





黃金時代
展覽暨高峰會
GOLDEN AGE
EXPO & SUMMIT
2021

想·創·智齡城市

Reimagining Smart Ageing City

 Virtual: 2021/8/16-2021/9/15

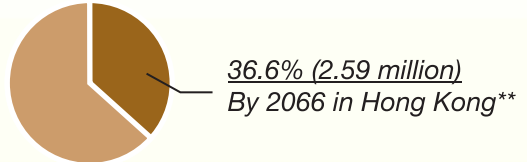
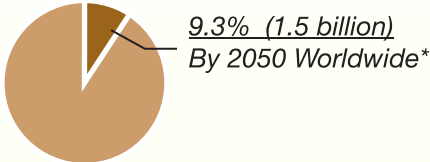
 Physical: 2021/8/27-29
Hong Kong Convention & Exhibition Centre



Reimagining Smart Ageing City

The circumstance in 2020 has presented an unprecedented challenge to the entire world. The “new normal” has made it imperative for all sectors to rethink and reimagine the future society which is quickly ageing.

65+ Population Forecast



Asian cities are also experiencing a sharp demographic transition, presenting a huge unexploited market. The Asia Pacific's ageing market value is estimated to hit US\$4.56 trillion by the year 2025. This marks an increase of 43% from US\$3.2 trillion in 2020. However, technologies, products and services for Smart Ageing are still in an infancy stage in Hong Kong, China and ASEAN countries. This represents vast opportunities for forward-looking companies to explore.

Proven Records

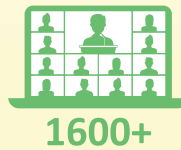
Golden Age Foundation has been advocating ageing innovation to address ageing issues. It has also taken the lead to support Golden Agers (aged 45+) to become a driving force of the society. In an effort to augment universal participation, the first-ever Golden Age Expo and Summit (GAES) was held in 2016 which has successfully become a cross-sector and cross-generation collaborative platform over the years. Due to the COVID-19 outbreak, the 2020 event was held online with vast success as shown below.



Number of Expo Members



Number of Visitors



Real Time Participants



Reached Worldwide
via Facebook Live

Data from GAES 2016-2019

2020 Online Summit due to Covid-19

*Source: *World Population Ageing 2019: Highlights* by Department of Economic and Social Affairs, United Nations

**Source: *Hong Kong Population Projections 2017-2066* by Census and Statistics Department, HKSAR

Learn more from our previous event video (GAES 2019):



Golden Age Expo & Summit (GAES) 2021

The world has entered a dynamic era of integration and interaction powered by the internet. In 2021, GAES will extend the reaches through a hybrid event model which offers both virtual and physical participation. This will be the most effective way for business entrepreneurs, regional community leaders, global professionals and policy makers to exchange insights, share good practices and expand their networks.

All participating organisations, our Expo Members, will enjoy one-stop exhibition services and year-round support. GAES is your ultimate platform to establish brand image, broaden geographical reach, generate business and foster collaboration. Expo Members can also enjoy double exposure through both physical and virtual expos.

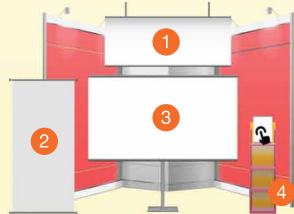
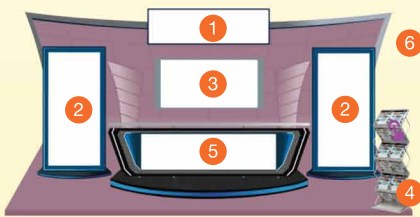
3-Day Physical Expo (2021/8/27-29, Fri - Sun)

Standard Booth - 3m x 3m	HK\$23,000
Compact Booth - 3m x 2m	HK\$19,000
Information Booth - 2m x 2m	HK\$15,000



The fee includes booth space rental, fascia board with company name, partitions, carpeting, 1 information counter, 2 chairs and 2 spotlights, logo exposure with hyperlink on official website.

1-Month Virtual Expo (2021/8/16 – 2021/9/15)



Mega Booth HK\$6,500

Standard Booth HK\$4,500

- 1 Top Banner (JPEG)
- 2 Pull up Banner (JPEG)
- 3 Video (within 5mins)
- 4 Pamphlet (PDF)
- 5 Table Banner (JPEG)
- 6 Sales Representation Functions:
 - Live Chat
 - Leave Message by email
 - Schedule Online/Office Meeting
 - Video Call

Feedbacks

“ This is a good event for the business sector. We get real business and contacts here, rather than just exposure.

- Ms Aries Lee, Founder & CEO of HOHOLIFE ”

“ Great and interesting discussion. It provides strategic direction for Hong Kong moving towards smart ageing. Not high sounding, but practical, evidence-based, innovative, and heterogeneous approach to fit the needs of different groups of elderly people.

- Joan Ho, Visitor ”

Sponsorship Opportunities

Creative ideas never end. GAES offers a range of sponsorship and unique promotional opportunities to help you build brand awareness and reach specific audience, including tailor-made themed pavilion, get-together reception, speaking session, premium giveaways, etc. Talk to us and let's work out a perfect solution to meet your strategic needs.

Smart Ageing Award

This Award recognizes the contributions and innovations of the practitioners, and to encourage more collaboration conducive to the development of Smart Ageing City in the region. Do nominate to join force in building the Smart Ageing movement.



GOLDEN AGE FOUNDATION
黃金時代基金會
(Charity No: 91/14446)

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