

China International Silver Industry Exhibition

October 9-11, 2014

Poly World Trade Center Expo, Guangzhou, China

SIC 2014 Post Show Report

Supervising Authorities:

-  China National Committee on Ageing
-  All-China Federation of Industry & Commerce
-  Peoples Government of Guangdong Province
-  China Council for the Promotion of International Trade

Hosts:

-  China Silver Industry Association
-  China Poly Group Corporation
-  Guangdong Committee on Ageing

Organizer:

-  Poly Real Estate Group Co., Ltd.

Event Management:

-  Guangzhou Poly Jinhan Exhibition Co., Ltd.

www.silverindustry.cn



SIC 2014 Overview



The First International Silver Industry Exhibition of the Largest Scale in South China

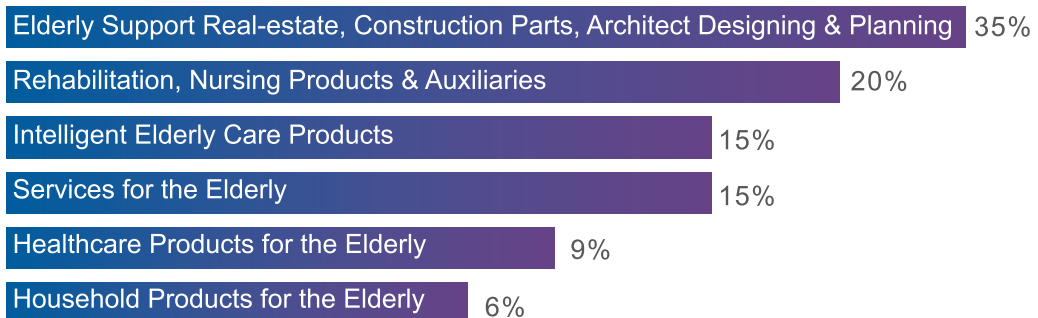
The 1st China International Silver Industry Exhibition (SIC 2014), co-hosted by China Poly Group Corporation, China Silver Industry Association and Guangdong Committee on Ageing, came to a successful close in Guangzhou, on October 11, 2014. World leading elderly care supplies, facilities and equipments, elderly friendly building parts, and solutions for elderly home care are exhibited at Poly World Trade Center Expo. Experts in the industry are invited to discuss on the burning issues of the industry at the concurrent forum, with an aim to jointly build a professional, high-end and practical global platform for the international silver industry.

Exhibition Area **11,000** m²

Exhibitors



Exhibit Ranges



98% of the exhibitors were satisfied with the exhibition

81% of the exhibitors were satisfied with the quality of the visitors

62% of the exhibitors will participate in next exhibition

Exhibitors

Achievement of Exhibitor Objectives



Satisfaction for Target Visitor Groups

Welfare Organizations	93%
Hospitals, Rehabilitation Centers	87%
Manufacturers, Agents, Distributors, Wholesalers, Retailers and Traders of Related Products and Equipment	86%
Retirement Houses, Sanitariums, Societies	84%
Elderly Support Real-estate Developers, Architect Designing & Planning Institutes	83%
Relevant Research Institutes	83%
Doctors, Caregivers, Nurses, and Other Professionals	75%
Public Buyers: Families and Individuals	74%
Relevant Government Departments and Personnel	71%
Supermarkets, Department Stores, Chain Stores, Specialty Stores, Drug Stores, etc.	65%



Exhibitors

Number of Exhibitors

150

Comments by Exhibitors

Beyond Our Expectation

Promising

"We have received pre-orders from senior care institutions, nursing homes, and care service providers. It's far beyond our expectation. We were too busy with receiving visitors at our booth to attend the forums. I believe that the future of SIC is promising. It is bound to grow into a barometer of the Chinese senior care industry."

Mr. Cui Jingxue, General Manager of Younger Life Senior Living Industry Co., Ltd.

The Most Professional Platform

"In my opinion, this is the most professional platform for exhibiting elderly products in China. We understand the development trend of elderly friendly residence and focus in this market through this exhibition. There are huge potentials and vast opportunities in the future. This exhibition confirms our belief in making more investment for the benefit of the elderly care market in China. This is the best of what we have learned during this visit."

Mr. Li Jin, GM of Toto (China) Co., Ltd.

Elderly Care House

Agent

Will Come Again

"I believe that this exhibition will help to boost our brand marketing in southern China. Among our visitors there were professional nursing homes, agents, and public visitors. They showed great interest in our products. The organizer's service and number of visitors are both as good as we expected. It's very rewarding so we will come gainnext year."

Mr. Tahara Keisuke, General Manager of France Bed Holdings Co., Ltd.

Highly Specialized

Open Platform

"There are many highly specialized visitors here, many of who come to look for projects. This brings us very good opportunities and chances of cooperation. I consider this exhibition as a platform for matching resources and an open platform for learning about the target groups. This exhibition is very good. We believe that we will come back again in the next edition."

Mr. Cao Chuang, Brand Manager of Pinetree Care Group

Brand Exhibitors

TOTO

Hidocase

Haier

科勒 KOHLER

易诺威讯 innocare

HITACHI Inspire the Next

DIRECT SUPPLY

携康网 3912550.com

美耐舒床 FranceBed

Pinetree 百树康护

oasis 奥维斯

old new 老人生活新主张

DONFENG 东风集团

文化村

THEFORD Leading mobile solutions

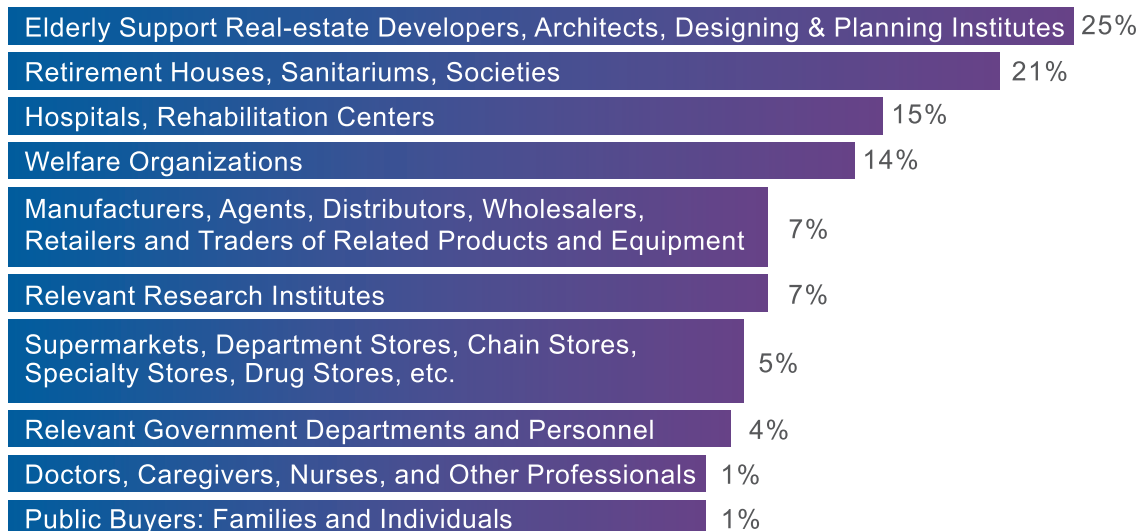
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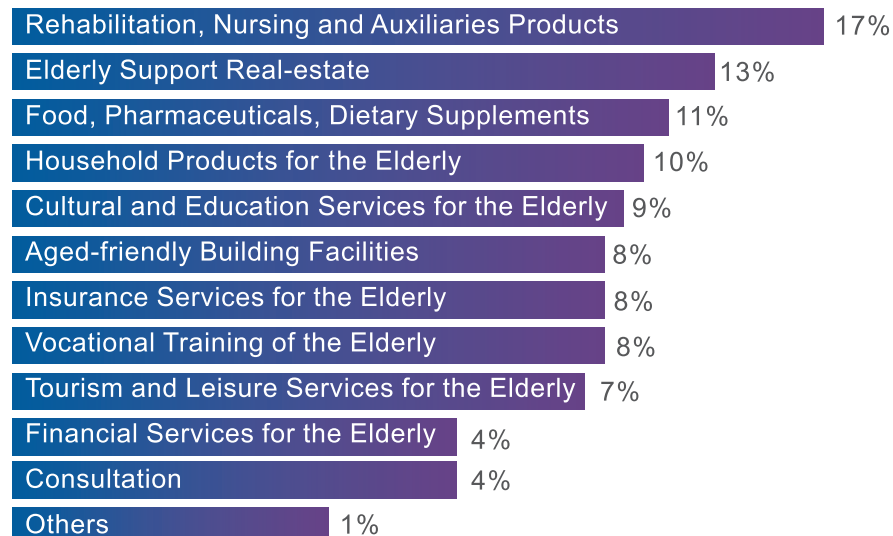
CHINA LEE 中国人寿

Visitors

Visitor Breakdown by Industry Sector



Visitors' Interests by Exhibit Ranges



Number of Visitors 19,000

Professional Visitor Groups

Guangdong Real Estate Association
Guangdong Province Pension Service Industry Promotion Association
Guangzhou Social Welfare Service Association
Guangzhou Social Workers Association
Zhuhai Social Welfare Service Association
Dongguan Puhui Social Work Service Center
Hong Kong Council for Technology & Creation
Audiology Development Foundation of China
Home for the Aged
Pine Care Group
Elderly Resources Center of Hong Kong Housing Society
Hong Kong Elderly L&D Commission



Visitors

Visitors' Target of Visiting

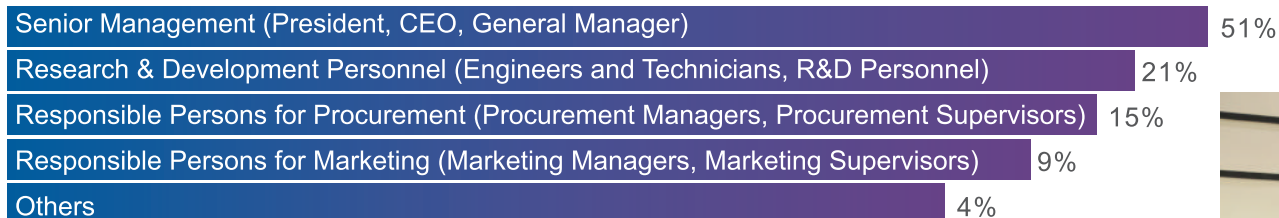


88% of the visitors were satisfied with the exhibits

85% of the visitors held decisive or codesicive authority on purchasing

75% of the visitors had clear purchase intention

Decision-making Power by Area of Responsibility



Visitors

Comments by Visitors

Customized

Unexpected Harvest

“We are working with the government to build a large elderly care house. Before, we could only get information about the equipments from the internet. During this trip, we not only see a full range of complete facilities and products, but also have the chance to discuss with the manufacturers on customized production, which is really an unexpected harvest.”

Ms. Sun SuPing President of Zhuhai Rong Yongdao Senior Care House

Internationalized

Elderly Supplies

“Compared to other exhibitions, we feel that this exhibition is especially internationalized, tidy and orderly, with a certain number of elderly supplies. During the whole visit, we have seen what we desire to see.”

Ms. Mo Sijie, President of Hong Kong Jockey Club Shenzhen Society for Rehabilitation Yee Hong Heights

High Standard

“I am just back from Home Care & Rehabilitation (HCR) Exhibition in Tokyo. HCR is one of the three largest international care exhibitions. In my opinion, SIC 2014 already reaches the high standard as HCR. I hope that SIC can keep expanding its scale and maximizing its professionalism, so as to become a national standard.”

Ms. Shoji Mayumi Vice Chairman of Japan China Old-age Welfare International Exchange Association

Rich Contents

Driving Force For the Industry

“After seeing exhibits, projects, company shows and forums, I have got the view that this Silver Industry Exhibition has a good scale and rich contents. I believe that this exhibition will continue to play its role in boosting the elderly support real-estate projects and promoting medical products, hence generating a greater driving force for the industry.”

Mr. Zhong Shixiong, Secretary General of Guangzhou Social Welfare Service Association

VIP Buyers



Summit & Forums

China International Forum on Aging was staged during the exhibition, together with 16 themed forums, business forums, sourcing fair and open forums, where governmental departments, trade societies, social organizations, specialists, leading enterprises and elites from both home and abroad gathered and renowned experts and scholars came to give their keynote speeches and interact with the participants, all for discussing on the great plan for development of the industry.

Comments by Attendees

Satisfactory Solutions



“The plenary and parallel sessions are all fantastic. They have brought us a large amount of information and given us the confidence in the future of the industry. Senior care is bound to be one of China’s pillar industries in 20 years. This exhibition plays a big part in promoting every segment of the industry, including investment, development and construction, as well as operation and management. It has offered us satisfactory answers and solutions in much dimension and at many levels.”

Prof. Wu Danxing, member of the Ministry of Civil Affairs Expert Committee for the Senior Care Service Industry

Pragmatic



“I think the biggest highlight of the exhibition is that it is really pragmatic, as it brings together really good products, enables real sharing, makes real deals, and gives the participants real benefits. Such a big success gives us the hope that there is a huge market of senior care here in China.”

Mr. Guan Yiqun, Design Director of GN International Design LLC

A successful Exhibition

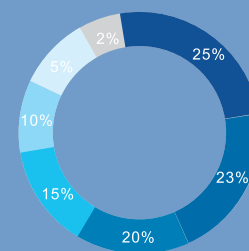
Many Viewpoints



“This is a successful exhibition of a very high standard in China, with participants from various areas in the elderly care industry. I heard many viewpoints at the forum, from the government level to the industry level. On the whole, they will be a great boost to the development of the industry and they show me the broad prospects of the industry.”

Mr. Lin Gang, Deputy General Manager of Zhejiang Vanke Dignified Life Senior Apartments Co., Ltd.

Attendee Breakdown by Industry Sector



- 25% Government Departments for Procurement of Public Services and Social Work and Welfare Organizations
- 23% Elderly Care Institutions and Hospitals
- 20% Real Estate Developers
- 15% Investment Institutions
- 10% Construction Engineering, Designing and Planning Services
- 5% Elderly Care Operators
- 2% Property Management Companies

Wonderful Sharing

Thorough Analysis



“The professionalism has impressed me the most. Attending the forums alone is already very valuable. Throughout the day I was attracted by different forums and the wonderful sharing by many guest speakers. They all made thorough analysis on the elderly care industry as a whole from their own perspectives, and shared their precious information on the direction for development of the industrial chain.”

Mr. Zhou Yu, Director of Qingdao Haier U-Home Technology Co., Ltd.

39 Speakers from Home and Abroad

Summit & Forums

中国国际老龄产业高峰论坛

行进中的中国老龄产业

—产业链上的机遇与挑战

指导单位：

Main Forum

At the China International Forum on Aging 2014, keynote speeches were given on the cutting-edge topics such as the national policy on elderly services, development of the industrial chain in the Chinese silver industry, opportunities and challenges for enterprises and social capitals, collaboration between China and Australia in elderly care, the role of the media in promoting the industry, etc.



Open Forums

Enterprises interacted with the audience in the forums regarding their own products and business philosophies, and show the public their advantages, so as to strengthen their influence and presence in the industry.



Poly Real Estate Group Sourcing & Business Matching













This is another concurrent event, organized by Poly Real Estate Group. At the meeting, the responsible person for procurement announced the details and standards for the elderly supplies to be procured, hosted the contract-signing ceremony, and had one-on-one talks with the suppliers.

Number of Conference Attendees **2,000**

Sub-forums

Senior Care Real Estate				Senior Care in An Era of Information and Intelligence		
	Lin Gang Deputy General Manager of Zhejiang Vanke Sui Yuan Jia Shu Elderly Homes Management Co., Ltd.	Guo Liang General Manager of Landsea Ivy Investment Management Co., Ltd.	Xu Guoying Director of He Xihui Elderly Homes of Haidian District of Beijing		Zhang Haiying Deputy Chief Engineer of CIT-China	John Zhou U-home Product Director of Haier Intelligent Home Appliance Technology Co., Ltd.
	Senior Care Institutions Operation and Management					Experience of Community and Home-based Senior Care
Liu Fangxiao General Manager of Xiamen ZENITH Information Technology Co., Ltd.		Guan Xiaoli President of Intech Rehabilitation Hospital	Xi Zhiyong Chairman of the Board, Cherish Yearn Co. Ltd.	Huang Wenbi President of United Family Healthcare, Beijing	Duan Xuan Beijing Poly-anping Pension Care Investment Management co., Ltd. General Manager	
			Planning and Design of Senior Care		Senior Product Integration	
Sham Ka Hung Joe Hong Kong Sheng Kung Hui Welfare Council Limited Assistant Director	Lee Sau Ha Elsa Hong Kong Sheng Kung Hui Welfare Council Limited Service Director	Yan An Guangzhou Sunshine Social Work Center Director General		Guan Yiqun Partner & Design Director of GN International Design LLC		Xie Hongying General Manager and Consultant of Guangzhou and Shanghai Subsidiaries of Guangdong Younger Life Senior Living Products Co., Ltd.

Trade Fair

Innovation and Sustainable Development of Home-based Senior Care			Information & Business Session on Australian Senior Care Services		
	Ninie Wang Founder of Pinetree Care Group	Heidi Zhang Dean of Pinetree college		Susan Malone Executive Director, IMG	Judy Wong Director of Management Standards, RDNS China Consulting Products Co., Ltd.
	Forum on Senior Care Real Estate Development in Guangdong, Hong Kong and Taiwan				
Marcia Baron General Manager, Community Solutions & Quality, Independence Australia		Qin Qiongyi Secretary-General of Taiwan Institute for Chinese Senior Health	Chen Zhiyu Policies and Features of Hong Kong's Senior Care Services	Li Wei President of Guangzhou City Construction & Development Design Institute Co., Ltd.	Zeng Yuanming Guangdong Real Estate Association
Senior Care Operation and Management				New Life, New Way and New Concept—the Complete Service Chain of China's Senior Care Industry	
	Frank Bimbo Director of V+ARC, Australia	LIAO Yuhui Director of EduChina International	Xiao Hong Chief Senior Care Advisor of British-Chinese Healthcare Consultancy		Fan Yanbing Chairman of the Board at Caroline Holdings Group

Media Coverage

Top executives from dozens of mainstream media were present at the exhibition, together with their journalists and reporters to give intensive reports of the highlights of the exhibition. Wide and in-depth coverage of the exhibition was made by authoritative media such as People's Daily, 21st Century Business Herald, The Economic Observer, National Business Daily and Xinhua net. Relevant reports were published on the important pages for current events and political news by China Securities Journal, Securities Daily, Real Estate Guide, Weekly Report of Wealth Management, The Time Weekly, China Business News, Guangzhou Daily, Yangcheng Evening News, Nanfang Daily, New Express Daily, Global Senior Magazine, Elderly Weekly and Takungpao. This exhibition was broadcasted live on four major portal websites including Sohu, Netease, Sina and Fang, and people throughout the country were encouraged to share its information and interact with each other on the internet. Live updates and follow-up reports on the exhibition were on the air in six programs on GDTV, TVS and GZTV.

Professional media came from a wide array of areas including elderly rehabilitation and nursing, medical apparatus, pharmaceuticals and health care, public health and building parts and products. The Organizing Committee collaborated with more than 30 well-known media in the industry, such as China Hospital Directors' Magazine, China Drugstore Magazine, Formosa Magazine in Taiwan, XYWY.com and YLYJ.org, with an aim to realize full coverage of professionals and mass consumers as well as keep expanding the exposure and brand influence of the exhibition in the industry.



Save the Date for Next Exhibition



China International Silver Industry Exhibition

November 6-8, 2015

Poly World Trade Center Expo, Guangzhou, China



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