



Press release – 4 October 2017

Silver Economy: The innovative sector that creates jobs to improve the lives of senior citizens has its show

5th edition - 14 and 15 November 2017 – Paris-Porte de Versailles

Ever since 2013, **Silver Economy Expo** has been contributing to the promotion of the ageing population economy sector. For visitors, it has become an annual event where they can discover both mature products and services and innovations not yet on the market. They benefit from feedback on experiments and success stories to gain a better understanding of the sector.

The Silver Economy: a crossroad of economic and social challenges

13 million French people, that is 20 % of the country's population, are today over the age of 65: France is now a member of the ageing countries « club ». The Silver economy sector has become a social as well as an economic issue.

A growing number of senior citizens added to a longer life expectation = a social stake of major importance

Expectation of living in good health does not grow as fast as overall life expectation. The ageing population is becoming more and more dependant, raising amongst other issues the question of home care, when 85% of senior citizens wish to stay at home as long as possible¹.

Over the last 10 years, life expectation for women has grown by 1,2 years (age 85,4 in 2016 vs. 84,2 in 2006) and for men by 2,2 years² (age 79,4 in 2016 vs. 77,2 in 2006).

Whether active and in good health, fragile, or even dependant, there is an increasing population of senior citizens having specific needs.

To try and meet these growing needs, more and more innovations see the light. For instance, 93%³ of French people consider that new technologies (home monitoring, mobility aids or remote medical monitoring) can and could contribute to their care and ease the life of people suffering from neurodegenerative disorders. 92%³ believe these technologies could enable them to stay at home.

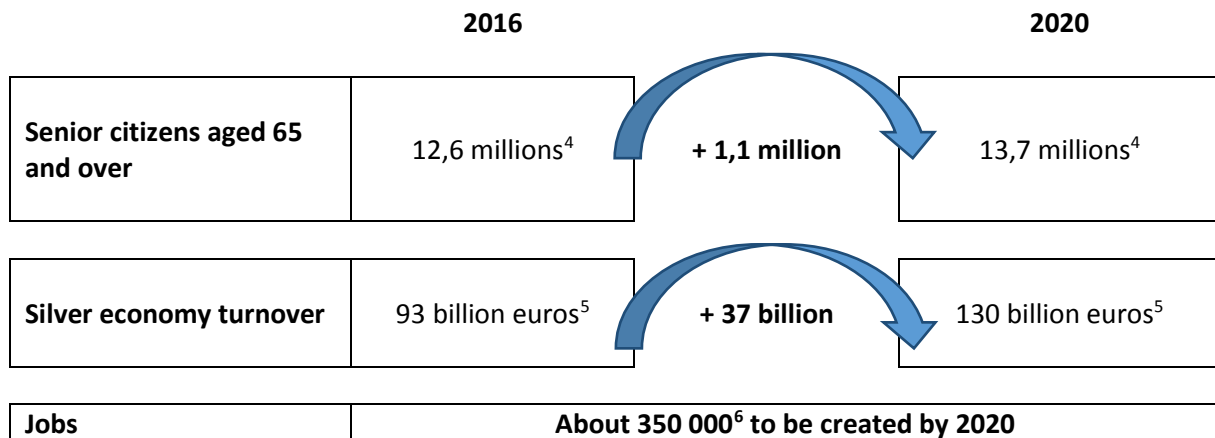
Source : Eurostat 2017

¹ Source : Afnor national Silver Economy survey – « Attente de consommation des seniors et leurs aidants » (Seniors' and carers' consumer expectations) – December 2014.

² Source : Ined (Provisional results by end of 2016) / Insee, civil registrar statistics and population estimates

³ Source : Opinion pole « Les Français et les technologies au service de l'autonomie des personnes atteintes de maladies neurodégénératives » (The French and the technologies designed for the autonomy of people suffering from neurodegenerative disorders) by TNS Sofres for « la Fondation de La Mutuelle Générale », October 2014.

What is the impact on the economy and the job market? A high-growth market



The market for products and services aimed at senior citizens represents a **formidable growth opportunity at national level and for exports** for French companies with recognised know-how in the sector.

Silver Economy Expo: the professional show for services and technologies for Senior citizens
Silver Economy Expo facilitates contacts between professionals and promotes **solutions and innovations presently or shortly to be on the market, by 70 exhibitors.**

Highlights:

- Panel discussion: *What challenges should the Silver Economy address to reach its full potential?*
- Final of the 2nd edition of the Silver Academy which rewards a creative start-up among the 60 shortlisted by the Silver regions. This edition is organised with France Silver Eco and in partnership with Bluelinea, La Poste and UGAP.

About Silver Economy Expo :

Silver Economy Expo, organised by .../en Personne expo, is a professional show for services and technologies for Senior citizens. The 5th edition will take place on the 14 and 15 November 2017, Porte de Versailles in Paris, together and in total synergy with the Trade show for 'individual and family services' and for household jobs.

Get your free invitation on www.silver-economy-expo.com

#SilverExpo



⁴ Source : Ined 2017

⁵ Source : Source : BPI France – June 2016

⁶ Source : Dares Analyses, Les métiers en 2020, (Jobs in 2020) March 2012

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