



Press release

## **Silver Economy Expo' s second year The tradeshow for the seniors' sector 4<sup>th</sup> and 5<sup>th</sup> December 2014, Porte de Versailles, Paris**

With 15 million people over the age of 60 and the population of over-75s due to double by 2050<sup>1</sup>, the future is bright for the seniors' industry, which was given a formal launch just over a year ago. To help support the sector, Silver Economy Expo, the B to B 'Technology and services for seniors' tradeshow, will be held for its second year at the Porte de Versailles on the 4th and 5th December this year.

*'By holding the Silver Economy Expo and working together with the most of the organizations which have a role in the seniors' sector, we aim to hold an event which will boost the sector and help to develop a wide range of first class competitive services and products'* explains Alain Bosetti , manager and organizer of the show.

### **The seniors' industry : important both for our economy and for our society**

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Seniors are expected to account for 54 % of consumer expenditure by 2015<sup>2</sup> and products and services must match their expectations and cater for their varied lifestyles: employed and retired seniors, seniors who are frail or in need of support, healthy seniors etc. Health, services, housing, home automation, telecommunications, food, facilities, leisure, tourism, transport... every sector is affected!  
The industry could therefore create 300 000 jobs by 2020<sup>3</sup>.

### **Silver Economy Expo : a tradeshow supporting the organizations in the industry**

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Silver Economy Expo promotes discussion and idea-sharing amongst the organizations in its ecosystem. The 2-day programme includes : a seminar on the key issues affecting the sector, approximately 20 conferences and 80 exhibitors  
The show will feature two highlights

- **The 'Investors meet entrepreneurs' event**

Silver Economy Expo is holding an event for entrepreneurs seeking funding to get together with business angels. Nine entrepreneurs will be selected on the strength of their written applications and asked to present their projects to investors.

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<sup>1</sup> INSEE (National institute of statistics and economic studies) 2011

<sup>2</sup> Credoc (Research Centre on standards of living) Report 2010

<sup>3</sup> Dares 2012

- **The Seniors' Testing Laboratory**

Exhibitors at the Silver Economy Expo will have their solutions tried out by a sample of seniors and assistants under the keen eye of professionals (involved in geriatric care, psychology, ergonomics etc). The aim is to improve and tailor their products and solutions to best meet the expectations of the users.

## **About Silver Economy Expo**

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Silver Economy Expo is **the** 'Technology and services for seniors' B to B trade show'. It will be held on the 4<sup>th</sup> and 5<sup>th</sup> December 2014 at the Porte de Versailles in Paris, in conjunction with the following tradeshows : the Salon des services à la personne, (Services for individuals and families) , Solulo (The show for seniors' carehomes, retirement homes, and nursing homes) and the Maison du Mieux Vivre (The 'Maximising Home Comfort' show).

Three interrelated shows which complement each other, all held at the same time.

Info about silver-economy-expo.com can be obtained from: [silver-economy-expo.com](http://silver-economy-expo.com)

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