

For nursing care of the elderly, let the Japan's leading-edge business model take root in Thailand

Together with Japanese companies, we serve the needs of the aging society in Thailand, taking on any challenge, geared toward forming the backbone of the social welfare people can feel safe with.



O T A G A I

OTAGAI Forum Association

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Kazuhito Matsui
Managing Director
HOT Rehabilli Systems Co., Ltd.

2.Selling point

We offer **the leading-edge nursing care model**, one step ahead of others active in Japan. In our term, nursing care is to help the care receivers feel like new and become more of themselves, whatever trials they may have fallen into.

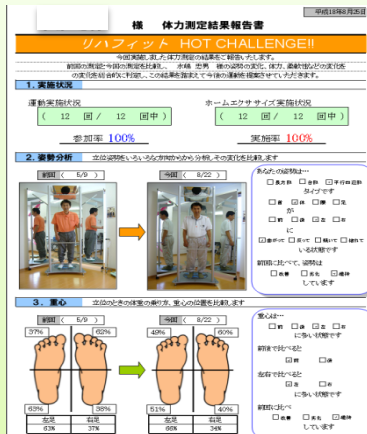
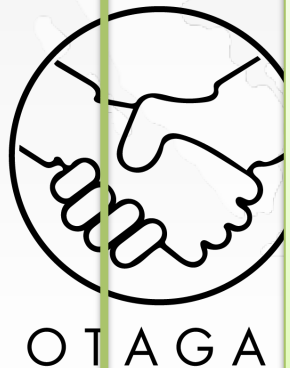
Conventional way of nursing care practiced in Japan



Help them become more of themselves, full of life, no matter what the circumstances are!



Put the scientific spin on the nursing care to rejuvenate the users in a POSITIVE way.



Rehabilitation care workers

Take the educational program supervised by the rehabilitation staff and you will be able to provide highly professional nursing care services.

Polished Know-How for human development and business management

Offering evidence-based quality care services

Proactive nursing care system that provides accurate and heartfelt services to the care receivers who need higher level of care

1. Benefit for Thailand

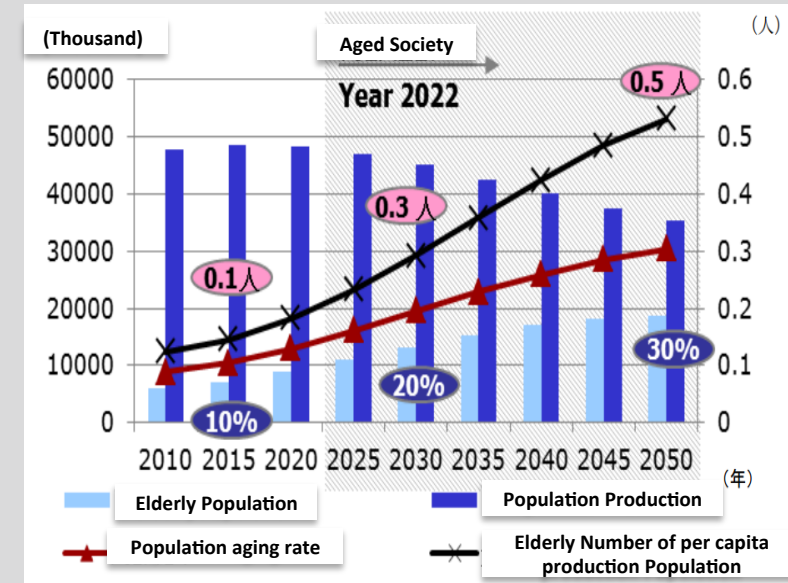
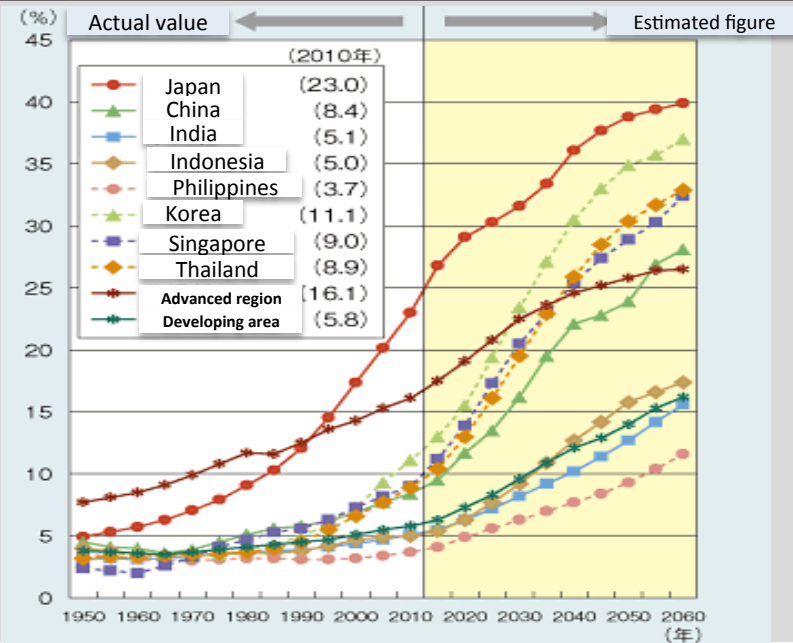
- **The aging of Thailand can be a big stumbling block in the way of the country's economic growth.**
 - At some time in the future, Thailand will enter into the super aging society at high speed, much earlier than other Asian countries (15 years behind Japan in a time span).
 - There will be more number of singles, which goes with sharp increase in the number of the elderly who need the highest level of nursing care, which a maid alone cannot handle.

VITAL TO DEVELOP A BUSINESS MODEL THAT SUSTAINS THE NURSING CARE OF THE ELDERLY.

- Japan has already entered into the super aging society encouraging the growth of the nursing care businesses.
- But manpower for the nursing care are in short supply.



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3. OTAGAI point

Step1

- HOT Rehabilli Systems (Japan) takes care of developing Thai nursing care leaders.
 - ◆ The trainees will learn things about home-visit nursing care, day nursing care and nursing care at the nursing homes, as well as acquiring the skills needed to become a rehabilitation care worker.
 - ◆ They will learn about not only the nursing care skills but also the business management, among others.

Step2

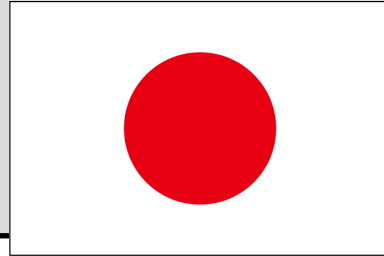
- As a business leader, they will play an active role in the businesses back in Thailand after several years of learning experiences.
 - ◆ Working as a well-placed leader equipped with nursing care skills.
 - ◆ Working as the leader responsible for the kick-off of the nursing care business and for its management.

Step3

- Starting up the nursing care business for the elderly in Thailand
 - ◆ Launching the business with enhanced value that suits to the needs of the localities in Thailand

Business partners are wanted who can work with us for developing the business

Understanding each other about mutual businesses, developing potential persons into a nursing care leader, how to find such people are what we have to work with for now.



Manpower to be secured
Training business
Launching the nursing care business



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4. Summary

1. Thailand is entering into the aging society at a much earlier stage than any other Asian countries, which can be a major factor hampering the country's economic growth in the future, their social issue.
2. We will contribute to sorting out this issue, delivering a business model needed by the aging society that will never fail to come in 10 years later.
3. The leading-edge nursing care skills developed in Japan, which HOT Rehabilli Systems has polished, will help sustain the aging society in Thailand.
 - Implementing the system of nursing care through rehabilitation aimed at the rejuvenation of the care receivers as well as evidence-based nursing care services
 - Sharing the educational system geared toward the care staff as well as the business management model, indispensable for the implementation of this nursing care system
4. Our scheme will partly contribute to the pooling of the nursing care manpower in Japan and further strengthen the partnership between the two countries.



5. Company Information

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HOT Rehabilli Systems Co., Ltd.

55-11-11, Takagimachi, Echizen City, Fukui
Prefecture, Japan

The number of employees: 270

Scope of our business

- Overall home nursing care businesses
- Home-visit nursing care services
- Day care services
- Short stay care services
- Running private nursing care homes
- Welfare equipment marketing and rental



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