

Supply-Demand Matchmaking Conference of the 2nd China International Import Expo Plan for the Senior Care Event

Welcome to the event!

I. Time and Venue

Time: November 6-8, 2019

Venue: Hall 1.2, National Exhibition and Convention Centre (Shanghai)

From 13:30 to 17:30 on November 6, one-to-one talks with domestic enterprises will be held in the discussion area.

II. Targeted Overseas Companies

i. Providers of supplies for the aged: including daily life and nursing supplies for the elderly (bath chair, toilet chair, nursing bed, etc.), medical devices (blood pressure and glucose meter, hearing aids, etc.) and health care products, medicines, etc.

ii. Providers of services for the aged: mainly including providers of services to the elderly in food and living, sanitation, life care, health management and recreational activities and other services. For example, the elderly care homes, day service centers for the elderly, food service facilities, nursing stations/institutions and operators of senior apartments, etc.

iii. Real estate companies for the aged: service providers who provide aging-friendly design (including the development of housing products for the elderly) and combine health housekeepers and senior care operations in architectural design, landscape planning and decoration standards.

iv. Senior care financial service providers: includ-



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ing pension inclusive finance for the elderly and financial enterprises supporting the senior care industry, such as selling endowment insurance and pension-type wealth management products, providing loans to senior care institutions, supporting the listing and financing of senior care institutions, encouraging senior care institutions to issue bonds, and promoting registration and distribution of senior care-targeted securities investment funds.

III. Services Available to Overseas Participating Enterprises

i. “One-to-one” talks: The event will invite buyers from senior care industry in China. Through precise pre-event matching, on-site translation, assistant communication and other professional services, the event will make its best to promote successful cooperation between buyers and overseas enterprises in terms of trade, technology and investment.

ii. On-site product display: Spaces will be provided for free to the enterprises for display of food/medicine companies’ image, health care equipment and devices, and assistive devices for the elderly. The enterprises may bring their own products and image promotional videos for promotion, or bring small health care equipment, nursing equipment, rehabilitation equipment, behavioral assistive devices, audio-visual aids or other products, and invite the buyers to experience the products on the site.

iii. Themed publicity and promotion: A business promotion room of 30 persons is available on the site for free. Senior care enterprises/institutions may give lectures on health counseling, food and medicine safety misunderstandings, prevention of diseases, senior care policy advocacy, and publicity and education on the elderly.



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IV. Influence of the Event

i. Mainstream media coverage

The event will be covered by influential media in China. The first Supply-Demand Matchmaking Conference of the First China International Import Expo, organized by the Bank, once appeared on the CCTV Xinwen Lianbo.

ii. Visit by and exchanges with VIP guests

Important international and domestic guests will be invited to the event. Enterprises participating in the event will have the opportunity to talk to them face to face.



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