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THIS IS EXPORT. **THIS IS WALES.**

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# JAPAN HEALTH

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Export Market Visit

25-27 June 2025

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# This is Export. This is Wales.

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Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.



## Growth.

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.

**Bomper** is an independent creative production studio based in Wales, creating work filled with character and originality.



Bomper has been delivering distinctive visual content since 2014. Known for bold, character-rich work across advertising, branding, and broadcast, the studio expertly blends hyperreal CGI, hand-crafted animation, and live action to bring ideas to life. In recent years, Bomper has developed a strong foothold in the health, pharmaceutical, and science sectors, where its ability to communicate complex concepts with clarity and visual appeal has earned growing recognition.

Driven by curiosity and collaboration, Bomper operates as an idealed studio without a fixed house style. This flexibility allows the team to approach each brief with a tailored mindset, adapting creatively and technically to meet specific project goals. Their in-house team includes highly skilled artists, illustrators, animators, art directors, and producers who pride themselves on being able to balance strong creative storytelling with technical expertise, and have particular experience working with complex subject matter in the health, science and R&D sectors.

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### Product/Service

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Bomper delivers projects both end-to-end and in partnership with internal

teams. Recent collaborations in the healthcare and pharmaceutical space include work with GSK, Nelsons, Colgate Singapore, Karo Pharma, as well as Moderna. With a flexible production pipeline and a collaborative ethos, Bomper is a trusted creative partner for brands and agencies that require visually impactful and original content. They currently export to the United States, France, the Netherlands, Sweden, and Singapore.



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Emlyn Davies  
Founder and Executive Creative  
Director @ Bomper Studio

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**Creo** is a medical device company focused on the development and commercialisation of minimally invasive electrosurgical devices, bringing advanced energy to endoscopy.



Creo's vision is to improve patient outcomes by applying its advanced energy and suite of electrosurgical devices, initially in gastrointestinal, lung and soft tissue endoscopic surgery.

### Product/Service

Creo has developed the CROMA electrosurgical generator, powered by its Kamaptive full-spectrum adaptive technology to optimise surgical capability and patient outcomes.

Kamaptive is a seamless, intuitive integration of multi-modal energy sources, optimised to dynamically adapt to patient tissue during resection, dissection, coagulation, and ablation procedures, providing clinicians with increased flexibility, precision and control.

CROMA currently delivers bipolar radiofrequency ("RF") energy for precise localised cutting, and focused high-frequency microwave ("MW") energy for controlled coagulation and ablation, via a single accessory port.

This technology, combined with Creo's range of patented electrosurgical devices, is designed to provide clinicians with flexible, accurate and controlled clinical solutions.

### Objectives

To raise awareness of Creo's technology. Creo believes its technology can impact the landscape of surgery and endoscopy by providing a safer, less invasive and more cost-efficient option for procedures.

Note: products are not currently authorised nor available for sale in Japan.



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**Goggleminds®** is transforming healthcare education through immersive, AI-powered simulations that blend conversational training with practical, hands-on clinical experiences.



Its innovative platform supports learners in developing essential skills such as clinical reasoning, decision-making, and professional judgement. Goggleminds® works with respected institutions such as the University College London, Oxford University Hospitals and The Open University, as well as a wide range of public healthcare providers, universities, and training institutions. Beyond the UK, the company is committed to improving access to medical education in underserved regions, particularly in Sub-Saharan Africa, by connecting clinicians and educators with local learners to strengthen healthcare systems globally.

### Product/Service

The Goggleminds® platform is a next-level training and assessment tool that transforms how healthcare professionals learn. Powered by smart simulation technology, it brings real-world clinical scenarios to life, helping users sharpen their skills, improve communication, and make better decisions. Whether through virtual reality or screen-based learning, it offers a seamless, immersive experience, tailored to both individual and team learning across hospitals, clinics, and beyond. Designed to adapt to local needs, Goggleminds® provides an intuitive solution for training healthcare professionals in Japan — particularly in rural and ageing communities — ultimately improving patient care and health outcomes while preparing the workforce for the future of clinical practice.

### Objectives

Building on our collaboration with the Institute of Science Tokyo and Cardiff University, Goggleminds® is seeking to connect with universities, healthcare providers, and training institutions in Japan interested in advancing clinical education through immersive technology and AI. The company also welcome partnerships that support student and workforce development, research, and distribution. Furthermore, inviting Japanese institutions to join our global learning network — connecting with educators and learners from regions including Sub-Saharan Africa to share virtual training, expand access, and strengthen healthcare systems worldwide.



**Azize Naji**  
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**Llusern Scientific** is a developer and manufacturer of a molecular diagnostic testing system called Lodestar DX. Our first test panel is for Urinary tract Infections (UTI).



Lodestar DX is small, portable and ease to use making it ideal for use in near patient settings such as community clinics, primary care and for mobile healthcare.

Lodestar DX uses LAMP technology to amplify and detect DNA and RNA to identify a wide range of bacterial and viral targets.

Llusern's UTI panel tests for the presence of six pathogens in one microlitre of urine. UTI is a global healthcare problem with an estimated 400 million instances a year. One in two women will get a UTI in their lifetime with elderly patients being a second highly vulnerable patient group. Despite this there are very few diagnostic tools currently available for UTIs.

The need for better diagnosis of UTI is highlighted by the urgent requirement to reduce the volume of antibiotics prescribed for suspected cases of the condition. High prescribing rates of antibiotics for UTI are a significant contributor to the growth of antimicrobial resistance (AMR). AMR is considered to be a healthcare timebomb by the global professional medical community.

Lodestar UTI has UK CA and ISO 13485 and will have CE-IVD by Q1 2026.

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## Product/Service

Molecular point of care diagnostic test for Urinary tract Infections.

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## Objectives

- Market assessment for UTI testing for medical use, particularly within elderly care.
- Market assessment for UTI testing in companion animals.
- Identification of potential distributors and corporate businesses for regional and/or global partnerships.
- Identify potential competitors.
- Raise company profile as part of the business Pre-Series A fundraise.



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Managing Director

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The Life Science Network for Wales.  
Founded in 1992, **MediWales** is the  
independent life science network for  
Wales, a not-for-profit limited company.



The company work on behalf of the Welsh life science sector, creating business opportunities and partnerships for our members, supporting global trade development, improving access to vital clinical expertise and engaging with government to align support with sector needs. MediWales recognise and celebrate our members' success and promote the strengths of the sector within Wales.

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### Objectives

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The focus is creating opportunities for its members. MediWales support over 180 members from the medical technology, diagnostic and pharmaceutical industries, NHS health boards, university departments and professional services and suppliers. The company seeks to create collaboration through our publications and popular programme of events that focus on strategic issues for the life science industry, including regulatory updates, market access, finance and funding, clinical unmet needs, international trade and a range of special interest groups.



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Deborah Tudor  
Operations Manager

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## Red Medtech: A Trusted Partner in Medical Device Development Compliance Consulting.



Red Medtech delivers expert consulting services in medical device development, specializing in technical, regulatory, quality, and project management.

With over 20 years of hands-on experience in healthcare technology, engineering and manufacturing, Red Medtech excels in guiding clients through the complexities of bringing innovative patient care solutions to market.

### Product/Service

In the highly regulated healthcare industry, companies turn to Red Medtech for specialized guidance and practical support. Drawing on extensive professional experience, Red Medtech offers flexible consulting solutions tailored to the diverse needs of clients – from startups to multinational corporations. Red Medtech provides comprehensive medical device expertise that supports projects from initial design concepts through to production, certification, and post-market stages, ensuring clients meet their legal obligations before and after product launch.

### Objectives

Red Medtech is committed to being a trusted partner dedicated to customer success; helping companies navigate the regulatory landscape to develop safe medical devices and achieve essential certifications, including ISO 13485, EU MDR CE mark, UKCA, and US FDA approvals. The company looks forward to growing its international client base and building lasting relationships.



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**Cymru Wales** is the Welsh Government supported marketing initiative for Wales.

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# DELEGATION

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Osaka World Expo

2025 – Delegation Pack

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# Wales Health & Social Care Innovation Delegation Osaka World Expo 2025

Welcome to the official delegation pack for the Wales Health & Social Care Innovation Delegation to the Osaka World Expo 2025.

This delegation represents a unique cross-section of expertise from NHS Wales, academia, and industry. Our shared mission is to strengthen international relationships, explore collaborative innovation, and co-develop solutions that address global healthcare challenges.

Japan and Wales share a mutual ambition to create healthy, ageing societies supported by digital transformation, advanced diagnostics, and strong community based care.

Through this visit, we aim to exchange insights, identify opportunities for research and commercial partnerships, and showcase Welsh excellence in life sciences and health innovation.

We hope this pack helps you get to know our delegates and organisational strengths. We look forward to developing meaningful, long-lasting collaborations with our Japanese partners.

**Diolch yn fawr. Thank you.**



## Siôn Charles

Chair of the NHS Wales Innovation Leads  
Network Chair of NHS Wales Stroke Innovation Group  
Head of Regional Health Strategy and Service Planning at ARCH

Siôn has over 20 years of experience leading innovation, improvement, and transformational change across health and care. He is passionate about co-produced, patient-centred innovation that delivers measurable outcomes. Siôn has worked across complex public, private, and third sector partnerships to deliver national strategies, services, and system-level improvements. He led the development of the NHS Wales Innovation Framework — a structured national approach to fostering and embedding innovation. With deep expertise in change leadership, strategic engagement, and crosssector collaboration, he champions opportunities that improve population health, drive economic growth, and position Wales as a global partner in health and life sciences.

### Organisation Bio – NHS Wales / ARCH

NHS Wales supports innovation to improve health and care outcomes. ARCH, a partnership between two health boards and Swansea University, serves 800,000 people. It delivers transformation programmes in key clinical areas and drives research, enterprise, and innovation to support population health and regional economic growth.

### Objectives

—Support the development of strategic partnerships between Wales and Japan

- Promote opportunities for Japanese companies to collaborate with NHS Wales
- Explore co-creation of innovative health products and services
- Strengthen links between innovation ecosystems and academic institutions
- Align innovation with improved health outcomes and economic development

### Areas of Interest

- Health-focused innovation and transformation
- Cross-border research and development collaborations
- Innovation hubs, testbeds, and shared facilities
- Public-private partnerships for service improvement
- Economic growth through healthcare innovation



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## Dr Tom Powell

Head of Innovation, Cwm Taf Morgannwg University Health Board & Regional Innovation Lead

Dr Tom Powell is the Head of Innovation for Cwm Taf Morgannwg University Health Board and the Regional Innovation Lead for the Cwm Taf Morgannwg Regional Partnership Board. With over two decades of experience spanning the NHS, academia, clinical research, and public policy, he is recognised for his leadership in healthcare innovation and service transformation. A visiting fellow at the University of South Wales and Deputy Director at the Wales Institute of Digital Information, Dr Powell leads several research projects, particularly in respiratory health, digital innovation, and data integration to improve population health and service delivery across Wales.

### Organisation Bio – NHS Wales / Cwm Taf Morgannwg University Health Board

Cwm Taf Morgannwg University Health Board provides healthcare services to 450,000 people across South Wales. With a focus on integrated, patient-centred care, the Health Board prioritises innovation, digital transformation, and preventative health to meet the needs of an ageing population and improve long-term outcomes.

### Objectives

- Learn about emerging technologies
- Explore opportunities for testing and co-funding
- Build new R&D collaborations

### Areas of Interest

- Chronic disease diagnostics
- AI in respiratory monitoring
- Housing health data visualisation
- Rapid prototyping and innovation



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## Dale Evans

Head of Business Development and Innovation Lead, Aneurin Bevan University Health Board  
Lead, Gwent Innovation Hub  
National Programme Advisor, Health & Care Innovation Wales

Dale Evans is the Head of Business Development and Innovation Lead for Aneurin Bevan University Health Board, and also serves as the National Innovation Programme Advisor for Health and Social Care Innovation Wales. With a background spanning the NHS, public sector, and industry, Dale drives the adoption of CE-marked innovations that improve patient outcomes and system efficiency. He leads the Gwent Innovation Hub and plays a key role in national strategy alignment. Dale works closely with clinical, academic, and commercial partners to deliver scalable, sustainable solutions that meet the evolving needs of health and social care across Wales.

### Organisation Bio – NHS Wales / Aneurin Bevan University Health Board

Aneurin Bevan University Health Board delivers healthcare to over 600,000 people across Gwent, Wales. It provides integrated primary, community, mental health, and hospital services through major hospitals and local clinics. The Health Board is committed to high-quality, patient-centred care that improves population health and supports sustainable service transformation.

### Objectives

- Learn about Japanese innovations
- Promote Wales as a testbed for technology
- Foster future investment and collaboration

### Areas of Interest

- Chronic disease diagnostics
- Living Labs
- Housing-health innovations



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## Jennet Holmes

### Head of Innovation

Jennet Holmes is Head of Innovation at Velindre University NHS Trust in Wales, UK. She leads the Velindre Innovation Office, the implementation of ISO 56001:2024 and is instrumental in enabling innovation across the Trust for cancer and blood services. With a background in public policy and ISO standards, Jennet brings deep expertise to the Welsh NHS innovation ecosystem. She actively fosters cross-sector collaboration to translate strategic goals into impactful healthcare solutions. Currently pursuing a PhD researching innovation management systems in healthcare, she is committed to advancing evidence-based, scalable innovations. Jennet welcomes international collaboration, to share learning and co-develop patient-centred innovations.

#### Organisation Bio – Velindre University NHS Trust

Velindre University NHS Trust, established in 1994, is a specialist healthcare provider in Wales, UK. It operates the Velindre Cancer Service, delivering radiotherapy, chemotherapy, and holistic cancer care across South-East Wales, and the Welsh Blood Service, supporting donation, transfusion, and transplantation nationwide. The Trust champions a collaborative approach to research and innovation, working with academic, clinical, and industry partners on cancer trials, immunotherapy, wearable health tech, and healthcare studies. Through active technology transfer and strategic partnerships, Velindre accelerates the adoption of innovations in cancer services, donor care, transfusion medicine, and palliative care.

#### Objectives

– Foster International Collaboration – Build strategic partnerships with healthcare institutions, researchers, and innovators

to co-develop patient-centred, scalable solutions.

- Showcase Welsh Innovation Leadership
  - Present Velindre's work on ISO 56001 and innovation management systems as a model for embedding innovation in healthcare.
- Exchange Knowledge and Best Practices
  - Share insights from the Welsh NHS innovation ecosystem and learn from Japan's approaches to health technology, digital health, and ageing population care.
- Advance Research and PhD Insights
  - Gather international perspectives to inform her PhD research on barriers and enablers in implementing innovation systems in healthcare.

#### Areas of Interest

- Innovation Adoption and Culture
- Embedding Innovation management Systems in Healthcare
- Digital Health, Technologies and wearables
- Collaboration and Partnering through both commercial and academic collaborations.
- Patient-Centred innovation approaches



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## Dr James G Cronin

Associate Professor in Molecular Oncology and Metabolism

James is the Postgraduate Research (PGR) Lead for Swansea University Medical School, a post he has held since 2017. He is also an active cancer research scientist where his research centres on molecular oncology and metabolism. James investigates the aberrant cell signalling pathways that lead to cancer progression, metastasis, and therapy resistance in sporadic cancers and how these can be overcome. His research employs techniques including transcriptomics, proteomics, lipidomics, CRISPR, metabolic flux analysis, and 3D cancer patient-derived organoid models.

### Organisation Bio – Swansea University Medical School

Swansea University Medical School is a top UK institution in South West Wales, ranked in the UK's top 5 for research. It leads in education, innovation, and health data science, housing the globally recognised SAIL Databank to support secure, ethical research using linked health, social care, and genomic data.

### Objectives

- Advance early disease detection technologies

- Build data science and health AI collaborations
- Explore bio-interfaces and regenerative biotechnologies

### Areas of Interest

- Cancer metabolism
- Precision medicine
- Immunometabolism
- Translational drug discovery



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## Professor Wendy Dearing

Director of Centre Social Innovation (CfSI) &  
Wales Institute of Digital Information (WIDI)

Wendy has recently retired as the Dean of the Institute of Management and Health at the University of Wales Trinity Saint David and in semi-retirement is leading the new formed Centre for Social Innovation (CfSI) a collaboration between the University of Wales Trinity Saint David and Hywel Da University Health Board as well as continuing to lead the Wales Institute of Digital Information (WIDI). With a nursing background, Wendy holds an MSc in Change & Innovation, a Professorship in Applied Practice in recognition of her expertise and knowledge in championing professionalism in technology and information, a Fellow of the BCS and Leading Practitioner with The Federation of Informatic Professionals of which she helped create.

### Organisation Bio – Centre for Social Innovation (CfSI)

The Centre for Social Innovation is a collaboration between Hywel Dda University Health Board and the University of Wales Trinity Saint David, focused on cocreating practical, citizen-led solutions to health and wellbeing challenges. It supports innovation in ageing, community resilience, and behavioural change through research and partnership working.

### Objectives

- Investigate Japan's care models for older people
- Create international collaborations focused on social innovation
- Seek co-design and co-funded research opportunities

### Areas of Interest

- Ageing well
- Citizen science & volunteering
- Digital technology for independent living



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## Dr Jason Webber

Director of the Advanced Diagnostics & Medical Technologies (ADMT) Research Institute; Senior Lecturer in Extracellular Vesicle Biology

Dr. Jason Webber is Director of the Advanced Diagnostics & Medical Technologies Research Institute, and a Senior Lecturer in Extracellular Vesicle Biology, at Swansea University. He is also the Secretary for the UK Society for Extracellular Vesicles. Dr. Webber is renowned for his pioneering research on extracellular vesicles (EVs) and their role in cancer progression. His work has elucidated how prostate cancer-derived EVs activate stromal cells within the tumour microenvironment, promoting disease progression. Notably, Dr. Webber has demonstrated that EVs are a source of novel biomarkers, offering a safer and more accessible method for early detection of clinically significant disease.

### Organisation Bio – Swansea University Medical School

Swansea University Medical School is a top UK institution in South West Wales, ranked in the UK's top 5 for research. It leads in education, innovation, and health data science, housing the globally recognised SAIL Databank to support secure, ethical research using linked health, social care, and genomic data.

### Objectives

- Connect with immuno-oncology and biomarker experts
- Develop translational and commercial partnerships
- Promote research and exchange between Wales and Japan

### Areas of Interest

- Medical technology
- Biomarker development
- Healthy ageing
- Oncology



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## Dr Dimitris Parthimos

Senior Lecturer, Director of International Research, School of Medicine,  
Cardiff University

Dr Dimitris Parthimos is a bio-mathematician with over two decades of experience, he collaborates closely with laboratory scientists and clinicians to develop computational tools that advance understanding of disease mechanisms. His research focuses on prostate cancer, applying molecular biomarkers, bioimaging, and AI-driven analytics to improve diagnosis and precision medicine. Dimitris leads the mathematical and machine learning components of several interdisciplinary projects. He is passionate about creating international partnerships that translate cutting-edge science into practical healthcare solutions, particularly in cancer diagnostics and medical image analysis.

### Organisation Bio – Cardiff University

Cardiff University is a world-leading research institution and member of the UK's Russell Group. With 33,000 students and over 7,000 staff, it excels in translational research, innovation, and global partnerships. Its School of Medicine drives advances in diagnostics, precision medicine, and AI, contributing significantly to healthcare innovation in Wales and beyond.

### Objectives

- Engage with academic oncology researchers
- Establish links with industry leaders on novel diagnostics
- Identify potential partners on bio-imaging and image analytics
- Explore innovation opportunities in the use of AI in healthcare

### Areas of Interest

- Cancer Research
- Precision Medicine
- Medical Diagnostics
- Tissue Biomarkers



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## Deborah Laubach

Operations Manager MediWales

Deborah Laubach is the Operations Manager at MediWales, the life sciences and health technology network for Wales. With a background in international partnership development and strategic coordination, Debbie plays a key role in supporting Welsh businesses, NHS organisations, and academic partners to collaborate and innovate across health and life sciences. She specialises in fostering UK and global relationships that enable trade, research, and innovation. Debbie is particularly focused on creating international opportunities through MediWales' extensive network, helping to drive sector growth, clinical engagement, and access to global markets for Welsh health and life science innovators.

### Organisation Bio – MediWales

MediWales is the independent life sciences and healthcare innovation network for Wales. It supports industry, NHS, and academia through collaboration, business development, and international trade. With a focus on clinical engagement and sector growth, MediWales connects Welsh innovation with global opportunities in medtech, diagnostics, therapeutics, and health system transformation.

### Objectives

- Meet Japan's life sciences community
- Develop trade and R&D partnerships
- Promote Welsh network of health and med tech innovators

### Areas of Interest

- Health innovation
- MedTech and therapeutics
- Clinical trials



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## Gwenllian Devenport Owen

Life-Science Innovation Co-ordinator, M-SParc (Menai Science Park)

Gwenllian D Owen is an experienced Project Manager and joined M-SParc in November 2022 as the Innovation and Commercialisation Officer. She has worked within a business development and project management roles for a number of years. She managed and delivered 3 influential and successful leadership and business development programmes at Bangor University for 11 years – LEAD Wales, ION Leadership and the 20Twenty Business Growth Programmes. She now leads on Life-Science Innovation at M-SParc and currently leading on a programme which encourages innovators to introduce new Innovation into the Health and Social Care sectors.

### Organisation Bio – M-SParc

M-SParc is Wales' first Science Park and is the home of innovation and excitement in North Wales and has been established to provide a range of advantages and benefits for innovative businesses. We understand the need to create an environment which will deliver not only sustainable but well paid job opportunities and offering expert business support to all of our tenants. Our core team is here to help businesses, helping them thrive and grow in North Wales. M-SParc is here to ignite ambition and opportunity in North Wales and further afield.

### Objectives

- Meet with life science organisations and community in Japan
- Develop new connections with global partners
- Introduce new partners to technology and innovation happening in Wales

### Areas of Interest

- Health and Social Care innovation
- Innovation and Business
- Opportunities for collaboration



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