

**After a successful first edition, AgeingFit,  
the European business convention dedicated to innovation in Silver Economy and Health,  
will take place on 6<sup>th</sup> and 7<sup>th</sup> February 2018 in Nice (France)**

Organised by Eurasanté, FRANCE SILVER ÉCO, Eurobiomed and the Nutrition, Health and Longevity Cluster (NHL), AgeingFit is the meeting point for companies, scientists, financiers and directors of retirement, nursing homes and hospitals from the Silver Economy and Health sector. AgeingFit offers those actors a frame so as to collectively develop innovative products and services for the prevention, treatment and support of the effects of ageing on seniors.

**AgeingFit 2018**

2<sup>nd</sup> edition | 6<sup>th</sup> & 7<sup>th</sup> February 2018, Nice France | Silver Economy and Health  
50 speakers | 11 conferences

**Save the date - Press Conference**

Press Conference AgeingFit 2018 | 6<sup>th</sup> February 2018, 10 am-11 am

Innov'area, exhibition hall, Nice Acropolis

**THE AGEINGFIT NETWORKING PLATFORM FOR SILVER ECONOMY AND HEALTH**

Following the latest findings from the Silver Economy and Health sector, our challenge is to promote and accelerate R&D and commercial partnerships in the sector at a European and international levels.

AgeingFit is designed as a platform for meetings and exchanges to:

- Shape the Silver Economy and Health sector
- Identify the needs of the senior market
- Boost innovation partnerships
- Promote innovations and feature actors from the sector
- Exchange views on the regulation and evaluation of innovative devices and services

Silver Economy and Health actors will gather around key activities at AgeingFit:

- **Conferences and roundtable discussions** to gain insight and discover the latest industry trends
- **One-to-one meetings** to maximise innovation, business opportunities and collaborations through pre-qualified meetings
- **Innovation pitches** to present projects and innovations to decision-makers and investors
- **Exhibition** to boost company visibility among other innovators in the healthy ageing sector
- **Hosted events (congresses, workshops)** to support and facilitate partnership research by making public/private connections possible

**The event aims at enhancing French expertise in Silver Economy and Health at a European scale, developing partnerships (public-private and private-private), promoting innovations in this field and encouraging their financing.**

***Confirmed participants at AgeingFit 2018:***

AAL Programme, Age Platform Europe, Agile Ageing Alliance, Aisa Therapeutics, Amedsu, Atos, Belovia, Bluelinea, Capricorn Venture Partners, Care England, Connected Health, Coreye, Co-Robotics, eHealthub, Geneva International Network on Ageing, Healthy Ageing Campus, HUR, Impec-Hygiene-Lavoix, Leyden Academy, Northern Health Science Alliance, Pharmagest, RATP, Roquette, Rousselot, Santec and Sonae

Discover the 2018 participants > <https://www.ageingfit-event.com/business-convention/participants-list/>

## THE AGEINGFIT CONFERENCES COVER THE LATEST NEWS AND KEY ISSUES IN THE SECTOR

The conference programme is designed around three tracks: From Needs to Ideas, from Ideas to Innovation and from Innovation to Market.

**Plenary Session: 6<sup>th</sup> Feb | 11:30 am – 1:00 pm | How will the Silver Economy evolve along technology paths and across borders in the next decade?**

In a nutshell: How can we predict that the Silver Economy will become a fully-fledged sector of activity where companies currently involved, would feel included, despite the diversity of their activities? What are the current and future initiatives to be taken in order to make the Silver Economy a clearly established economic and industrial sector?

### ***What is the Silver Economy and Health?***

When people think about the Silver Economy, they instinctively think of “elderly people”. In fact, nowadays this proportion of the population is one of the links which gathers actors from this sector. The Silver Economy actually covers the needs and demands of all seniors over the age of fifty.

Over and above the age, is there another connection between them? The Silver Economy also covers many products and services using very different technologies, including home automation, sensors and connected objects. It is also challenging to define this sector because of the very heterogeneous and different of consumption between working retirees and dependent older people. Finally, the complex sources of financing and ways of structuring financial demands do not facilitate the task of define links between actors.

The Silver Economy is considered the 3<sup>rd</sup> largest market in the world. It should reach \$15 trillion by 2020 globally. According to the latest area demographic projections (Eurostat, EUROPOP 2013), the proportion of people aged 80 and over in the EU Region will at least double by 2080, rising from 5.3% to 12.3%. In parallel, the age-dependency ratio is also expected to rise from 52.6% in 2015 to 77.9% in 2080.

## PITCHES TO PROMOTE INNOVATION

AgeingFit, in partnership with Médialis\* and Big Booster\*\*, will reward the best innovations to improve the daily lives of seniors or prevent age-related diseases during a pitch contest.

The pitches will take place in the Innovation Area in the centre of the exhibition hall.

\* Catalyst for innovations for autonomy and Silver Economie, **Médialis** has been working for the medico-social sector for more than ten years. Its team supports people with loss of autonomy, their caregivers and professionals providing them with the innovative solutions and expertise they need.

\*\* **Big Booster** is an international acceleration program for start-ups and scale-ups from biology and health sector. For the past, BigBooster, with the support from experts and coaches, has organised bootcamps in Europe, USA, Middle East, Africa and China in which start-ups can think their project globally and prepare an international development.

For more information > <https://www.ageingfit-event.fr/pitches-innovation/>

## A HOSTED EVENT

AgeingFit will host the IGAM Congress « *Quoi de neuf en gériatrie et gérontologie ?* ». The themes of innovation in ageing, prevention and neurodegenerative diseases will be discussed. This congress will be organised by the *Institut de Gérontologie des Alpes Maritimes* in partnership with the *Société Provençale de Gérontologie*.

For more information > <https://www.ageingfit-event.fr/congres-igam/>

### **Why are we organising AgeingFit in Nice, in the Provence region?**

The Provence-Alpes-Côte d'Azur region is attractive for the Silver Economy and Health. It boosts strong expertise in technologies (software, IoT...), structuring projects, pilot care institutes. The senior population comes to Provence in search of products and services related to healthy ageing well (leisure, housing...) and the area is also a great tourist attraction. Over recent years, regional initiatives have been launched in order to identify and gather the various players with the aim of anticipating the expected growth of this new economy. At the heart of this development is Eurobiomed, a health competitiveness cluster in the Provence-Alpes-Côte d'Azur and Languedoc-Roussillon regions. Co-organiser of AgeingFit, Eurobiomed also helps with the coordination of R&D projects, from the identification of academic or industrial partners to the assisting with applications and responses to calls for R&D projects. Today, the Provence-Alpes-Côte d'Azur region is a key player in the Silver Economy, with a rich, varied and innovative ecosystem that contributes to the development and expansion of a sector, benefiting from a significant senior population and a mild, sunny climate.

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