

Japan lays focus on improving brain health

03 May 2021 | News

RESONA and Eisai Enter Into Business Alliance Aiming to Support People Living with Dementia



Saitama Resona Bank, Limited, a corporation of the Resona Group, and Eisai Co., Ltd., both based in Japan, have announced that both parties have entered into a business alliance agreement for building an ecosystem with the aim of supporting people living with and preventing dementia (dementia ecosystem), in order to realize a regional community where citizens of Saitama Prefecture can live with peace of mind for a long time while maintaining their health.

In Saitama Prefecture, the speed of aging of society is estimated to be at the top level in Japan. Therefore, one of the major issues is making efforts to create a community where people can live with dementia, and prevent the onset of dementia.

Through this business alliance, Resona and Eisai will build a “dementia ecosystem” that combines Resona’s customer network in Saitama Prefecture and Eisai’s wealth of experience and knowledge in drug creation activities and disease awareness activities in the field of dementia, aiming to support Saitama citizens and people working in companies in Saitama prefecture to maintain a healthy life and create a sustainable community.

As the first step in this effort, the customers of the investment trust “SAITAMA RESONA GLOBAL BALANCE PLUS ESG, SaitamaDGs, handled by Resona will be provided with Eisai’s digital tool for self-assessment of brain performance (brain health) NouKNOW.

Furthermore, Resona and Eisai will collaborate with local governments, companies, universities, public institutions, etc. in Saitama Prefecture through the dementia ecosystem, aiming to co-create value for realizing a sustainable community where citizens of the prefecture can live with peace of mind.