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Ageing Fit. A show to accelerate innovation in Silver economy

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Innovation Launched in Lille in February, Ageing Fit is a trade fair whose objective is to promote innovation in the field of Silver Economy: 750 participants were attracted.



AgeingFit opened its doors for the very first time on 2 February, in Lille Grand Palais. Dedicated to innovation in the field of Silver Economy and Health, this trade show supported by Eurasanté, the Cluster NSL and the France Silver Eco association, started with 750 participants, 1,300 meeting requests and 46 exhibitors. "This is the the biggest takeoff among our four salons," commented Eurasanté, which also organizes BioFit, MedFit and NutrEvent.

A European vocation

The purpose of AgeingFit is to create a platform for Silver Economy players to meetings and exchanges at European level. "There were regional trade fairs in this field or international, but nothing on a European scale", underlines Eurasanté. AgeingFit is therefore part of a European logic and for this first edition, 35% of the participants came from countries other than France. As for the 46 exhibitors, they were mainly French and a quarter came from the Hauts-de-France. The second edition of AgeingFit is already planned for Nice, on 6 and 7 February 2018, with the idea of attracting participants from other European countries.

Boost innovation in Silver economy

In the Hauts-de-France, Eurasanté has 1,000 companies in the health sector, representing 28,000 jobs. And among these companies, 400 are involved in Silver economy, or 1,000 jobs. "According to a study by Crédoc, the 2016 turnover generated by the Silver economy is 94 billion euros in 2016 and will be 130 billion in 2020," commented Pascale Boitard, Secretary at the inauguration. Minister of Social Affairs and Health, responsible for Elderly Persons and Autonomy. In 2030, France will have 20 million pensioners but opportunities for stakeholders of this sector are international: "In a country like China, there are currently 220 million senior, 440 million in 20 years' time," says Pascale Boitard. With such perspective Eurasanté continues to structure the regional supply chain: "Before the end of the first half of the year, we will launch an investment fund for Silver economy players", announces Etienne Vervaecke, Chief Executive Officer of Eurasanté.

Innovation at the heart of the show

The key word of AgeingFit is innovation. Eurasanté has therefore chosen to present the winners of the project call Silver Surfer 2.0 projects, launched in partnership with the Regional

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Council and the support of M comme Mutuelle. This call for projects encourages companies and start-ups to propose innovations in response to the disability and dependency issues. Seven projects were selected last November: the latter shared a 50,000 euro envelope to develop a proof of concept, presented during the two days of AgeingFit. The 3 final winners are My Cyber Royaume, which proposes virtual reality to stimulate the daily lives of patients with cognitive disorders. Comes then Mamyroom, which connects landlords and tenants with service exchanges. Finally, the Bel-lab company and its bracelet which measures dehydration in real time.

E.S.-L.