

Silver Economy Expo

**9th year for the Show on 23rd and 24th November 2021:
in Paris, Porte de Versailles and also on the internet**

« Innovation and cooperation: changing the lives of seniors and their helpers ».

Seniors are currently the focus of attention, support... and debate in a way that they have rarely been in the past.

Our **ageing population**¹ and **the worsening of the demographic ratio of dependence** has required for a long period of time a better coordination of initiatives to help seniors and to mobilise new resources to promote good management of ageing and to encourage innovation in all its forms (technological, social, organisational etc).

The following have focused attention on seniors and their helpers, **all occurring five months away from the presidential election**: the “Strategy for autonomy” plan in the [2022 PLFSS](#) (2022 Finances for Social Security Bill) following the fresh abandonment of the “Autonomy in old age” bill , the application of amendment 43, the 2022 initiative called Ma Santé (“my health”), [the provision of prescriptions for ergotherapists](#), instant tax credits, the impact of compulsory vaccination in professions under strain.

Silver Economy Expo will be a key event at the end of the year.

Silver Economy Expo is a show for professionals which began in 2013 following the creation of the silver economy sector by ministers Michèle Delaunay and Arnaud Montebourg. It focuses on services and technology for seniors (whether they are in good health, fragile or dependant) and their helpers. This year it will take place in a hybrid form, Porte de Versailles and on the internet on the 23rd and 24th November. Those involved in the sector will display their innovations, talk about the results of trials of their solutions and how effective they have been in all the types of organisations which have seniors and helpers as their clients, residents or end-users. The show also includes some support and advice for setting up businesses, financing and developing them.

In France there were 100 people aged 100 in 1900 and... today there are 26 000 of them².

“The exponential increase in the number of people aged 100 in France is a symbolic marker of the ageing of the population and longevity. It also shows us how urgently we must come up with and decide upon immediate and concrete solutions and put them into effect with a long-term vision which will promote a better quality of life for the ageing. This will happen by new collaborations between people involved in helping the elderly, integrating innovations and of course new funding” says Alain Bosetti, President of Silver Economy Expo.

¹ In 2013 there were 11 million people in the 65 + age group, now that number is 13 million and in 2040 it will be 18 million
Source Ined : <https://www.ined.fr/fr/tout-savoir-population/chiffres/france/evolution-population/projections/>

² The number of people aged 100 in France: 1900: 100 - 2000: 8000 - 2021: 26 000 – 2050: 140 000.

Source : <https://www.ined.fr/fr/tout-savoir-population/chiffres/france/structure-population/centenaires/>



A hybrid show which can be accessed without geographical limits

This hybrid event will be held both in Paris, Porte de Versailles and on the internet so that visitors who are physically far away or who cannot travel can benefit from the resources, insights and the information provided by the exhibitors or at the conferences.

Who will be the most inspiring start up in this 6th year of the Silver Academy?

The aim of this national competition for start-ups who have an idea which will benefit seniors, or their helpers is to spot the most promising young businesses and to stimulate their growth.

This is held at the same time as: the personal and domestic services Show (on the same date with the same format).

The personal and domestic services Show, which started in 2007, is aimed at individuals, professionals, and employees in the sector. It has become the annual event of the profession. In 2021 the 15th event had the theme: *“Decide today how to improve quality of life at home”*.

Information about Silver Economy Expo

Silver Economy Expo 2021 enjoys the patronage of Brigitte Bourguignon, Minister for Autonomy, Bruno Le Maire, minister for the Economy, Finance and Recovery and Alain Griset, minister for SMEs.

The show is held at the same time as [the personal and domestic services Show](#) and will be held in a hybrid format; Porte de Versailles in Paris and on the internet via a platform developed by [en Personne Virtual](#).

Register for free on https://www.silver-economy-expo.com/silver-economy-expo_hp_eng/

The Tradeshow for personal services, Silver Economy Expo, the SME tradeshow for microbusinesses, en Personne’s press office and en Personne Virtual were created and developed by the En Personne Group, managed by Alain Bosetti, Sigrid Deprat, Marie-Pierre Doré, Serge Eberhardt, Sabrina Lhomme and Lena Rogel.

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