

**THE EUROPEAN EVENT
TO BOOST INNOVATION
PARTNERSHIPS IN THE
HEALTHY AGEING SECTOR**

**JANUARY
29 & 30
2019**



LILLE
France

**3rd
edition**

Organised by:



With the support of:



AgeingFit at a glance

AgeingFit is the **first European partnering event** dedicated to innovation partnerships in the **healthy ageing sector**.



600
delegates



20+
countries represented

6 REASONS TO PARTICIPATE:

- PROMOTE** today's innovations and identify tomorrow's products
- MEET** potential partners and clients during qualified one-to-one 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

AGEINGFIT ACTIVITIES



One-to-one meetings
(p.6)



Conferences
(p.8)



Exhibition



Innovation pitches
(p.7)

The Steering Committee

High-level experts ensure the relevance of the AgeingFit conference programme:

INDUSTRY



Filippo Cavallo
Assistant Professor,
The Bio Robotics Institute
CEO, **CoRobotics** (I)



Jean-François Delage
VP Innovation & Research,
McCain (I)



Antonio Remartinez
Strategic Consultant,
Health and Social sectors (E)



Jesus Valero Congil
Health Unit Director,
Tecnalia (E)



Joris Wiersinga
Founder and CEO,
SilverFit (B)

CLUSTERS, ASSOCIATIONS



Karina Marcus
Science Officer,
COST Association (I)



Anne-Sophie Parent
Director,
Age Platform Europe (E)



Sébastien Podevyn
General Manager,
FRANCE SILVER ÉCO and
President of the AgeingFit
Steering Committee (I)



Emilie Royère
General Manager,
Eurobiomed (I)



Jan Sikkema
Business Development Director,
Healthy Ageing Campus (B)



Etienne Vervaecke
General Manager,
Eurasanté and Nutrition
Health Longevity cluster (I)

ACADEMIA



Eric Boulanger
Professor in Aging Biology
and Geriatrics,
University of Lille (I)



François Puisieux
Deputy Head of the
Gerontology Unit,
CHU Lille (I)



Astrid Stuckelberger
President,
Geneva International
Network on Ageing (S)

INVESTORS



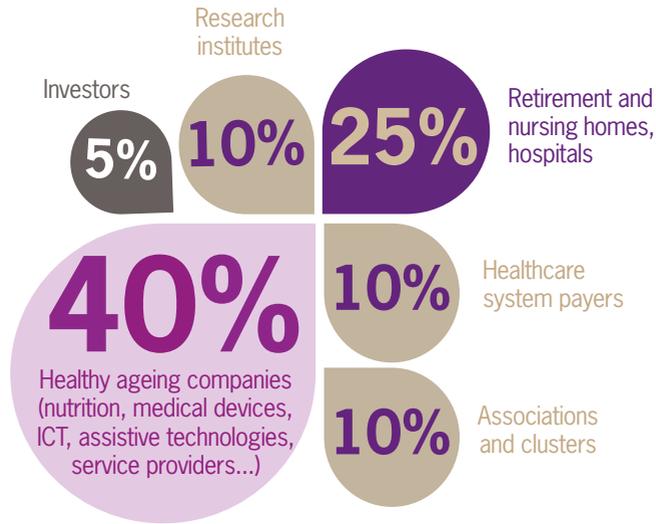
Frank Bulens
Partner,
Imec.xpand (I)



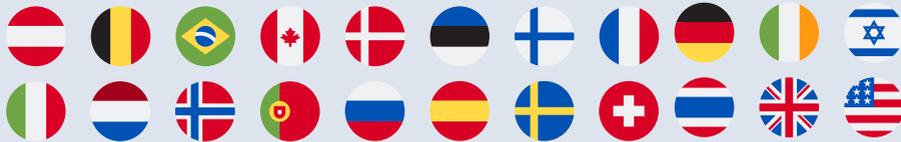
Ingrid Rayez
Partner,
Innovation Capital (I)

Who will you meet?

AgeingFit gathers all the actors of the **healthy ageing and longevity sector** involved in the development of innovative products and services for the 50+ market.



MORE THAN 20 COUNTRIES REPRESENTED:



AMONG THE PARTICIPANTS:

Apréva, McCain, Stanley Healthcare, KPMG, Orange Healthcare, AG2R LA MONDIALE, Gerontonews, BioIndustry Park, Centre Hospitalier Tourcoing, CHU de Lille, CONNECTAGE, Cottos Medical, Défi Autonomie, Digni-T, Fondation Hopale, France innovation, FUNDACIO CLINIC PER A LA RECERCA BIOMEDICA, GEROND'IF, Groupement des Hôpitaux de l'Institut Catholique de Lille, Health Valley Netherlands, ISAX IRISH SMART EXCHANGE, Jackie Marshall-Cyrus & Associates Ltd, KASPARD, Kts Social Care Ltd, Les papillons blancs, Licalab, Médialis, Mediterranean Towers Ventures, MintT, NutriBio, NutriEarth, Nutrisens, Pharmalicensing, Réseau CURIE, Scottish Development International, Seniors Autonomie, Sodiaal, Unaide, University of Central Lancashire, WelfareTech, Zuyderland Care...

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One-to-one meetings

The partnering platform is the most efficient way to **identify and connect with potential business, research and financial partners.**

48H to meet your future project partners, obtain funding and accelerate innovation

HOW TO ORGANIZE YOUR MEETINGS?

An online partnering platform enables AgeingFit's participants to meet during **30-minute pre-qualified one-to-one meetings** organised prior to the event. Log in to the platform and:



Innovation Pitches

AgeingFit promotes innovations dedicated to **improving the everyday lives of ageing people** and aims at **preventing age-related disorders.** Organisations entitled to present their innovative technologies or solutions: Academic institutions, start-ups, SMEs, long-term care organisations, large companies and healthcare professionals.

BECOME THE MOST INNOVATIVE PROJECT OF AGEINGFIT 2019!

HOW DOES IT WORK?



FOR THE SELECTED PROJECTS:

A short presentation of their project in front of a jury of experts and an audience composed of potential partners and investors

A dedicated meeting space at the heart of the AgeingFit exhibition area

Speed mentoring from experts to boost the development of their project

*Free for all AgeingFit registrants

ATTEND THE PITCHES!

Whether you are an investor, an organisation looking for a partner or just want to be aware of today's innovation in the sector, you are welcome to be a part of the audience during the Innovation Pitches. This activity gives every participant the opportunity to foster partnerships and business development in the healthy ageing sector.

Conference programme

Supported by a prestigious Steering Committee, AgeingFit offers a conference programme focusing on innovation in the **healthy ageing and eldercare** sector.

The conferences will address cross-cutting challenges such as the **financial and regulatory issues** of the senior care market and will highlight the **growing segments** of this economy at the European scale.

- Track 1: The European senior care market challenges
- Track 2: Connected healthy ageing
- Track 3: Innovative nutrition for healthy ageing
- Track 4: Innovation in nursing home equipment and services
- Track 5: Innovation in home care

PLENARY SESSION

29 January | 11:00 am - 12:30 pm

Which role should public health payers and private insurers play to address the consequences of the ageing demographic trend in Europe?

As longevity rises, a growing population is likely to experience a decline in capability and independence, with increased demands for health and social care services. The consequences of ageing demographic trends in Europe appear to create societal as well as financial challenges and raises several issues. How to manage the necessary formal and informal care, services and health care costs to assist older and dependent people? Which part to be played by public health payers and private insurers?

Through feedback and discussions from different countries, this plenary session will review the ongoing experimentations and systems developed in Europe to manage the implications of the old-age dependency ratio.

TRACK 1

THE EUROPEAN SENIOR CARE MARKET CHALLENGES

29 January | 9:00 am - 10:30 am

Financing innovation in the senior care market: What are the recent trends and who are the new players to finance innovative companies?

Senior care sector is a fast-growing and innovative market offering value creation and investment opportunities. Are we witnessing the emergence of dedicated funds? Are some VCs affirming their focus on the senior care market and why are they making this choice? Which role do insurers play in financing innovative businesses? What can we learn from different national models at European level?

29 January | 3:00 pm - 4:00 pm

Which impact have European funding programmes had so far on the innovation projects of the senior health economy actors?

The EU has launched a series of measures and funding programmes to stimulate the Silver economy and help the European industry to be at the cutting edge of the sector. How many innovative projects have been financed? Which impact had these funding programmes had on their development and international scaling? The session includes feedback from companies and projects which benefited from such funding.

30 January | 9:00 am - 10:00 am

Advancing interoperability between healthcare systems to enhance elder care coordination: Case studies of European developments

ICTs provide a major opportunity for patient care improvement by facilitating the exchange of information among healthcare professionals. However, the systems used within the healthcare organisations have often been developed independently with heterogeneous tools and processes, putting the brakes on a seamless exchange of patients' information. Which models to improve older patient information exchange between the home, the practitioner, the hospital and the nursing home? Which recent innovations and standards are developed in different countries of Europe to achieve interoperability? What ground for collaborative actions from the key players in the patient journey?

TRACK 2

CONNECTED HEALTHY AGEING

29 January | 2:00 pm - 3:00 pm

How are the data generated by IoT in the ageing context accelerating knowledge, quality of care and innovation?

The Internet of Things is expected to enable a more personalised, preventive and collaborative form of care as it allows health and activity data collection through wearables, sensors devices, remote monitoring systems and health apps. What are these data used for and by whom? How can they benefit the health of older adults? What about data security and protection?

29 January | 4:30 pm - 6:00 pm

Case studies of the internationalisation process from the sector of ICT & dependency: What are the main drivers and constraints senior care entrepreneurs face today to scale up through internationalisation?

Based on short pitches and entrepreneurs' roundtable discussion, this session will feature several case studies of scale up strategies for companies developing connected devices targeting dependency. How did they build their company? How long did it take them to develop the product and market it? How did they find investment and which challenges did they encounter? Which partners did they collaborate with? Which methods did they use in scaling up their business and which are the key strategies to sell abroad?

30 January | 2:00 pm - 3:30 pm

Telecoaching as a preventive approach for elderly people: How is it disrupting the landscape of telehealth?

Telecoaching uses audio, visual and interactive communications to support healthcare through dedicated programmes, encouraging the prevention and management of chronic diseases, inactivity and loneliness for elderly people. Who is using telecoaching and why? Which experimentations and innovative solutions can be found on the market? Which roles are there for the patient and the clinicians?

TRACK 3

INNOVATIVE NUTRITION FOR HEALTHY AGEING

29 January | 3:00 pm - 4:00 pm

Which opportunities for value creation do nutrition companies have on the senior market?

Nutrition is a key area where innovative products are needed to bring concrete benefits to older people and boost healthy ageing of the population. The evolution of the elderly nutritional needs, of their sensory food perception and appetite, offers an increased market potential for food manufacturers. How are they seizing these opportunities? Which innovative products are they bringing to the market? How should they market these products?

30 January | 10:30 am - 11:30 am

Going back to the plain meaning of nutrition: Which innovative services combining diet and physical activity for healthy ageing?

Diet and exercise are often to be considered together in the overall wellbeing of an individual, especially for the older adult. Despite usual beliefs, physiological decline is not only caused by the ageing process and is closely linked to reduced physical activity and inadequate sustenance. Which services are available on the market to answer both the needs of diet balance and physical activity for the elderly?

30 January | 11:30 am - 12:30 pm

What are the most recent evolutions in EFSA indications relating to healthy ageing products?

EFSA's role lies in assessing the scientific basis of health claims submitted for nutrition products authorisation in the EU and has dedicated guidelines for the labelling of food supplements. Are there specific indications and directives for older adults targeted products? How are they evolving? To what extent do these guidelines impact the market actors' business and research strategies?

TRACK 4

INNOVATION IN NURSING HOME EQUIPMENT AND SERVICES

29 January | 2:00 pm - 3:00 pm

How to improve elderly patient care in nursing homes with teleconsultation and telemedicine?

An increasing number of telemedicine programmes are designed to help healthcare professionals provide the best quality care for their patients. Telehealth adoption in nursing homes has proven to contribute to the decrease of patient re-admission rates and significant financial outcomes for the nursing facilities. Through feedback from the users and providers of telemedicine, we will review how is this innovation adopted and how it can improve long-term care.

30 January | 10:30 am - 11:30 am

How are nursing homes purchasing capacities dedicated to innovative equipment evolving in different European regions?

Innovative equipment can contribute to better treatment and quality service, for the benefit of residents, patients, their families and nursing homes employees. How are these innovations financed? Is the nursing homes equipment sector more dynamic in certain European regions? And why?

TRACK 5

INNOVATION IN HOME CARE

29 January | 9:00 am - 10:30 am

How to involve family caregivers and the elderly people in order to ease acceptancy and effective use of the technology?

Increasing health care access and autonomy for patients in the home, older adults and caregivers themselves may be challenged to use new technologies. How to ensure their acceptance of smart home services? Which role for patient organisations to facilitate the implementation of technologies and their use by the family caregivers?

30 January | 11:30 am - 12:30 pm

Smart city: Which challenges and opportunities in designing age-friendly solutions?

As life expectancy is increasing, major challenges are emerging in the areas of housing, transport, urban planning, healthcare and social services. How can we ensure to meet the needs of an ageing society in the creation process of the cities of the future - applying new technologies to urban logistics, to the improvement of the mobility and of the active engagement of the older citizens? Which innovative public services and solutions to promote healthy behaviours, physical activity and urban mobility for ageing well in the smart city?

30 January | 4:00 pm - 5:00 pm

Hundreds of living labs but how many adapted homes really available?

Living Lab models are based on open innovation and cross-sector collaborations in order to test and develop user-driven products for elderly people. A significant number of these experimentations are focusing on ageing well at home and develop innovative and adaptable housing for seniors. However, they have not really been available on the market until now. How to bring an experimental and subsidised product to market? Which financing sources are there for home adaptation for seniors and who should pay for it?

DAY ONE | Tuesday, 29 Jan. 2019

DAY TWO | Wednesday, 30 Jan. 2019

	Conferences and roundtable discussions	Networking
8.00 am 9.00 am	WELCOME COFFEE	
9.00 am 10.30 am	<p>Financing innovation in the senior care market: What are the recent trends and who are the new players to finance innovative companies?</p> <p>How to involve family caregivers and the elderly people in order to ease acceptancy and effective use of the technology?</p>	One-to-one meetings
10.30 am 11.00 am	NETWORKING BREAK	
11.00 am 12.30 pm	<p>PLENARY SESSION</p> <p>Which role should public health payers and private insurers play to address the consequences of the ageing demographic trend in Europe?</p>	
12.30 pm 2.00 pm	LUNCH	
2.00 pm 3.00 pm	<p>How are the data generated by IoT in the ageing context accelerating knowledge, quality of care and innovation?</p> <p>How to improve elderly patient care in nursing homes with teleconsultation and telemedicine?</p>	One-to-one meetings
3.00 pm 4.00 pm	<p>Which impact have European funding programmes had so far on the innovation projects of the senior health economy actors?</p> <p>Which opportunities for value creation do nutrition companies have on the senior market?</p>	
4.00 pm 4.30 pm	NETWORKING BREAK	
4.30 pm 6.00 pm	Case studies of the internationalisation process from the sector of ICT & dependency: What are the main drivers and constraints senior care entrepreneurs face today to scale up through internationalisation?	
6.30 pm	VINTAGE PARTY	

	Conferences and roundtable discussions	Pitches	Networking
8.00 am 9.00 am	WELCOME COFFEE		
9.00 am 10.00 am	Advancing interoperability between healthcare systems to enhance elder care coordination: Case studies of European developments		One-to-one meetings
10.00 am 10.30 am	NETWORKING BREAK		
10.30 am 11.30 am	How are nursing homes purchasing capacities dedicated to innovative equipment evolving in different European regions?	Going back to the plain meaning of nutrition: Which innovative services combining diet and physical activity for healthy ageing?	One-to-one meetings
11.30 am 12.30 pm	Smart city: Which challenges and opportunities in designing age-friendly solutions?	What are the most recent evolutions in EFSA indications relating to healthy ageing products?	
12.30 pm 2.00 pm	LUNCH		
2.00 pm 3.30 pm	Telecoaching as a preventive approach for elderly people: How is it disrupting the landscape of telehealth?	Innovation Pitches	One-to-one meetings
3.30 pm 4.00 pm	NETWORKING BREAK		
4.00 pm 4.30 pm	Hundreds of living labs but how many adapted homes really available?	Innovation Pitches	One-to-one meetings
4.30 pm 5.00 pm		Award ceremony	
5.00 pm	END OF AGEINGFIT 2019		

TRACK 1

European senior care market challenges

TRACK 2

Connected healthy ageing

TRACK 3

Innovative nutrition for healthy ageing

TRACK 4

Innovation in nursing home equipment and services

TRACK 5

Innovation in home care

Hosted events

APRÉVA



« Avancée en âge et fragilités, Silver-Economie et mutuelle »

Early identification of the signs of age-related frailness or even anticipating those signs, will allow everyone to better live the ageing process. The Silver Economy must integrate this fundamental societal issue.

Guarantor of the values of solidarity and better living together, a mutual health-insurances such as Apréva is becoming a major player in the support of ageing, including in developing strong prevention actions and an offer of innovative services tailored to the needs of each. Therefore, for Apréva, innovation becomes a constitutive element of meaning that carries all its actions: to allow everyone to live his age well.

SILVER SURFER 4.0



Launched for the first time in 2015, Silver Surfer is part of the landscape of the Silver Economy in the Hauts-de-France region as a reference initiative to **support the innovations of regional start-ups and SMEs offering solutions to address the challenges of ageing and disability.**

The originality of Silver Surfer: **Involving end-users in the process** of selecting the best innovations, thus perfectly meeting their needs.

TICC



Transforming Integrated Care in Community (TICC) is a European collaborative project aiming at **adapting, deploying and evaluating an innovative organisational model for the homebased care and services sector** in the 2Seas area (England, Belgium, Holland, France), **relying on the “Buurtzorg” methodology.** The latter has been implemented for more than 10 years in Holland. Buurtzorg is mainly about creating self-managed teams of 6 to 12 carers, working at a neighbourhood level. Results from this Dutch experimentation are meaningful: Improvement of carers' life-balance, proximity and responsiveness, dignified care, prevention of dependency in elderly, decrease in unplanned hospitalisations, etc.

Hosted events

SILVER SMES | 29 JANUARY, 4.00 PM - 6.00 PM



The strategic objective of SILVER SMES is to **improve the implementation and delivery of Regional Policies for SMEs competitiveness by building on significant opportunities arising from the Silver Economy.**

The Silver Economy can be defined as the economic opportunities arising from the public and consumer expenditure related to population ageing and the specific needs of the population.

In the framework of the project, partners will focus on the opportunities for the development of SMEs to produce goods and products for the retired population (from 62 years onwards), especially for those living in peripheral and rural areas.

SEAS 2 GROW | 30 JANUARY, 9.00 AM - 12.30 PM



SEAS 2 Grow is an Interreg 2 Seas Project which will **set-up a proactive Silver Economy ecosystem accelerating the delivery of technological and social innovations** for the 2 Seas market, by providing new tools, methods and services for all stakeholders involved in the Silver Economy (companies, local authorities, seniors, health institutions).

SEAS 2 Grow also aims at **creating synergies between local authorities to implement common strategies in the Silver Economy and develop new financial models.** By reaching this goal, the elderly and their families will benefit from suitable innovations that will improve their quality of life.



About the organisers



EURASANTÉ

Eurasanté is an incubator, a technology transfer facilitator and a leading cluster in the fields of biotech, medtech, 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 and 30,800 working in Life Sciences and Healthcare sectors.** It benefits from an exceptional location at the heart of Europe (near Paris, London and Brussels). Eurasanté also promotes the Eurasanté Bio-business Park which hosts 7 hospitals, 4 universities, 7 specialised schools, more than 170 companies and 50 laboratories.

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.**

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.

Its missions:

- **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 280 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.

Register now for AgeingFit 2019

REGISTRATION FEES (EXCL. VAT)

	EARLY BIRD (Before 14 Oct. 2018 incl.)	REGULAR FEE (From 15 Oct. 2018 to 6 Jan. 2019)	LATE REGISTRATION (From 7 Jan. 2019)
Industries/ Service providers/ Health system payers/ Investors	€ 544	€ 680	€ 748
Start-ups (≤ 5 years old)/ SMEs (≤ 5 employees)	€ 328	€ 410	€ 451
Non-profit organisations/ Research institutes	€ 236	€ 295	€ 325
Retirement or Nursing homes/ Hospitals/ Healthcare professionals	FREE*	FREE*	FREE*

*One full pass free + €295 for any additional full pass

EXHIBITION FEES (EXCL. VAT)

Gain visibility by exhibiting on a fully equipped booth and hold your one-to-one meetings at your own booth:

6 m ² equipped booth	€ 1,850 (incl. 1 full pass)
9 m ² equipped booth	€ 3,000 (incl. 1 full pass + 1 visitor pass)
12 m ² equipped booth	€ 3,600 (incl. 2 full passes)
18 m ² equipped booth	€ 5,550 (incl. 2 full passes)

SPONSORSHIP PACKAGES (EXCL. VAT)

Sponsors get targeted visibility and exclusive benefits before, during and after the event.

Contact us for a tailored offer	Gold Sponsor ★ € 15,000
Silver Sponsor ★ € 10,000	Bronze Sponsor ★ € 6,000



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EVENT VENUE

Lille Grand Palais

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59000 Lille - France



LILLE

AND THE HAUTS-DE-FRANCE REGION,

A REGION INVOLVED IN THE SILVER ECONOMY & HEALTH SECTOR

In addition to the many institutes and dedicated laboratories, **8,000** employees from **400** companies make up the regional economy that works for the well-ageing and autonomy of the elderly through medical technologies, teleassistance, medical equipment, nutrition, home automation...

To federate and animate this ecosystem, the actors of the sector have been launching **key projects** for several years.

The call for projects **Silver Surfer** stimulates the regional associations, companies, laboratories and start-ups by encouraging them to offer technological innovations to **meet the needs of the elderly**. The contest stands out by the **involvement of end users** (elderly and family carers and professionals) in the process of creation of innovative products.

On an international level, several regional actors are gathered into European consortiums whether to structure the sector on the political level (Silver SMEs project, for example) or **offer concrete solutions** to companies to test their prototypes in different countries (SEAS2Grow project).

www.ageingfit-event.com

 @AgeingFit #AgeingFit2019

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