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展覽暨高峰會  
GOLDEN AGE  
EXPO & SUMMIT  
2022

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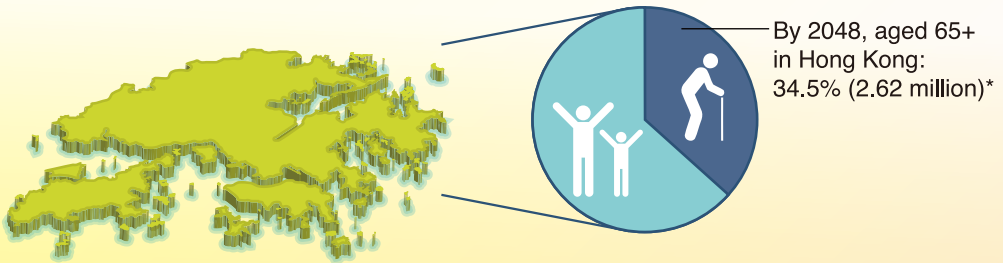
5 - 7 August 2022  
Hong Kong Convention  
and Exhibition Centre  
Hall 5G



**Smart Ageing:**  
Innovation, Sustainability  
& Inclusion

# Smart Ageing: Innovation, Sustainability & Inclusion

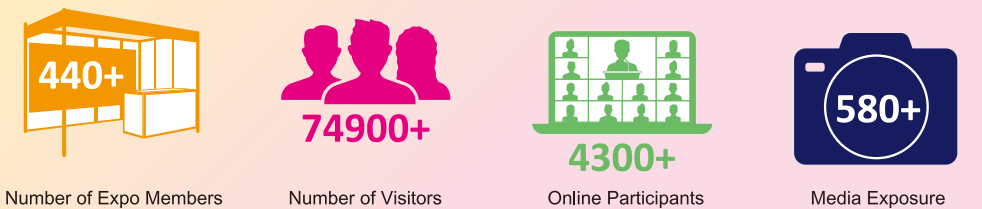
Population ageing has become a global issue. Hong Kong is also facing the same challenge. According to statistics:



By 2048, one out of three people will be an elderly population (aged 65+). This age group will reach 1.5 billion worldwide by 2050\*\*. While the world is experiencing a sharp demographic transition, a huge unexploited market is revealing itself. In Asia Pacific, ageing market value is estimated to hit US\$4.56 trillion by 2025, an increase of 43% from US\$3.2 trillion in 2020. However, technologies, products and services for Smart Ageing are still in an infancy stage in Hong Kong, China and ASEAN countries. This represents vast opportunities for forward-looking companies to explore.

## Proven Records

Golden Age Foundation has been advocating ageing innovation to address ageing issues. It has also taken the lead to support Golden Agers (aged 45+) to become a driving force of the society. In an effort to augment universal participation, the first-ever Golden Age Expo & Summit (GAES) was held in 2016 which has successfully become a cross-sector and cross-generation collaborative platform over the years. Due to COVID-19, the 2021 event was held in hybrid event model, offered both virtual and physical participation, with vast success as shown below.



*2016-2021 Golden Age Expo & Summit*

\*Source: Population ageing trends of Hong Kong. Office of the Government Economist, HKSAR Government, Economic Letter 2019/02

\*\*Source: World Population Ageing 2019: Highlights by Department of Economic and Social Affairs, United Nations

Learn more from our previous event video (GAES 2021):



# The 7<sup>th</sup> Golden Age Expo & Summit (2022/8/5-7)

With the rapid growth of the middle-aged population, all living and consumer needs, product design and service models are bound to change. Civil, business, government, academic and research sectors must embrace innovative thinking and actions. When responding to the huge market demands and making good use of the human resources of the golden generation, they must adopt sustainable and inclusive strategies to implement ESG development.

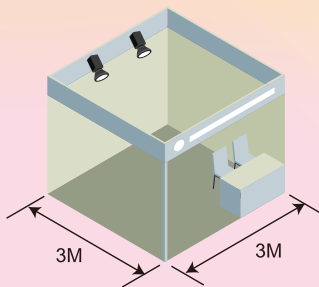
Themed “**Smart Ageing: Innovation, Sustainability & Inclusion**”, the 7<sup>th</sup> GAES will continue to serve as a co-create platform for golden agers and all sectors, to showcase the latest Smart Ageing technologies, innovative products and services. This will be the most effective way for business entrepreneurs, regional community leaders, global professionals and policy makers to exchange insights, share good practices and expand their networks.

GAES is your ultimate platform to establish brand image, broaden geographical reach, generate business and foster collaboration. Don't miss the chance! Apply now!

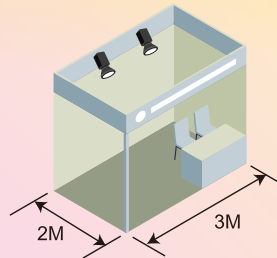
## Participation Fee

Standard Booth - 3m x 3m	HK\$23,000
Compact Booth - 3m x 2m	HK\$19,000
Information Booth - 2m x 2m	HK\$15,000

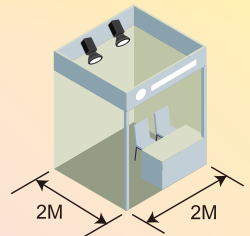
The fee includes booth space rental, fascia board with company name, partitions, carpeting, 1 information counter, 2 chairs and 2 spotlights, logo exposure with hyperlink on official website.



**Standard Booth**



**Compact Booth**



**Info Booth**

## What's More? Connect & Match!

Connect & Match Zone provides tremendous networking opportunities to help you meet your potential partners, generate new ideas and foster collaborations. Moreover, Smart Ageing Zone is an ideal platform for your product demonstration and talks.



## Expo Member Feedback

“GAES 2021 provided an excellent platform for us to showcase the advantages of our services to potential commercial partners and the public. We have raised brand awareness and identified several potential partnerships.”

**Doctor Now Limited**

“This is our first time exhibiting at GAES. The three-day event helped us generate many leads. Particularly, the Connect & Match sessions allowed us to connect with other smart ageing expo members and organizations. Through conversations and interactions, we were inspired to develop new ideas.”

**ANI System Limited**

“It was such a fulfilling experience for us to participate in the GAES for the first time. We recruited over 200 new members and we are ecstatic about the results!”

**Hong Kong Baptist University**

**Jockey Club Chinese Medicine Disease Prevention and Health Management Centre**

## Sponsorship Opportunities

Golden Age economy is gathering momentum and creative ideas never end. GAES offers a range of sponsorship and unique promotional opportunities to help you build brand awareness and reach specific audience, including tailor-made themed pavilion, get-together reception, speaking session, premium giveaways, etc. Talk to us and let's work out a perfect solution to meet your strategic needs.



GOLDEN AGE FOUNDATION  
黃金時代基金會  
(Charity No: 91/14446)

To find out more, please contact:  
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