

**France is ageing and finding creative solutions for its seniors:
see them for yourself at Silver Economy Expo
6th annual show: 27th and 28th November 2018 Paris (Porte de Versailles) - France**

The ageing population* feature increasingly in literature, cinema, cartoons and advertising. This is not surprising because our country has now joined the “ageing countries club”. This transition can properly be described as a demographic transition and it is different from the transition to a “greener way of living”, which people have to be encouraged to do (and we can see in our daily lives that this is no simple matter). This demographic transition is forcing itself upon us and we must help to smooth the way and rise to the challenges it presents us with. Organisations traditionally involved in the seniors’ industry (both public and private) and new innovative businesses are keen to show that they are up to the challenge.

Silver Economy Expo has been showcasing developments in the seniors’ industry since 2013. It is the annual event which helps those working in the sector to find about creative and innovative approaches and experiments and to assess the effectiveness of solutions which have been tested. This enables them to take informed decisions.

France is getting old... and this is just the start!

13 million French people are over 65¹ (that’s 20 % of the population). In 2060, 19 million people will be over 65² (26 % of the population). In the space of 10 years, life expectancy for women has increased by 1 year (In 2017 it was 85.4 years of age) and life expectancy for men has increased by 2.1 years.³ (It was 79.5 years of age in 2017). Expectancy of years in good health has remained stable for men (62.6 in 2017) and since 2012 has increased for women (64.9 in 2017). As for the “club of people reaching 100 years of age” - it now has 21,000 “members”⁴ (that is 20 times more than in 1970 and 40 times less than there will be in 2070).

This demographic transition brings with it several challenges.

There are challenges of a personal nature (an assessment has to be made of the senior and how s/he can best cope with ageing) and of an economic nature:

- extending life expectancy and years of good health
- funding care needs
- attracting, training and retaining employees to look after vulnerable seniors and those who need to be cared for at home, in residences and homes for seniors
- make new technology accessible
- improve prevention by combining “caring” and “big data”
- make products and services specifically for seniors widely available.

1 Source: Ined (French National Institute of Demographic Studies)

2 Source: Ined (French National Institute of Demographic Studies)

3 Source: Ined (French National Institute of Demographic Studies) - (Provisional data at the end of 2017) / Insee, statistics on households and population estimates - changes in life expectancy at birth.

4 Source: Insee Première n°1620 – November 2016 (French National Institute of Statistics and Economic Studies)

France is finding innovative solutions for its seniors....

Innovative solutions have been flourishing to respond effectively to the challenges

Organisations with a long standing involvement (public ones such as CNAV or private ones like Legrand, Groupama, Saint Gobain), or organisations which have recently joined the scene (Bluelinea), start-ups (Courseur, Famileo, Télégrafik etc.), distributors (like the trial in Flers in the Orne region, of a shop specifically for seniors called "Bien chez moi" (Happy in my home)) strive to think up, create and make available innovations which help to prevent ageing and help people to manage ageing in the best way for all categories of people (those in good health, the vulnerable ones and those not capable of independent living).

The focal point for innovation in the industry is France Silver Eco (the organisation tasked by Agnès Buzyn with the coordination of the industry) and cluster organisations (Silver Valley, Silver Côte d'Azur, Limoges French Tech, Métropole de Toulon, TechSap Ouest, etc) and unions (Synapse).

... who are increasingly aware of and open to technological innovations

93 %⁵ of seniors believe that technological developments (home surveillance, assistance with mobility or following medical advice) can help make the daily lives of seniors suffering from neuro degenerative diseases better.

The burning issue is

Funding assistance, adapting accommodation, integrating new technology into the daily lives of seniors and their helpers in the broader sense remains a question which needs to be answered. Bear in mind that for a resident the median cost in a residence for seniors (cost of accommodation and care costs) is 1949 Euros per month⁶ in 2016 in France and the average monthly amount for all schemes taken together which a retired person legally entitled to a pension receives is 1376 Euros⁷.

"Creative solutions will have to be found in this area too. For example, in helping seniors wishing to convert their house(s) into cash and into funding solutions. Demography is the one field where projections are infallible. Concern as to how retirement and care needs are to be funded has existed for decades. But this question has never been settled" explains Alain Bosetti, President of the Silver Economy Expo.

5 Source: Opinion poll "The French and technologies at the service of autonomy of people with neurodegenerative diseases" TNS Sofres for " la Fondation de La Mutuelle Générale ", October 2014.

6 Source: CNSA (French National Solidarity Fund for Autonomy)

7 Source: DREES Pensioners and their pensions- published 2018

Silver Economy Expo: the B2B event for the sector

When it's your job to help seniors find the best ways to adjust to getting older, taking part in the Silver Economy event helps you to keep abreast of the latest developments in the sector, meet the sector's creative and innovative organisations and to gain insight from the feedback on ideas which have been tested.

Alain Bosetti says *"Silver Expo Economy is one of the few trade shows that affects all French people. This is because, whilst perhaps we may one day become immortal, in the meantime, we are all going to grow old. The questions and issues raised by the existence of an ageing population are complex. However, the silver economy market is forecast to reach 2.4 % of GDP by 2030 and that should make us focus on investing in it collectively."*

Facts and figures about the show

5 Great Patrons
110 exhibitors including 47 start-ups
12 conferences with 4 key talks
3 000 professional visitors are expected

It is held concurrently with the 12th Trade show for Domestic and Personal Services (140 exhibitors and 12 conferences)

The 4 key talks are:

. The Great Debate: *"Multiple reforms and continuing innovations: what impact do they have on services to individuals, home care jobs and the silver economy?"*

Tuesday 27 November, 12.30 pm. – 1 pm. Versailles Room

. Closing conference: *"Do we need to "re-invent" ageing to face the challenges of longevity?"*

Wednesday 28 November, 4.30 pm. – 5.30 pm. Pasteur Room

. Finale of the 3rd Silver Academy event

Wednesday 28 November, 2.15 pm. – 3.45 pm. Pasteur Room

. Conference event: *"Remaining autonomous longer thanks to vocal assistants and robots, what is at stake for seniors?"*

Tuesday 27 November, 11 am. – 12 pm. Pasteur Room

About Silver Economy Expo

Silver Economy Expo is held by en Personne expo. It is the B2B trade show for services and technology for seniors

This 6th event enjoys the support of **Great state patrons**: Edouard Philippe the Prime Minister, Agnès Buzyn Minister for Health and social support, Bruno Le maire, Minister for Finance and Business, Muriel Pénicaud, Minister for Employment and Sophie Cluzel, Minister for handicapped people.

Silver Economy Expo will be held on the 27th and 28 th of November 2018, Porte de Versailles, Paris concurrently with the Trade show for domestic and personal services

Free invitations can be found on http://www.silver-economy-expo.com/silver-economy-expo_hp_eng/

*** Do you know at what age one becomes a senior?**

There is no universally agreed definition of the term “senior”.

You become a senior at the age of:

45 in the world of work (in companies) and according to the French Department of Employment

50 in the field of marketing (remember the well-known phrase “house wife under 50”)

60 for the SNCF and the RATP (the French state’s railway company and the Paris underground)

65 for Air France and for the French National Health Service (free anti-flu jabs).

And finally, the French people consider themselves to be “seniors” when they reach 60 and “old” when they reach 70.

SilverExpo



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