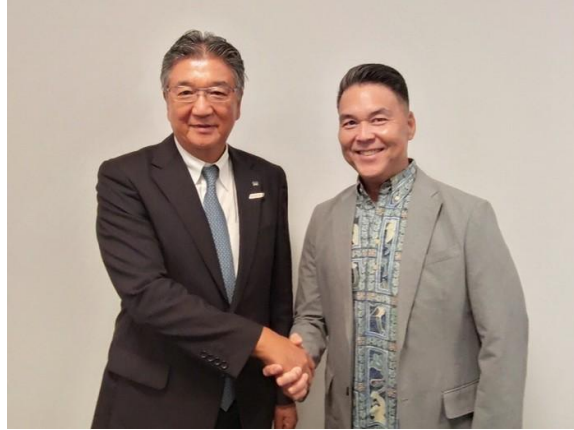


【News Release】

## JTB and HTJ Sign MOU to Advance Medical Tourism Between Hawaii and Japan Creating New Opportunities in Advanced Medical Care



From the left  
JTB Corp. Chairperson of the Board Hiroyuki Takahashi  
Hawaii Tourism Japan Office Managing Director Eric Takahata

JTB Corp. (Headquarters: Tokyo; President and CEO: Eijiro Yamakita, hereinafter referred to as "JTB") and The Hawaii Tourism Japan office (Location: Chiyoda-ku, Tokyo; Representative: Ryuta Teramoto, hereinafter referred to as "HTJ") have signed a basic agreement aimed at creating opportunities for advanced medical collaboration regarding initiatives for mutual interactions in the field of healthcare and wellness between Hawaii and Japan.

Future planning and coordination will be carried out by Hawaii's healthcare-related organizations and the Japan Medical & Health Tourism Center (JMHC), a medical coordinator division established by JTB.

### ■Overview of the Agreement's Background and Context

JTB and HTJ have been actively collaborating to foster diverse interactions between Hawaii and Japan. In line with the State of Hawaii's policy to support the resumption of travel during the pandemic, JTB's affiliated organizations undertook the issuance of negative PCR test certificates. We have strengthened our partnership with JMHC in the medical and healthcare sectors in Hawaii and Japan.

Moreover, Hawaii and Japan have been making remarkable strides in advancing comprehensive exchanges across clinical practice, research, and education, with a strong emphasis on healthcare and wellness.

### ■Overview of the Basic Agreement

Hawaii has been strengthening its collaboration with Japan across various areas, including cancer prevention for diverse ethnic groups such as Japanese Americans, acute care based on the U.S. healthcare model, and medical professional training within healthcare institutions. Additionally, wellness tourism, which aims to restore health and peace of mind, is flourishing not only on Oahu but across the entire Hawaiian Islands, attracting travelers from around the world.

Japan is one of the world's leading nations in longevity, supported by its universal healthcare system, comprehensive health screening programs, and high-quality medical services, with the national goal of extending healthy life expectancy. While Japan is renowned domestically for advanced medical technologies such as regenerative medicine using iPS cells, world-class cancer treatment, and minimally

invasive cardiovascular catheter procedures, many of these medical technologies, devices, and pharmaceuticals remain underrecognized internationally.

In light of these circumstances, JTB and HTJ are working together to develop a framework for creating opportunities to experience advanced medicine and wellness in both Hawaii and Japan.

#### ■Future Outlook

HTJ provides cutting-edge medical and wellness experiences as a service in Hawaii, creating new value in Hawaii's tourism industry. Furthermore, for patients who have undergone treatment in Japan, HTJ is establishing a medical system on the Hawaiian side that focuses on post-treatment care and mutual collaboration with medical institutions. JMHC will promote Japan's advanced medical technologies while also preparing a robust reception system in Japan through collaboration with JIH-registered medical institutions\*.

\*JIH(Japan International Hospitals)

Japanese medical institutions that meet the prescribed standards for accepting inbound medical travelers recommended by the Medical Excellence JAPAN, a general incorporated association promoting medical inbound initiatives.

#### ■About JTB Corp.

JTB is one of Japan's leading travel solutions providers, offering a diverse range of services and products tailored to meet the evolving needs of its clients. With a rich history dating back to 1912, JTB has consistently adapted and innovated to maintain its position at the forefront of the industry. From individual travel and the promotion of regional tourism to business meetings and sporting events, JTB offers support for a wide spectrum of travel-related activities. Guided by its vision "Perfect moments, always," JTB is committed to delivering personalized experiences to individuals, businesses and institutions worldwide. With a global presence spanning 159 locations across 35 countries, JTB seamlessly connects people, places and possibilities, all while fostering a sustainable future.

Since 2008, JTB has been engaged in medical coordination business in medical inbound tourism to Japan.

【URL: <https://www.jtbcorp.jp/en/>】

#### ■About Japan Medical & Health Tourism Center

The Japan Health & Research Institute is dedicated to promoting health and recovery for the public through natural environment-based health promotion programs such as spa therapy and climate therapy, operating comprehensive health check-up centers, and advancing preventive medicine. In 2015, we became the first company certified as a medical travel support enterprise by Medical Excellence JAPAN (MEJ), the organization promoting medical inbound tourism (Certification: MEJ-AMTAC-001).

【URL: <https://j-medical-healthcare.com/en/jmhc/>】

#### ■About Hawai'i Tourism Japan (HTJ)

Hawai'i Tourism Japan is responsible for promoting travel to Hawaii in the Japanese market. In partnership with the travel industry, HTJ carries out marketing initiatives including promotions, events, advertising, and public relations. In addition, HTJ works closely with the Hawai'i State Government and Hawai'i-related businesses to foster stronger ties between Japan and Hawai'i.

【URL : <https://www.allhawaii.jp>】

■Contact for medical exchange inquiries: Japan Medical & Health Tourism Center (JMHC)

e-mail address : [jmhc\\_info@j-medical-healthcare.com](mailto:jmhc_info@j-medical-healthcare.com)

■Contact for press inquiries:

Hawai'i Tourism Japan office [prhtj@htjapan.jp](mailto:prhtj@htjapan.jp) (PIC: Watanabe)  
JTB Corp. Public Relations team Phone: +81 3 5796 5833