

On the 23rd and 24th November 2021, Silver Economy Expo was held again as an event which could be physically attended in Paris, Porte de Versailles in a new Pavillion (n°5 instead of n° 2).

This Show took place in exceptional circumstances:

- the very sudden reoccurrence of the epidemic in November
- health pass required to attend the show
- social distancing measures

It was also hybrid: exhibitors and visitors could also participate at a virtual show. Overall, the cumulative number of face-to-face visitors and online visitors for this «increased» edition (hybrid on November 23 and 24 + accessible on the internet until 03/31/2022) is equivalent to the number of visitors to the 2019 edition 100% face-to-face.



### What's happening in 2022?

Silvery Economy Expo will be held on 29<sup>th</sup> and 30<sup>th</sup> November 2022 at the Parc des expositions at the Porte de Versailles, Pavillion 5 in Paris and on the internet.

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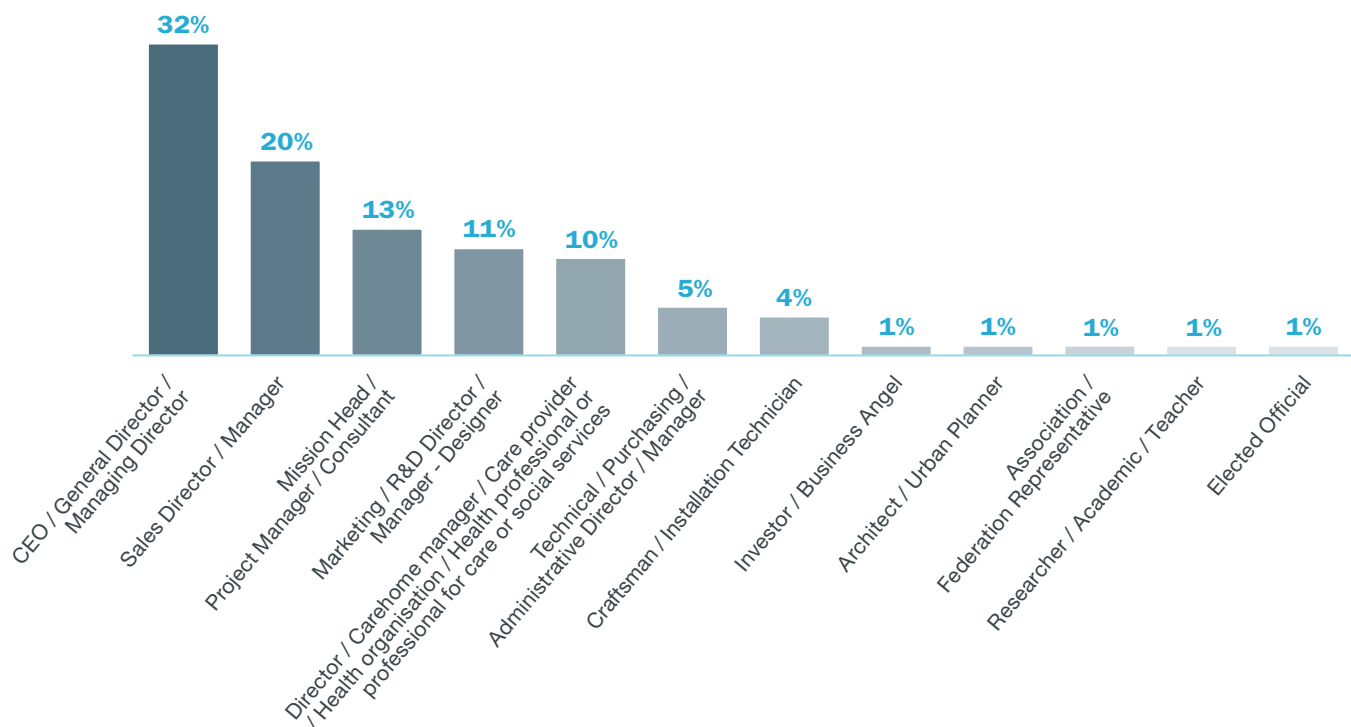
#### ► Internet show

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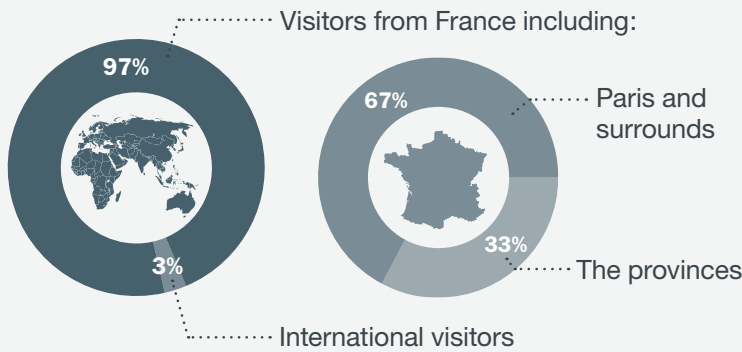


## VISITORS TO THE PARIS PORTE DE VERSAILLES SHOW

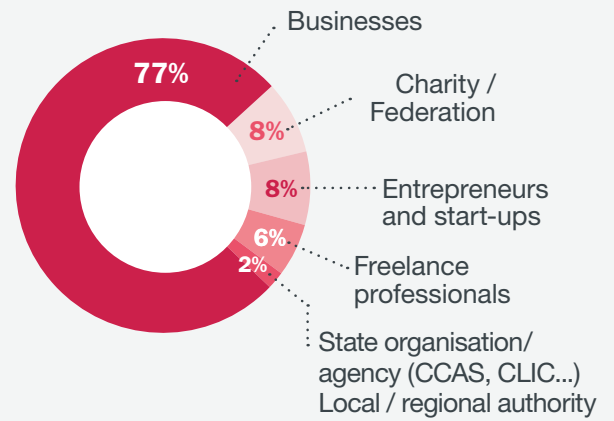
### Attendees'role



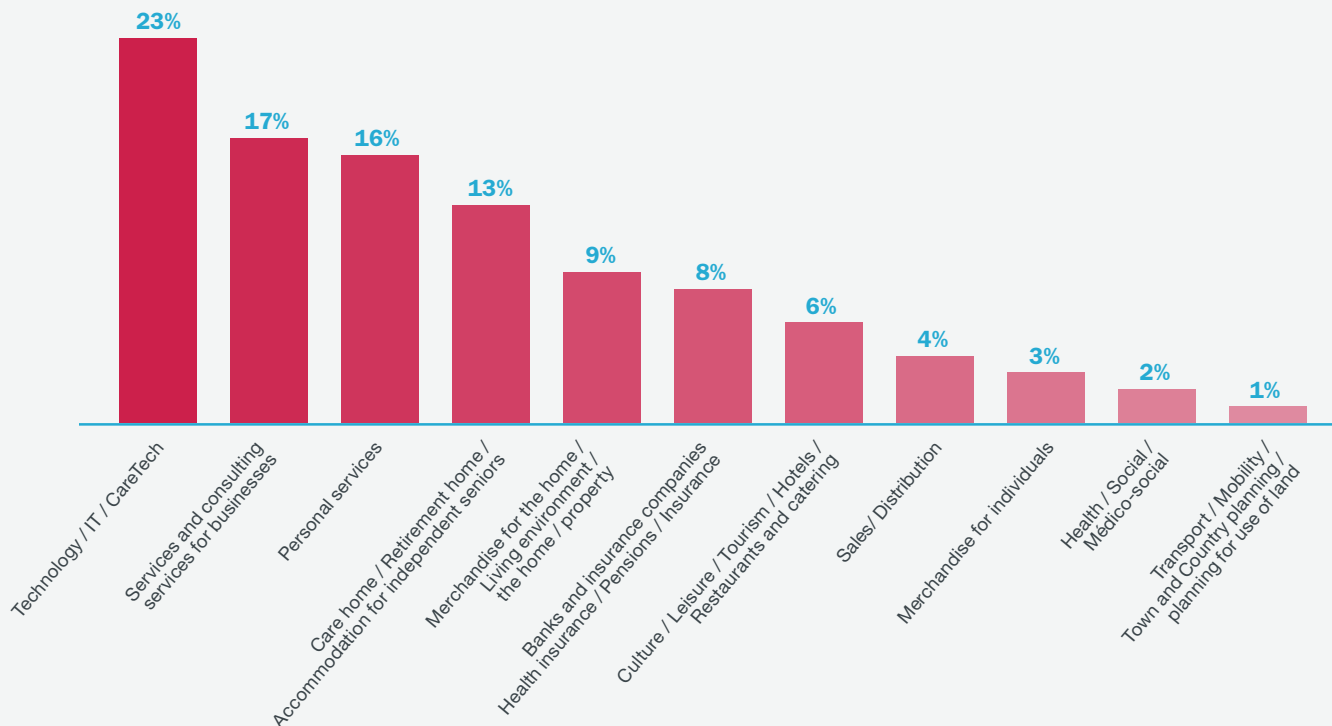
**Where do the visitors come from?**



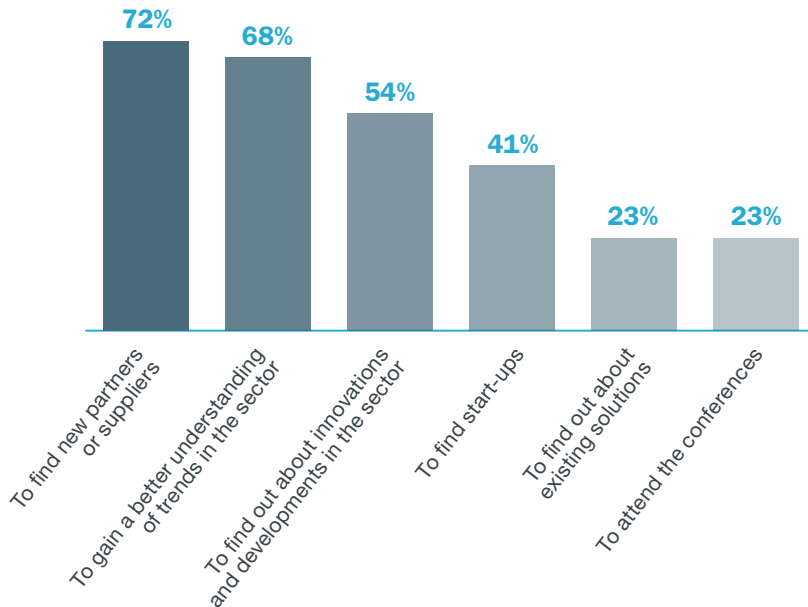
**Types of organisation**



**Branch of the sector**



**Reasons for attending**



Sources: visitors' data base, Google Analytics data and 2021 post-show analysis of visitors

**The visitors are keen**



**80%**  
spent more than  
a half-day at the show



**65%**  
talked to at least 6 exhibitors



**92%**  
satisfied with exchanges with  
exhibitors



**64%**  
attended at least one  
conference



**55%**  
satisfied with the conferences

**Official visits, politicians, government bodies**

**Brigitte Bourguignon**

Minister for autonomy

**Clément Fustier**

Adviser on health and social  
welfare to Sophie Cluzel

**Afaf Gabelotaud**

Deputy Mayor of Paris with  
responsibility for business,  
employment and economic  
development

**Paul-Antoine Georges**

Adviser to Olivier Dussopt  
with responsibility for company  
accounts

**Véronique Hammerer**

MP, Member of the Social  
Affairs Committee

**Fadila Khattabi**

MP, President of the Social  
Affairs Committee

**Annie Le Houérou**

Senator, Member of the Social  
Affairs Committee

**Véronique Levieux**

Deputy Mayor of Paris with  
responsibility for seniors

**Dominique Libault**

President of HCFIPS  
(High Council of finance  
for social welfare)

**Thomas Mesnier**

MP, Rapporteur general for  
the Social Affairs Committee

**Hervé Novelli**

Former Minister, President  
of the API (Association of  
internet platforms)

**Olivier Richefou**

Vice President of the Assembly of  
the Departments of France with  
responsibility for autonomy, President  
of the Council for Departments

**Carine Seiler**

High Commissioner  
for skills

**Annie Vidal**

MP, Member of the Social  
Affairs Committee

Would you like to find out more? Please contact us!

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- #silverXpo - Silver Economy Expo is held by en Personne expo, 10, rue de l'Est, 92100 Boulogne-Billancourt - France

**5000 SEPARATE ONLINE VISITORS BETWEEN 23/11/21 AND 31/03/22**  
(1850 on 23rd/24th Nov 2021 - 1000 on 15th March 2022 - 2150 for the rest of the period)

## Visitors' profiles

Professional visitors\*

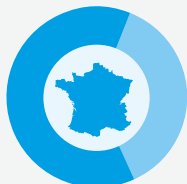


Other visitors\*\*

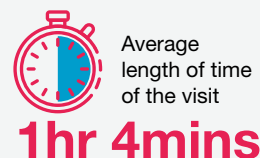
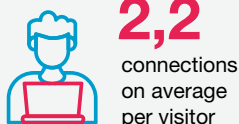


\* Professionals in the silver economy sector and managers, directors of organisations providing personal services, domestic services and care in the home, prospective franchisees  
\*\* General public, job applicants and employees in the sector

**63%**  
Paris and  
surrounds



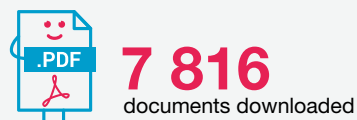
**37%**  
The  
provinces



## Stands



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## Conferences



Sources : Eva visitors' data base and Google Analytics

Would you like to find out more? Please contact us!

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