

Throwback to the 5th edition of AgeingFit
January 25th – 28th, 2021 | Digital event

A successful 5th edition of AgeingFit, held for the first time in a digital format

From January 25th to 28th was organised, for the first time in a digital format, the 5th edition of AgeingFit, the first European event entirely dedicated to innovation in the senior care market. With over 700 international participants, this unique edition was a real success.

In the context of global health crisis, the AgeingFit organisers and its Steering Committee made the decision to organise the event online together with NutrEvent, the AgeingFit counterpart in the Food, Feed, Nutrition and Health sectors, convinced that all the players involved in Healthy Ageing as well as Nutrition and Health need even more time for interactions and meetings that can lead to business, R&D, and innovation partnerships. The current context has indeed highlighted the importance of research, innovation, and collaboration, proving that this collaborative approach is no more a mere option but the necessary way to develop innovative solutions.

This digital experience over 4 days allowed participants to take away new ideas, collaborations, and funding opportunities, all to build the innovations of tomorrow in the Healthy Ageing sector. AgeingFit gathered **700 attendees** from **25 countries**. During the 4 day-event, **800 one-on-one meetings** were generated, **49 leading experts** in the healthy ageing and the senior care sectors gathered online to discuss the financial and regulatory challenges of the market and provide insights on the latest innovations in connected health, nutrition and care. **20 entities** increased their visibility through the virtual exhibition area, and **20 innovative projects** previously selected had the opportunity to be presented in front of a jury of experts and an audience.

A response to the recent challenges

AgeingFit promotes all the innovations dedicated to improving the everyday lives of older adults and healthcare professionals and to preventing age-related disorders.

Organised by Eurasanté, France Silver Éco, Eurobiomed and Clubster NHL, AgeingFit was held for its 5th edition in a fully digital format and gathered over **700 participants** from **25 countries**. Healthcare system payers, research institutions, academics, healthy ageing companies, care homes, hospitals, home care service companies and investors were there to discover the latest trends in the sector and contribute to develop tomorrow's innovative products and services in the senior care market.

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In this uncertain time, our community needed a framework to meet and interact with international key players to accelerate innovation in healthcare: deals needed to be done, new ideas needed funding and business meetings needed to happen. In this unique context, going online enabled more attendees, such as international delegates, to take part in the event. The digital format also helped us fulfil our promise: to bring satisfaction to our participants and partners in terms of meeting opportunities, deals achieved and partnerships launched.

AgeingFit was held this year thanks to the support of the institutional partners: the Hauts-de-France Region, the North Department, the European Metropolis of Lille and the Hauts-de-France Carsat. Faced with the challenges of an ageing population, the organisations involved in the healthy ageing sector in the Hauts-de-France region have developed a range of products and services for users (care and home care providers) meeting the older adults' needs. Today, many companies are active in the senior care market and are designing economically accessible products and services to improve the everyday lives of older adults while helping them remain independent for as long as possible.

Gripwise, awarded most innovative project in the healthy ageing sector

During the AgeingFit 2021 Innovation Pitches, 20 selected organisations presented their innovative projects in different categories: Monitoring, Care services, Prevention & Coaching, Innovative accommodation model, Diagnostics and Assistive devices.

Represented by Ricardo Moura (CEO), **Gripwise**, a Portuguese start-up, spin-off of the University of Porto, won this year's edition of the Innovation Pitches:

"We would like to thank AgeingFit for the 2021 pitch award. This recognition comes from an organization that is internationally recognized as a reference in the active and healthy ageing space, and that means a lot to us. This appreciation reinforces our conviction that what we are doing is in the right path. It gives us impulse to continue developing Gripwise, our connected and integrated solution to preventively assess frailty in the elderly, in a simple and fast way. With it, it is going to be possible to maintain quality of life and reducing costs at the same time. Thank you very much!"



"60% of the elder population in Europe suffer from some level of physical frailty, and the estimated additional cost for healthcare systems is over €81 billion a year! Preventive assessment of frailty could help with the quality of life and reduce costs for healthcare system payers, but it is complex.

That is why we created Gripwise, the first integrated system capable of the assessing and monitoring frailty in a simple and fast way, without the need for highly skilled professionals. For healthcare professionals that want to keep their patients healthy and active, Gripwise is the best option and we intend to provide them with our solution for a reasonable monthly fee. And, most importantly, we want to help professionals improve people's lives!"

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AgeingFit 2021 key figures

700 delegates from **25** countries
800 one-on-one meetings generated
49 international speakers
20 exhibitors
20 oral presentations of innovative projects

The sixth edition of AgeingFit will be held
on March 1st and 2nd, 2022
in Lille, France

Organisers**Eurasanté - www.eurasante.com**

Eurasanté is a technology transfer tool, an incubator, an accelerator and a cluster manager in the Health field in Northern France. Eurasanté assists French and foreign companies, entrepreneurs, scientists and clinicians with their innovation and development projects. The region includes over 1,000 healthcare companies with 30,800 employees in this sector. Eurasanté also promotes and develops the Eurasanté bio-business Park which hosts 7 hospitals, 4 universities, 7 specialised schools, 170 companies and 50 laboratories within a European-wide scientific and medical site. Eurasanté also organises four international healthcare-related partnering events that aim to increase and improve interaction between academia and industry: AgeingFit (Healthy Ageing), NutrEvent (Food, Feed, Nutrition, Health), BioFIT (Life Sciences), and MedFIT (MedTech, Diagnostic, Digital Health).

France Silver Éco – www.france-silvereco.fr

France Silver Éco exists since 2009 at the initiative of the Economy, Finances and Employment Ministry with the Health Ministry support. The association represents the unifying actor of the healthy ageing sector. It gathers and animates the national ecosystem.

Its ambitions are to facilitate the innovative industry development and a qualitative economy in the healthy ageing sector, to settle a references portfolio for the prevention of the dependence in France and finally to sustain the professionalisation of the public purchases department and develop the innovative public purchase strategies.

Eurobiomed – www.eurobiomed.org

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 270 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.

Clubster NHL – www.clubster-nsl.com

Clubster NHL is a competitiveness cluster and a network gathering 350 members committed to innovation in health and nutrition. Clubster NHL aims to connect academia, industry and health professionals and to foster innovation for better health and sustainable food. Its goal is to bring together and support stakeholders from the health and food sectors in designing, developing and financing their future products and processes.

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