

BRACCO GROUP TAKES CENTRE STAGE AT HEALTH AND WELL-BEING WEEK AT EXPO OSAKA

Bracco Group and its healthcare services division, Centro Diagnostico Italiano, are at the forefront of numerous initiatives during Health Week at the Universal Exposition in Japan. First and foremost, they are serving as strategic partners of AGEVITY JAPAN, the forum on health, sustainability, and longevity organized by Assolombarda and the Silver Economy Network. They have then participated in two workshops on health technologies organized by the Italian Institute of Technology (IIT) to be held in Osaka and at the Italian Embassy in Tokyo. Bracco Group has also hosted an event to introduce Bracco Japan to the healthcare community.

Osaka, 25 June 2025 – Bracco Group is one of the leading participants at Expo Osaka. As a Gold Sponsor of the Italy Pavilion, Bracco, global leader in diagnostic imaging, is actively engaged in several key events during Health and Well-Being Week from 20 June 20 to 1 July.

“The Osaka World Expo is proving to be a valuable forum, especially in these complicated times. Here, the 161 participating countries can come together to discuss strategic topics such as health, longevity, and technological innovation in healthcare,” announced **Diana Bracco**, President and CEO of the Bracco Group. “Our Pavilion is among the most popular at the Expo, and the long queues to get in attest to the attractiveness of Italy in Japan. The success speaks to the allure of our Made-in-Italy and to the presence of many artistic masterpieces, including Domenico Tintoretto’s 1585 portrait painting of a young *Itō Mancho*, which the Bracco Foundation is exhibiting at the pavilion having subjected the work to close technical analysis using techniques of diagnostic imaging. Aside from its intrinsic artistic value, the portrait of the head of the first Japanese diplomatic mission to Europe is an important symbol of the historical relations between Italy and Japan.”

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The Bracco Group operates in the life sciences industry where it is a world leader in **medical imaging**. Founded in **1927**, it now boasts a presence in more than 100 countries, generates a consolidated turnover of €1.8 billion (88% of which on international markets), and employs 3,800 people. The Group has registered more than 2,000 patents and invests more than 10% of its annual turnover in **R&D** in diagnostic imaging and advanced medical devices.

The first event of Japan Health Week, which Bracco attended as a Strategic Partner, was the **Agevity Forum**, a meeting held in the Italian Pavilion dedicated to health, ageing, sustainability and longevity organized by Assolombarda and Silver Economy Network. Italy and Japan are two of the world's longest-lived nations, and in both countries, the over-65s will make up as much as 35% of the population by 2050. The Forum affords researchers, healthcare professionals, pharmaceutical companies and Italian and Japanese institutions an excellent opportunity to discuss the powerful demographic changes affecting the two countries.

The event was attended by **Mario Vattani**, Commissioner General for Italy at Expo 2025 Osaka; **Gianluigi Serianni**, Scientific and Technological Attaché, Italian Embassy in Tokyo; **Ako Makiyama**, Executive Director, Osaka Chamber of Commerce and Industry; and numerous world-renowned scientists, among them Professor **Noriyuki Tsumaki** of the Department of Biochemistry and Molecular Biology at the University of Osaka and Professor **Nobuhiro Hayashi**, Vice President of International Strategy and Engagement at the Institute of Science of Tokyo.

“Italy and Japan share many challenges and among them those related to population aging”, said **Mario Vattani**. “Fostering new synergies between Italian and Japanese excellences in the field of life sciences, involving important players in the sector such as Bracco, Centro Diagnostico Italiano, Assolombarda and Silver Economy Network, means giving strength to our scientific diplomacy starting from the concept that *The Art that Regenerates Life*.”

“Major breakthroughs in scientific research have dramatically increased people's life expectancy,” observed **Alessandro Maiocchi**, Director of the Bracco Group's Innovation Hub. “Along with advances in other medical disciplines, the development of imaging techniques has been crucial for the transformation from reactive to proactive therapy. Advanced imaging tools enable us to explore the body non-invasively to catch diseases early and customize treatment plans.”

Andrea Mecenero, CEO of Centro Diagnostico Italiano was also a participant at the event: “Here at CDI, our strategic goal is to ensure a long, active, healthy, and high-quality life for today's and tomorrow's seniors. Prevention, healthy lifestyles, and early diagnostics are the three pillars we have been focusing on for 50 years, and we are proud to celebrate a half-century of activity in 2025.”

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Bracco Group also participated in two events organized by the Italian Institute of Technology (IIT) on Health Technologies. The first, at the Italian Pavilion, was a workshop titled “Health Technologies: How Science is transforming Healthcare”, at which Bracco unveiled an innovative digital platform built with IIT called IPPOCRATE, which facilitates collaborative research by eliminating the need to transfer data between clinical centres. The second event was a symposium held at the Italian Embassy in Tokyo, where **Isabella Castiglioni**, Director of Research, Development and Innovation of the CDI, spoke in a panel discussion on “Robotics for health and Aging & Health technologies”.

Finally, during the same Health and Well-Being Week, Bracco Group organized a second event at the splendid Italy Pavilion at Expo Osaka to introduce **Bracco Japan**, just over a year since it was set up, to local healthcare professionals and the broader medical business community. With the closure of the previous joint venture and the transfer of operations to the new company, led by **Tetsuaki Sakamoto**, Bracco has embarked on an independent path as both a manufacturer and distributor of contrast agents.

“Bracco has been present in Japan since 1992, initially through a successful joint venture,” explained **Diana Bracco**. “But to strengthen our presence, we have been operating directly with a fully autonomous new company since April 2024. Japan is a strategic market for us, particularly due to its widespread culture of prevention, supported by an advanced healthcare system, especially in the field of diagnostic imaging, and serving a notably long-lived population.”

“With Bracco Japan, we aim to reinforce our presence in the country by responding even more effectively to the needs of doctors and patients through increasingly advanced diagnostic imaging solutions that integrate contrast agents, cutting-edge technologies, and services—including injectors and other devices we manufacture, such as those from ACIST,” specified **Fulvio Renoldi Bracco**, Vice President and CEO of Bracco Imaging. “But our commitment goes further. In keeping with our tradition, we will continue to invest in medical innovation in Japan, and we have numerous new products in our development pipeline. We intend to build an increasingly active system of cooperation with the local radiological and scientific community by attending to their priorities and working with them to address the great health challenges of the future.”

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