

10th China International Exhibition of Senior Care, Rehabilitation Medicine & Healthcare

2015. 4. 22 - 24

Shanghai New International Exhibition Centre
2345 Longyang Road, Shanghai



A dynamic platform to reach Asia's fast growing market for Aging Industry and Rehabilitation Medicine

As the **first** professional trade show in China, CHINA AID was successfully held 9 editions over the last 14 years and enjoys high reputation in Aging and Rehabilitation Industry in Asia and Pacific region.

With **strong** supports from government authorities, CHINA AID 2014 coupled record-breaking quantity of exhibitors and visitors in 20,000 m² show space.

China, the world's most populous nation, is facing an era of rapid aging that will outpace the aging of most other countries. Between 2010 and 2040, the proportion of people aged 65 and older will rise from 7 percent to 25 percent. There are 86 million disabled people in China and 90% of them have rehabilitation needs. But unfortunately only 10 million of them can receive rehabilitation therapy.

The huge number of aging and disabled population brings tremendous pressure on society. Meantime, it also brings infinite **opportunities**. Aging industry is becoming the most potential economic growth point for China in next decades. For reaching balance between supply and demand, China State Council issued *Opinions on How to Speed up Chinese Senior Services*, which releases a very positive signal for market.

A leading industry trade event with long-term support from major brands



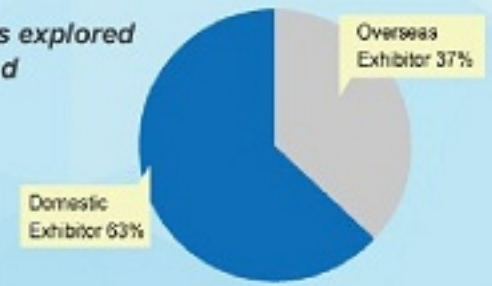
More exhibitor brands, please visit www.china-aid.com

Impressive figures proved CHINA AID 2014 the key marketplace at Asia Pacific

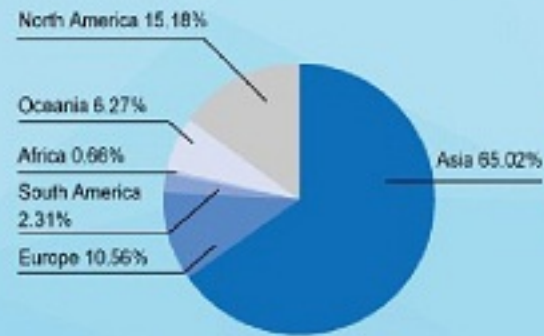
★ Attracted rising number of overseas exhibitors

More than 300 companies from U.K., Germany, Austria, America, Japan, Belgium, Denmark, Italy, Sweden, Canada, Iceland, Australia, Singapore, etc. altogether 16 countries and regions, showcased new products and technologies at CHINA AID 2014 with a floor space of over 20,000 m².

113 overseas exhibitors explored the booming market and got a head start at CHINA AID 2014.

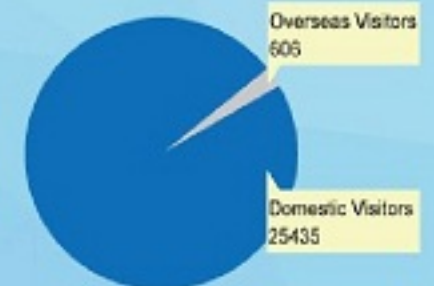


★ Met worldwide buyers in one place



26041 visitors to CHINA AID 2014. The number increased 36% than that of 2013.

606 overseas visitors from 36 countries and regions.



★ Face up to decision-makers



53.95% of visitors are decision-makers, 43.87% with procurement plan during CHINA AID 2014.

Full spectrum of products on display



- ★ **Assistive Technology**
Barrier free living aids
Mobility and Transport aids
Vision and Listening Aids
Communication and Telecare Aids
Eating utensils
Artificial limbs
Orthotics and Prosthetics
Orthopedic aids
Sporting equipment for the disabled
Adaptation



- ★ **Senior Care**
Community day care and Household Care Service
Intelligent and IT service
Nursing home
Financial and Insurance Service
Elderly-care personnel training
Senior Tourism
Charities and Advice



- ★ **Nursing Care**
Bathing and Showering Facility
Personal care and Hygiene
Nursing and Medical Care
Bed related
Diaper
Anti-bedsores cushion
Clothing and Aids For Personal Protection
Prevention products



- ★ **Livable Building**
Age-friendly Furniture
Toilet Accessories
Barrier free building design institution
Age-friendly apartment and Community
Home automation
Architectural design and Planning



- ★ **Rehabilitation Medicine**
Neurological rehabilitation equipment
Orthopaedic rehabilitation equipment
Pediatric rehabilitation equipment
Physical training facility
Physiotherapy equipment
Hydrotherapy facility
Functional evaluation equipment
Spinal cord Injury rehabilitation equipment
Chinese medicine rehabilitation equipment
Rehabilitation institution



- ★ **Health Care**
Nutrition and Wholesome Foods
Fitness equipment
Wearable fitness equipment
Massager
Anti-aging product
Gym
Physical examination center

You will meet them at CHINA AID 2015:

- Local and central administrations from governments
- Related associations, charities and NGO
- Hospitals and rehabilitation centers
- Nursing homes, senior care and health care institutions
- Importers, agents and distributors
- Investment companies and property developers
- Professional and public medias
- Physicians, physical therapists, speech therapists, doctors, and nurses
- Senior education and activities centers, universities and colleges, research centers, and special education schools
- Senior, disabled users and relatives



Value-added fringe programs enhance show quality and reputation

- China International Forum on Aging 2015
- China International Conference on the Development of Senior Residence 2015
- China Forum on Nursing Homes 2015
- 4th China Senior Welfare Product Design Competition
- 3rd Directors Forum of Rehabilitation Hospitals
- 4th International Conference of Rehabilitation Medical Engineering (CRME 2015)
- Senior Care and Rehabilitation Technology Innovation Forum
- Australia Senior Care Forum
- Match-making Meeting for Distributors
- Product Presentation



Global Promotion Campaigns

To encourage high quality visitors to attend the show, we carry out extensive international and domestic marketing campaigns for its comprehensive industry database, including:

- ★ Advertising in trade media
- ★ Public relations campaigns
- ★ Direct mail
- ★ E-newsletters
- ★ Promotional campaigns at global fairs
- ★ Personalized customer e-invitations
- ★ Mobile applications
- ★ Online social networks(Weibo, Wechat, etc.)

How to apply for CHINA AID 2015?

★ Booth Rates

Zone	Raw Space	Shell Scheme
A	RMB 1,480/ m ²	RMB 14,800 / 9m ²
B	RMB 1,080/ m ²	RMB 10,800/ 9m ²

Raw Space: ≥36 sqm, Including: space rental, security, exhibitor passes.
Shell Scheme: ≥9 sqm, Including: space rental, security, exhibitor passes, stand construction and dismantling, 2.5m partition wall, carpet, 1 information table, 2 folding chairs, fascia with company name both in Chinese and English, 2 spotlights, 1 power socket, 1 wastepaper basket.

10% discount to application before Nov 30, 2014
5% discount to application before Jan 31, 2015

Contact

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www.hkeld.org