



The demographic challenge of an ageing European population raises numerous political, social and economic questions. It is possible to **change the perspective on this challenge** and to **make it an opportunity** for our elderly, our healthcare professionals, our territories and our companies. By adapting its offer already existing to the specific needs of this market, **any company can create new opportunities for itself on the Silver Economy market.**

With 96 million people aged over 60, the Silver Economy European emerging market is the biggest market of the world. However, **SME are cautious to break into it.** The client's segments are very characterized, the distribution networks split up, and the regulatory and cultural barriers in the internationalization process significant.

These challenges have the **consequence to limit on territories the creation of jobs, economic and social value and the opportunity to perpetuate entire industrial sectors.** The **elderly and the healthcare professionals** find themselves deprived of **innovations** which could answer their specific needs.

We consider that the **market of Silver Economy will be mature in 10 years.**

How to support the companies in all relevant industrial sectors of the Silver Economy so that the entire ecosystem's stakeholders are winning and so that this market takes off?

The consortium of the project ICT4SILVER invites you to participate in a conference presenting answers to these questions.

AGENDA

16 :30	Welcome
17 :00	Keynote What difficulties SME are facing when entering the Silver economy market? By Liliana Ferreira, leader of Fraunhofer AICOS (Portugal).
17 :30	Which economic development tools are developed and tested in Europe? Usage study as a tool for SME to have a faster access to market, by ICT4SILVER project Silver Economy accelerator "AgeTech accelerator" as a tool to develop your business, Joseph PUCEK, CLUBSTER SANTE, manager of Seas2grow project.
18 :00	Which intervention framework are available for you to support your SME ? The opportunity of a Cluster and Living Lab alliance across Europe, by ICT4SILVER project The vision of the European Commission on that problematic (tbc)
18 :30	Conclusion by Antonio Remartinez, Consultant for Ageing and Health sector and Eurico Neves, Innovation Expert – Evaluators of ICT4SILVER

After the event, you are welcome to join us around a cocktail buffet to discuss collaboration opportunity.

Come and join us !



ICT4Silver project is helping around 20 SMEs to better understand users', caregivers' and care workers' needs, validate and promote Silver Economy products and Services (developed or provided by SMEs within the Southwest Europe) and how to target Portuguese, Spanish and French markets.

ICT4Silver is funded under INTERREG SUDOE programme and gathers 9 partners from France, Portugal and Spain: Agence de Développement et d'innovation de la Nouvelle-Aquitaine (FR), Autonom'Lab (FR), Home Care Lab (ES), KIMbcn (ES), Tecnalia (ES), GAIA (ES), Associação TICE.PT (PT), Cluster TIC SANTE Nouvelle-Aquitaine (FR) and Polytechnic Institute of Cavado and Ave (PT).

