

AgeingFit

Accelerating innovation for the senior market

PRESS FOLDER

6th & 7th

February 2018

Nice, France

2nd EDITION

**THE EUROPEAN EVENT
TO BOOST YOUR BUSINESS
AND INNOVATION PARTNERSHIPS
IN THE SENIOR CARE MARKET**

Organised by:



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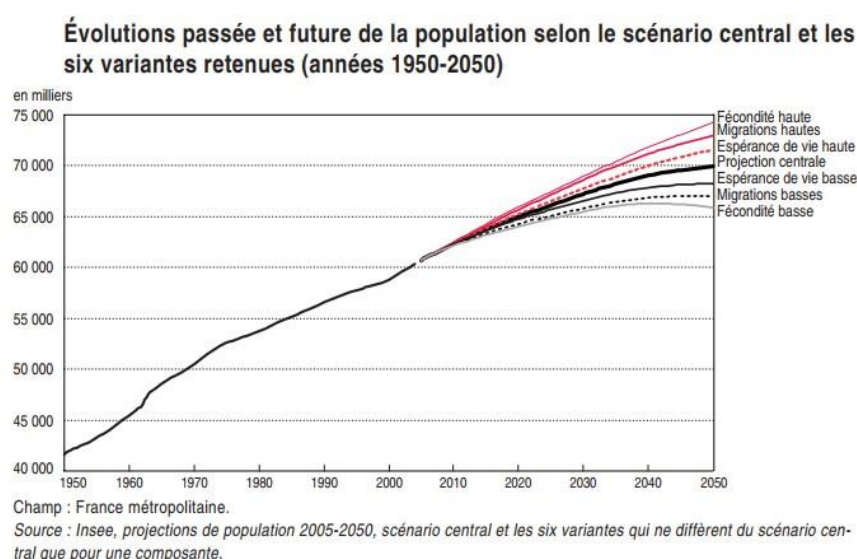
The rise of the health ageing sector, at the crossroads of several disciplines

The Silver Economy, a multifaceted sector resulting from a strong demographic trend

Whatever the study, all demographic projections converge on the same prediction: by 2050-2070, the human population will increase and be older than nowadays.

In Europe, for instance, the share of people over 65 will rise from 29.6% in 2016 to 51.2% in 2070 (*Eurostat*). >

According to INSEE, one in three people in France will be 60 or older in 2050, compared to one in five at the beginning of the century.



This growth will lead to a change in people's behavior. We will see an increase in spendings related to health, tourism, leisure but also an evolution in needs and services related to older people staying at home. At the same time, the decline in the number of workers will lead to a decrease in work-related purchases (supplies, transport, clothing, etc.).

As a result of that, development opportunities are created for all economic actors: they need to develop dedicated solutions for the ageing market and players to adapt demographic evolution.

This evolution, in Europe, both on the size and the age of the population is a societal, political and economic challenge.

A transversal answer to this challenge is the Silver Economy. Appeared in France in 2012, this sector first covers health, homecare, housing development, services sectors and now covers others such as ICT, AI or tourism.

The Silver Economy is multisectorial and does not focus on a single market. In this broad field, bringing actors together can seem like a tough challenge. This is why it is important to set up endeavors in order to *“organize and structure, so as to federate and unite all companies acting for or with older people.”*

“[These actions must be deployed] while giving companies the resources to think, develop and market products and services that will serve the autonomy of elderly of tomorrow, in France and in the world », as the French Ministry of Solidarities and Health indicated in 2015, during a strategic committee of sector for a “Second act of the Silver economy sector”.

The Silver Economy, a rising sector internationally but with fuzzy outlines

In China, the weakening of intergenerational solidarity and the increased prevalence of many chronic diseases make this country the first potential elderly care market. However, the complexity of the market requires presenting offers of products and services and relying on the expertise and the export dynamic of large groups, especially developers and managers of residences or medical centers already established in China.

In Japan, a pioneering country in Silver Economy, the government has expressed concerns about the aging of the population. Indeed, their life expectancy being higher, the aging of Japanese population is more consequent. The country, and even its industry, invests more in research in development than in France (80% compared to 62% in 2015) and promotes collaborations between public and private sectors. Thus, the initiatives are developing and manage to fight issues such as the lack of carers through the arrival of home automation.

D Free, an application on smartphone, developed by the Japanese company Triple W, to better handle daily incontinence, will be introduced during AgeingFit innovation pitches.

In Portugal, seniors represent the most vulnerable segment of the population. Their poor financial status does not help to give them access to various personal assistant services. The development of dedicated products remains a crucial issue to maintain a quality of life for Portuguese seniors.

In the same way, In Africa, as in Ivory Coast and Senegal, regional initiatives are being created in view of better care for the elderly. For example, in Ivory Coast, in Béré region, an advocacy for better care for older people has been carried out to drive change in the region.

In the United States, universities play a major role, including the creation of laboratories and incubators dedicated to clinical trials of technological products related to autonomy, health and aging population. These structures allow companies to bring their new technologies to the entire American market.

In parallel, In France, actors of the Silver Economy sector want to break free of borders. According to the association *Silver Valley*, companies of the sector were 73% to have wished to export their model out of France, in 2016.

Thus, beyond having only one focus – the older person –, all the players of innovation in Silver Economy (academic, industrial, public authorities, financiers, mutual, investors) have common constraints: reimbursement system, financing, regulations diversity, etc.

In order to bring these players together and to boost partnerships between them, Eurasanté, FRANCE SILVER ÉCO, Eurobiomed and their partners have spurred the creation of AgeingFit, an annual event dedicated to partnership innovation in the senior care market.

The Silver Health, the tomorrow's sector

Health is a major issue for the Silver Economy sector. Indeed, ageing is above all a biological process and therefore, a health topic. However, in order to innovate to better answer the needs of elderly people, companies sometimes need to be accompanied in their procedures (creation, financing, development, etc.) or to be associated with other companies.

That is why, as a support and facilitator of the healthcare sector in the Hauts-de-France region, Eurasanté wishes to participate in the dynamism and structuring of the healthy ageing sector or Silver Health.

Silver Health covers the fields of prevention allowing seniors to be autonomous and in « good health » as long as possible, and also the care of old and sick people staying in hospitals or geriatric homes.

The development opportunities in Silver Health are numerous:

- The projected growth in all sub-sectors of the economy follows the ageing trend of the population ("oldies-boomers" phenomenon and longer life expectancy). A strong demand is looming;
- The accessibility of older people to new technologies is a lever for the new digital economy;
- R&D and innovation initiatives are pulling the health and nutrition sectors towards the offer of products and services adapted to seniors, thus contributing to their well-being. The financial constraints of care management schemes encourage the implementation of innovative senior care models.

AgeingFit, an event to boost innovation and business partnerships to improve everyday life to older people and their caregivers

Genesis of AgeingFit

To meet the need to accelerate the emergence, valorisation, maturation and financing of the elderly, Eurasanté, a technology transfer facilitator and a leading cluster in the fields of biotech, nutrition and healthcare in the Northern French region and the Nutrition Health Longevity cluster (NHL) initiated AgeingFit in 2017. This event is co-organized with the association FRANCE SILVER ÉCO (whose president Sébastien Podevyn chairs the Steering Committee of the event) and the biocluster Eurobiomed to organise the second edition of AgeingFit in the Provence-Alpes-Côte d'Azur region, a rich and innovative ecosystem in terms of Silver Economy.

Why organising AgeingFit in the Provence-Alpes-Côte d'Azur region?

The Provence-Alpes-Côte d'Azur region is attractive for the development of the Healthy Ageing Sector. The Region has a strong expertise in technologies (software, IoT, etc.), structuring projects, piloting care institutes and a great attractiveness. For several years, initiatives have been launched to identify and federate the various players with the aim of anticipating the expected growth of this new economy. At the heart of this large territory, Eurobiomed, the health sector's competitiveness cluster in Provence-Alpes-Côte d'Azur and Languedoc regions, contributes to the coordination of R&D projects, from the identification of academic or industrial partners to the setting up of response files for calls for R&D projects. Today, as a central actor of the Silver Economy, the Provence-Alpes-Côte d'Azur region has a rich, varied and innovative ecosystem that contributes to the development and promotion of a sector benefiting from a large population of seniors due to heliotropism.

Why organising AgeingFit in Nice?

Christian Estrosi, Mayor of Nice, President of the Nice Côte d'Azur region, Deputy President of the Provence-Alpes-Côte d'Azur, made the choice in 2008 to make for Nice the challenge of new growth-creating sectors and jobs. Smart City worldwide, Nice Côte d'Azur has become a recognised European reference on the development of Connected Health and on the management of the promising sector of Silver Economy.

Christian Estrosi has announced the next building of Delvalle 2, new headquarters of connected health, in the heart of the European City for Health he has hired at the east of Nice. By hosting a residence for interns with 75 homes, a nursery and a business hotel of 3,000m², Delvalle 2 will strengthen the capacity of Nice health ecosystem to innovate even more to allow residents to preserve their health, their autonomy and to well-ageing.



The Steering Committee

A Steering committee, composed of **15 experts – 62% of whom are international** – of world renown in their fields, including academics, industrials, clusters, associations or retirement homes, investors and insurance sectors, designed the event. They set up in particular the conference programme, in order to best answer to the expectations, problems and needs of the sector's actors.

This prestigious committee is chaired by Sébastien Podevyn, General Director, FRANCE SILVER ÉCO.

Industry:

- Filippo Cavallo, Assistant Professor, The Bio Robotics Institute, IT
- Carlos Gimeno Asin, Project Manager, Ibernex, ES
- Antonio Remartinez, ex-CEO, Ibernex (Group Picolin), ES
- Jesus Valero, Health unit Director, Tecnalía, ES
- Joris Wiersinga, Founder, Silverfit, NL

Academy:

- Eric Boulanger, Geriatrics and Biology Aging Professor, Université de Lille 2, FR
- François Puisieux, Head of Department, Unité de Gériologie, CHU de Lille, FR
- Astrid Stuckelberger, President, Geneva International Network on Aging, CH

Clusters, associations, retirement homes:

- Sébastien Podevyn, General Director, FRANCE SILVER ÉCO, FR
- Karina Marcus, Scientific Expert, COST Association, BE
- Anne-Sophie Parent, General Director, Age Platform Europe, BE
- Emilie Royere, General Director, EUROBIOMED, FR
- Jan Sikkema, Business Development Director, Healthy Ageing Campus, NL
- Etienne Vervaecke, General Director, Eurasanté, FR

Investors, Health insurances:

- Frank Bulens, Partner, Capricorn Ventures, NL
- Ingrid Rayez, Partner, Innovation Capital, FR

AgeingFit features:

- **Conferences** to gain insight and discover the latest trends of the sector ;
- **One-to-one meetings** to maximise innovation and business opportunities ;
- **Presentation sessions** to discover innovative projects ;
- An **exhibition** to boost the visibility of the actors ;

Conferences

The AgeingFit conferences programme is organised around 3 tracks:

Track 1: From Need to idea

This track will deal with how the needs of the ageing population can be translated into ideas for future innovation. Caring for senior patients necessitates a better understanding of their needs and why they are not currently fully met. This is essential for identifying axes of progress and starting the innovation process. How do the specificities of mature patient requirements define the creation of specific products and services? In order to obtain maximum information about seniors' needs, caretakers must participate in the intel-gathering process and be given the necessary reporting tools. How can we improve this level of reporting? How can we then use this valuable information in a collaborative way to define new offerings or better ways of using existing techniques and technologies? How can we promote out-of-the-box thinking and encourage cross-sector partnerships?

Track 2: From Idea to innovation

In this track, we will tackle issues related to securing funding for innovative companies, designing and adapting innovations and best collaborative practices. How does the absence of a structured European market for Silver health products affect the decision process of venture capitalists? What are the sources of funding for researchers and innovative companies, especially at the beginning of the project? How can we merge new technologies with the care institutions of the future? What are the best collaborative practices to fight chronic diseases?

Track 3: From innovation to market

In this track, we will focus on the translation of innovative concepts to marketable products and services. Some innovative offerings like food products struggle to become commercial successes. How can we improve food distribution and marketing to fight senior malnourishment? Moreover, innovations are sometimes costly, which limits their appeal. To what extent will public authorities be able to encourage the sale of such innovations? How will actors in the Silver market contribute to increasing their profitability? Furthermore, as the Silver Economy is still emerging, it is very susceptible to changes in legislation and norms and the willingness of public actors to promote the market. What are the future legislative evolutions in the healthy ageing sector and how can they be supported by increased public spending? How do regulatory issues impact the development and launch of innovative products?

Plenary session: 6th Feb. | 11:30 am – 1:00 pm | How will the Silver economy evolve along technology paths and across borders in the next decade?

Covering the needs and demands of seniors over 50, the Silver Economy covers many products and services using very different technologies, including home automation, sensors and connected objects. The sector deals with the heterogeneous and difference of consumption between working retirees and dependent older people, and evolves within a complex financing ecosystem that does not facilitate a clear definition of the sector stakeholders relationships. In this context, 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?

40 international speakers will share their experiences and their expertise during the conferences, including:



Blanca Jordan

Health Sector

Manager,
Atos, ES

Martin Green

Director,

Care England, UK



Bart Collet

Founder,
Hyperadvancer, DE

Patrizia d'Alessio

CEO & Founder
AISA Therapeutics, IT



agileageing @agileageing · 24 janv.

AAA's Ian Spero is excited to speak at **AgeingFit** next month on Feb 7th - the leading European business convention dedicated to innovation in the healthy ageing sector.



Nicola

@nicolafilizola

Making all older adults equals in front of innovations and the advantages (and costs) that this brings. In a nutshell, what we are going to discuss in Nice. [#ageingfit](#) 2018

Discover the details of the sessions in the AgeingFit final programme.

Innovations Pitches

AgeingFit, in partnership with Médialis* and Big Booster**, will reward on February 7th from 12 :00 am to 3 :30 pm during a pitches contest, the best innovations improving the daily lives of seniors and the prevention of age-related diseases. The pitches will take place within the innovation area. The 11 innovative projects introduced in this contest are:



AmedSU

Application dedicated to the medical report for cosmetic surgery and injections.



Aroma Therapeutics

Capsules of essential oils for health and well-being.



Azelies

Air purifier capturing bacteria, pathogens, smells, etc. efficiently and economically for any type of environment.



Cosdena

Medical device that regularly assesses the physiological balance and the risk of chronic stress from a measurement of their cardiac variability.



Comm'un

Development of a common, interdependent and intergenerational habitat, in order to promote the autonomy of the elderly and stimulate intergenerational social interactions.



Cottos Medical

Connected exercise bike simulating the feeling of escape while respecting the state of health and mobility of seniors.



CDIP

Touch pad designed for the elderly with adapted applications (email, photo recording, internet access, calendar, etc.)



Idealable Solutions

Multi-device solution for the care of the elderly including: remote assistance and teleconsultation, specialized applications, chronic disease surveillance, drugs, etc.



Morphee +

Fall detection device without image capture and solving the problem of forgetting and rejecting worn sensors.



Translational Medicine Academy

E-service giving access to a resource center with personalized and qualified solutions to the daily events of seniors.



Triple W

Analysis of the change in bladder size by ultrasonic sensors.

* As a catalyst for innovation for autonomy and the Silver Economy, Médialis has been working in the medico-social service for more than 10 years. His team brings innovative solutions and expertise that people with loss of autonomy, their caregivers and professionals accompanying them need.

** Big Booster is a non-profit international acceleration programme for start-ups and scale-ups in the fields of Bio&Health, informative Tech and Global Impact. For 3 seasons, BigBooster has been organizing Booster Camps in Lyon, Europe, Boston, USA, Middle East, Africa and China with the support of experts, mentors and coaches to help start-ups think about their project in a global way and to prepare their development abroad.

Partnering convention

Because innovation alone becomes almost impossible for any organisation, regardless of its size or status, engaging in partnership research becomes a rule of conduct for success.

AgeingFit offers a pragmatic framework to address needs of players in Silver Economy and Health Innovation. This year, all the profiles of players (including industrials, service providers, retirement, nursing homes and hospitals, academics, investors, associations, health insurance providers) registered on the partnering platform to meet and innovate together.

The event offers a unique opportunity to multiply the bridges and opportunities for collaboration and promote them to foreign innovation ecosystems, in order to facilitate partnerships in this new and promising sector.



Digital Baby Boomer @digitalbabyboom · 24 janv.
 Nous serons à Nice pour l' **@AgeingFit**, le salon de l'innovation en Silver Santé, le 06 et 07 février. 2 jours de RDV et de conférences.
 Rencontrons-nous !
 Le programme est ici : ageingfit-event.fr/wp-content/upl...
 #silversante #silvereco





Miren Fuertes @mirenfu · 24 janv.
 @ReSante_Vous participe à l' **@AgeingFit**, le salon de l'innovation en Silver Santé, le 06 et 07 février à Nice. 2 jours de RDV et de conférences.
 Aurrera!





Pauline Huang
 @Peptan_PH

Joint us **@AgeingFit**, organize meeting with us at the partnering session #nutrition #HealthyAging **@Peptan_global**

A hosted event: the IGAM Congress

The Institut de G rontologie des Alpes Maritimes is a french association set up in 1994. It is affiliated to the French Society of Geriatrics and Gerontology (SFGG) and brings together all actors of the department involved and/or invested in gerontology. It promotes exchanges between gerontology professionals and organises numerous training events for gerontologists and geriatricians.

IGAM's mission is also to participate in reflection on the issue of the ageing population.

The institute organises, during AgeingFit, a congress entitled " *Quoi de neuf en g riatrie et g rontologie ? L'actualit  du secteur* ". The themes of ageing, prevention, neurodegenerative diseases and innovation for ageing will be addressed. It is exclusively held in French.

More information in the dedicated programme or online : www.ageingfit-event.fr/congres-igam/

The IGAM congress is organised by:



In partnership with:



The Vintage evening



A networking evening, the Vintage Evening, will take place on 6th February from 6.30 pm onwards at the Boston Bar.

A European event

AgeingFit aims at addressing the needs of the Healthy Ageing Sector fostering the meetings between international actors.



Annemette Jensen

@annemett_jensen

International conference i Nice #Frankrig 6.-7 februar 2018 om innovation inden for #ældresektoren #AgeingFIT welfaretech.dk/arrangementer/ ...



« C'est une belle fenêtre pour voir ce qu'il se passe dans les autres pays » Aude Letty, Déléguée générale, Fondation Korian pour le Bien Vieillir

They attend AgeingFit 2018:

AAL Programme, ACIF Mutualite, ADI Normandie, Age Platform Europe, Agile Ageing Alliance, Aging 2.0, Aisa Therapeutics, Alim50+, Anaxi Technology, Association E-Senior, Atos, AViQ, Avis2Santé, Balder, Belovia, Cancer Bio Santé, Capricorn Venture Partners, Care England, CHRU Lille, CHU De Nice, Codesna, Connected Health, CO Robotics, Cubigo, Défi Autonomie, Department For International Trade, Digital Baby Boomer, Ehealthhub, EHPPA, EIT Digital, Euroserum, E-Wear Solutions, FDP Systems, Fédération Française de Domotique, Fédération Hospitalière de France, Fingertips, Fondation Hopale, Geneva International Network On Ageing, Globalstim, Health Myproject, Ibernex, Impulse, Innovation Capital, Inra, Institut Universitaire Santé Mentale Douglas, Korian, KU Leuven, Leyden Academy, LPEA, McCain Foods, Medialis, Medicen, Medilink, Medisys, Mediterranean Tower Ventures, Medrecord, Mintt, Morphee+, Moscow International Medical Cluster, National Centre For Ageing, Northern Health Science Alliance, Opticsvalley, RATP, RESAH, Resanté Vous, Rousselot, Santech, Schneider Electric, Scientific Institute San Raffaele, SEHTA, Senior Autonomie, Sentimoto, Shilo Association And Milav Corporation For Elderly People In Haifa, Silver Innov', Silver Valley, SilverEco.fr, Silverfit, Sodexo, Solidages, Sonae, Swedish Association Of Local Authorities And Regions, Technopolis, Tecnia, Teleconcepts, The Bio Robotics Institute, The Brand Incubator, TIC Biomed, Universidade De São Paulo, Vianeos, WBC, Welfare Tech...

More than 20 countries represented, including:



Allemagne



Autriche



Belgique



Brésil



Canada



Danemark



Espagne



Estonie



États Unis



Finlande



France



Irlande



Israël



Italie



Norvège



Pays-Bas



Portugal



Royaume Uni



Russie



Suède



Suisse



Thaïlande

Success stories after AgeingFit 2017

Ezygain (Attendee of the innovations pitches 2017)

There are no devices for walking rehabilitation adapted to small structures such as SSR, and geriatric homes. Faced with this observation, Thierry Albert, chief physician of the Bobigny Centre for Physical Medicine and Rehabilitation, designed a device to address this problem. Step by step, the team in charge of this project has grown. The French Tech scholarship awarded in November 2015 laid the foundations of the startup. These funds enabled Zineb Agoumi to create EzyGain SAS in February 2016.

After a first prototyping of their device in geriatric homes and hospital in the spring 2016, the project team won numerous prizes and perfected this innovative system.

On 7th March 2017, the official presentation of the device met with great success among entrepreneurs and health professionals.



Très belle soirée de lancement hier pr
[@EzyGain](#) qui présentait son dispositif
 connecté de [#rééducation](#) de la marche
[#nosincubesontdutalent](#)



Seas2Grow : Silver Economy Accelerating Strategies

The Interreg project SEAS 2 Grow creates synergies with local authorities to implement common strategies in the Silver Economy sector and develop new financial models in 4 countries (United Kingdom, Netherlands, France and Belgium). By reaching this objective, senior citizens and their families will benefit from innovations more suitable for them that will improve their life conditions.

Since its exhibition during AgeingFit 2017, the partners established a common market referential on the Silver Economy including a Strategic Guide, new finance models & a Strategic Action Plan.

Organisers

Eurasanté



Eurasanté is an incubator, a technology transfer facilitator and a leading cluster in the fields of biotech, nutrition and healthcare in the Northern France region. It assists French and foreign companies, entrepreneurs, scientists and clinicians with their innovation and development projects. The regional network includes more than 1,000 companies working in Life Sciences and Healthcare. It benefits from an exceptional location in the heart of Europe (near Paris, London and Brussels). The Life Sciences sector in the Northern France region gathers a total of 28,000 employees. Eurasanté also promotes the Eurasanté Bio-business Park which hosts 7 hospitals, 4 universities, 7 specialised schools, more than 170 companies and 50 laboratories.

FRANCE SILVER ÉCO



FRANCE SILVER ÉCO was set up in 2009, as an initiative of the Ministry of the Economy with the support of the Ministry of Health. The Association brings together all stakeholders in the healthy ageing sector, both public and private.

Our mission :

- To promote collaboration between public and private players in the Silver Economy community at both national and international levels,
- To engage in lobbying,
- To highlight and promote the value of new technology to address the human social, and economic challenges of the Silver Economy.

Eurobiomed



Founded in 2009, Eurobiomed tops European rankings in all stages of innovation: education, basic, translational and clinical research, technological innovation centers, start-ups and industrial success stories. Together, the 270 Eurobiomed members are a driving force in regional development and offers solutions for businesses and research organisations in the health sector to help them innovate, finance, develop and achieve their strategic and business objectives.

The NHL Cluster



Nutrition Health Longevity (NHL) Cluster is the only French cluster to combine nutrition, biotechnology and health. Its objective is to gather and support players from the health and food sectors in designing, developing and financing the products and processes of the future. The cluster focuses on the fields of the prevention and treatment of life-style related diseases such as metabolic and cardiovascular pathologies, neurodegenerative diseases and intestinal bowel diseases.

In the Silver Economy and due to the increase in life expectancy, NHL cluster innovates through two axes: Nutritional/food advances for seniors and diagnostic and therapeutic solutions related to pathologies associated with ageing.

Partners

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**3rd
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Innovation partnerships in the Senior Care market**

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