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Japan's Medical Corporation Nasukai forms strategic alliance with Daibi Medical Aesthetics

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Collaboration seeks to strengthen recognition in China



SBC Medical Group Holdings Incorporated, a global provider of comprehensive consulting and management services to medical corporations and their clinics, has announced that Medical Corporation Nasukai, a Japan-based medical corporation supported by SBC Medical and the operator of Shonan Beauty Clinic, has entered into a strategic business alliance with Daibi Medical Aesthetics, a medical aesthetic clinic based in Shanghai, China.

The alliance aims to enhance the quality of services at Daibi Medical Aesthetics by sharing Nasukai's clinical expertise, operational know-how, and customer-centered practices cultivated by its long-standing experience in aesthetic medicine.

The collaboration also seeks to strengthen recognition in China of the Shonan Beauty Clinic brand's safety standards and advanced medical technologies.

These efforts aim to deepen SBC Medical's understanding of China's medical environment and customer needs, while supporting increased inbound customer visits to Shonan Beauty Clinic in Japan and exploring long-term revenue opportunities associated with growing cross-border medical demand.

The alliance comes amid growing global interest in medical tourism, defined as international travel for the purpose of receiving medical services. According to Fortune Business Insights, the global medical tourism market is projected to grow at a compound annual growth rate (CAGR) of 23.0% from 2024 to 2032, reaching approximately $62.18 billion by 2032.