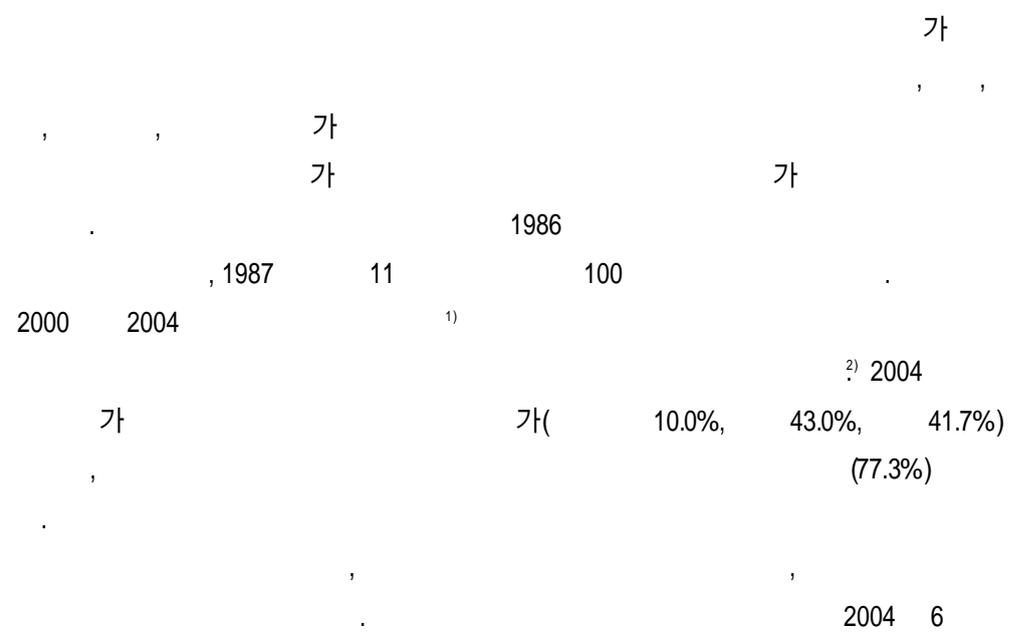




### The trend of Health · Medical · Welfare Web Expo in Japan

宋泰玟

#### 1.



1) ' ( )  
 2) 2000 (Korea Health Fair: 2000. 5. 26~6. 4), 2004 (2004 Health Expo: 2004 6. 1~6. 6)

32,960,000 68.4%  
 3) ( )  
 가 ( )  
 ), ( )  
 (Web Expo)

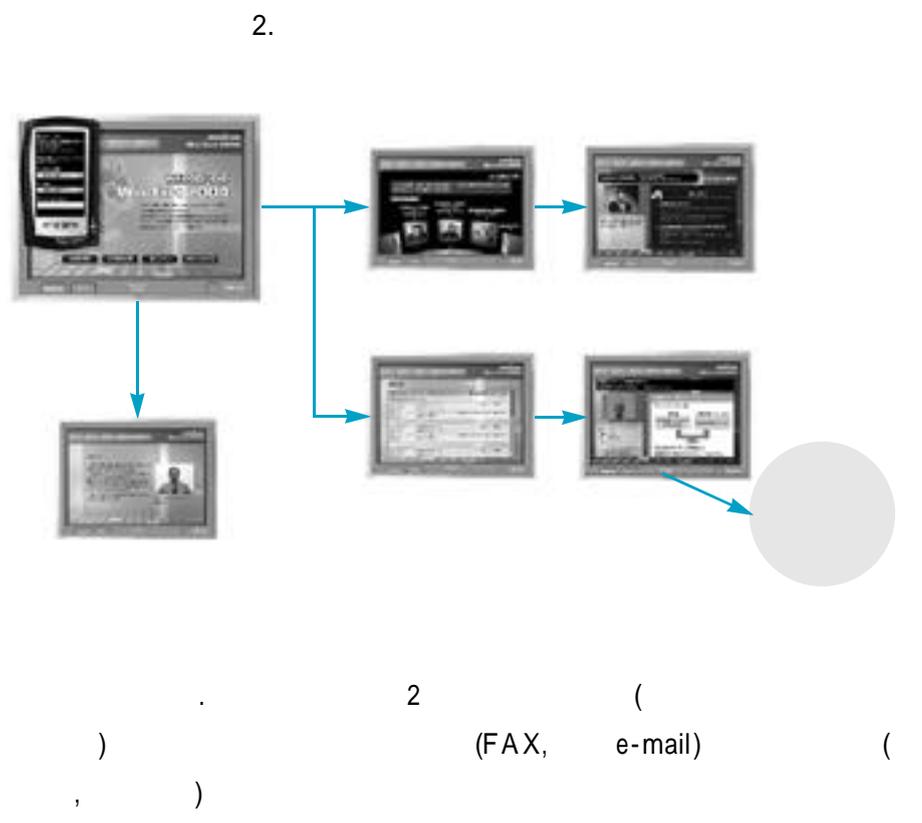
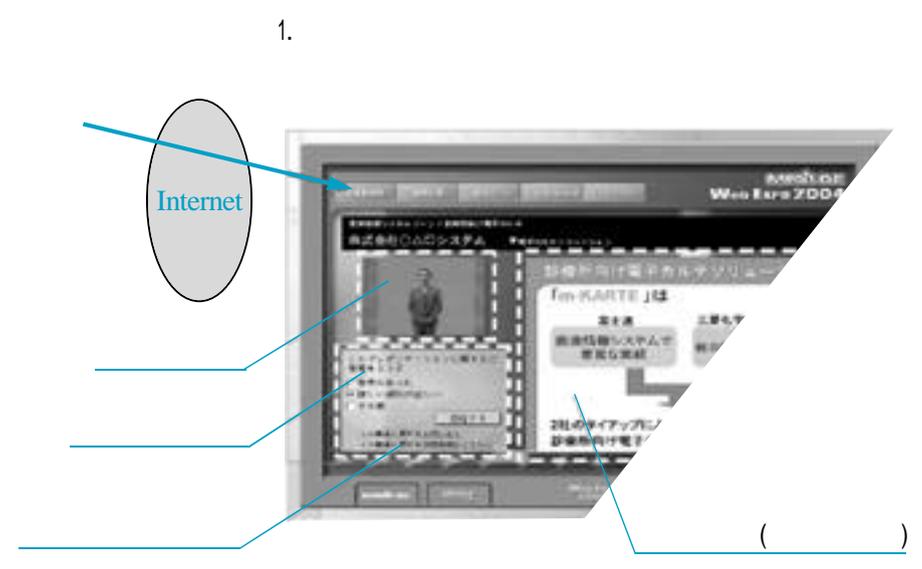
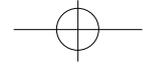
#### 2. e-JAPAN

2001 e-JAPAN 가 IT  
 가 IT  
 가 ( , )  
 3  
 가  
 2004

#### 3.

2001 12 21 IT  
 IT  
 Web-EXPO  
 1999 ( : )  
 healthguide.or.kr





3.

-	15 / 20	
- 3		¥ 250,000(1 )
-		¥ 280,000(2 )
-		
-	5 / 7	
- 3		¥ 100,000(1 )
-		¥ 120,000(2 )
-		
-		¥ 100,000
- Web EXPO 2003		¥ 5,000( )
- 1		
-		¥ 50,000( ) , ¥ 30,000( )
-		¥ 10,000( )

4.

2004 가

73.9%가

가 . 가

(2000

37 7 )

가 , ( )

가 , 가

가 .

가 , 가

가 ( 2 4

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