



# AgeingFit

Accelerating innovation for the senior market

**1<sup>st</sup> Edition**

**2<sup>nd</sup> and 3<sup>rd</sup> February 2017**

**Lille - France**

## **A 360° APPROACH TO BUILD INNOVATION PARTNERSHIPS FOR THE SENIOR CARE MARKET**

Organised by



# About the organisers

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## Organised by



Eurasanté is a non-profit agency engaged in **technology transfer and business development of companies and start-ups in Life Sciences** sectors in Northern France.

The regional network includes near 1000 organizations working in the field of **Life Sciences, Nutrition and Healthcare**.

Eurasanté assists French and foreign companies interested in developing their activities or setting-up a business in **Northern France**. Eurasanté provides many services such as access to **public aids, find offices, administrative formalities, recruitment assistance, market studies...**



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, the NHL cluster innovates through two axes: **Nutritional/food advances for seniors and diagnostic and therapeutic solutions related to pathologies associated with ageing**. For example, NHL cluster works on innovative transdisciplinary strategies to diagnose and treat Alzheimer's disease.

The cluster's network is composed of over 100 organisations including world leading companies in the fields of agro-food, ingredients, nutrition, biotechnology, pharmaceuticals and health, as well as internationally recognised key opinion leaders and practitioners.



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 ambitions:

- To facilitate the **innovative industry development** and a **qualitative economy** in line with the healthy ageing sector needs.
- To **enforce the Silver Economy and 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**.

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## In partnership with:



# The AgeingFit Steering Committee

## Academia



**Jan Sikkema**

Director Business Development,  
Healthy Ageing Campus, (NL)



**Astrid Stuckelberger**

President, Geneva International  
Network on Aging, (CH)



**Eric Boulanger**

Professor, Aging Biology and  
Geriatrics,  
University of Lille, (FR)

## Industry



**Serge De Kerf**

Sodexo, Senior Vice President  
Benelux, "Seniors" & "Schools",  
(BE)



**Jesus Valero**

Health Unit Director, Tecnalia,  
(ES)



**Antonio Remartinez**

Former CEO, Ibernex  
(Group Picolin), (ES)



**Joris Wiersinga**

CEO, SilverFit, (NL)



**Filippo Cavallo**

Assistant Professor,  
The Bio Robotics Institute,  
Italy/ CEO, CoRobotics, (IT)

## Clusters, associations, retirement homes



**Catherine  
Marcadier-Saflix**

General Manager, FRANCE SILVER  
ÉCO and President of the AgeingFit  
Steering Committee (FR)



**Karina Marcus**

Director, Ambient Assisted  
Living Association, (BE)



**Anne-Sophie Parent**

Director, Age Platform Europe,  
(BE)



**Aude Letty**

General Secretary, Korian Ageing  
Well Institute, (FR)



**Francois Puisieux**

Deputy Head, Gerontology  
Unit, CHRU Lille, (FR)

## Investors and health insurers



**Frank Bulens**

Partner, Capricorne Ventures,  
(BE)



**Ingrid Rayez**

Partner, Innovation Capital, (FR)

# Why should you participate?

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AgeingFit is the first European business convention to respond to the growing need for advanced products and services for the senior care market. This prime event gathers leading delegates from all stages of the innovation cycle from research to market, in addition to key players from regulation and evaluation. We all have one objective: Identify tomorrow's market needs and promoting today's leading-edge products and services for the rapidly growing senior market.

## AgeingFit features:

- One-to-one meetings
- Conferences and roundtable discussions
- Exhibition
- Innovation pitches



### PROMOTE

today's innovations and identify tomorrow's products



### BUILD

partnerships with health insurance companies to facilitate market access



### MEET

research and business partners during qualified B-to-B meetings



### INITIATE

discussions with potential investors



### SHARE AND DISCUSS

the future of the healthy ageing sector



### FIND

the right partner to evaluate new products or services before their market launch

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## Innovation at the heart of the event

The healthy ageing sector includes all the products, solutions and services dedicated to the prevention and support measures of the ageing effects. This fast-growing market targets both active, fragile and dependent seniors and represent a huge opportunity and challenge for all the actors of this sector.

## Innovation in this market requires:

- To take into consideration both senior and caregivers increasing demand
- To consider relevant national healthcare cover
- To create synergies between industrials, buyers and users to share complementary expertise and technologies

## Who will you meet?



**48hrs**

To find the perfect business and innovation partners



**600**

Participants



**+20**

Countries

**Numerous key players have already confirmed their presence:** Sodexo, Ibernex, Orange Healthcare, Nutricia, Biodis, TLV, SenioraDom, CoRobotics, l'Institut du Bien Vieillir Korian, Ambient Assisted Living Association, la Fédération Française de domotique, FRANCE SILVER ÉCO, Healthy Ageing Campus, French Hospital Federation, etc.

## An optimal business convention



**Select**



**Schedule**



**Meet**

The most efficient way to identify and connect with potential business, innovation partners and investors involved in the healthy ageing sector. The business convention enables AgeingFit participants to meet during 30-minute pre-qualified one-to-one meetings.

A month before the event, you can access other participants profiles and start to select the most relevant organisations to meet during the event. At your arrival onsite, print out your schedule including meeting's time and location and go to your first meeting.



# Preliminary Conference Programme

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## ★ Plenary Session

**Active and healthy ageing:** How can innovation be integrated in prevention?

## Track 1 : From needs to idea

- **Co-creation for ageing 1:** Why and how to involve caregivers in innovative projects?
  - **Co-creation for ageing 2:** How to involve seniors in collaborative research
  - **Assessing and defining the potential of the senior care market:** How old is being old?
  - **Preventive healthcare:** Exploring big data's rising role in active and healthy ageing
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## Track 2 : From idea to innovation

- **Technology meets seniors:** Exploring testing options
  - **Focusing on H2020:** How to target the right call for projects and be successful
  - **Funding and financing innovation:** How to cross the “valley of death”
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## Track 3 : From innovation to market





- **Who pays for innovation:** A roadmap to the European senior care system
- **Distribution channels:** Finding the best way to scale your business

## They will share **their experiences**

-  **Nadia Frontigny**, Vice-President, Care Management, Orange Healthcare
-  **GianMatteo Apuzzo**, Project Coordinator, SmartCare
-  **Anne Smetana**, Chief Consultant, MMD, Healthcare Denmark
-  **John O'Donoghue**, Professor, Imperial College of London
-  **Monique Epstein**, Director, Association E-Seniors
-  **Frédéric Serrière**, CEO, Frédéric Serrière Group
-  **John Oldham**, Adjunct Professor, Imperial College of London
-  **Pim Jonker**, Manager, Achmea Zilveren Kruis
-  **Tim Jones**, Chief Executive, Allia
-  **Philippe Metzenthin**, Administrateur, Fédération Française de Domotique
-  **Nick Guldemon**, Associate Professor Integrated Care & Technology, Senior Policy Advisor, University Medical Centre Utrecht
-  **Jose Angel Martinez Usero**, Responsible for International Affairs, Funka
-  **Gottfried Zimmermann**, ICT Accesibility Architect, Responsive Media Experience Group, Stuttgart University
-  **Geert Roggemann**, Director, OCMW Gent - wzc Het Heiveld
-  **Anne Connolly**, CEO, Irish Smart AgeingExchange
-  **Jackie Marshall Ballock**, Innovation Strategist and Director, Jackie Marshall-Cyrus & Associates
-  **Sophie Boissard**, General Manager, Korian
-  **Adam Hagman**, Business Developer, Robotdalen Southern Denmark
-  **Richard Browden**, CEO & Founder, Assesspatients
-  **Frédéric Chaussade**, Strategy and Development Director, Stratéllys
-  **Sandra Forstner**, R&D Project Manager, Biozoon
-  **Lise Pape**, Manager, Walkwithpath
-  **Leo Lewis**, Senior Fellow, Integrated Care Foundation
-  **Domenico Savarese**, Head of Ageing, SwissRe
-  **Maddalena Illario**, Researcher, University of Naples Federico II

# Agenda






## Day 1 : Thursday 2<sup>nd</sup> February

	Conferences and roundtable discussions	Partnering	Hosted Event
	Registration and Welcome		
9.00 am 10.30 am	 <b>Assessing and defining the potential of the senior care market:</b> How old is being old?	One-to-one meetings	The 16 <sup>th</sup> Edition of the Interregional and Cross-border Gerontology Congress*
10.30 am 11.00 am	Coffee break		
11.00 am 12.30 pm	<b>Plenary session</b> <b>Active and healthy ageing:</b> How can innovation be integrated in prevention?		
12.30 pm 2.00 pm	Lunch		
2.00 pm 3.30 pm	 <b>Preventive healthcare:</b> Exploring big data's rising role in active and healthy ageing		
	 <b>Funding and financing innovation:</b> How to cross the "valley of death"		
3.30 pm 4.00 pm	Coffee break		
4.00 pm	 <b>Focusing on H2020:</b> How to target the rightcall for projects and be successful	Networking cocktail	
5.30 pm			
6.00 pm			
6.30 pm 7.00 pm			

\*Please note that the conferences will be runned in French.



## Day 2 : Friday 3<sup>rd</sup> February

	Conferences and roundtable discussions		Innovation Pitches	Partnering	Hosted Event
	Registration and Welcome				
9.00 am 10.30 am	 <b>Co-creation for ageing Part 1</b> - Why and how to involve caregivers in innovative projects?		Innovation Pitches	One-to-one meetings	The 16 <sup>th</sup> Edition of the Interregional and Cross-border Gerontology Congress*
10.30 am 11.00 am	Coffee break				
11.00 am 12.30 pm	 <b>Co-creation for ageing Part 2</b> – How to involve seniors in collaborative research	 <b>Who pays for innovation:</b> A roadmap to the European senior care system			
12.30 pm 2.00 pm	Lunch				
2.00 pm 3.30 pm	 <b>Technology meets seniors:</b> Exploring testing options	 <b>Distribution channels:</b> Finding the best way to scale your business			
3.30 pm	Coffee break and end of AgeingFit				
5.00 pm					

# The Innovation Pitches

The Innovation Pitches will reward the best innovation in the healthy ageing sector\*

Who is the competition aimed at?

- Healthcare services and retirement homes
- Industrials
- Services providers

## 4 STEPS TO get a chance to present your innovation



\*Valid only for AgeingFit participants

With the support of  médialis  
Technologies pour l'autonomie

## Hosted event\*

### The 16<sup>th</sup> edition of the Interregional and Cross-border Gerontology Congress

2<sup>nd</sup> & 3<sup>rd</sup> February 2017

2 days to establish a link and create synergies between medical and scientific geriatric communities and healthy ageing industrials.

#### Nutrition and Ageing: The challenge!

- From sarcopenia to agrofood innovation
- Nutrition in retirement homes
- From malnutrition to fall
- The pleasure of eating at any age
- Brain and Ageing: Epilepsy, Alzheimer's disease

Organised by the Northern Society of Clinical Gerontology together with the DigestScience foundation, the congress will address the latest research findings in Nutrition and Longevity. Please note that the conferences will be run in French during AgeingFit.

#### Organised by



SOCIÉTÉ  
SEPTENTRIONALE DE  
GERONTOLOGIE  
CLINIQUE



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



eurasanté  
Invest for Success



#### With the support of



#### Sponsored by



\*Please note that this event will be held in French.

# Boost your presence

AgeingFit offers you the possibility to enhance your visibility through exhibition and sponsoring opportunities.



## Exhibit at AgeingFit

**Book your stand now.** Several packages are available including furniture and pass(es) to the event. Please note that it is possible to hold the business meetings at your own booth.

■ 6 m <sup>2</sup> equipped booth .....	€ 1,700*	(Including 1 full pass)
■ 9 m <sup>2</sup> equipped booth .....	€ 2,800*	(including 1 full + 1 visitor pass)
■ 12 m <sup>2</sup> equipped booth .....	€ 3,550*	(including 2 full passes)
■ 18 m <sup>2</sup> equipped booth .....	€ 5,050*	(Including 2 full passes)



## Sponsoring opportunities



## Other sponsorship opportunities

- Exclusive sponsorship of the delegate bag ..... € 8,000\*
- Exclusive sponsorship of the badge lanyard ..... € 5,000\*
- Business convention sponsorship ..... From € 5,000\*
- Plenary session sponsorship ..... From € 4,000\*
- Conference session sponsorship ..... From € 2,000\*

# Register now for AgeingFit 2017

## REGISTRATION FEES



Full price  
(excl.VAT)

Industry, Service and health insurance  
provider

€ 650

Start-up

€ 390

Non profit organisation, Research  
institute, Retirement home and Hospital

€ 280

# They support us



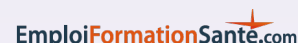
Platinum sponsor



## Supporters



## Media



## Institutional partners



[www.ageingfit-event.com](http://www.ageingfit-event.com)



## Contacts

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## Event venue

**LILLE GRAND PALAIS**

1, Boulevard des Citées-Unies - 59777 Lille, France

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