

PRESS RELEASE – MARCH 2022

The healthy ageing ecosystem was present for the return of AgeingFit in a physical format

From March 1st to 3rd was held, in a hybrid format (in Lille Grand Palais and online), the 6th edition of AgeingFit, the European event fostering innovation for well-being in older age. Highly awaited, especially with its return to a physical format, the event enabled more than 650 players in the Silver Economy to discuss the latest news in the sector, as well as to come up with new ideas, collaborations and funding opportunities, all to build the innovations of tomorrow.

With a record edition in terms of participation since its creation in 2017, AgeingFit proves once again that all the players in the sector need time to exchange and meet in order to encourage the partnerships necessary for the development of innovative health solutions, especially in the context of the COVID-19 pandemic, which highlighted a major concern in the field of the Silver Economy: reducing the isolation of seniors while preserving their health.

In order to maintain the quality and diversity of the event's exchanges on an international scale, AgeingFit 2022 opted for a hybrid format to avoid travel difficulties due to the pandemic. In total, more than 650 participants gathered for the event.

A multitude of actors invested to respond to the challenges of the sector

Healthcare system payers, research institutes and academia, healthy ageing companies, care homes, home care service companies and investors were present to discover the latest trends in the sector and to develop tomorrow's innovations for better prevention and management of senior dependency, to improve their quality of life as well as their caregivers' and carers'.

Full house for the plenary session focusing on innovation strategies in the Silver Economy

The conference programme, organised around 5 tracks, allows to highlight the challenges of innovation in favour of ageing well, from prevention to care as well as support. This year, a new track was presented, focusing on age-related conditions with two conferences: The first one on frailty in older adults aimed at answering questions related to the diagnosis of this frailty and the current devices to detect and assist them. The second one concentrated on Alzheimer's disease and the new diagnostic and therapeutic leads for this pathology.

The attendees underlined the quality of the conferences and the speakers, experts in their field. The plenary session gathered more than 100 participants. Moderated by Fereshteh Barei (*Lyon Catholic University*), the panel brought together Jean-Jacques Temprado (*Aix-Marseille University & Active Aging 2.0*), Eric Kihlstrom (*Aging 2.0*) and Samantha Di Rocco (*Careyn*), who discussed innovation strategies in the Silver Economy by answering the following question: « How to meet the needs of older adults of different age groups and health conditions? »



AGEINGFIT 2022

KEY FIGURES

650

delegates
from

25

countries

For this 6th edition, AgeingFit enabled all the players in the Silver Economy to meet up at Lille Grand Palais and also online on the event's platform for participants who could not travel to Lille. In total, no less than 650 international delegates gathered for the 3-day event to discuss the latest trends and innovations in the healthy ageing sector.

900

one-on-one
meetings
generated...

...between the various players from the Silver Economy sector. These meetings and exchanges provide the opportunity to initiate the collaboration necessary for the development of innovative health solutions for older adults.

55

international
experts...

...in the field of ageing well were invited to discuss Silver Economy and, in particular, market access for innovations, prevention and management of age-related diseases, and latest innovations in nutrition and care for the older adults.

40

exhibitors...

...were present in the exhibition area with interactive stands to maximise the visibility of their projects and provide an immersive experience for the participants who were delighted to test the latest innovations for healthy ageing.

25

innovative
projects...

...selected by an international committee had the opportunity to present their innovation to a jury of experts and an audience composed of investors and potential partners. Two of these projects have been awarded and recognised as the most innovative in the sector.





PHLECS & VIRTYSENS

AWARDED MOST INNOVATIVE PROJECTS

IN THE SECTOR

Within the pitch sessions, 23 selected organisations had the opportunity to present their innovative project in different categories : Social innovations, Diagnostics-Monitoring, Telemonitoring, Textile innovations, Digital innovations, Medical devices and Cognitive support.

At the end of the presentations, the start-ups **Phlecs** and **VirtySens**, respectively represented by **David Aubert** (Co-Founder and CEO) and **Guillaume Lucas** (CEO) won this year's edition of the Innovation Pitches.



We are delighted to receive this award for our Full Body Blue Light device that leverages more than 15 years of clinical research and technology development originated at Philips.

AgeingFit has been very successful for us. We have made many contacts with potential customers and partners.

This award will help us to increase the market traction and convince investors for the Series A round we have just initiated.

David Aubert, Co-Founder and CEO - Phlecs



Phlecs is a Dutch start-up founded by 4 former PHILIPS employees with many years of experience in photo-dermatology. Over the last 15 years extensive clinical research has been conducted on photo-dermatology treatments using UV-free LED lighting. [Many studies](#) have been published that show the efficacy of blue light therapy for the treatment of skin diseases such as Psoriasis, Eczema or itching. New studies, not yet published, confirm the safety and effectiveness of blue light therapy for the treatment of inflammatory skin diseases such as elderly itching. The Phlecs Full Body Blue Research device that has been introduced last year after obtaining the medical CE certification. The device is currently used by dermatology clinics to do research on blue light and will be used in large nursing homes that have the facility to provide the treatment. Phlecs has initiated the development of a Full Body Home connected device that brings therapy at patient's bed with 2 patent filings this year. This device will be launched in 2026, sold to nursing homes and home care service providers.



Virtysens is a French company based in Somain in the North of France.

This solution was created for people with long stays or disabilities, in order to "escape" from their daily life and to (re)connect to strong sensations and emotions, sometimes forgotten.

It is an innovative non-medical therapy, adapted to motor, psychological and sensory disorders.

VirtySens' mission is to offer well-being and relaxation to patients in care homes, hospitals or medical and social institutions.

In order to do this, VirtySens has created an immersive virtual reality capsule that stimulates all four senses and allows you to travel around the world. The capsule diffuses smells and hot or cold winds.

It is a kind of reverse teleportation system.



AgeingFit is an event - more than just an exhibition - open to the international scene, with organisers who take great care and highly committed partners.

It is definitely "THE place to be" for all players in the healthy ageing ecosystem who are looking for a quality event where international experts and participants gather.

This is a challenging pitch competition with a great promotion of the companies during the event but also on the web. It certainly requires preparation, but the results are so qualitative that it is clearly worth it! Let's pitch at AgeingFit!

Guillaume Lucas, CEO - VirtySens

ORGANISERS



lille.eurasante.com | @Eurasante

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. 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 to increase and improve interaction between academia and industry: AgeingFit, BioFIT (Life Sciences), MedFIT (MedTech, Diagnostic, Digital Health) et NutrEvent (Food, Feed, Nutrition, Health).



www.france-silvereco.fr | @Francesilvereco

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.



www.eurobiomed.org | @PoleEurobiomed

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.



www.clubster-nsl.com | @ClubsterNSL

Clubster NHL is the only competitiveness cluster where the challenges of ageing and longevity are at the heart of its strategy. It federates a network of 350 members committed to innovation in health and nutrition.

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SAVE THE DATE

Following this successful edition in Lille, we are looking forward to welcoming you again in **Lille** for the **7th edition** on **March 6th & 7th, 2023!**



The European event fostering innovation for well-being in older age



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