

# AGEINGFIT – COMMUNICATION

## AgeingFit at a glance

### AgeingFit Event

Januray 26th & 27th, 2021 | Lille (France)

#### **INNOVATIONS | COLLABORATIONS | INVESTMENT**

With the attendance of retirement and nursing homes, hospitals, research institutes and academia together with healthy ageing companies and investors, AgeingFit is the leading event in Europe for innovations in the Healthy Ageing sector.

#### **WHY ATTEND AGEINGFIT?**

AgeingFit will enable participants to source innovative technologies and products, promote their innovations to specialized institutions, build partnerships with financing structures and facilitate exchanges between these different participants.

Out of 600 AgeingFit attendees, **500 deals have been generated**. The breakdown in terms of nature of deals is the following:

- **50%** of business collaborations (distribution deals, sales of products and services...)
- **25%** of R&D collaborations
- **25%** of financing deals

*Estimate based on the measurement of 2018 and 2019 delegates' outcomes*

#### **KEY FIGURES:**

- **600+** delegates
- **300+** organisations
- **25+** countries represented
- **500** deals generated in 2019

#### **PARTICIPANTS:**

For its 5<sup>th</sup> edition, AgeingFit will gather actors from silver economy as industries, service providers, accommodation and care facilities, private and public research institutes, specialized associations and clusters, investors, health insurance providers, legislators and institutions.

In 2020, for example, we have been able to count on the presence of: *Apréva, Stanley Healthcare, KPMG, Santély, AG2R La Mondiale, McCain, Korian, Silver Valley, AAL Programme, Age platform Europe, Bpifrance, Mediterranean Tower Ventures, Bluelinea, Carecom, Cottos Medical, Health Valley Netherlands, Groupe SOS Senior, Innovate UK, Kerosty Mobility Solutions, Smart Ageing Living Labs, Aesio...* For the complete list of 2020 participants, click >>[here](#)<<.

#### **INSIDE THE EVENT**

- [Conferences and roundtable discussions](#)
- [Innovation presentations](#)
- [An exhibition area](#)
- [Pre-qualified one-to-one meetings](#)
- [A meeting area to foster collaborations between healthcare professionals and healthy ageing companies](#)

- An informal networking reception

#### DOWNLOAD THE BROCHURE:

- [2021 Brochure](#)

Please feel free to widely share this document with your colleagues, network, partners...

#### Be part of the event

- [Register now](#)
- [Book your booth now](#)

**Website:** [www.AgeingFit-event.com](http://www.AgeingFit-event.com)

**Twitter:** [@AgeingFit](#)

**LinkedIn :** [@ageingfit-event](#)

#### Contact:

Marine PENTIER

Business Development Manager

[mpentier@eurasante.com](mailto:mpentier@eurasante.com)

#### Website





Come and meet us during AgeingFit on **January 26<sup>th</sup> and 27<sup>th</sup>, 2021** in **Lille!**

**AgeingFit** is the **leading European event** dedicated to **innovation** in the **Healthy Ageing** sector and will gather over 600 international attendees from more than 25 countries.

For its **5th edition**, AgeingFit will gather healthy ageing companies, service providers, accommodation and care facilities, private and public research institutes, specialized associations and clusters, investors, health insurance providers, legislators and institutions...

Their goal? **Fostering business, research and financial partnerships with the objective to launch innovative products and services to the senior market.**

#### AgeingFit features:

-  conferences and roundtable discussions that address cross-cutting challenges in the sector and highlight growing segments of the economy
-  innovation presentations: selected organisations will present their innovative projects in the 50+ market
-  an exhibition area: Ideally located at the center of the event, the exhibition area enables participants to build a qualified network, highlight their skills and enhance their visibility
-  one-to-one meetings: Through an online partnering platform, AgeingFit attendees can schedule up to 30 meetings to discuss potential partnerships

**Web site:** [www.AgeingFit-event.com](http://www.AgeingFit-event.com)

**Registration:** <https://www.ageingfit-event.com/about-ageingfit/registration-fees/>

**Twitter:** [@AgeingFit](#)

#### Contact:

Marine PENTIER  
Business Development Manager  
[mpentier@eurasante.com](mailto:mpentier@eurasante.com)