

Silver Economy Expo, The first trade show for the seniors' industry !

5th, 6th et 7th december 2013, Porte de Versailles, Paris.

Under the patronage of Right Honourable Michèle Delaunay,
Minister for Health, Social Services, Seniors and self determination.

With 15 million French people over the age of 60 and the population of over-75s due to double by 2050¹, the future is bright for the new sector of the economy-the seniors' industry , launched last April by the Government ministers Arnaud Montebourg and Michèle Delaunay.

With the support of the government, the Silver Economy Expo, a BtoB tradeshow for technology and services for seniors, will be held in Paris from the 5th to the 7th December 2013. Alain Bosetti , President of the show says ' Our aim is to showcase French initiatives in the Silver Economy and to promote the exchange of ideas between those involved in this ecosystem' .

3 key events to help organizations in the sector

- **The Silver Economy Expo seminar – Thursday 5th Decembre**

The show's opening seminar will discuss the following topics: Overview of the silver economy: What are the growth opportunities? Strategies for economically viable ways of meeting the demand.

Mrs.Michèle Delaunay , Minister for Health, Social Services and Seniors and self-determination will be present at the seminar.

- **'Investors meet entrepreneurs' event – Friday 6th Decembre**

In order to encourage development of the sector, Silver Economy Expo is holding an event on the 6th December for entrepreneurs seeking funding to get together with business angels. Nine entrepreneurs, selected from a number of applicants, will be asked to present their projects to investors. This event will be held in partnership with France Angels.

- **The Seniors' Testing Laboratory – Saturday 7th December**

Exhibitors at the Silver Economy Expo will have their solutions tried out by a sample of seniors and assistants under the keen eye of health professionals (geriatricians, neurologists, psychologists,

¹ Source : Insee 2011

ergonomists etc). The aim is to improve and tailor their products and solutions to best meet the expectations of the users. The seniors' test laboratory is being held in partnership with Medialis, the leader in France for assessing technology designed to aid autonomy.

Politicians and professionals in the industry attending Silver Economy Expo

- Official guests :
 - Michèle Delaunay, **Minister for Health, Social Services and Seniors and self-determination**
 - **Fleur Pellerin**, Minister for SMEs, innovation and digital economy
- Supported by the Afnor Group and Reunica, the main partners of this first show
- Exhibitors: C2S, Datacet, EEleo, Filien, Independance Royale, Les senoriales, Medialis, TIC&Santé, TB Design, Withings

Get more information at our virtual trade shows in 2014

To support the development of a structure in the industry and to help it develop with a variety of good-quality and accessible goods and services, two virtual Silver Economy Expo shows will be held in 2014: **25th / 26th March** and **17th / 18th September 2014**.

Alain Bosetti explains *'Our plan is to present Silver Economy Expo to the world in 2014 and for it to be the showcase of French expertise in technology and services for seniors'*

About Silver Economy Expo

Silver Economy Expo is the first trade show for technology and services for seniors. It will be held from the 5th-7th December 2013 inclusive at the Porte de Versailles in Paris, together with three related shows : 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).

Enjoy three related events at the same time

Informations about silver-economy-expo.com

The press office - Le Public Système

Caroline Fichera - cfichera@lepublicsysteme.fr - 01 41 34 20 99

Julie Dramard - jdramard@le-public-systeme.fr - 01 70 94 65 98