsumoto Sweets
	Agricultural Administration Division, Matsumoto City Office	Introducing our endeavor of branding <i>Matsumoto Ippon Negi</i> (branching onion), sale and more
Manufacturing	Ito Co., Ltd.	Display/trial — our shortwave therapy products and EMS (Electric Muscle Stimulation)
	Sun Sport Matsumoto, Para-sports Association Matsumoto	Introducing classes, competitions, seminars and more for the handicapped
	Densan Co., Ltd.	Introducing <i>Te•Ri•Ha</i> , a finger rehabilitation support apparatus
	Nihondennetsu Co., Ltd.	Display/sale — <i>mignoron</i> , a compact ESM machine for females
	Matsumoto city Sports Promotion Council	Experience new sports for everyone!
Manufacturing	Renaissance Inc.	For your future! Health promotion and management you can do right away
	Axereal Co., Ltd.	Introducing <i>Sli-De-Rift</i>
	Deviser Co., Ltd.	How to make guitars in Matsumoto, the largest producer of guitars in Japan
	Matsumoto Technical High School	Challenges of Matsumoto Technical High School's students
	Matsumoto city Social Welfare Council	Sale — coffee, and handmade products from <i>Kibo no Ie</i> and <i>Okada Kibo no Ie</i>
	Wooden Housing Research and Development Platform	Housing for health and longevity
Manufacturing	Matsumoto Industry Support Center	11/1 Grand opening! Introducing <i>Sazangaku</i> , plus coordinators' activities



あおい観光バス  
(有) 葵ジャパン

IZUMO Health 株式会社  
イズモヘルス



人も自然もすこやかに  
東洋ライス

