



**Asia-Pacific
Economic Cooperation**

2023/PPWE/SEM1/004

Session 5b

FemTech: Economic Empowerment of Women with Health Technology - Challenges and Opportunities in Japan

Submitted by: Femtech Community Japan

**Seminar on FemTech: Economic
Empowerment of Women with Health
Technology
31 January 2023**

FemTech: Economic Empowerment of Women with Health Technology

Challenges and Opportunities in Japan

Femtech Community Japan
Founder / CEO Tomoko Minagawa

31 Jan 2023



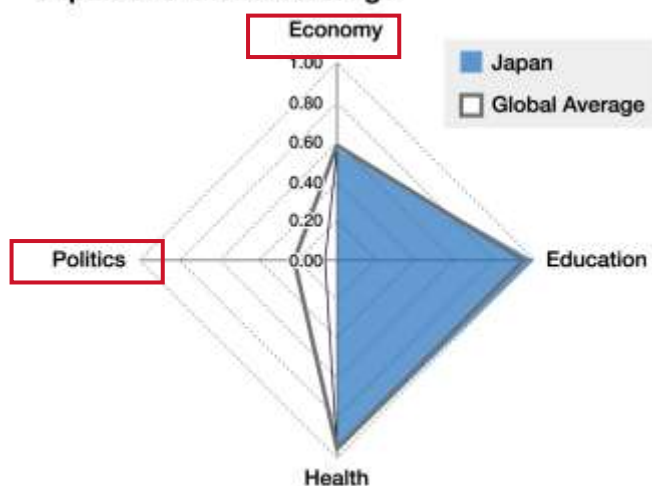
Key issues and backgrounds for Women's Health in Japan

Government finds serious needs to take actions to the gender issues.

*Japan ranks 116th in 2022 Global Gender Gap Report
Slightly up from 120th in 2021*

*Rapid decline of birth rate and aging society
Asia's advanced economies now have lower
birth rates than Japan*

Japan and Global Average



Created by Nippon.com based on data from the World Economic Forum Global Gender Gap Report 2022. nippon.com

| Rank (2021 Ranking) | Country | Index |
|---------------------|----------------|-------|
| 1 (1) | Iceland | 0.908 |
| 2 (2) | Finland | 0.86 |
| 3 (3) | Norway | 0.845 |
| 4 (4) | New Zealand | 0.841 |
| 5 (5) | Sweden | 0.822 |
| 6 (7) | Rwanda | 0.811 |
| 7 (12) | Nicaragua | 0.81 |
| 8 (6) | Namibia | 0.807 |
| 9 (9) | Ireland | 0.804 |
| 10 (11) | Germany | 0.801 |
| 15 (16) | France | 0.791 |
| 17 (14) | Spain | 0.788 |
| 22 (23) | Britain | 0.78 |
| 25 (24) | Canada | 0.772 |
| 27 (30) | United States | 0.769 |
| 63 (63) | Italy | 0.72 |
| 68 (72) | United Arab Er | 0.716 |
| 99 (102) | Korea | 0.689 |
| 102 (107) | China | 0.682 |
| 116 (120) | Japan | 0.65 |
| 146 (156) | Afghanistan | 0.435 |



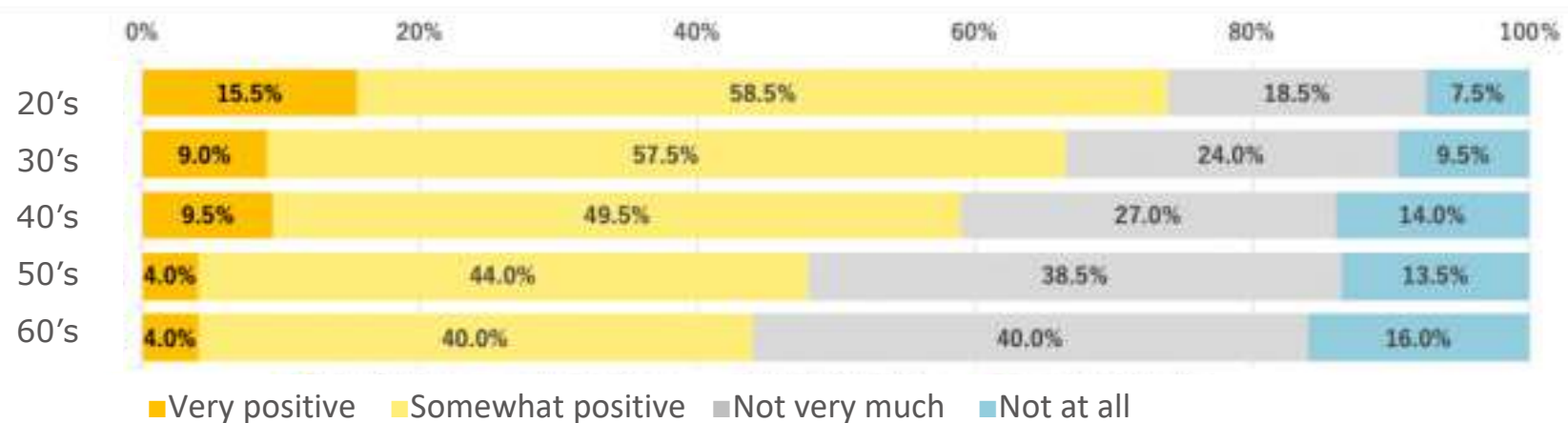
The Economist
The Economist May 19th 2022

Challenges of Women’s Health and Femtech #1

- **Substantial gaps in understanding of Women’s Health between men and women, urban cities and other areas, and generations**
- **Younger generation shows higher interest in Women’s health and Femtech products.**

How much do you have expectation to Femtech after knowing the definition?

n=1000 (200 in each generation)



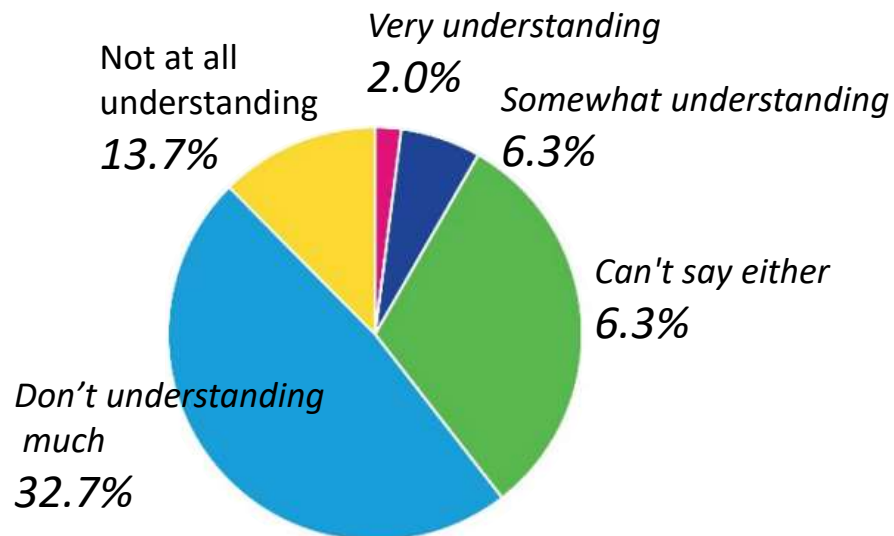
Challenges of Women's Health and Femtech #2

- **Limited understanding of SRHR by women themselves, their family, employer and society**

Society as a whole does not have a deep enough understanding of Women's Health issues

Most women still feel uncertainty when they face health issues such as fertility treatment in their career

Degree of understanding of women's health issues



Research on women's life plan and work

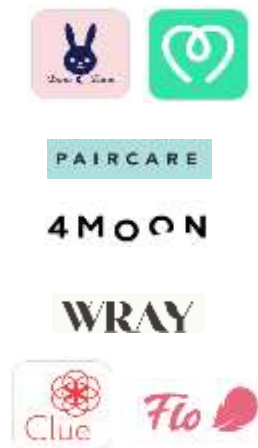
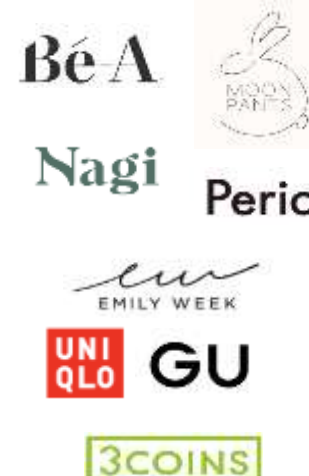




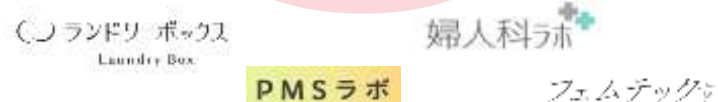
Q1. Have you ever worried about your private life plan (e.g. marriage and childbirth) when you consider working life and/or promotion?

Q2. Would companies' welfare programme to support fertility treatments have advantage on your decision of next career?



Challenges of women's health and Femtech #3

- Lack of investment and funding, thus limited varieties of products and services are available, most of them have still much room to develop*

| | | | | |
|---|---|--|---|--|
| <p>Period Tracking App</p>  | <p>menstrual shorts</p>  | <p>Home testing service</p>  | <p>Professional Consultation Services</p>  | <p>Device and Data Analytics</p>  |
| <p>D2C products</p>  | | <p>Femtech focus Media</p>  | | |

Opportunities

- **Government support for innovation and startups**
- **Growing awareness of women's health issues**

Group of Diet members and METI support Femtech acceleration

Femtech Discussion Group was launched to discuss current issues around Femtech to support women facing the gender gap with more options and solutions.



Seiko Noda



Takuma Miyaji

METI (Ministry of Economy, Trade and Industry) launched the grant funding programme for Femtech players



新しい当たり前をつくり
女性が働きやすい社会を
Femtech



Many Femtech EXPOs were organised in 2022 leading “Femtech” trends and awareness of society



Thank you!!

If you have any questions, please feel free to contact to: tomoko.minagawa@femtechjapan.org

<https://www.femtechjapan.org>



**Support Femtech
Improve Japan's QoL**



Femtech Community Japan

We advocate for femtech businesses, products and services to bring a wide range of knowledge and solutions to the market and consumers.

Objectives

1. Increase femtech literacy and social awareness

2. Share knowledge on regulations and compliance

3. Provide access to new technologies and establish business models

Our members

Startups, enterprises, investors, accelerators, academia and research institutions, medical experts, lawyers and media
** 500+ members/followers as of Nov 2022*

