

2016.11.11-13

PWTC Expo, Guangzhou, China

2016

POST SHOW REPORT



www.silverindustry.cn

Supervising Authorities:

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

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.



Summary

300⁺

Exhibitors



22,000^{m²}

Exhibition Area



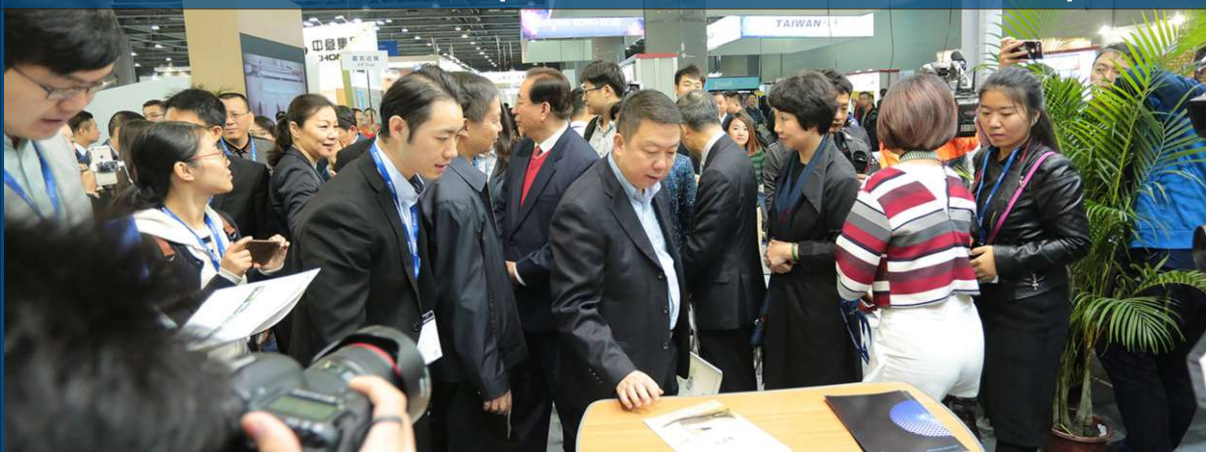
32,916

Visitors



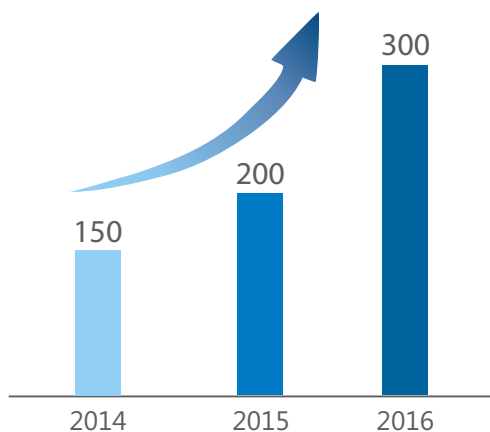
20

Professional Forums



Gathering Industry Leaders, Building Optimal Trade Platform

Statistics of Exhibitors



Top Exhibitors



Comments from Exhibitors

This is our third year in the China International Silver Industry Exhibition. We have witnessed a significant expansion in terms of scale and quality. Now, the exhibitors and product varieties cover the entire industry. This platform is getting larger. It is a great opportunity to present ourselves and find more clients. I look forward to long-term relationship with China International Silver Industry Exhibition in future, where together we can develop the Chinese senior industry.

- Li Jin, Director of TOTO China

The China International Silver Industry Exhibition is very professional. There are many senior care institutions among the buyers. These are our target clients. I think it has attracted a large number of international visitors. Many of them are from Australia, Japan, Taiwan and Hong Kong. 80% of visitors to our exhibition booth are our target clients.

- Yang Shuzhen, Chairman of Huijia Health

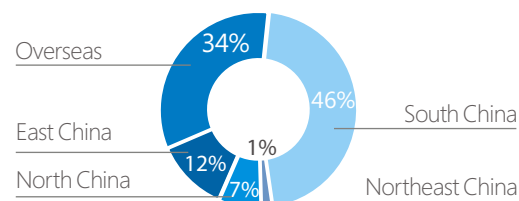
This is our third year in the China International Silver Industry Exhibition. I think there are three characteristics in this exhibition. Firstly, it is theme-oriented. The exhibition is based on the senior industry with an obvious theme. Secondly, it features connection. The exhibition invites leaders and exhibitors in the industry, connecting everyone in the industry together. Thirdly, it provides a platform. The exhibition offers a shared topic for the people in the senior industry. In this exhibition, you can make more friends and learn about the future of senior industry.

- Tang Wei, General Manager of China Life Insurance Company Group Sales

I feel there are even more Internet+ Intelligent Senior Care technology elements in the exhibition this year. This is better than previous years in both participation and technology. We have made significant progress in this exhibition, where we have established a long-term collaboration relationship with partners and exhibitors.

- Tan Zhengren, General Manager of China Telecom Youyou Lekang Platform Operation Center

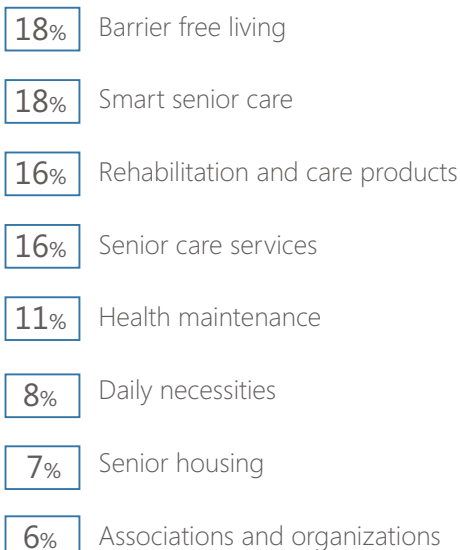
Geography of Exhibitors



There is a 25% increase in number of overseas exhibitors. Nearly a hundred international brands and businesses from a dozen countries and regions including United States, Australia, Japan, United Kingdom, France, Germany, the Netherlands, Italy, Mexico, Spain, Hungary, ROK, Hong Kong, Taiwan and Macau attended the event.



Product Category



Satisfaction of Exhibitors



Explore Business Opportunities with Quality Buyers

Top Buyers



Comments from Visitors

The China International Silver Industry Exhibition this year is the largest one of the kind so far in China, boasting the best quality, the largest number of exhibitors and the highest international level. It gathered top brands and businesses from the senior industry. It can be regarded as a gala leading the industry and exhibiting achievements from senior care service, health care and environment.

- Diao Haifen, Director of Publicity Department under China National Committee on Ageing

We partner with the China International Silver Industry Exhibition because there are many professional businesses participating in the exhibition, which will better promote Japanese silver industry related products and services to local businesses. In the future, we will continue organizing Japanese businesses to visit the exhibition.

- Amano Shinya, Director of JETRO Guangzhou

I have attended the exhibition twice. Here I saw many visitors from China and abroad, and witnessed the expansion of its scale. I think the China International Silver Industry Exhibition brought many opportunities to Australian companies. At the same time, it is also a platform to learn about the latest policy and information.

- Lin Yinghua, Consul General of the Consulate General of Australia in Guangzhou

The China International Silver Industry Exhibition gathered a variety of buyers such as real estate developers and colleagues from Civil Affairs Bureau and senior care service centers. It is an opportunity for top players in the industry to communicate with each other. I think it is worthwhile for this platform to keep going. We have gained a lot from this experience.

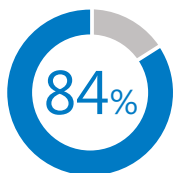
- Huang Jingrui, Director of New Taipei Elderly Industry Development Association

Buyer Group

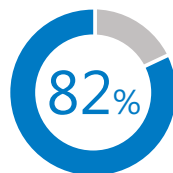
- Committee on Communities for Senior Citizens of China Real Estate Industry Association
- China Property Management Association
- National General Station for Development and Supply of Products for Disabled Persons
- National Research Center for Rehabilitation Technical Aids
- Guangdong Provincial Bureau of Civil Affairs
- Guangdong Medical Association
- Health Care Food Profession Association of Guangdong Province
- Guangdong Elderly-care Services Association
- Guangdong Real Estate Association
- Guangdong Provincial Federation of Social Work Division
- Guangdong Family Doctor Association
- Guangdong Health Culture Association
- Guangdong Association for Medical Equipment Industry
- Guangdong Old Cadre Activity Center
- Guangzhou Municipal Bureau of Civil Affairs
- Guangzhou Chain Store & Franchise Association
- Guangzhou Family Service Industry Association
- Guangzhou Community Home-based Elderly Care Service Association
- Hongkong Elderly Commission
- Taiwan Long-Term Care Association
- New Taipei Elderly Industry Development Association
- Japan and South Korea Economic Development Association
- Nippon Electric Company Limited
- Po Leung Kuk Hong Kong



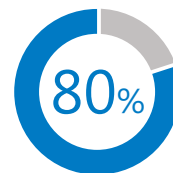
Goals of Visitors



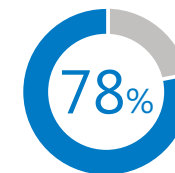
Searching for new suppliers,
looking for new products,
placing orders



Looking for resellers such as
dealers and distributors

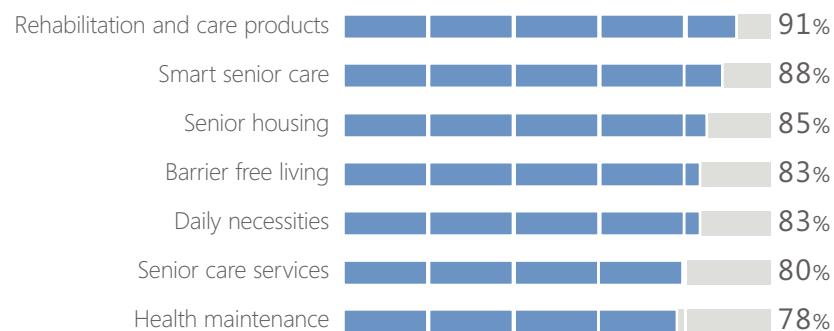


Collecting latest information
in the markets, industry
or products

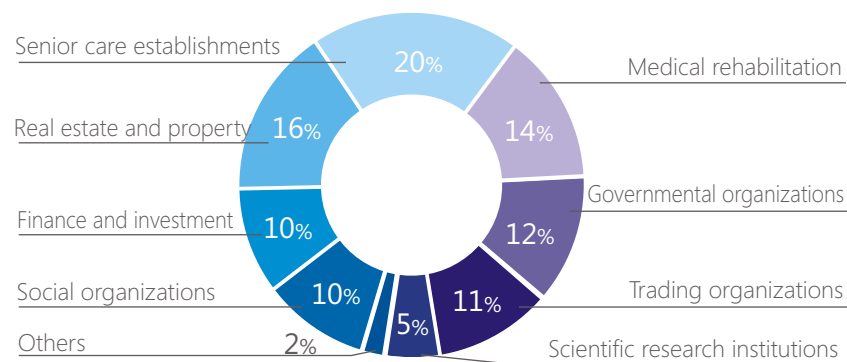


Attending summit forums
(workshops) at the exhibition

Visitors' Interest



Visitors Related Industry



Exciting Activities Open Up New Industry Prospects



The 2016 China International Silver Industry Concurrent Events feature more than 20 professional forums, including main forum, sub-forums, match-making and open forums. It has gathered top industry scholars and experts from the USA, France, Australia, Japan, the Netherlands, Hong Kong, Taiwan and the Chinese mainland. Together we have explored many hot topics such as senior care service, community service, talent development, senior housing, rehabilitation and health care. The event brings in innovative insights and forges a gala of ideas and wisdom.

Comments from Guests

I have participated in the forum in Hall 1. I feel this is a very practical experience, including the analysis of some new policies. They are all very comprehensive and practical, and provide a great learning experience for those visiting the exhibition or the summit. With years of efforts, the China International Silver Industry Exhibition has developed professionally. It is definitely an international gala, which is working well with our brand. At the same time, there were many resources as well.

- Zhang Haoyan, CEO of Cherish-Yearn Group

I met many acquaintances in the industry. I feel this is a great gathering place for products, industry and services from people who care about the senior industry and the needs of seniors. Here we exchange and share the latest highlights and views, a feat only accomplished by this cohesive opportunity.

- Liang Jinwen, Senior Director of HKSKH Lady MacLehose Centre

China International Silver Industry Summit Forum 2016

Silver Industry

— Opening a New Era for the Public Welfare

By gathering elites from the government, industry associations, community organizations and industry experts, we provide forward-looking perspectives on the latest industry development, policies and trends, focus on channel reform and industry development, and promote innovation, working together for the future of the senior industry.

Sub-forum

There are four sections, including senior housing, investment and finance, smart senior care and operation management, community service. We will also share opinions on and explore various hot topics including senior housing, rehabilitation and health care, operation management, community service, talent development and smart senior care.

Senior Housing/Investment and Finance/Smart Senior Care

Leaders from various organizations deliver exciting speeches at the event, including those from the Technology and Industrialization Development Center under the Ministry of Housing and Urban - Rural Development, China National Committee on Ageing, Vanke Group, Zhuhai Hepin, PADW, Shenzhen Eagle, Shanxi Ruiquan Elderly Care and Shanghai Meddo.



Senior Care Service Operation/Community Service

Guests from CARF International, Humanitas Foundation (the Netherlands), Hunan Fullcheer, Guangdong Xianglibaiyue, Beijing Senior Citizen Social Work Service Center, Taiwan Huayu International and Huashou Homes gave keynote speeches.

Exclusive Activities

Analyzing the latest status, policies and trends concern each aspect of the global senior industry together with government agencies, industry associations, real estate, medical care and rehabilitation businesses, and other organizations such as Australian Trade and Investment Commission, JETRO, Bureau of Civil Affairs of Guangzhou Municipality, Senior Housing Committee of China Real Estate Association and Guangdong Medical Association.



Match-Making Conference

Senior Housing Match-Making Conference

Real estate developers such as Evergrand Health Group, Yihe Group, Yuexiu Property, Pearl River Investment, China Tiesiju Civil Engineering Group, Guangdong Holdings, Pearl River Enterprises, Mayland, Goodfield Health, World Union Senox and Jiahe Group released elderly care projects and product demand information and conducted one-to-one exchange with suppliers.

Chain Store Match-Making Conference

Poly He Yuan Healthy House & Neighborhood Mall Match-Making Conference

Renowned pharmacy chains hosted special procurement conference, involving Poly "Harmony" Healthy Life Center, Poly NeighbourMart, Guangdong Baojiakang Chain, Guangdong Jianmin Pharmacy Chain and Foshan Foling Pharmacy Chain. Procurement directors published standards and contents of aging-related products on site, seeking and reserving supplier resources for Poly community senior care system.



2nd Australia • China Aged Care Forum

Consulate General of Australia in Guangzhou, Allity Aged Care and Royal District Nursing Service demonstrated advanced technology in the industry and solutions from Australia. On one hand, the Australian product and service suppliers learned about the trend of Chinese elderly care service market, providing a platform to share each other's opinions and experiences; on the other hand, Chinese and Australian businesses may explore opportunities and challenges for cooperation in the senior industry via face-to-face communication.

Sino-Japan Silver Industry Exchange Meeting

To effectively promote Sino-Japanese international exchange and partnership, we have created high-end forums and one-to-one investment match-making events with top Japanese suppliers in nursing services, ancillary supplies, senior-care facilities, talent development and insurance.

Honored Forum Guests

Wu Yushao

Deputy Director of the Office of the China National Committee on Ageing

Hao Fuqing

Deputy Director General of Social Development Department of the National Development and Reform Commission

He Zhaohua

Deputy Director of Department of Family Development, National Health and Family Planning Commission of the PRC.

Wu Danxing

Member of the Expert Advisory Committee for the Elderly Care Industry, the Ministry of Civil Affairs
Executive Director of China Association of Social Workers and Director of the Social Worker Certification Center
Councilor of China Silver Industry Association
Executive Dean of the Social Work College at the Open University of China

Song Guangju

Standing Member of the CPC Committee and Deputy General Manager of China Poly Group Corporation, Chairman of Poly Real Estate Group Co., Ltd.

Zeng Qi

Vice President and Secretary General of China Silver Industry Association

Lou Nailin

Deputy Chief Engineer, Center of Technology and Industrialization
Ministry of Housing and Urban-Rural Development

Jiang Shuping

Secretary-General of Senior Housing Committee of China Real Estate Association
Director of China Elderly Living Pilot Project Office

Fu Linjiang

Vice President of China Real Estate Association
Director of Senior Housing Committee of China Real Estate Association
CEO of Blue Town Group

Fang Yansong

Vice Counselor of Bureau of Civil Affairs of Guangzhou Municipality
Director of Guangdong Office on Aging

Nie Yuansong

Director of Division of Social Welfare and Charities under Bureau of Civil Affairs of Guangzhou Municipality

Lu Songtao

Director of Investment of Film Town
Engineer Expert of China Elderly Living Pilot Project Office
Expert on Elderly Care of Sanya Municipal Government
Expert of Tsinghua Tongheng Aging Industry Expert Committee
Former Editor-in-chief of Elderly Care in China published by National Development and Reform Commission (NDRC)

Xiao Yanmin

Vice President of China Real Estate Association
Secretary of China Development Finance Forum
Chairman of Urban Industry Investment Guidance Fund (FOF)
President of Beijing Cross-Straits Financial Institute

Pang Tao

Director of Business Development Department of the China National Committee on Ageing
Deputy Mayor & Standing Member of Municipal Party Committee of Chenzhou City of Hunan Province

Dominic Trindade

Consul-General, Australian Consulate-General, Guangzhou

Therese van den Hurk

Founder of Teresa Happy Care International Group

Amano Shinya JETRO

Director-General of JETRO GUANGZHOU

Christine M. Macdonell

Facm Managing Director of Medical Rehabilitation and International Medical Rehabilitation and Aging Services

Judy Wong

Director of Management Standards for RDNS
China Consulting

Hans Becker

Founder and Chairman, senior real estate agency "Humanitas Foundation", the Netherlands

Rhett Miller

Consul (Commercial), Trade Commissioner (Education), Austrade Shanghai

Wang Yongbiao

Chairman of Shenzhen Wanyi Health Care Management Co., Ltd.
Partner, Elderly Care Division, Vanke Group

Wu Zhijian

Pellegrino Associés Design Workshop
Director of PADW China

Xu Xuewen

General Manager of Guangdong Xiangli Baiyue Senior Living Enterprise Corp., Ltd.

Zhang Haoyan

President of Cherish-Yeam Co., Ltd.
EMBA of Shanghai University of Finance and Economics
China Association for Engineering Construction Standardization



Media Coverage



Public Media

Xinhua News Agency, People's Daily, 21st Century Business Herald, China Economic Times, China Business News, National Business Daily, China Real Estate Business, Guangzhou Metro Daily, Guangzhou Daily, Nanfang Daily, Southern Metropolis Daily, New Express Daily

TV & Radio

Health Essence of Asia, NHK (Japan), Yicai.com, Guangdong Satellite TV, GZTV, TVS

Overseas Media

Taikungpao, Takungpao.com, JETRO, Asahi Shinbun, China Daily, Ability Magazine, Practical Patient Care

Online Media

Xinhuanet, people.com.cn, china.com.cn, ifeng Sohu Sina, 163.com, jiemian.com, 21CN, huanqiu.com, PR_Newswire, chinahightech.com, Southcn.com, guojiaoyanglao.com, whjlw.com, dayoo.com, vcbeat.net, innoMD, Yangleao.com.cn

Professional Newspapers and Journals

Global Senior Magazine, CBN, China Society News, MHS, Global People, National Humanity History, Real Estate Guide, Health Essence of Asia

The 4th China International Silver Industry Exhibition See You in 2017

2017.11.16-18

PWTC Expo, Guangzhou, China



www.silverindustry.cn

Contact Us

Address: 11/F, Block F, Poly World Trade Center, 1028 Xingang Dong Road,
Haizhu District, Guangzhou, 510308 P.R.China

Tel: +86 (0)20 8989 9605/8989 9600

Fax: +86 (0)20 8989 9111

E-mail: SIInfo@polycn.com

Contact Information for Exhibitors

Tel: +86 (0)20 8989 9605

+86 (0)20 8989 9600

E-mail: xialingxu@polycn.com



Website



WeChat