International Exhibition of
Senior Care, Rehabilitation Medicine and Healthcare, Shanghai 2020

28th-30th October 2020  SNIEC, Shanghai

Care for the Future
AID is the most influential senior care show in China and is at the forefront of China’s senior care industry. Attending AID will enable you to gain the inside track of this industry and immerse you in the future of senior care in China. With a vast ageing population, the prospects for market participation are substantial and the opportunity for involvement is great.

**An Ageing Population**

China’s population aged over 60 has increased by 4.15% annually over the last 5 years, reaching 249 million by the end of 2018. This figure will surpass 300 million by 2025.

**With Purchasing Power**

People born in the ‘60s will be turning 60 from 2020. China’s own boomer generation has a higher education level and was the first to benefit from China’s opening up. They care about their quality of life in retirement.

**Supported by Social Policies**

In order to stimulate dynamic market growth, the Chinese government is committed to lowering barriers to entering the Chinese senior care market. China’s National Development & Reform Commission and Ministry of Commerce, encourage foreign investment in medical care and nursing. The National Health Commission, has launched a pilot scheme “Internet + Nursing Care Service” to test new services and supervisory models for home nursing care.
Visitor Profile

Job Function

- Technology Professionals: 9.06%
- Health & Care Service Professionals: 6.83%
- Sales: 10.86%
- Purchasing & Procurement: 20.05%
- Management & Executive: 51.10%
- Administration: 2.10%
- Finance or Real Estate: 5.70%
- General Public: 8.50%
- Government Agency: 18.57%
- Social Organization: 7.38%
- Community Service: 4.04%
- Trading Institution: 13.99%
- Manufacturer: 17.34%
- Health Management Institutions: 5.92%
- Medical Institution: 9.74%
- College or Training Institution: 3.10%
- Senior Care Institution: 24.71%
- Finance or Real Estate: 5.70%

Area of Business

- Attending Conferences & Concurrent Events: 9.54%
- Meeting Current Suppliers: 21.62%
- Considering Exhibiting Next Year: 10.80%
- Academic Interest: 14.42%
- Seeking Cooperation: 31.72%
- Getting Industry Information: 20.31%
- Looking for New Suppliers: 34.09%
- Purchasing: 39.14%

Visitor Profile*
The total percentage is more than 100% due to the multiple selections of some visitors.

* Job function chart shows the visitor analysis of the show’s professional attendees.
Exhibits

Featuring the full spectrum of care products, services and technology in China, spread over 6 key exhibition category areas.

Exhibitors

AID features hundreds of exhibitors from around the world, who meet here every year to get business done.

* Brands listed here are in no particular order. For many more exhibiting brands at CHINA AID, please visit: www.china-aid.com/en
**Exhibitor Feedback**

**STEIGENTEC**
“It’s our 4th year attending CHINA AID. It is an important platform for us to understand new policy, seek cooperation and expand our business.”  
*Sheng Hong | General Manager, Steigentec Med-Sci (Shanghai) Co., Ltd.*

**IRIS**
“This is the first time for us to attend an overseas exhibition. We’re hoping to promote our elderly-oriented furniture to Chinese consumers. During the show we’ve communicated with many Chinese consumers and collected large amount of precious information. We really appreciate this year’s exhibition and hope to attend again next year.”  
*Kensuke Sato | Global Marketing Manager, IRIS CHITOSE INC.*

**Hua Dong Hospital**
“Having participated in CHINA AID for many years, this year has seen the greatest variety of products we’re looking for yet.”  
*Gong Ke | Director of Social Services at Hua Dong Hospital*

**More than an Exhibition**

AID is an Influential Conference Platform

As the main platform for the senior care sector in China, a host of specialist business forums and professional match-making sessions are held every year during AID, including:

- **Shanghai International Elderly Service Industry Summit**
- **Senior Care Industry Leaders’ Summit**
- **The China Forum on Senior Care Institutions Development**
- **The International Symposium on Dementia Quality Care**

Leading Industry Promoter

**Professional Media**
**Industry Platform**
**International Marketing Event**
Location Map

Shanghai New International Expo Centre (2345 Longyang Road)

Now is the Time to Engage China’s Senior Care Market!

Book Your Place Now!

AID is organized by Shanghai Intex Exhibition Co., Ltd.
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