

Silver Economy Expo, the B2B trade show for the sector with three big pluses: helping seniors, the French economy and employment

The 3rd show is on from 24th - 26th November 2015- Paris, Porte de Versailles

Given an official launch in April 2013, the Silver economy industry (the sector for ageing) has a promising future

From 24th-26th November for the 3rd year running Silver Economy Expo will be the meeting point for those engaged in the sector wanting to hook up with others.

The Silver economy: helping people to embrace old age

Our society is currently going through unprecedented demographic changes with the 'baby boomers' becoming 'oldie boomers' and life expectancy increasing.

All seniors, (whether healthy, fragile or dependent) and their families are expressing new demands, which are only partially met today.

The Silver economy: helping the French economy

France's 15 million seniors¹ purchase all kinds of products and services in the following fields: health, services, food, facilities, housing, home automation systems, leisure, telecommunications, transport, tourism...

The sector will represent a market in France worth more than 130 billion Euros in 2020 (i.e. an increase of 41 % in 7 years)²: a real life line for our economy.

What's more, 900 million seniors² in the world represents incredible exporting opportunities for French businesses with recognized expertise in the sector.

The Silver economy: helping to create jobs in France

The branch is expected to create 300 000 jobs within 5 years³.

Silver Economy Expo: the B2B trade show for technology and services for seniors

Being held for the first time over 3 days in order to give professionals a greater opportunity to hook up and share knowledge and experience, Silver Economy Expo helps to bring out the best of what the sector has to offer.

More than 100 exhibitors will display their new ideas to visitors looking for the best solutions for satisfying the needs and expectations of seniors, whether they are in good health, fragile or dependent.

¹ Insee (the French national statistics office)

² Etude Le Marché des Seniors.com - Seniors Stratégic – 2013 ((Study of the Seniors Market)

³ Darès 2012

These include:

- Adapting and making the home safe: facilities: Legrand, Schneider Electric, Doro, Assystel, Handicare, Facilien
- Banking - Insurance - Health insurance - Protection insurance: Le Groupe La Poste
- Assistance with creating and developing structures: ASIPAG, les CCI de France, Silver Valley, Silver Normandie, La Fondation Caisses d'épargne pour la Solidarité
- Product or services for retirement and nursing homes: Medissimo, la Valeriane
- Food: Saveurs et vie

Running at the same time and in conjunction with the trade show: 20 conferences offering an objective overview of the sector including:

- An opening conference providing feedback of trials and experiences in the field
- A closing conference focusing on the buying experiences of the 50 + bracket
- 2 conferences devoted specifically to the creation of business in the sector: 'an ageing population: what are the opportunities for businesses?'
- A conference on the development of innovative projects in the field 'Incubators, partnerships, investment funds, what support is available for getting new ideas off the ground in the silver economy?'
- A conference on the future 'seniors and 'quantified self': Uses, adoption of solutions and their effects.'

Information about Silver Economy Expo:

Silver Economy Expo is the B2 B trade show for technology and services for seniors. This 3rd show will be held on the 24th, 25th and 26th November at the Porte de Versailles in Paris, concurrently and in conjunction with the Salon des services à la personne (Trade show for services for individuals and families), Solulo (Salon des Résidences seniors, Maisons de retraite et EHPAD) (The show for seniors' care homes, retirement homes, and nursing homes) and la Maison du Mieux Vivre. (The 'Maximizing Home Comfort' show).

Free access badges are available on www.silver-economy-expo.com



Under the patronage of
Emmanuel Macron,
Minister of the Economy,
Industry and the Digital
Sector.



Under the patronage of
Laurence Rossignol,
Secretary of State for the
Family, the Elderly and
Autonomy.

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