



AgeingFit

Accelerating innovation for the senior market

**2<sup>nd</sup> -3<sup>rd</sup> February 2017 LILLE,  
FRANCE**

A 360° approach to build innovation partnerships  
for the senior care market

Launch of an international business convention dedicated  
to the innovation in the healthy ageing sector

**1<sup>st</sup> edition**  
**2<sup>nd</sup> and 3<sup>rd</sup> February 2017**  
**Lille**

## AgeingFit: an annual event



**600** participants



**50%** international actors



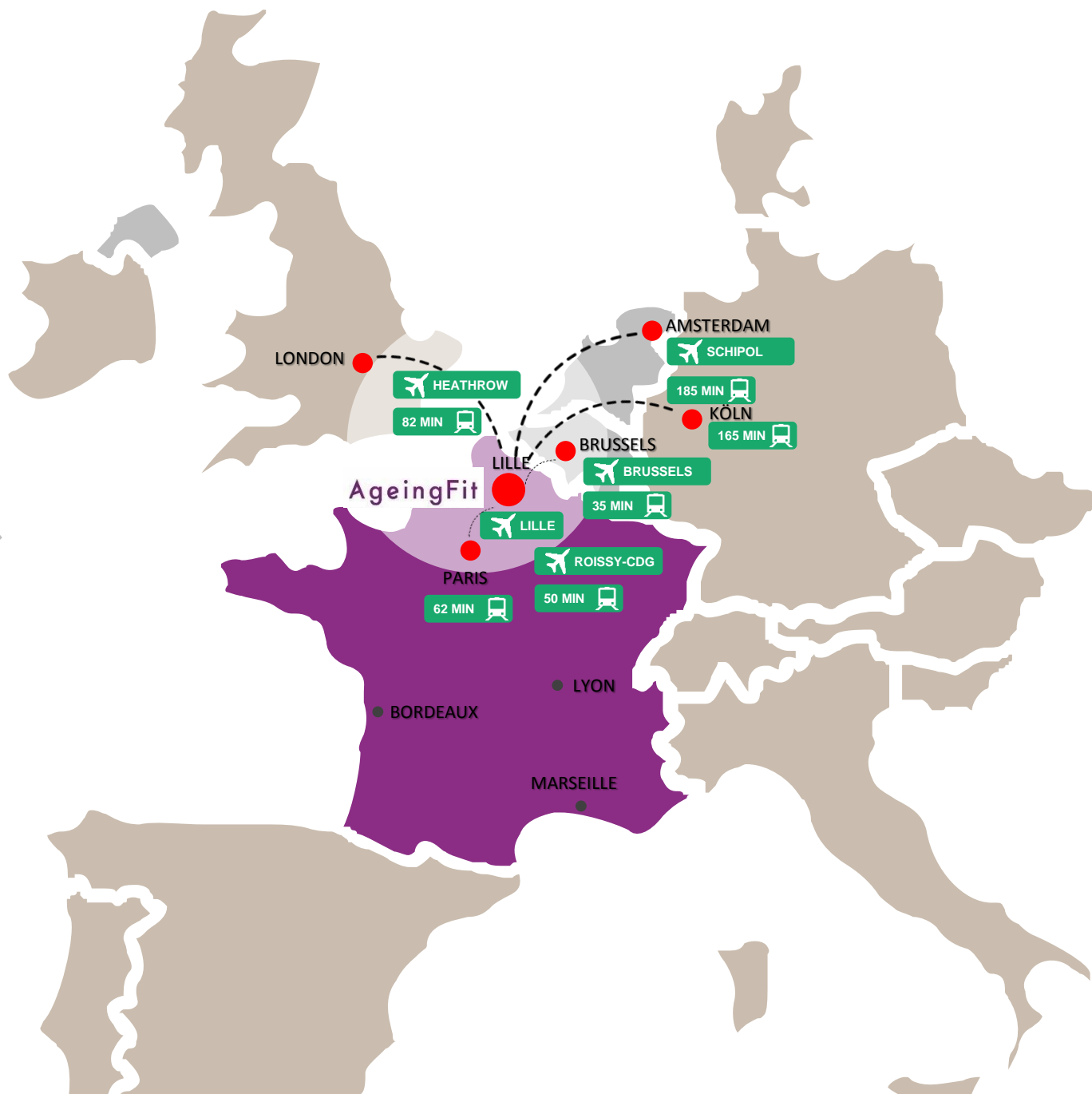
**60** speakers



AgeingFit

Accelerating innovation for the senior market

2<sup>nd</sup> -3<sup>rd</sup> February 2017 | LILLE



# At the heart of Europe

## 1<sup>st</sup> edition - Lille



# WHAT IS THE HEALTHY AGEING SECTOR?

The **healthy ageing sector** gathers all the products, solutions and services dedicated to the prevention, treatment and support measures of the ageing effects.

Innovation in the **healthy ageing sector** targets:

- + Active seniors
- + Less active and independent seniors (still independent enough to live at home)
- + Dependent seniors

# INNOVATION AT THE HEART OF THE EVENT

- ✚ Innovation in this market requires the creation of synergies between buyers and users to share complementary expertise and technologies to better respond to market increasing demands
- ✚ The evaluation of new products and services assesses their efficiency and ensures the offer meets the needs of seniors
- ✚ Stimulating innovation needs to take into consideration relevant national healthcare cover



## INNOVATION PRESENTATIONS

**Presentations** of innovative solutions,  
services and products

# 4 main activities

## A business convention

The most efficient way to identify and connect with potential business, research partners and investors involved in the healthy ageing sector

## Exhibition

**Sponsors and partnering exhibition**  
(Innovative solutions offers/  
insurance companies/ specialised  
services and healthcare facility)

## Conferences and roundtable discussions

**Specialised conferences** driving the  
Silver Health's economic, medical,  
scientific and regulatory stakes



**AgeingFit**

Accelerating innovation for the senior market



# Participants' profiles



## **Industrials**

(nutrition, medical devices,  
assistive technologies)



## **Public and Private health insurers**



## **Retirement homes**



## **Specialised associations**



## **Investors**



## **Public and private research institutes**



## **Regulators authorities and public institutions**



# WHY SHOULD YOU PARTICIPATE?

- + Promote today's products and identify tomorrow's innovations
- + Meet research and business partners during qualified B-to-B meetings
- + Share and discuss the future of the healthy ageing sector
- + Build partnerships with health insurance companies to facilitate market access
- + Initiate discussions with potential investors
- + Find the right partner to evaluate new products or services before their market launch

# A PRESTIGIOUS STEERING COMMITTEE

The AgeingFit Steering Committee is supported by the **FRANCE SILVER ÉCO** association



**As true ambassadors of the event, they:**

- + Support the event's positioning and objectives
- + Steer the content of the conference programme
- + Question the stakes and needs of the sector at a European level
- + Help to identify high-level speakers

# STEERING COMMITTEE MEMBERS

13 members have confirmed their commitment:

- Astrid Stuckelberger, President, Geneva International Network on Aging, CH
- Karina Marcus, Director, Ambient Assisted Living Associations, BE
- Anne-Sophie Parent, Director, Age Platform Europe, BE
- Jan Sikkema, Director Business Development, Healthy Ageing Campus, NL
- Aude Letty, General Secretary, Institut du Bien Viellir Korian, FR
- Catherine Marcadier, Directrice Générale, FRANCE SILVER éco
- Frank Bulens, Partner, Capricorne Ventures, NL
- Chantal Parpex, Innovation Capital, FR
- Eric Boulanger, Professor, Aging Biology and Geriatrics, University of Lille 2, Lille, FR
- Jesús Valero, Health Director, Tecnia SP
- Antonio Remartinez, CEO, Ibernex, SP
- Filippo Cavallo, Assistant Professor, The Bio Robotics Institute, Italy/ CEO, CoRobotics, IT
- Serge De Kerf, Sodexo NV/SA and Senior Vice President Benelux “Seniors” & “Schools”, NL



# A BUSINESS CONVENTION IN THE CENTRE OF THE EVENT

- An optimised solution for a maximum of meetings
- A solution tailored to individual needs (calendaring / scheduled)
- A support service to motivate / prioritise / raise your appointments

Select



Schedule



Meet

# THE CONFERENCES PROGRAMME

The programme is composed of 12 round-tables organised around three tracks:

- **Track 1 : From demand to idea**
- **Track 2: From idea to innovation**
- **Track 3: From innovation to market**

**It will discuss topics such as:**

- How is the retirement home market organised in Europe? Different countries, different perspectives
- Which strategy to win over investors on innovating healthy aging projects?
- Catering in retirement homes: Which innovations to improve taste, texture and nutrition quality of foods?
- How to associate seniors and get them involve in collaboration projects within an ethical framework?
- Which are the available options to test new products and services in retirement homes?
- Living labs: Which are the success stories?

# SILVER CONTEST\*

The Silver contest will reward the best innovation in the healthy ageing sector.

Who is the competition aimed at?

- Healthcare services and retirement homes
  - Organisational innovation / Management
  - Innovative ways to prevent long-term healthcare for seniors
  - Innovation for patient care
  - Investment policy in R&D
- Industrials
  - Innovative models of collaboration
  - Incremental and radical innovation
  - Marketing innovation

*\* Valid only for AgeingFit participants*

# SILVER CONTEST AGENDA

Three steps to get a chance to present your innovation



## Step 1

09/30/2016

–

11/30/2016

Submission of applications



## Step 2

On 15th December,  
2016

Project pre-selection by  
category



## Step 3

On 2<sup>nd</sup> an 3<sup>rd</sup> February  
2017

AGEINGFIT

Presentation and selection  
of winners



# HOSTED EVENT



16<sup>th</sup> EDITION

CONGRÈS INTERRÉGIONAL  
& TRANSFRONTALIER DE GÉRONTOLOGIE

2 & 3 FÉVRIER 2017 | LILLE GRAND PALAIS

## 2 DAYS TO ESTABLISH A LINK AND CREATE SYNERGIES BETWEEN MEDICAL AND SCIENTIFIC GERIATRIC COMMUNITIES AND HEALTHY AGEING INDUSTRIALS



- Health professionals
- Nurses
- Nutritionists
- Nursing Home Directors and Industrials

ORGANISED BY



SOCIÉTÉ  
SEPTENTRIONALE DE  
GERONTOLOGIE  
CLINIQUE



Fondation de recherche sur les maladies  
de l'appareil digestif et la nutrition

IN COLLABORATION WITH



Société Française de Nutrition



Société  
Française de  
Gériatrie et  
Gériatologie

4

PLenary SESSIONS  
FOCUSED ON NUTRITION  
AND AGEING WELL



200

PARTICIPANTS





# PRELIMINARY PROGRAMME

## Nutrition and Ageing: the challenge!

### Plenary Session

#### From sarcopenia to agrofood innovation

- Pr Yves Rolland      - Pr Yvan Bautmans      - Pr Frederic Tessier
- Pr Eric Boulanger

#### From malnutrition to fall

- Dr Xavier Cnockaert      - Pr François Puisieux      - Dr Jean-Michel Lecerf

#### Recommandations of the French National Health Authority

- Dr AM Durocher      - Nicolas Berg      - Cécile Bonhomme
- David Seguy      - Eric Lebourg      - Dr Astrid Stuckelgerger

#### The pleasure of eating at any age

- Danielle Pautrel      - Christophe Fachon      - Dr Catherine Gires
- Le Chef Cuisinier : Clément Marot
- Marie-José Hermant

### Workshops

#### Nutrition in retirement homes

- Dr Cédric Gaxatte      - Dr Houria Idiri

#### Gerontechnology of tomorrow

- Dr Nathalie Taillez      - Dr Béatrice Bertaux

#### Geodemography, human and social sciences

- Dr Cassiano Di Bernado      - Pr Jean-François Gekiere

#### News: Brain and Ageing: Epilepsy, Alzheimer's disease

- Dr Dominique Huvent
- Pr Philippe Derambure      - Dr Yao Chen

#### Medication: Ageing's friend or enemy?

- Pr Anne Spinewine      - Dr Jean-Baptiste Beuscart



## HOSTED EVENT

# Presentation of winners for the call of project Silver Surfer 2.0

**Aim:** Reward digital innovations for the Silver Economy

**Subject:** Disability and Ageing

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### During AgeingFit

The selected candidates will present their innovative products or services to a jury and the final users

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# REGISTER NOW FOR THE INTERNATIONAL BUSINESS CONVENTION FOCUSED ON THE HEALTHY AGEING SECTOR

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# Registration fees

## 1 pass provides access to:

- One-to-one meetings
- Conferences and roundtable discussions
- Exhibition area
- Innovation presentations
- Lunchs and coffee breaks
- Evening networking reception (Day 1)

Pass	Early Bird Before 16 <sup>th</sup> October 2016 (excl.VAT)	Full price (excl.VAT)
Industry, Service and health insurance provider	€ 520	€ 650
Start-up	€ 312	€ 390
Non profit organisation, Research institute, Retirement home and Hospital	€ 224	€ 280

AS A KEY CLUSTER IN THE HEALTHY  
AGEING SECTOR

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BECOME ONE OF OUR PRIVILEGED  
SUPPORTERS

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AND PROMOTE YOUR REGION AT  
AGEINGFIT



**SUPPORT THE EVENT**

# COMMERCIAL OFFER SUPPORTER

<b>AGEINGFIT to Supporter</b>	<ul style="list-style-type: none"><li>• Recognition as a main supporter highlighted on all AgeingFit promotional materials: website, newsletters and final program</li><li>• 1 full pass</li><li>• 25% discount on AgeingFit regular registration fees for your members/network</li></ul>
<b>Supporter to AGEINGFIT</b>	<ul style="list-style-type: none"><li>• Logo, link and text description of AgeingFit on your website</li><li>• Promotion of AgeingFit to your members and network in your newsletters (event agenda, calendar)</li><li>• Sending newsletters/emailings dedicated to AgeingFit to your members and network with the mention of 25% discount on regular registration fees</li><li>• Promotion of AgeingFit through your social networks</li></ul>



**ENHANCE YOUR VISIBILITY  
THROUGH EXHIBITION OPPORTUNITIES**



You can also organise a regional pavilion with your members to showcase your activities

#### Cluster area includes:

##### + Furniture

*(1 table, 3 chairs, 1 welcome desk,  
1 brochure display, 1 bin)*

##### + Visibility

*(Signage stand and listing of your company in the  
AgeingFit brochure and the website)*

##### + Access

*(1 full pass and 1 visitor pass)*

#### Member area includes:

##### + Furniture

*(1 table, 3 chairs, 1 brochure display,  
1 bin)*

##### + Visibility

*(Signage stand and listing of your company in the  
AgeingFit brochure and the website)*

##### + Access

*(1 full pass and 1 visitor pass)*

#### Collective area of 18 m<sup>2</sup>

*1 cluster area of 6 m<sup>2</sup>  
2 member areas of 6 m<sup>2</sup>*

**4 500 € HT**

#### Collective area of 30 m<sup>2</sup>

*1 cluster area of 8 m<sup>2</sup>  
5 member areas of 4 m<sup>2</sup>  
1 storage area of 2m<sup>2</sup>*

**9 500 € HT**

#### Collective area of 36 m<sup>2</sup>

*1 cluster area of 6 m<sup>2</sup>  
7 member areas of 4m<sup>2</sup>  
1 storage area of 2m<sup>2</sup>*

**11 000 € HT**

# ORGANISER AND PARTNERS

## + AgeingFit is organised by



## + With the support of



## + In collaboration with



## + Financed by



# ABOUT THE ORGANISERS



**Eurasanté**, is the agency specialized in the economic development of the health sector in Northern France. Since its creation, Eurasanté has always had the same goal : Facilitate partnerships between public and private R&D actors and stimulate innovation in the field of Life Sciences.

In 2002, Eurasanté decided to become involved in the promotion and the organisation of B to B events, aimed at increasing interaction between the academic and industry worlds.



The NHL Cluster is a dynamic network focusing on today's main health issues at the crossroads of health, biotechnology and nutrition.

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

**Eurasanté organises 4 annual events:**



**BioFIT**, 5<sup>th</sup> Edition: 30<sup>th</sup> Nov. and 1<sup>st</sup> Dec. 2016 (1 300 participants) – Biotech & Pharma



**AgeingFit**, 1<sup>st</sup> Edition: 2<sup>nd</sup> and 3<sup>rd</sup> February 2017 (600 participants) – Silver Health



**MedFIT**, 1<sup>st</sup> Edition: 28<sup>th</sup> and 29<sup>th</sup> June 2017 (500 participants) – Medical technologies



**NutrEvent**, 5<sup>th</sup> Edition in 2017 (500 participants) – Nutrition & Health

# WITH THE SUPPORT OF FRANCE SILVER ÉCO



**FRANCE SILVER ÉCO** exists since 2009 at the initiative of the Economy, Finances and Employment Ministry with the Health Ministry support.

The association represents the unifying actor of the healthy ageing sector: It gathers and animates the national ecosystem.

Its ambition :

- To facilitate the innovative industry development and a qualitative economy in the healthy ageing sector.
- To settle a references portfolio for the prevention of the dependence in France
- To sustain the professionalisation of the public purchases department and develop the innovative public purchase strategies.

# CONTACTS

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