

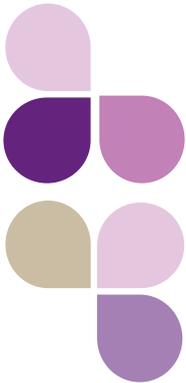
**THE EUROPEAN EVENT
FOSTERING INNOVATION
PARTNERSHIPS IN THE
HEALTHY AGEING SECTOR**

**JANUARY
29 & 30
2019**



LILLE
France

**3rd
edition**



Organised by:



With the support of:



Institutional partners:

WELCOME

Since its creation, AgeingFit has become the first European partnering event dedicated to innovation in the healthy ageing sector. For this 3rd edition, AgeingFit will gather more than 500 delegates from 20 countries: Healthy ageing companies, retirement and nursing homes, hospitals, healthcare system payers, research institutes, associations and clusters and investors. We hope that the activities AgeingFit combines will allow you to meet your future partners, whether through the partnering platform, the Innovation Pitches, in the exhibition area or during the conferences.

AGEINGFIT 2019 KEY FIGURES:



500+ DELEGATES



20+ COUNTRIES REPRESENTED



60 SPEAKERS



20 PRESENTATION SESSIONS



45 EXHIBITORS



7 HOSTED EVENTS

13
ROUNDTABLE
DISCUSSIONS

1
PLENARY
SESSION

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STEERING COMMITTEE

INDUSTRY



Filippo Cavallo
Assistant Professor,
The Bio Robotics Institute
CEO, **CoRobotics** 🇮🇹



Jean-François Delage
VP Innovation & Research,
McCain 🇫🇷



Antonio Remartinez
Strategic Consultant,
Health and Social sectors 🇪🇸



Jesus Valero Congil
Health Unit Director,
Tecnia 🇪🇸



Joris Wiersinga
Founder and CEO,
SilverFit 🇳🇱

CLUSTERS, ASSOCIATIONS



Karina Marcus
Science Officer,
COST Association 🇮🇹



Anne-Sophie Parent
Director,
Age Platform Europe 🇪🇺



Sébastien Podevyn
General Manager,
FRANCE SILVER ÉCO and
President of the AgeingFit
Steering Committee 🇫🇷



Emilie Royere
General Manager,
Eurobiomed 🇮🇹



Jan Sikkema
Business Development Director,
Healthy Ageing Campus 🇳🇱



Etienne Vervaecke
General Manager,
Eurasanté and Nutrition
Health Longevity cluster 🇪🇺

ACADEMIA



Eric Boulanger
Professor in Aging Biology
and Geriatrics,
University of Lille 🇫🇷



François Puisieux
Deputy Head of the
Gerontology Unit,
CHU Lille 🇫🇷



Astrid Stuckelberger
President,
Geneva International
Network on Ageing 🇨🇭

INVESTORS



Frank Bulens
Partner,
Imec.xpand 🇫🇷



Ingrid Rayez
Director, Venture,
LBO France 🇫🇷

SPONSORS

Platinum Sponsor



Bronze Sponsor



Contributing Sponsors



AGENDA

DAY ONE | Tuesday, January 29th

	Conferences and roundtable discussions	Pitches	Networking
8.00 am 9.00 am	NAME BADGE PICKUP & WELCOME COFFEE		
9.00 am 10.30 am	RUBENS 1 ROOM Financing innovation in the senior care market: What are the recent trends and who are the new players to finance innovative companies?	RUBENS 2 ROOM How to involve family caregivers and the older people in order to ease acceptancy and effective use of the technology?	One-to-one meetings
10.30 am 11.00 am	NETWORKING BREAK		
11.00 am 12.30 pm	MATISSE ROOM PLENARY SESSION Which roles should public health payers and private insurers play to address the consequences of the ageing demographic trend in Europe?		
12.30 pm 2.00 pm	LUNCH		
2.00 pm 3.00 pm	RUBENS 1 ROOM How are the data generated by IoT in the ageing context accelerating knowledge, quality of care and innovation?	RUBENS 2 ROOM How to improve older patient care in nursing homes with teleconsultation and telemedicine?	One-to-one meetings
3.00 pm 4.00 pm	RUBENS 1 ROOM Which impact have European funding programmes had so far on the innovation projects of the senior health economy actors?	RUBENS 2 ROOM Which opportunities for value creation do nutrition companies have on the senior market?	
4.00 pm 4.30 pm	NETWORKING BREAK		
4.30 pm 6.00 pm	RUBENS 1 ROOM 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?	INNOV' AREA EXHIBITION AREA Innovation Pitches	
6.30 pm	VINTAGE PARTY		

TRACK 1

European senior care market challenges

TRACK 2

Connected healthy ageing

TRACK 3

Innovative nutrition for healthy ageing

AGENDA

DAY TWO | Wednesday, January 30th

	Conferences and roundtable discussions	Pitches	Networking
8.00 am 9.00 am	WELCOME COFFEE		
9.00 am 10.00 am	RUBENS 1 ROOM Advancing interoperability between healthcare systems to enhance elder care coordination: Case studies of European developments	INNOV' AREA EXHIBITION AREA Innovation Pitches	One-to-one meetings
10.00 am 10.30 am	NETWORKING BREAK		
10.30 am 11.30 am	RUBENS 1 ROOM How are nursing homes purchasing capacities dedicated to innovative equipment evolving in different European regions?	RUBENS 2 ROOM 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	RUBENS 1 ROOM Smart cities and Neighbourhoods of the Future: What are the challenges and opportunities in designing age-friendly solutions?		
12.30 pm 2.00 pm	LUNCH		
2.00 pm 3.30 pm	RUBENS 1 ROOM Telecoaching as a preventive approach for the older people: How is it disrupting the landscape of telehealth?	INNOV' AREA EXHIBITION AREA Innovation Pitches	One-to-one meetings
3.30 pm 4.00 pm	NETWORKING BREAK		
4.00 pm 4.30 pm	RUBENS 1 ROOM Hundreds of living labs but how many adapted homes really available?	INNOV' AREA EXHIBITION AREA Award ceremony	
4.30 pm 5.00 pm			

TRACK 4

Innovation in nursing home equipment and services

TRACK 5

Innovation in home care

HOSTED EVENTS AGENDA

VINTAGE party

DAY ONE | Tuesday, January 29th

DAY TWO | Wednesday, January 30th

NETWORKING | COCKTAIL | LOCAL SPECIALTIES

Time	Day One (Tuesday, Jan 29 th)	Day Two (Wednesday, Jan 30 th)
8.00 am - 9.00 am	WELCOME COFFEE	WELCOME COFFEE
9.00 am - 10.00 am	REMBRANDT ROOM Leading your retirement home: Managing a project for the future	REMBRANDT ROOM
10.00 am - 10.30 am	NETWORKING BREAK	NETWORKING BREAK
10.30 am - 11.00 am		SEAS 2 Grow annual event
11.00 am - 12.00 pm		
12.00 pm - 12.30 pm		12.15 - 12:45 pm INNOV' AREA EXHIBITION AREA Award Ceremony
12.30 pm - 2.00 pm	LUNCH	LUNCH
2.00 pm - 3.00 pm	FAIDHERBE 1 ROOM Advanced in age and fragilities, Silver-Economy and mutual	RUBENS 2 ROOM The Dutch Buurtzorg model of holistic neighbourhood
3.00 pm - 3.30 pm	REMBRANDT ROOM Organisational and technological innovation serving seniors and aging well	NETWORKING BREAK
3.30 pm - 4.00 pm		
4.00 pm - 4.30 pm	NETWORKING BREAK	4.15 pm REMBRANDT ROOM How to support SME's integration in the Silver Economy?
4.30 pm - 6.00 pm		care is going global across 2 seas region 5.00 pm
6.30 pm	VINTAGE PARTY	

Join us at Morel & Fils, iconic brewery in the heart of the city centre of Lille

Morel & Fils
31 Place du Théâtre
59000 - Lille
Tuesday, January 29th
From 6:30 pm





ONE-TO-ONE MEETINGS

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



IDENTIFY

today's innovative products, services and collaborations opportunities



INITIATE

discussions with potential partners, investors or clients



MEET

the most qualified players in the Healthy Ageing sector

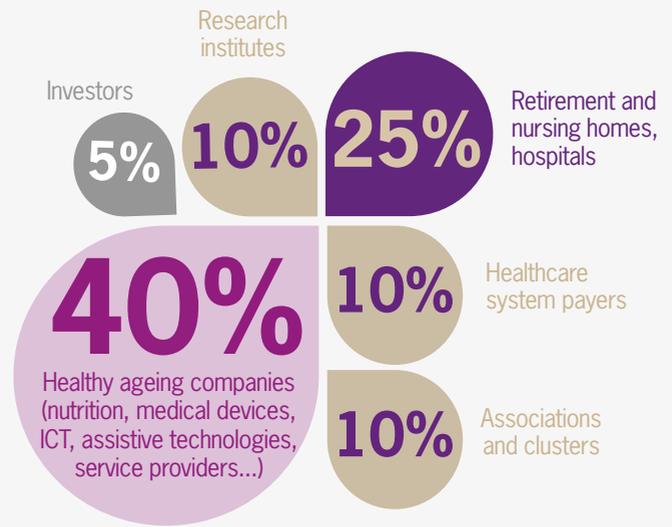


DEVELOP

new collaborations and partnerships



WHO WILL YOU MEET?



Win a pass for next year's edition



2020

2 steps to participate:

- Take a nice picture with the 2020 AgeingFit Save the Date
- Post it on Twitter with the hashtag **#AgeingFit2020**

The winner will be announced on January 31st, 2019 on Twitter and will be contacted by the AgeingFit team.

Follow us on Twitter: @AgeingFit

INNOVATION PITCHES

AgeingFit promotes innovations dedicated to **improving the everyday lives of ageing people** and **preventing age-related disorders**.

The most innovative project will receive an award on January 30th at 4:00 pm in the Innov'Area on the Exhibition area



📍 **January 29th | 4:30 pm - 6:00 pm | Innov'Area - Exhibition Area**

FALL DETECTION

E-vone: E-vone is an innovative telecare service based on a connected shoe that detects falls in all locations and alerts caregivers.

MintT: ISA is a fall prevention and detection solution for all services providing care to elderly people.

Morphée+: Morphée+ is a fall detection system without sensors.

Kaspard: Kaspard provides real-time information to nursing staff in case of a fall or extended time-out-of-bed of elderly patients in medical care facilities.

Anaxi Technology: Anaxi Technology specialises in the design, manufacture, and deployment of medical devices intended to prevent falls by the elderly.

HOME CARE SERVICES

ID1: ID1 is a 3-in-1 coordination tool linking home care professionals to healthcare professionals and families.

UNAIDE: UNAIDE develops and markets a home-based connected retirement home, combining human assistance and technology (AI and IoT).

JURY MEMBERS:

Eric Boulanger
Professor in Aging
Biology and Geriatrics
University of Lille

Franck Bulens
Partner
Imec.xpand

Isabelle Corradi-Paumier
Head Collective Action and
Community Development
FRANCE SILVER ÉCO

Jean-François Delage
VP Innovation Research
McCain

Aurélie Lolia
Head Healthcare and
Social Actions
AFNOR Normalisation

Valérie Michel
Evaluation Centre
Director
Médialis

Alison Munro
CEO
Alison Munro Corporate
Language

Sébastien Podevyn
CEO
FRANCE SILVER ÉCO

Ingrid Rayez
Director, Venture
LBO France

Stéphane Roecker
Chairman, La French Tech Alsace
and H2020 expert, European
Commission

Joris Wiersinga
Founder & CEO
SilverFit

Cécile Rousselot
Project Manager
Eurobiomed

INNOVATION PITCHES

📍 **January 30th | 9:00 am - 10:00 am | Innov'Area - Exhibition Area**

ASSISTIVE DEVICES

Digni-T: Digni-T has designed a stable walking frame to help people suffering from severe diseases to walk and recover from their injuries.

Lergon'home: AssiStep is a stair aid that is a hybrid solution between a handrail and a stair lift.

Kerostin Mobility Solutions: Kerostin Mobility Solutions has developed and patented special wheels for wheelchairs to facilitate climbing steps.

Winnicare: Winnicare Group is committed to improving people's independence and living conditions by providing them with solutions adapted to their needs.

PHYSICAL ACTIVITY

BeLab: BeLab has developed a disposable transdermal device for the physiological measurement of burned calories and water loss, combined with smartphone use.

Cottos Médical: Cycleo is an indoor social cycling activity for the elderly which stimulates a real bike ride.

📍 **January 30th | 2:00 pm - 3:30 pm | Innov'Area - Exhibition Area**

NUTRITION

Camanio: Bestic is an assistive eating device designed for users with non-functioning hands or who need help eating.

Nutrisens: Nutrisens offers nutritionally effective products that taste good.

Winnov: Winnov has developed a personalised nutrition service, CDIET, aiming at detecting and curing malnutrition for older adults with the support of care organisations.

PREVENTION

METANOIA: MS4TM is a foam for cutaneous use to prevent bedsores.

ALEP Prévention: ALEP Prévention organises 'ageing simulation' workshops to better understand the effects of ageing.

STIMULATION

CONNECT'AGE: CONNECT'AGE is the first personalised multi-sensory game platform intended to stimulate the cognitive functions of the elderly.

ADAPTED ENVIRONMENT

Aïna Lab: Aïna develops innovative and aesthetic products to adapt the environment of the elderly.

Supported by a prestigious Steering Committee, AgeingFit's conference programme focuses 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

January 29th | 11:00 am - 12:30 pm | Matisse Room

Which roles 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 raise 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.



Moderator:
Carina Dantas
Innovation Director
Cáritas Coimbra 🇵🇹



Hazel Harper
Senior Innovation Lead,
Ageing Society, Health
and Nutrition Directorate
Innovate UK 🇬🇧



Christine Asbury
Chief Executive
WCS Care 🇬🇧



Naomi Marie Yamagishi
President
Festasia 🇮🇹



Emmanuel Djengue
Innovation Director
RGAX Europe 🇪🇸



Conny Helder
CEO
tanteLouise 🇳🇱

TRACK 1

THE EUROPEAN SENIOR CARE MARKET CHALLENGES

January 29th | 9:00 am - 10:30 am | Rubens 1 room

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

The 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?



Moderator:
Jérôme Arnaud
President
Silverage Consult 🇫🇷

Yael Benvenisti
CO-CEO
Mediterranean Towers Ventures 🇮🇱

Martin Clark
Deputy CEO and Director of
Impact Innovation
Allia 🇬🇧

Élodie Draperi
Co-founder
GiveVision 🇬🇧

January 29th | 3:00 pm - 4:00 pm | Rubens 1 room

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 have benefited from such funding.



Moderator:
Stefan T. Kroll
Deputy Managing Director,
Head of International Affairs
terzStiftung 🇨🇭

Estelle Huchet
Campaign and Project Officer
AGE Platform Europe 🇪🇺

Laura Klaming
Senior Scientist
Philips Research Europe 🇳🇱

Lorraine Morley
Advisor
AgeTech Accelerator 🇬🇧

Vasileios Tsanidis
DG Communications Networks,
Content and Technology
European Commission 🇪🇺

January 30th | 9:00 am - 10:00 am | Rubens 1 room

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 in healthcare organisations have often been developed independently with heterogeneous tools and processes, slowing the move to a seamless exchange of patients and residents' 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?



Moderator:
Nadia Frontigny
Director, Public Affairs
Orange Healthcare 🇫🇷

Jacob Boye Hansen
CEO
Carecom 🇩🇰

Jean-Christophe Klein
Co-founder
Libheros 🇫🇷

Leo Lewis
Senior Fellow and Head of
Research and Development
International Foundation for
Integrated Care 🇬🇧

TRACK 2

CONNECTED HEALTHY AGEING

January 29th | 2:00 pm - 3:00 pm | Rubens 1 room

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 wearable, sensor 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?



Moderator:
Moïse Gerson
Founder
Hôpital Numérique 🇨🇦

Seamus Small
CEO
Kinesis Health Technologies 🇮🇪

Philippe Kaplan
CEO
Kaspard 🇧🇪

Lucas Perez
CEO & Co-founder
HealthMyProject 🇫🇷

Gabriel Voisin
Privacy & Data Protection Partner
Bird & Bird 🇬🇧

January 29th | 4:30 pm - 6:00 pm | Rubens 1 room

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?

January 30th | 2:00 pm - 3:30 pm | Rubens 1 room

Telecoaching as a preventive approach for the older 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 the older 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 healthcare professionals?



Moderator:
Anne Connolly
CEO
Smart Ageing Living
Labs of Ireland 🇮🇪

Ramzi Larbi
CEO
C2S - Creative specific software 🇫🇷

Roel Smolders
CEO
Memoride – Activ84health 🇧🇪

Lise Pape
Founder & CEO
Walk with Path 🇬🇧



Moderator:
Sofia Moreno Perez
CEO
Valde 🇪🇸

Olivier Krysz
Doctor in Geriatrics and
Medical Director
Sharecare Europe 🇫🇷

Jofre Tenorio Laranga
Project Manager
Empathic Project - Osatek 🇪🇸

Leonard Witkamp
CEO
Ksyos 🇮🇹

Elizabeth Mestheneos
Past president, AGE Platform
Europe and co-founder, 50+
Hellas 🇬🇷

TRACK 3

INNOVATIVE NUTRITION FOR HEALTHY AGEING

January 29th | 3:00 pm - 4:00 pm | Rubens 2 room

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 seniors 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?



Moderator:
Ombeline de Pemille
Senior consultant
Nutrieko 🇫🇷

Mathias Kück

CEO
Biozoon 🇩🇪

Neus Bonavida

Segment manager for Active nutrition and Healthy Ageing
FrieslandCampina Ingredients 🇳🇱

Georges Devesa

CEO
Nutrisens 🇫🇷

Sian Robinson

Nutritional Epidemiologist
Age Research Group, Newcastle University 🇬🇧

January 30th | 10:30 am - 11:30 am | Rubens 2 room

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 well-being of an individual, especially for the older adult. Despite common belief, 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 meet the diet balance and physical activity needs of the older people?



Modérateur :
Loek Pijls
Founder & Owner
Loekinfood-gcv 🇳🇱

Pierre Lafargue

Co-Founder & CEO
Yealth 🇫🇷

Essi Sarkkinen

Senior Expert, Food&Nutrition
Medfiles Ltd 🇫🇮

Isabelle Hininger-Favier

Doctor in Nutrition
Grenoble Alpes University 🇫🇷

TRACK 4

INNOVATION IN NURSING HOME EQUIPMENT AND SERVICES

January 29th | 2:00 pm - 3:00 pm | Rubens 2 room

How to improve older 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 telemedicine users and providers, we will review how this innovation is used and how it can improve long-term care.



Moderator:
Frederic Lievens
Vice Executive Director
International Society for
Telemedicine & eHealth

Rachel Binks
Nurse Consultant, Digital &
Acute Care
Airedale NHS Foundation Trust

Loïc Rumeau
Innovation and Partnership
Director
Groupe SOS

Stephanie Jansen-Kosterink
Researcher, Telemedicine group
Roessingh Research and
Development

January 30th | 10:30 am - 11:30 am | Rubens 1 room

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 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?



Moderator:
Jackie Marshall-Cyrus
Director & Innovation
Strategy Consultant
Jackie Marshall-Cyrus &
Associates Ltd

Aurore Brion
International and Innovation
Marketing Manager
Winnicare

Francesca Brescia
Open Innovation Manager
Korian Italia

Chantal van Spaendonck
Director
Care Innovation Center
West-Brabant

TRACK 5

INNOVATION IN HOME CARE

January 29th | 9:00 am - 10:30 am | Rubens 2 room

How to involve family caregivers and the older 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?



Moderator:
Ingrid Adriaensen
Business Manager
Licalab

Justine Monsaingeon
CEO
Dynseo

Silvia Matrai
International Project Manager, The
d-HealthyLife project
Hospital Clinic of Barcelona

Claire Champeix
Policy Officer
Eurocarers

January 30th | 11:30 am - 12:30 pm | Rubens 1 room

Smart cities and Neighbourhoods of the Future: What are the challenges and opportunities in designing age-friendly solutions?

As life expectancy is increasing, major challenges are emerging in 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 to age well in the smart city?



Moderator:
Bengt Andersson
Senior advisor welfare
technology
Nordic Welfare Centre

Olivier Horbowy
Strategic Marketing Advanced
Projects
ST Microelectronics

Ann Jönsson
Author
Working towards age-friendly
cities in the Nordic region

Alberto Sanna
Director e-Services for
Life and Health
Scientific Institute San Raffaele

Ian Spero
Founder
Agile Ageing Alliance

January 30th | 4:00 pm - 5:00 pm | Rubens 1 room

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 older adults. 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?



Moderator:
Carolyn Hassan
Director
Knowle Media West Center

Philippe Metzenthin
Chairman of the Autonomy
and Disability Commission
Smart Building Alliance

Ad van Berlo
R&D Manager
Smart Homes

Emilie Gazo
CEO
Stratélys

Advanced in age and fragility, Silver-Economy and Mutual


Early identification of the signs of age-related frailness or even anticipating those signs will ensure a better experience of the ageing process for all. The Silver Economy needs to integrate this fundamental societal issue.

Guarantor of the values of solidarity and living together better, mutual health insurances, such as Apréva, are becoming major stakeholders in age support, including by developing strong prevention actions and a tailored innovative services offering. Therefore, for Apréva, innovation is a constitutive element of meaning applied to all its actions: to ensure that everyone ages well.

ABOUT APRÉVA

Apréva is the **leading health insurance company in the Hauts-de-France region**. With over 80 years of rich history, Apréva is constantly reinventing itself, adapting to the evolution of society and of the healthcare sector. Both responsive and effective to address challenges, Apréva is not only a complementary financial recourse. It animates and strengthens its common project around the idea of «benevolence at all times». Therefore, Apréva is involved in sustainable actions to support health, balance and well-being of its members. Independent professional, employee, employer or retiree, Apréva supports every day, in all areas, and is committed to providing solutions to live peacefully, at any age.

Leading your retirement home: Managing a project for the future


At AgeingFit, KPMG offers to share the thoughts of professionals on three themes: evolution of public policies, management of real estate projects, and economic and financial management of institutions.

Programme:

8.30 am Welcome coffee

9.00 am Introduction

9.15 am Conference: « Leading your retirement home: Managing a project for the future »

- Adapt its settlement strategy to public policies
Cyrille Billaud, Associé Secteur Public Local – Eneis
- Thinking of your architectural project in an evolving and constrained environment
Brigitte Maes, dirigeante – La Maison Attentive
- Financing your real estate project: Loosening the leverage of indebtedness
François Lys, Directeur des Financements, Secteurs Sanitaire et Médico-Social – Société Générale
- Manage its economic and financial stakes
Stéphane Poreye, Senior manager – KPMG

10.15 am Questions & answers

ABOUT KPMG

KPMG, a key player invested in the Sanitary and Medico-Social Sector, is aware and attentive to the profound questions raised by retirement home's managers, in a context of progress needs, processing in supply and legislative and regulatory changes.

Organisational and technological innovation serving seniors and ageing well



New needs of seniors, evolution of dependence, home automation and connected objects... Specialists in ageing well and care for the elderly will bring their expert opinion on issues related to ageing population.

Programme:

- The elderly, medical practices, and care. How should geriatric specificities being included in treatment in health care institutions and home hospitalisation?
Valérie FRAPART, Geriatrician and Medical referrer Gerontology sector - Santélyls
- Ageing well thanks to the Longevity Health Journey
Professor Eric BOULANGER, Professor of Geriatrics and Biology of Ageing - University of Lille Medical Director of the Longevity Health Prevention Centre - Institut Pasteur de Lille
- Coordination and home care of the elderly. What are the possibilities?
Thomas MAENHOUT, Director of Coordination and Quality of Fitness Courses - Santélyls
- Adapted housing and innovation: Homily's residences connected to the independence service
Frédéric CHAUSSADE, Director of Strategy, Medical Affairs and Innovation - Santélyls
- Seniors' Independence Challenge: Programmes and tools to preserve the independence of the elderly
A representative of CARSAT Nord-Picardie

ABOUT SANTÉLYS

SANTÉLYS is a recognised public-interest non-profit association specialised in health, medical and social welfare, and training in the Hauts-de-France region. Santélyls has been a pioneer in its main fields of operation since it was created some 120 years ago, and it continues to provide innovative solutions promoting the continuous improvement of the overall care provided to the patient and the home user.

How to support SME's integration in the Silver Economy?



SILVER SMES lies in the identification and implementation of regional policies to take advantage of the Silver Economy derived opportunities to engage SMEs in growth and entrepreneurship spirit. Nine countries are involved in this project: Spain, Portugal, Ireland, Poland, Sweden, Slovenia, Belgium, Italy and France.

Programme:

- Company experiences: *How can companies overcome difficulties in developing their products/services in the Silver Economy sector?*
Damien Roche, Lifebloom - France
Pedro Villanueva, Balneario de Arino - Spain
Sandra Salvado, Country Property - Spain
- Institutional experiences: *How can public policy help SMEs to develop their project/business?*
Adam Prominski, Northern France Region - France
Beatriz Garcia, Burgos Region - Spain
Asa Angsback, Dalarna Region - Sweden

ABOUT SILVER SMES

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.

PARTNERS:



www.interreurope.eu/silversmes

SEAS 2 GROW

JANUARY 30TH | 9:00 AM - 12:30 PM | REMBRANDT ROOM

SEAS 2 Grow annual event



During AgeingFit 2019, **SEAS 2 Grow partners are meeting and hosting their annual event on January 30th.**

Programme:

- Focus on the work done so far:
 - Effectiveness of the cross-border accelerator Age tech, Living Lab Method, Strategic Guide and Market Study
 - Feedback from supported companies.
- Discussion about the central topics of our project: Housing, Independent Living and Living Lab.

The annual event is also a unique moment for meeting entrepreneurs, innovators, representatives of care institutions and health professionals around a booming but not so easy market to enter.

ABOUT SEAS 2 GROW

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).

This project is targeting 4 countries (Belgium, United Kingdom, France and the Netherlands) and is focused on:

- Helping startups and SMEs to develop their product and services abroad thanks to the organisation of multiple call for projects in each of the 4 countries. Each company selected will receive a set of services corresponding to their needs
- Building a common market on the Silver Economy including a Strategic Guide, novel finance models & a Strategic Action Plan
- Providing steps for both supply and demand actors to consider when innovating in the Silver Economy sector in the 4 countries
- Working on a sustainable business model for a cross-border Silver Economy innovation accelerator aiming on helping startups and SMEs after the end of the project

PARTNERS:

www.seas2grow.com



TICC

JANUARY 30TH | 2:00 PM - 5:00 PM | RUBENS 2 ROOM

TICC annual event: The Dutch Buurtzorg model of holistic neighbourhood care is going global across 2 seas region



Come and meet the partners - Hear the stories about their pilots and get full understanding of the Buurtzorg's model

Programme:

- Testimonial - Buurtzorg Concepts BV: What is the Buurtzorg model of holistic care? Keep it small, keep it simple. What does good look like? Core topics: self-managed teams, coaching, organisation, IT system supporting holistic care, patient and team satisfaction.
- TICC goals and roadmap on pilots in each country: successes, challenges
 - Testimonial - Public World (UK) : Buurtzorg story - sharing of lessons learnt in the UK
 - Testimonial by Kent County Council / KENT COMMUNITY HEALTH NHS FOUNDATION TRUST / Medway Community Centre
 - Testimonial by Soignons Humains
 - Insights on Flemish partners pilots by Zorgbedrijf Antwerpen and Emmaüs Elderly Care and others French pilots by VIVAT and La Vie Active

ABOUT TICC

Transforming Integrated Care in Community (TICC) is a European collaborative project aiming at **adapting, deploying and evaluating an innovative organisational model for the home-based 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.

PARTNERS:

www.ticc-transformation.eu



SILVER SURFER 4.0

JANUARY 30TH | 12:15 PM - 12:45 PM | INNOV'AREA - EXHIBITION AREA



Six companies have been selected by a jury of experts and end-users have received €50,000 (shared between companies) to carry out a **proof of their concept within 100 days**. Those technologies, showcased in the **Innovation Gallery** (stand n°F6-E5) will be **evaluated by users panel** and also by professionals.

NUTRI EARTH Incubated by Euralimentaire (in Lomme), Nutri'Earth develops innovative high-quality insect-based food matrices adapted to the needs of the elderly. A unique and eco-responsible product made in France for the prevention of diseases (e.g. osteoporosis, sarcopenia) and age-related physiological imbalances as it is rich in useful proteins.

E-WEAR SOLUTIONS Developed from the DAMARTEX Group's R&D, the start-up E-Wear Solutions is developing a well-being monitoring tool for 'sensitive' residents in nursing homes using a connected textile, sensors, and a well-being index to be developed.

LIFEBLOOM The LIFEBLOOM project aims at allowing disabled people and dependent elderly to be and stay active by walking and moving around upright thanks to an exoskeleton and a mobility monitoring solution.

MY CYBER ROYAUME The company has developed virtual software fostering relaxation and escape using virtual reality which is specifically designed for the elderly. The software will allow the user to remotely experience a virtual trip with their family.

SICADE The business is developing a wheelchair bay with ramp allowing disabled people to go up or down stairs at home without any transfer or assistance.

SIGO HEALTHCARE The business's project consists of a train carriage replica designed to be installed in care or nursing homes caring for residents suffering from neurodegenerative disease. The goal is to simulate a journey to appease the patient.

The winners of this 4th edition of Silver Surfer will be announced on **January 30th at 12.15 pm** on the Innov'Area on the Exhibition Area.

ABOUT SILVER SURFER

Launched in 2015, Silver Surfer is part of the Silver Economy landscape in the Hauts-de-France region as a reference initiative to **support regional start-ups and SMEs offering innovative solutions to address the challenges of ageing and disability**. The characteristic of Silver Surfer: **Involving end-users in the process** of selection, thus perfectly meeting their needs.



L'Observatoire DES SENIORS

L'Observatoire des seniors rassemble
des informations sur les 55+

Démographie - consommation - revenus - retraite
société - famille - santé - habitat - numérique

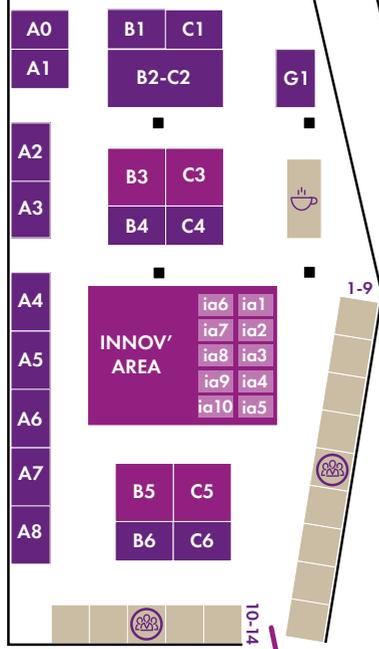


Obs_seniors

www.observatoire-des-seniors.com

EXHIBITOR LIST & FLOOR PLAN

EXHIBITORS



- AAL PROGRAMME F3
- ADVEEZ F4
- ANAXI TECHNOLOGY B4
- APRÉVA E1-F1
- ARD INFORMATIQUE A4
- CABINET DYMA'SANTÉ D1
- CAMANIO CARE E3
- CONNECT'AGE A3
- COTTOS MEDICAL C3
- ERGO-DIFFUSION E3
- FAMILIZZ G1
- FONDATION HOPALE C4
- FRANCE SILVER ECO B3
- GERONTONEWS.COM A6
- GROUPE SOS SENIORS B1
- HOSPIMEDIA A8
- INNOVATION F6-E5
- GALLERY
- KASPARD F2
- LERGON'HOME C5
- MAASTRICHT
- INSTRUMENTS B6
- MCCAIN E2
- MERCATE - EVO2 A0
- MINTT SA C6
- NUTRISSENS A2
- OROI A1
- OVERSPEED D1
- LILLE NORTHERN FRANCE BIOCLUSTER**
- BELAB F5-E4/4
- CLUBSTER SANTÉ F5-E4
- EURASANTÉ F5-E4
- EURASANTÉ
- BIO-INCUBATOR F5-E4
- HIPÂ F5-E4/6
- INFO LOGI SANTÉ F5-E4/3
- NUTRI'EARTH F5-E4/1
- NUTRITION HEALTH
- LONGEVITY CLUSTER F5-E4
- SEAS2GROW F5-E4/5
- SILVER SURFER F5-E4/7
- SUNJEUX F5-E4/8
- UNAIDE F5-E4/2
- SANTÉLYS B2-C2
- SENIORS AUTONOMIE A5
- SILVER VALLEY A7
- SILVERECO.ORG B5
- STANLEY HEALTHCARE C1
- TICC D2

-INNOV'AREA-			
AÏNA LAB..... ia1	DIGNI-T..... ia3	KEROSTIN MOBILITY	MORPHEE+ ia8
ALEP PRÉVENTION..... ia2	E-VONE..... ia4	SOLUTIONS..... ia6	WINNCARE ... ia9
	ID1..... ia5	METANOIA ia7	WINNOV..... ia10

AAL PROGRAMME **STAND F3**
www.aal-europe.eu

The AAL programme is a public-public partnership of national funding agencies from currently 20 countries around Europe plus Canada, with financial support from the European Commission. The aim of the AAL Programme is to provide innovative digital technology-based solutions for enhancing older adults' quality of life while at the same time contributing towards the long-term sustainability of the health and long-term care systems and the strengthening of the related industrial base in Europe.

ADVEEZ **STAND F4**
www.adveez.com

Headquartered in Toulouse-France with an office in Phoenix-USA, ADVEEZ develops solutions for wander management and fall detection. Since its creation in 2011, ADVEEZ has been developing its products range in partnership with care homes enabling to fit to the market expectations, ADVEEZ solutions are installed in 100+ care homes and rehabilitation centers. ADVEEZ is deeply involved in each project phase: from the R&D, sales & marketing and finally after-sales service. ADVEEZ team will be pleased to assist you in your project.

ANAXI TECHNOLOGY **STAND B4**
www.anaxi-technology.com

Anaxi technology is a company that specializes in the creation of innovative solutions for preventing falls and detecting risks (fall, fainting, wandering, runaway,...). Using contactless technology, our solutions provide security for seniors and personnes with reduced mobility, and assistance for the health care team and care givers in retirement homes or at home. With the help of health professionals, we are developing solutions for detecting fragility for the future.

APRÉVA **STAND E1-F1**
www.apreva.fr

Apréva, the largest optional health & social welfare organization in the Northern French region, covers over 715 000 persons and 6000 companies with health, pension, providence and autonomy plans. The Ageing Well programme created by Apréva wants to develop a package of services, allowing each person to better preserve her autonomy, wellbeing and quality of life. E-health and connected devices must strengthen humanity and caring, for the benefit of all. These mutual values guide Apréva in performing its role as an actor of social and solidarity-based economy in the healthy ageing sector.

ARD INFORMATIQUE **STAND A4**
www.xplanet.fr

"ARD Informatique" specializes in planning and time management software based on complex issues. Our expertise in the world of medical analysis has enabled us to acquire expertise that is transferable to many professions. Xplanet, our HRIS enables the design of schedules on workstations, from skills and clearances. In a connected and interoperable world, we have developed a mobile version.

BELAB **STAND F5-E4/4**
www.belab-group.com

BeLab, startup from the bio-incubator Eurasanté, developps new solutions to analyse and measure physiological parameters for e-wealth, e-sport and e-well-being. BeLab presents its first product : E-Patch, the first disposable transdermic patch able to make physiological measure of hydric lost and calories spent with a smartphone.

EXHIBITORS

CABINET DYMA'SANTÉ STAND D1 www.dymasante.com

Since 2003, the DYMA'Santé cabinet has been involved in the following areas: feasibility studies, hospital programming, audit of hospital organizations and processes. The firm makes available a medical plane in the fields of organization, functioning, legal and innovation for the realization of studies of feasibility and of hospital or medico-social programming. The firm intervenes in France and abroad.

CAMANIO CARE STAND E3 www.camano.com

Camanio Care is a care tech company that develops innovative solutions for a good care at home with the individual in focus. Camanio Care offers digital service platforms for digital care, robotics, assistive devices and gamification, with products such as VITAL, BikeAround, Bestic and Giraff.

Through three focus areas; Active Life, Mealtime and Digital care, Camanio Care wishes to support people's basic needs and increase accessibility and quality within health care

CLUBSTER SANTÉ STAND F5-E4 www.clubstersante.com

Clubster Sante is a network of 250 companies in the health sector in the Hauts-de-France region. It has three main missions: Information, networking and mutualisation in order to achieve three objectives: Create business opportunities, collaborate to anticipate the market needs and improve the firm's competitiveness. Clubster Sante offers tools to its members to boost their business in Silver Economy: information, cross-border accelerator (SEAS 2 Grow), experimentation of new Silver Economy products.

CONNECT'AGE STAND A3 www.connectage.fr

CONNECT'AGE is the first personalized platform for multi-sensory games. We have created ATHY, a device connected via Bluetooth to some of our games to broadcast 30 different natural scents. We help therapists and carers to improve the well-being of residents and patients while stimulating all cognitive functions in a fun way and by customizing the level of games according to the user's profile (cognitive functions, potential allergies, place of birth, lifestyle).

COTTOS MEDICAL STAND C3 www.cottos.fr

COTTOS Medical is an industrial society of the silver economy which designs, develops and manufacturing its first product in France. Cycleo, a bike from today to better aging tomorrow. Cycleo is an ergonomic indoor bike adapted to the elderly that offers a virtual ride. He makes the heads and legs of the nursing home residents work.

ERGO-DIFFUSION STAND E3 www.ergo-diffusion.com

ERGO-DIFFUSION is based in Brittany and is specialised in upper body parts solutions. We distribute in France, innovative products such as robotic eating devices, arm supports and robotic arm.

EURASANTÉ STAND F5-E4 www.lille.eurasante.com

Eurasanté is an incubator, a technology transfer tool and a cluster manager in the biotech, medtech, nutrition and healthcare fields in Northern France. It helps French and foreign companies, entrepreneurs, scientists and clinicians with their innovations and development projects. The regional Health sector has a total of 30.800 employees, including 8.000 in the silver economy sector. Eurasanté also promotes the Eurasanté Bio-business Park and organises 4 international partnering events to increase and improve interactions between academia and industry: AgeingFit, BioFIT, MedFIT, NutrEvent.

EURASANTÉ BIO-INCUBATOR STAND F5-E4 www.lille.eurasante.com

For over 15 years, Eurasanté Bio-incubator has accompanied projects emerging from the regional health sector. Acting as a driver of innovation, it helps project initiators and entrepreneurs at every stage. The Bio-incubator relies on a strong network of academic researchers, hospitals, economic and institutional partners and actors specialized in entrepreneurship and innovation. It supported more than 150 projects, giving birth to 85 companies, 500 jobs and 400m € equity raised. It is labelled "French Tech ticket", and thus can welcome foreign start-ups willing to set up a new activity in France.

FAMILIZZ STAND G1 www.familizz.com

FAMILIZZ it is the First Application in France dedicated to EHPAD, residents and families. With FAMILIZZ : strengthen the connection between your residents and their loved one while entrancing the work of your teams. FAMILIZZ make it possible to entrance the quality of service of your structure : this tool is also an opportunity to maintain the links between residents and relatives.

EXHIBITORS

FONDATION HOPALE STAND C4 www.fondation-hopale.org

Fondation Hopale is a renowned healthcare provider, highly specialized in the treatment of osteoarticular and neurological pathologies, disability, chronic and cardiopulmonary diseases. HOPALE LAB is an integrated Fondation Hopale department.

Its ambition is to identify, co-design, co-develop, integrate and disseminate new ideas, solutions and technological devices in health and autonomy. In order to reach this goal, the Living Lab of Hopale mobilizes and looks for innovative partners.

FRANCE SILVER ÉCO STAND B3 www.france-silvereco.fr

France Silver Éco was set up in 2009 as an initiative of the ministry of Economy with the support of the ministry of Health. The association brings together all stakeholders in the healthy ageing sector, both private and public. Its missions : to promote and lead the Silver economy sector, to develop collaboration between public and private actors in the Silver Economy community at both national and international levels, to engage in lobbying, to help the French territories in organising their own strategy regarding the Silver economy and to develop an Observatory of the sector.

GERONTONEWS.COM STAND A6 www.gerontonews.com

Gerontonews.com for nursing home managers (dirigeants d'établissement d'hébergement pour personnes âgées dépendantes – Ehpad). Gerontonews.com presents sector news on a daily basis, with practical experience files on aspects of nursing home management.

EXHIBITORS

GROUPE SOS SENIORS STAND B1

www.groupe-sos.org/seniors

GROUPE SOS Seniors manages 94 institutions and services, including 68 Long-term Care Facilities (or EHPAD) and offers them quality services, in connection with family carers, with respect for their dignity, and whatever the level of income. Together, let's reinvent a company that supports older people who are more autonomous and more involved.

HIPÀ STAND F5-E4/6

www.appartement-hipa.fr

HIPÀ is a demonstration flat equipped with products and solutions dedicated to ageing well and preventing loss of autonomy. This flat is the result of a collaboration between the medio-social sector – La Vie Active – and the economic sector – Clubster Santé. Located in Marles-les-Mines (Pas-de-Calais), this flat is an information and experimentation place, open to the public : the elderly, carers, medico-social professionals, social lessors, companies, local authorities...

This flat allows the meeting between users and designers to best meet their needs.

HOSPIMEDIA STAND A8

www.hospimedia.fr

HOSPIMEDIA is the daily information service for decision-makers and professionals in health sector. Our journalists cover in real-time all the healthcare and medico-social news. They collect and process both national and regional information.

HOSPIMEDIA guarantees to its readers an editorial quality and an independence which have made its reputation for over 17 years now.

INFO LOGI SANTÉ STAND F5-E4/3

www.ils-qualite.com

Info Logi Sante is a company based in Lille that specialises in development of applications that run and manage quality for health care and social institutions. Our software "ILS Qualité" provides reporting & tracking tools, organisation functionalities, simple and intuitive & dashboards that offer real time management to improve the management of the institution. Our vision: Manage your quality system differently!

INNOVATION GALLERY STAND F6-E5

Eurasanté and Clubster Santé showcase innovations dedicated to improve home care services for elderly people in a unique stand created for the occasion of AgeingFit, named "Innovation Gallery". The idea? Being immersed in a flat fully adapted to prevent and balance the consequences of the loss of autonomy. The innovations are coming from 3 projects: the cross border accelerator of the SEAS 2 Grow Interreg project; the call for proposals Silver Surfer which will showcase its 6 best selected innovations ; the products and technologies offered by the HIPA project.

KASPARD STAND F2

www.kaspard.com

How can you be informed rapidly of an adverse event in a room ? Kaspard is providing real-time information to nurses in case of falls or too long bed exits of the elderly. The solution is based on a small contactless sensor on the ceiling that identifies the movements in the room, without image. In case of a fall, an alarm is sent directly to the nurses. They can intervene immediately in case of a fall, the directors receive reports about the night activities and the families are reassured with a safer environment for their parents.

LERGON'HOME STAND C5

www.lergonhome.fr

Lergon'home is specialized in offering solutions for people having reduced mobility and looking for home support. We are the exclusive distributor of the AssiStep, an innovative non-motorized stair aid that guarantees autonomy and security walking up and down the stairs. It consists of a handrail and a handle fixed to a rolling module that prevents accidents when using the stairs. Our aim is to guaranty security, accessibility and autonomy with products such as the AssiStep.

MAASTRICHT INSTRUMENTS STAND B6

www.maastrichtinstruments.com

Physical activity monitoring and wearable technology.

Nutrition and metabolism measurement with indirect calorimeter equipment.

These two product ranges are the core expertise area of Maastricht Instruments. We deliver ready made solutions or work with system integrators and distributors to provide new products and product features.

MCCAIN STAND E2

www.mccain.com

McCain is a family owned company (Canada) and the world's largest producer of frozen French Fries and potato specialties. McCain generates annual sales of around CDN \$9 billion, employs 20,000 people and operates 53 production facilities. The products can be found in restaurants, retail stores in more than 160 countries. McCain products are convenient and nutritious. We pride ourselves on our relationship with the European agriculture industry for more than 40 years with more than 1500 growers.

EXHIBITORS

MERCATE-EVO2 STAND A0

www.evo2-air.com

Mercate is a technology company specialized in indoor air treatment. Mercate presents the EVO2, a new device for professional, to bring fresh air to your professional spaces. Driven by the Advanced Oxidation Process technology, developed during partnerships with renowned research labs like CNRS and INSERM, EVO2 can fully decontaminate chemicals, microorganisms, odours and allergens. Efficient, secure and connected, the EVO2 can provide a pure air all day, every day.

MINTT SA STAND C6

www.mintt.care

MintT is specialized in behavioral analysis. Our ISA solution detects and prevents the falls of elderly people. By using 3D sensors and AI, ISA is at the forefront of technology while ensuring that the individual's privacy is protected.

NUTRI'EARTH STAND F5-E4/1

www.nutriearth.fr

Nutri'Earth develops innovative and eco-responsible flours for prevention of pathologies in seniors. Thanks to our patented methods, our flours contain a natural single component with a high diversity of nutrients (2 or 3 times more than products on the market), extraction free and with a low environmental impact production. Our flours are distributed as capsules and as powder to incorporate in food preparations.

EXHIBITORS

NUTRISENS STAND A2
www.nutrisens.com

Nutrisens was born from a simple idea: to offer nutritionally effective products but still good and tasty. Our mission is to develop, produce and sell nutritional solutions for all stage of life to prevent chronic disease or to preserve patients' quality of life. Thanks to our innovation ecosystem (R&D center, scientific partnerships, professional network, specialized clusters, etc.), we have developed a nutritional expertise on several pathologies like dysphagia, malnutrition, diabetes, neurodegenerative diseases, kidney failure, food allergies, etc.

**NUTRITION HEALTH
LONGEVITY CLUSTER** STAND F5-E4
www.nhl-cluster.com

The Nutrition Health Longevity (NHL) Cluster is a dynamic network of more than 200 members at the intersection of health, biotechnology and nutrition. The NHL Cluster aims to connect academia and industry partners around R&D projects, leading to innovative products. The NHL Cluster focuses on the fields of prevention and treatment of lifestyle-related diseases, such as metabolic and cardiovascular pathologies, neurodegenerative diseases and inflammatory bowel diseases. Its goal is to gather and support players from the health and food sectors in designing, developing and financing their future products and processes.

OROI STAND A1
www.oroj.info

Oroi is a company that applies virtual reality to improve the lives of the elderly people, generating emotional wellbeing and cognitively stimulating them. With more than 100 devices in different elder care centres, Oroj entertainment is a virtual reality platform with over 70 experiences that are daily growing, immersive activities that are adapted to the likes and situations of the elderly population. From travelling to diverse cities and villages, visiting astonishing natural environments or working back again in a farmstead, the users have the opportunity to live emotive experiences while they train cognitive functions such like attention, memory or language.

OVERSPEED STAND D1
www.auradesvilles.com

Since 15 years our company is specialized in the creation, development and manufacture of innovative connected electronic products. Dedicated to Smart Building our brand «L'Aura des Villes» presents digital signage devices with touchable screen, for interactive and playful communication to stimulate and create User Experience with People (Seniors, patients...). Already used by French nursing homes, our special offer «Hospitality and Daily Activity» will be presented on our stand D1.

SANTÉLYS STAND B2-C2
www.santelys.fr

Recognized public utility, Santélys is a non-profit association specialized in health, medico-social and training. For more than 110 years, Santélys has been providing innovative solutions to improve the care of the patient and the home user. Within this context, Santélys is developing an innovative offer of secure housing that is adaptable to progressive loss of autonomy through the "Homily's " brand: a revolution in the concept of seniors' residences!

SEAS 2 GROW STAND F5-E4/5
www.seas2grow.com

SEAS 2 Grow is a European project that aims to boost the development of innovative products and services in the Silver Economy market in order to improve the quality of life for senior citizens in the 2 Seas area (France, England, Belgium, Netherlands). SEAS 2 Grow will build a common strategy at a cross-border level, implying all stakeholders of the Silver Economy market and will offer companies the opportunity to test their innovative products through a cross border accelerator.

SENIORS AUTONOMIE STAND A5
www.seniors-autonomie.fr

The association SENIORS-AUTONOMIE will organize in November 25 & 26, 2019 in Saint-Etienne, the 13th edition of the DEFI-AUTONOMIE. This event brings together national, regional and local experts to discuss our seniors: what advances have been made in the support of seniors and their caregivers? What are the innovations that promote the continued independence of seniors at home? What are the prospects for technology, design and fitness pathways? Conferences, prevention workshops, exhibitors and a major innovation contest for seniors.

SILVER SURFER STAND F5-E4/7
www.lille.eurasante.com

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 (presented as proofs of concept), thus perfectly meeting their needs.

SILVER VALLEY STAND A7
www.silvervalley.fr

Silver Valley gathers the silver economy private and public players. The organisation fosters the conditions to the development of the senior market on a national and international level. With more than 300 members, the Silver Valley is a non-profit organization relying on both private and public funding. The ambition is to boost the development of innovative economical activities meeting the elder's uses to favor ageing better and to create growth and employment.

EXHIBITORS

SILVERECO.ORG STAND B5
www.silvereco.org

SilverEco.org is the online media of Silver Economy. Up-to-date information, news and events are published on the portal. SilverEco.org presents products and services for the elderly and brings together all Silver Economy stakeholders. Every year, SilverEco.org organizes SilverNight, the French event where the SilverEco Trophies are awarded and the SilverEco & Ageing Well International Awards.

STANLEY HEALTHCARE STAND C1
www.stanleyhealthcare.com

STANLEY Healthcare's mission is to empower caregivers – all those who make the world more caring. By connecting caregivers to essential information and to those in their care networks, STANLEY Healthcare helps organizations generate meaningful insights, enhance safety and security, and improve operational efficiency. Our solutions are some of the most trusted in the industry, relied on by over 15,000 healthcare organizations worldwide. We live our mission through active involvement in our communities and through healthcare advocacy — we're proud supporters of the Alzheimer's Association® in its fight to end Alzheimer's.

SUNJEUX STAND F5-E4/8
www.sunjeux.com/jardintherapeutique

SUNJEUX creates therapeutic gardens for hospitals, homes and retirement and rehabilitation centers. Consisting of psychomotor equipment and cognitive activity panels. The program of activities proposes to contribute to the maintenance of the autonomy and stimulates the different forms of memories.

EXHIBITORS

TICC

www.silvereco.org

STAND D2

Transforming Integrated Care in Community (TICC) is a European collaborative project aiming at adapting, deploying and evaluating an innovative organisational model for the home-based 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.

UNAIDE

www.unaide.fr

STAND F5-E4/2

UNAIDE develops and commercializes the connected retirement housing at the own home of people weakened by age or disability. It also contributes to the rest of family caregivers. UNAIDE offers a comprehensive care service for elderly people in complete security and with a strong social bond, by combining human caregivers and technology. Motion and voice sensors analyzed by artificial intelligence system can trigger a dispelling of doubt and human intervention when necessary.

INNOVATION GALLERY

Eurasanté is proud to invite you to discover the latest new technologies dedicated to elderly for a better and more safer life at their own homes.

These innovations will be showcased during AgeingFit (stand n°F6-E5). Let's discover and immerse yourself in a dedicated space, the "Innovation Gallery", where you can see and test innovative technologies helping elderly to live longer at home. Come and find out more about these products and services that are part of 3 projects that we are running with our partners: The **SEAS 2 Grow** Accelerator programme, **Silver Surfer 4.0** and the demonstration flat **HIPÅ**.



LILLE

AND THE HAUTS-DE-FRANCE REGION, A DENSE ECOSYSTEM IN HEALTHY AGEING

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 (SEAS 2 Grow project).



EURASANTÉ

Eurasanté is an incubator, a technology transfer facilitator and a leading cluster in biotech, medtech, nutrition and healthcare in the Northern France region. It helps French and foreign companies, entrepreneurs, scientists and clinicians with their innovation and development projects.

The regional network includes over a thousand companies and 30,800 people working in Life Sciences and Healthcare sectors. It has 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, over 170 companies and 50 laboratories.

www.lille.eurasante.com @Eurasante



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 private and public.

Its missions: **to promote and lead** the Silver economy sector, **to develop collaboration** between public and private actors in the Silver Economy community at both national and international levels, **to engage in lobbying, to help the French territories** in organising their own strategy regarding the Silver economy and **to develop an Observatory of the sector.**

www.france-silvereco.fr @francesilvereco



EUROBIOMED

Founded in 2009, Eurobiomed tops European rankings in all stages of innovation: Education, basic, translational and clinical research, technological innovation centres, 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.

www.eurobiomed.org @PoleEurobiomed



NHL CLUSTER

Nutrition Health Longevity (NHL) Cluster is the only French cluster to combine nutrition, biotechnology and health. Its goal is to bring together and support health and food sector stakeholders in designing, developing and financing their future products and processes. The cluster focuses on the fields of the prevention and treatment of lifestyle 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 age-related diseases.**

www.nhl-cluster.com @PoleNSL

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AgeingFit

Accelerating innovation for the senior care market

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4th edition

**The European event fostering
innovation partnerships
in the healthy ageing sector**

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