

INVITATION TO THE PRESSE

**The Silver Economy : what potential does this industry have ?
What are the innovative goods and services ? What are the keys to
success in France and the export market ?**

**Invitation to the Silver Economy Expo
4th and 5th December 2014 – Porte de Versailles, Paris**

The French population is ageing: according to demographic forecasts, 20 million French people will be over 60 by the year 2030 (compared with 15 million today) i.e. almost a third of the population in France. The ageing of the population is having an effect on many economic sectors such as health, accommodation, transport and food.... and the Silver Economy market as a whole is expected to exceed 130 million Euros in France by 2020¹ i.e. an increase of 41 % in only 7 years. So the future is bright for the industry which was given a formal government launch in April 2013 by Arnaud Montebourg and Michèle Delaunay.

3 key events : roundup of the key issues and the outlook of the sector

✓ **Inaugural Conference. The Silver Economy: what's happening outside of France? What can we learn from it?**

Thursday 4th December, 11h00 - 12h30

France has now become one of the countries with an ageing population. The Silver Economy is a very promising sector in both the French market and the international one. Five experts share their experience and give their views on the Silver Economy abroad. This is an opportunity for visitors to get some new ideas for their businesses and organisations.

Axelle Lemaire, Secretary of State for Digital policy is expected to attend and participate to this conference.

The following guests will participate:



Jérôme Arnaud,
President of Doro and of Silver Valley



Gérard Caron,
Cofounder of Carré Noir,
Design consultant for
businesses



Franck Lehuédé,
Senior project leader
CREDOC



Philippe Mougin,
Director of public affairs and
regional development, Bayer
Health Care Pharmaceuticals



Jean-Paul Tréguer,
Cofounder of Senior
Agency and Planet.fr

¹ 2013 Seniors' market study.com

✓ **Silver Economy Innovation prize – Award of the Charles Foix Grant**

Thursday 4th December, 14h00 to 15h00

For 11 years the Charles Foix Grant has been awarded to innovative projects which improve the quality of seniors' lives and of their helpers. This award giving ceremony helps people learn about innovations which can help seniors.

The following guests will participate: Jérôme Arnaud, President of Silver Valley, Florence Hallouin, CEO of Filigrame, Thomas Henry, founder of Xamance, Serge Kinkingnéhun, CEO of EyeBrain, Jean-Eric Lundy, Head of Vigilio, Carsten Marechal, Head of Esthetic Handi Access.

The awards ceremony will be preceded by a **Silver Valley press conference from 13h30 to 14h00.**

✓ **Conference. An ageing population. The Silver economy: what opportunities does it offer entrepreneurs?**

Thursday 4th December, 9h00 to 10h00

Friday 5 December, 9h00 to 10h15

From 2015 onwards seniors will account for 54 % of consumer expenditure in France. Their needs and expectations, which are still not given the attention they deserve, will open up goods and services markets, both in France and the export market, including both BtoB and BtoC markets. Accommodation, leisure, transport, welfare, safety, food, telecommunications, services... Which markets have the greatest potential? How can you get started and be successful? An 'Orientation' conference for all new entrepreneurs and entrepreneurs who want to understand what the opportunities in the sector are and how to make the most of them.

The following guests will participate:

Thursday 4th December: *Pascal Cadeau, Managing Director of la Girandière, Vice-President of SNRA (National Union for Seniors' assisted living homes), Mohamed El Manani, founder and director of Gesnord and President of the Artois section of CJD, Franck Lehuédé, senior project leader at CREDOC, Philippe Metzenthin, Board Member of the French Federation of home automation, Julien Moineau, Founder and MD of AXEO Services.*

Friday 5th December: *François Georges, President of Jardins d'Arcadie and of the SNRA (National Union for Seniors' assisted living homes), Martine Ghnassia, Strategy and Communication Director of IFOP, Denis Jacquet, President of Parrainer la croissance, Guillaume Richard, MD of O2 and Vice-President of the FESP (Federation of services for individuals), Christian Junik, President of the Fédésap and of Apef Services, Chantal Zimmer, Head of the French Franchising Federation.*

Events that stimulate networking

✓ **Morning event Silver Economy special 'The keys to success in the Silver Economy with the pioneers of the seniors' market'**

Thursday 4th December, 09h00 to 10h00

The Silver Economy is generally thought to be complex yet some businesses have been thriving in this industry for more than 10-15 years. What is the secret of their success? Find out in this session chaired by Héléne Delmote and Frédéric Serrière during which the results of an exclusive study will be revealed.

The following guests will participate: Guy Bastide, MD of Bastide Groupe, Fernand Da silva, Director of France Handicare, H  l  ne Delmotte, Manager of editorial content and discussion topics at Care Insight, Bruno Derville, MD of Les Senioriales, R  gis Rocton, CEO of Easyshower, Fr  d  ric Serri  re, Managing Director of Senior Strategic.

✓ **'Investors meet entrepreneurs' - Find out about four innovative entrepreneurs in the Silver Economy sector, in partnership with Hoolders.**

Friday 5 December, 15h30 to 16h30

4 innovative entrepreneurs in the seniors' industry will be selected from a group of applicants. Their projects will be presented live during the show on the Hoolders' crowdfunding platform. These entrepreneurs seeking funding (of sums ranging from 150 000 Euros to 1 500 000 Euros) will try to obtain support for their projects by presenting them to investors.

Official government visit at the show

Axelle Lemaire, Secretary of State for Digital policy.

3 interrelated shows which complement each other and give you a better understanding of the opportunities in the Silver Economy and how to make the most of them

Professionals seeking to have an overview of the industry, the key people and organisations involved in it and what they offer, can also visit the following shows on the same dates in the same hall : [Salon des services    la personne](#) (Services for individuals and families), [Solulo](#) (The show for seniors' carehomes, retirement homes, and nursing homes) et la [Maison du Mieux Vivre](#) (The 'Maximising Home Comfort' show).

About Silver Economy Expo

Silver Economy Expo is the 'Technology and services for seniors' B to B trade show. It will be held on the 4th and 5th of December at the Porte de Versailles in Paris. Information and a free badge are available on the website: www.silver-economy-expo.com

A presscard is required to enter the show.

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