

Ageing is programmed obsolescence. What can we do about it ?

Silver Economy Expo, the B2B tradeshow for services and technology for seniors

7th year – 26th and 27th November- Paris-Porte de Versailles

Ageing is a natural process. As we age we getold. It means we reach an age where we are fragile and then become incapacitated. Seniors * (whether in good health, fragile or dependent) are the fastest growing part of the French population : 7 million in 1980, 13 million today and 19 million in 2060 (1). When we talk about the change in significance of seniors as a percentage of the population we realise the kind and extent of the challenges we face: 13.9 % in 1980, 20.8 % in 2019 and 28.5 % in 2060. In other words, the number of people who can take responsibility for and finance the fragile health and the handicaps of their grandparents and their parents will decrease

This demographic change raises questions about finance (pensions ofcourse and also responsibility for it), support and more generally the position of seniors in our society. To respond to these challenges, one must find answers today. Since 2013 , Silver Economy Expo has been the place to come to every year to find out about innovations, experiments and how effective tested solutions have been and thus to make the best decisions.

Maybe one day we will be immortal, in the meantime, we will all grow old, and if possible in good health !

In the space of 10 years, life expectancy for women has increased by 1 year (85.4 in 2018) and for men by 1.9 years (2) (79.5 in 2018). Life expectancy in good health has increased slightly for men (63.5 in 2018) and has stayed relatively stable for women (64.5 in 2018) (3).

As for the club of centenarians, it has 19000 (4) members” today (i.e. 19 times more than in 1970 and 10 times more than in 2070)

1 Source:United Nations data (on the over 65s)

2 Source : : Ined (Provisional results a the end of 2017) / Insee , statistics on marital status and population estimates – Changes in life expectancy at birth

3 DRESS n° 1127 – October 2019

4 Source : United Nations Data



Silver Economy Expo : the biggest event for bringing together innovations and start ups in the industry

The ageing population affects how we live, consume, and manage our homes (adjustments to the home, personal services), accommodation for seniors, help with mobility, maintaining social links, 92 % of French people believe that new technology can make this demographic transition easier.

For our 7th annual show , Silver Economy will show about 100 innovations, thanks to past and present players, in both the public and private sectors (CNAV, La Poste, Legrand, Afnor etc ...) recent players (Bluelinea, Doro ...) cluster groups, local councils et regional areas (Silver Valley , Toulon Métropole, Silver Aquitaine)

The personal and domestic services trade show , which is being held at the same time, in the same hall , focuses on solutions for help in the home.

Highlights of the Silver Economy Expo

Inaugural session organised by France Silver Eco – Tuesday 26th November – 11 am to 12.30pm <http://bit.ly/32Xprri>

On the programme is:

“ How to make technological and digital innovation play a greater role in organisations and services for seniors.”

“ How to make adjustments to the home for the ageing population”

“ Technology and the elderly: what are the ethical and legal rules ?”

“ Building the Silver Economy in the regions”

The finalists' pitch at the 4th Silver Academy event – Wednesday 27th November – 2.30-3.30 pm <http://bit.ly/2JuJbLb>

The prize for the competition will go to the sector's most innovative start up. The winner will receive a complete package for developing your solution and raising your profile worth 12 000 Euros: publicity , business coaching , networking .

Closing conference : “ Silver Economy and personal services, where do the business opportunities lie ? ” Wednesday 27th November 5-6 pm - <http://bit.ly/32imHEw>

Closing conference of the Trade Show for personal and domestic services : “ Carers , how to cope when a family member or close friend loses their autonomy ”

Wednesday 27th November- 4 – 5 pm - <http://bit.ly/2NYMz3J>

Tuesday 26th November - <http://bit.ly/2Mn1LqB>

5 Source : Opinion survey : “ The French and technology for autonomy of people with neurodegenerative illnesses” carried out by TNS Sofres for the “ la Fondation de la Mutuelle Générale” (Mutuelle Générale Foundation)



Information about Silver Economy Expo

Silver Economy Expo is organised by En Personne Expo. Silver Economy Expo is the B 2 B Trade Show for services and technology for seniors

This 7th annual event is held under the honoured patronage of Agnès Buzny, Minister for Health and Solidarities, Bruno Le Maire, Business and Finance Minister, Muriel Pénicaud, Minister for Employment and Sophie Cluzel, Secretary of State with portfolio for the handicapped.

Silver Economy Expo will be held jointly with [Salon des services à la personne et de l'emploi à domicile](#) on the 26th and 27th November 2019, Porte de Versailles, Paris
Free invitations are available on www.silver-economy-expo.com

*Did you know ? At what age do you become a senior ?

There is no universal definition of the term " senior "

You become a senior at the age of

45 in companies and for Pole Emploi

50 for marketers (who refer to the famous " homemaker under 50")

60 for the SNCF and the RATP

65 for Air France and National Health Insurance (free anti flu jabs).

and the French themselves see themselves as " seniors' at 60 and " old" at 70.

SilverExpo
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