



**Asia-Pacific
Economic Cooperation**

2021/SMEMM/008


Agenda Item: 10

Enhancing Health and Productivity Management for Micro, Small and Medium Enterprises

Purpose: Information
Submitted by: Japan



**27th Small and Medium Enterprises
Ministerial Meeting
9 October 2021**



Enhancing Health and Productivity Management for MSMEs

October 2021

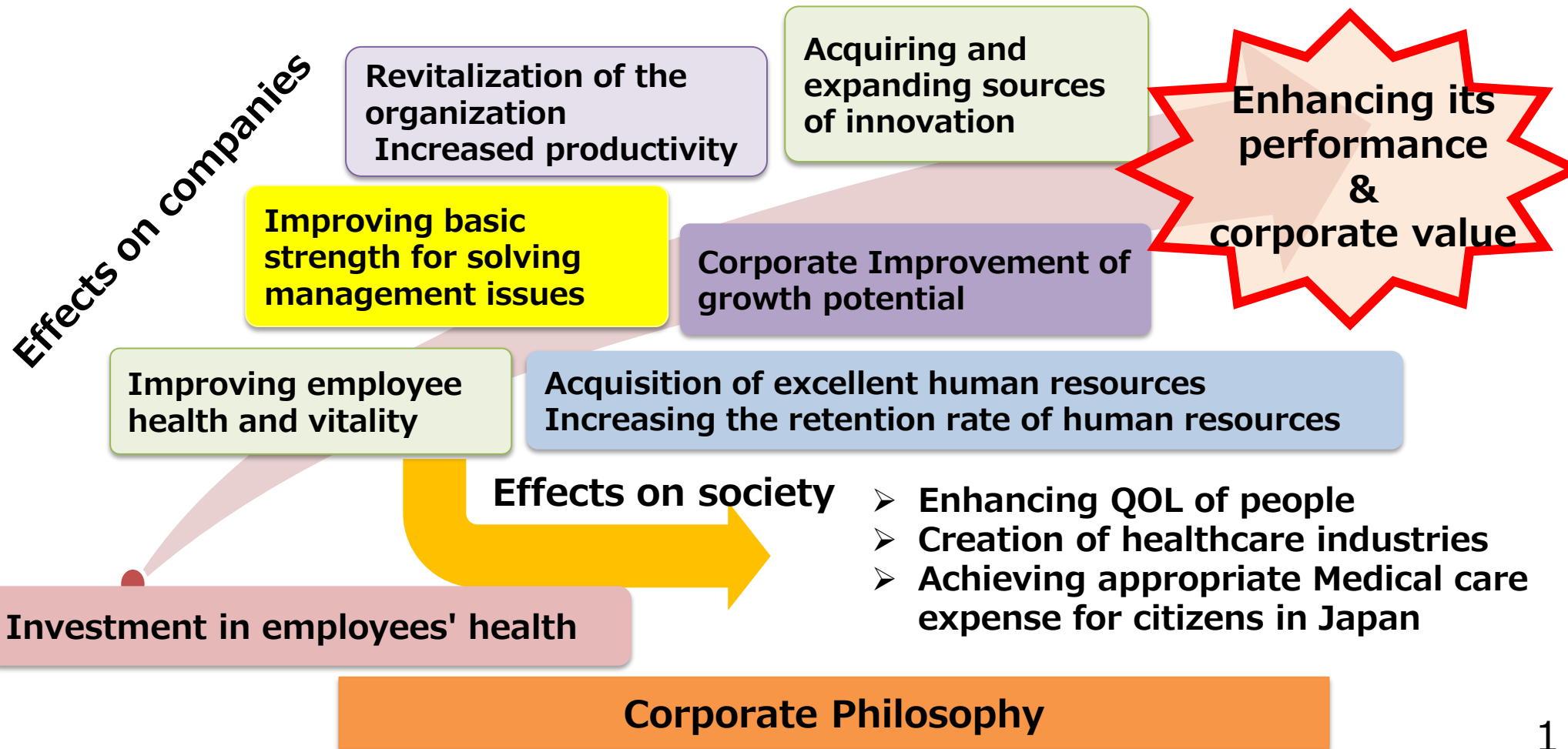
**Parliamentary Vice-Minister
of Economy, Trade and Industry, Japan**

Yuumi Yoshikawa

What is "Health and Productivity Management"?

- "Health management" refers to :
 - ✓ the management of human resources as a source of competitiveness
 - ✓ investing in the health of employees as a management strategy

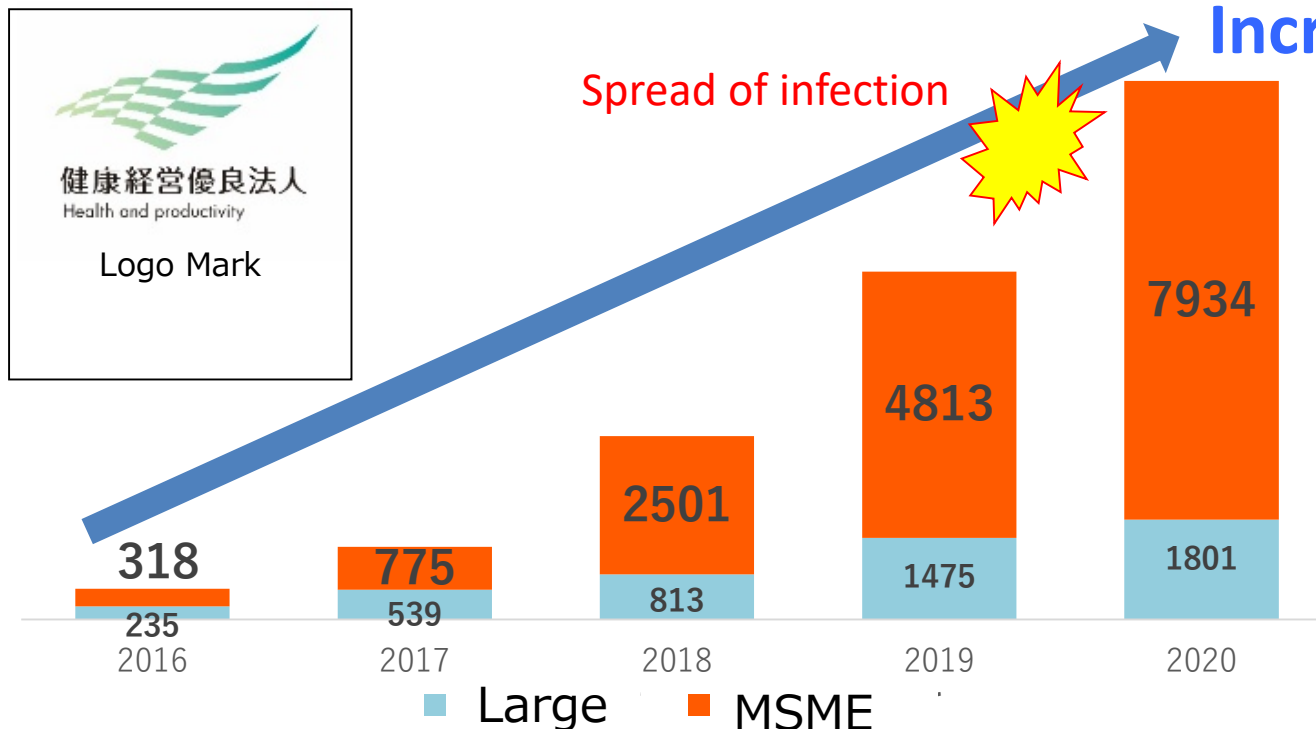
※ Health and well-being is also a major goal in the UN SDG and the APEC Putrajaya Vision 2040.



"Health and Productivity management" and its certification system

- The government and private organizations have collaborated to implement a certification system to recognize corporations that engage in excellent "health management".
- Even with the spread of the new coronavirus, the number of MSME engaging in "health management" is increasing at an accelerating pace.

Number of Excellent Health Management Corporations



Examples

Wearable device supply



Health Seminar 2

Comments from Companies Certified as Excellent Health and Productivity Management Corporations

Q. What are the benefits of health management?

- **"Health awareness increased, physical exercise became a habit and triggered dietary habit improvement."**
(Financial Instruments Business, 17 employees)
- **"With fewer people on leave and no retirees due to physical problems, we are able to operate without reducing productivity."**
(manufacturing, 147 employees)
- **"Fewer people are sick, work is more efficient, employees are happier, and ultimately the company benefits."**
(Service, 97 employees)
- **"Recently, the number of students who want to get a job due to health management and the number of mid-career recruits have increased, and I am surprised at the effect."**
(Service industry, 42 employees)

Preferential treatment for companies engaged in health management

Preferential treatment provided:

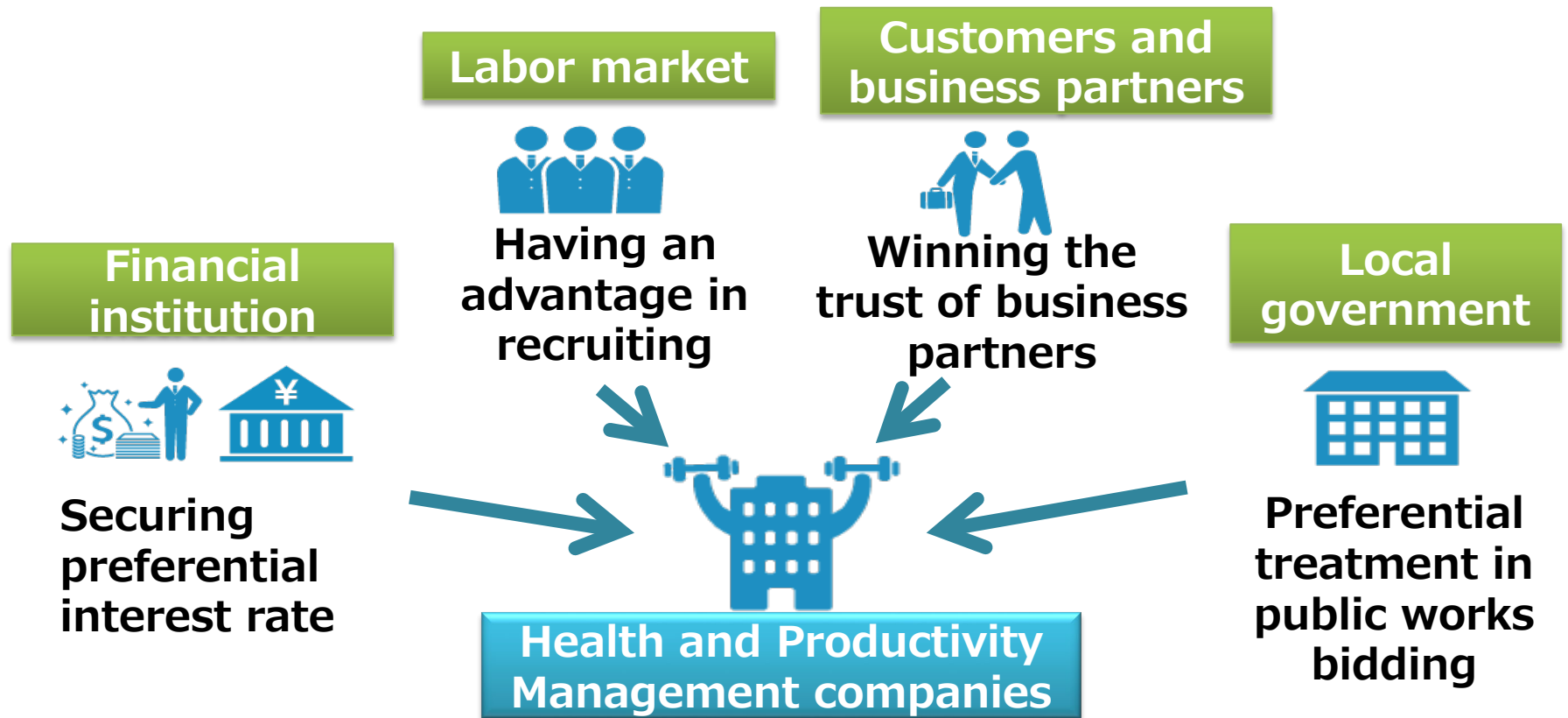
➤ By Local Governments (number: about 20)

- Special points given for public works and bid review.
- Loans with low interest rates and guarantee rates

➤ By Banks (number: about 80)

- Provide loans at low interest rates
- Reduction or exemption of guarantee fees
- Premium discount for worker's accident insurance

Conclusion: Health and Productivity Management should be promoted to MSMEs in the APEC region.



Gain recognition from a variety of stakeholders while reaping benefits

Companies engaged in Health and Productivity Management are expected to operate with increased efficiency and effective.