Elder Care Asia 2018
4th International Exhibition and Conference on Healthcare and Wellness for Seniors

1-4 November
Kaohsiung City
Taiwan

Towards Active Aging in a Healthy and Dignified Third Age
Global Health Conference & Industry Forum
ECA successfully combines trade fair with health conference and industry forum. Attracting thousands of academic and healthcare professionals, NGOs and public officials to discuss the latest trends and technologies for the silver-care industry.

Elder Care Asia (ECA) is Taiwan’s biggest international trade fair with focus on products & services for seniors, including elder-friendly facilities, active and healthy lifestyle as well as fitness products. ECA was launched in 2015 to cater to the niche silver-care market in Taiwan, part of the huge market in Asia.

Elder Care Asia is linked to silver-care trade fairs in Taiwan, Japan, Korea, China and countries in SE Asia, driving buyers and visitors to connect and network. The show is sponsored by the Taiwan Bureau of Foreign Trade, Kaohsiung City Government and the Ministry of Health and Welfare, as well as supported by more than 40 industry-related associations.

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FACTS ABOUT ECA 2016

8,000m² exhibition space

1,800 local & overseas professional buyers

12.5% international exhibitors

1,800 local & overseas professional buyers

36,087 visitors from 14 countries

Global Health Forum 943 delegates from 50 countries

308 international participants

more than 1,775 industry forum delegates

more than 14 side events

Aiming for the best in systems, technologies, equipment, products and services for the silver-care market to improve the life of the elderly.

The Winner of the TAIWAN MICE AWARD 2016

Category “Exhibition”. ECA attracted exhibitors from 14 countries and visitors from 46 countries, making it a milestone in the silver care industry in Kaohsiung Taiwan.
ECA 2018

**WHAT TO EXPECT IN 2018**

- 10,000m² of exhibition space
- 2,500 professional buyers and 50,000 visitors
- Advanced medical technology and equipment focused on eldercare
- Day care center demo house
- Discussions on long-term care policy 2.0
- Health conference & industry forum
- Competitive and innovative products
- Largest and newest MICE venue in Taiwan
- Business matching service

**EXHIBIT CATEGORIES**

**Healthcare**

- Health management, health improving equipment, assistive devices
- Wearable gadgets, eHealth platform, tracking, diagnostic, nursing, physiotherapy, hoisting equipment, wheelchairs, injury prevention facilities

**Lifestyle**

- Fitness, food, wellness, active aging
- Sports, exercise, nutritional supplements, nutrition, wellness, beauty, anti-aging, lifelong learning

**Architecture**

- Facilities, long-term care 2.0, finances, caring services
- Remote control medical/caring system, senior friendly facilities, barrier-free facilities, smart housing, insurance, eldercare training, meal delivery, financial and investment services, mobility and safety

**Exhibition Profile**

- Exhibition
- Industry Forum
- Business Matching
- Global Health Conference
- Side Events
Taiwan

is a major market for U.S. medical device exports and is ranked among the top 25 in the world in terms of value.

The 2015 medical device market in Taiwan grew to approximately US$3.5 billion and will continue to grow at a CAGR of 7.7% from 2014 to 2019 (BMI Research). Over 70% of the market is still covered by imports, 34.9% of which come from the U.S.

Taiwan also has one of the highest per capita healthcare spending in the Asia Pacific region (US$2,546 per person in 2014). Already one third the spending in the United States.

**Expenditures (2013)**
- Healthcare: US$ 32.4 billion (6.6% of GDP)
- Pharmaceuticals: US$ 5.4 billion
- Medical devices: US$ 3.5 billion
- Biotech: US$ 3.3 billion

**THE SILVER MARKET IN TAIWAN**

**Fast aging, low birthrate**
Taiwan’s 65+ population grew to 2.93 million or 12.5% of population. The birth and fertility rate is among the world’s lowest.

**Long-term care 2.0**
Launched by the Taiwan government with a total budget of US$13.4 billion to subsidize elder / disabled people. Goal: Triple the number of eldercare centers in Taiwan!

**Superior medical travel**
Arrival of over 200,000 foreign medical tourists per year

**7.9% Annual growth**
for medical devices

**Strong purchasing power**
Healthcare expenditures USD 34.15 billion, pharmaceuticals USD 5.4 billion, medical devices USD 4.3 billion for Taiwan’s 23 million population. With GDP (PPP) USD 47,800, foreign reserves USD 456.9 billion, ranking #5 in the world.

(Source: CIA World Factbook)

**Healthcare facilities**
494 Hospitals, 21,683 clinics with 162,163 beds. 234,815 registered health workforce (according to official 2016 statistics)

**340% growth in silver market**
expected by 2025 in Taiwan, associated with the aging population

(Source: Taiwan’s MOEA)

**TAIWAN ECONOMIC**

**$456.9 billion**
Reserves of foreign exchange and gold: No. 6 in the world

**US$47,800**
GDP per capita (PPP), 2016 (est.)
No. 4 in Asia, No. 30 in the world

**US$248.7 billion**
Import Volume, 2016 (est.)
No. 6 in Asia, No.18 in the world

**20.6% over 65**
“Super-aged society” by 2026
Huge Market Opportunities for Senior Care Market
Rapid Aging of Taiwan and Long-term Care 2.0

LONG-TERM CARE 2.0

In January 2017 the Taiwan government launched the 10-year long-term care plan 2.0. This plan allocates a budget of 40 billion NT$ (US$ 1.34 billion) per year for the next 10 years, or a total of US$13.4 billion, to subsidize elder and disabled people. This extra budget will be a tremendous boost to the growing silver care industry in Taiwan! The goal set is to increase the number of elderly Day Care Centers from currently 158 to 469 facilities island-wide.

This is a huge opportunity for overseas companies to meet with government officials, associations and companies involved in building, equipping or servicing these new Day Care Centers. Overseas companies should introduce their products or services to tap the huge market addressed by the long-term care 2.0 policy.

SUPER-AGED SOCIETY BY 2026

Taiwan’s society is aging fast. Expected to meet the criteria for an “aged society” in 2018 with 14.5 percent of the population 65 or older, and a “super-aged society” in 2026 when that figure reaches 20.6 percent.

The rapid growth in this segment of the population creates an enormous need for long-term care and home-based care services.

TAIWAN HEALTHCARE EXPENDITURE

![Graph showing healthcare expenditure in Taiwan from 2009 to 2018](image)

- **Public expenditure on healthcare**
- **Private expenditure on healthcare**

*Source: Ministry of Health and Welfare, Taiwan; Business Monitor International*
ECA is the best platform for the senior care & healthcare market in Taiwan and provides a springboard to China and the South East Asian market, easing market entry, free economic pilot zones and Taiwan-China trade agreements, upgraded communication and copyright protection.

Perfect for new products entering Asian markets.

WHO SHOULD EXHIBIT
- Manufacturers, exporters, distributors
- Hospitals, nursing home operators
- Developers, builders and designers
- Senior service providers
- Homecare retailers and providers
- Institutions and healthcare agencies
- Investment, real estate and insurance
- Financial institutions

WHO SHOULD ATTEND
- Healthcare facility operators
- Health professionals and nurses
- Importers, exporters, traders
- Public healthcare givers
- Officials from governments and NGOs
- Academic institutions, media

SPONSORING OPPORTUNITIES
Elder Care Asia 2018 and the Annual Global Health Conference offer various sponsorship packages which can be tailored to your needs. Including different advertising opportunities during show days, website banners, placement of ads in newsletter promotion, magazine features, social media features, badge or tickets ads, speaker slots and more.

Catch the next big wave of business opportunities in Asia!
Exhibition Rates (incl. VAT) | Normal Rate | Early Bird for bookings before March 31, 2018
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Shell Scheme Booth (9 square meters) | US$ 2,700 | US$ 2,475
Raw Space (per square meter) | US$ 250 | US$ 225

1. The minimum booth rental area is 9 square meters.
2. Exhibitors may contact either the official contractor or contractor of their choice to set up the stands.

Standard Booth Reference

Booth measurement: 9sqm (300x300x250cm/H)
Standard equipment includes:

1. Needle punch carpet*9sqm
2. Company name fascia board*1set
3. Standard partition H=250cm*1set
4. Spotlight 18W*3pcs (Yellow light)
5. Socket 110V/5A*1pc
6. Folding Chair*2pcs
7. Info Counter*1set (100x50x82.5cm/H)
8. Waste Basket*1pc
The joint organizers Intercon Taiwan and Interfama Singapore have over 40 years of experience organizing trade fairs and events in Asia (since 1974). Supported by the relevant government agencies, trade and professional associations and industry players, the organizers are committed to delivering a great platform for the industry.

VENUE

The Kaohsiung Exhibition Center (KEC) is the iconic seafront MICE venue in Kaohsiung. With over 25,000m2 of indoor and outdoor space and a large variety of conference rooms, it offers all the modern facilities to suit your event’s needs.

ORGANIZER

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