



SHOW REPORT

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01

Introduction

Brief Introduction

Launched at the turn of the millennium, over the last 21 years, AID has established its reputation as the largest, most authoritative and most influential senior care industry show in China, focusing on the full spectrum of Senior Care, Nursing, Mobility, Rehabilitation and Assistive Technology Products & Services.



Exhibits Profile



Assistive Products



Rehabilitation



Nursing Care



Senior Care



Healthcare



Senior-Friendly Housing

Visitors

● Government



● Consumer



● Trade Buyer



Government Support & Official Involvement

Guaranteeing Influential & High-Quality Visitor Attendance



Qibatu Vice Chairman of the People's Government of the Inner Mongolia Autonomous Region (the left second)
Zhao Zhuping Deputy Secretary-General of Shanghai Municipal People's Government (the right first)



Yu Lijuan, Vice Chairman of Shanghai CPPCC



Chen Jing, Deputy Director of the Standing Committee of Shanghai Municipal People's Congress (the left first)
Zhu Qin hao, Director of Shanghai Civil Affairs Bureau (the right first)



Zuo Yimei, Deputy District chief of Pudong New Area of Shanghai (the left second)
Zhou Xiaoping, Director of Shanghai Pudong New District Civil Affairs Bureau (the left first)



Lin Xiang, Vice Chairman of Agriculture and Rural Affairs Committee of Shanghai Municipal People's Congress



Meng Qingyuan, Deputy District chief of Changning Area of Shanghai

Comments from the industry



Sheng Hong

General Manager of Steigentec Medical Science&Technology (Shanghai) Co., Ltd.

This is the fifth time we have participated in AID. Compared with previous years, we are pleased to see that there are many elderly people attending this year's show. It also shows that with the continuous promotion of CHINA AID, elderly people are paying more and more attention to rehabilitation aids and their awareness is getting better and better. The main color of AID is pink, which represents warmth. I would like to wish that CHINA AID will bring more comfortable rehabilitation products to our elderly people.

Olivier Dessajan

General Manager of China Merchant - ColiseeCo-Chairman of the French Healthcare Alliance

We are very happy to attend AID. All the French companies decided here to come in and to promote our expertise. And now does the moment to expand for us, also for the witness of the aging society in China. The best wish for all the participator and organization in order to promote best healthcare in China for the Chinese elderly people.

Chen Si

Marketing Manager Panasonic Agefree

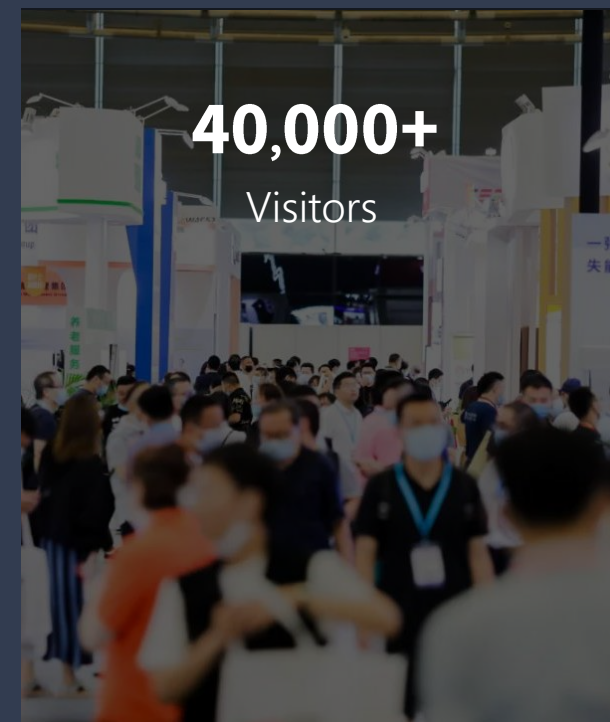
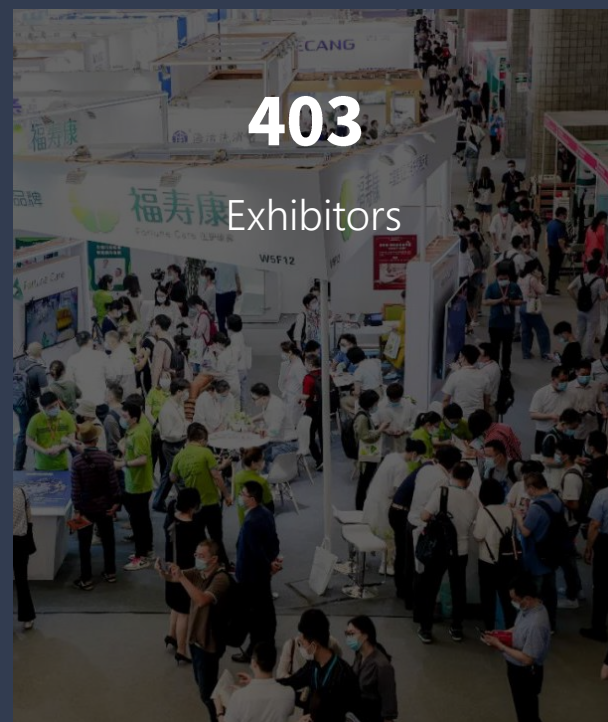
This is the second time we have participated in AID. On the one hand, we are participating in AID because it is one of the largest exhibitions for the elderly in China. And on the other hand, we hope to promote our products and services better through this show. Hope AID will become better and better.



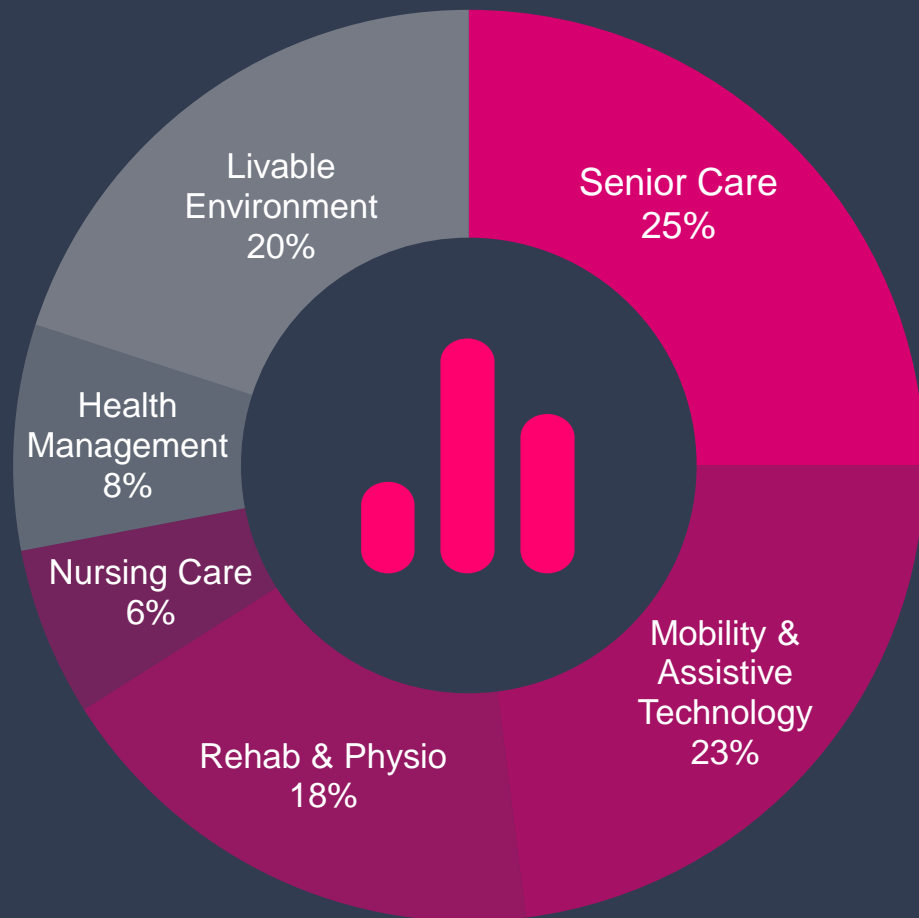
02

Exhibitor Analysis

Key Figures of AID 2021



Exhibitor Data Analysis



403 exhibitors from 12 countries and regions covering a broad scope of exhibits within six main category areas. The top three exhibits in each category are:



Operation and management, Intelligent Senior Care Equipment, Design



Nursing bed, Wheelchair, Walking aids



Elderly-Suitable Furniture; Handrails; Flooring



Sports Rehabilitation Equipment; Hearing Aids; Physiotherapy Equipment



Incontinence Care Products; Personal Hygiene Products; Anti-fall Products



Elderly catering, physical examination, dentistry

Exhibitor Countries & Regions

95 overseas exhibitors

12 Countries and regions

Including:

Hong Kong

Taiwan

France

Japan

Germany

United States

United Kingdom

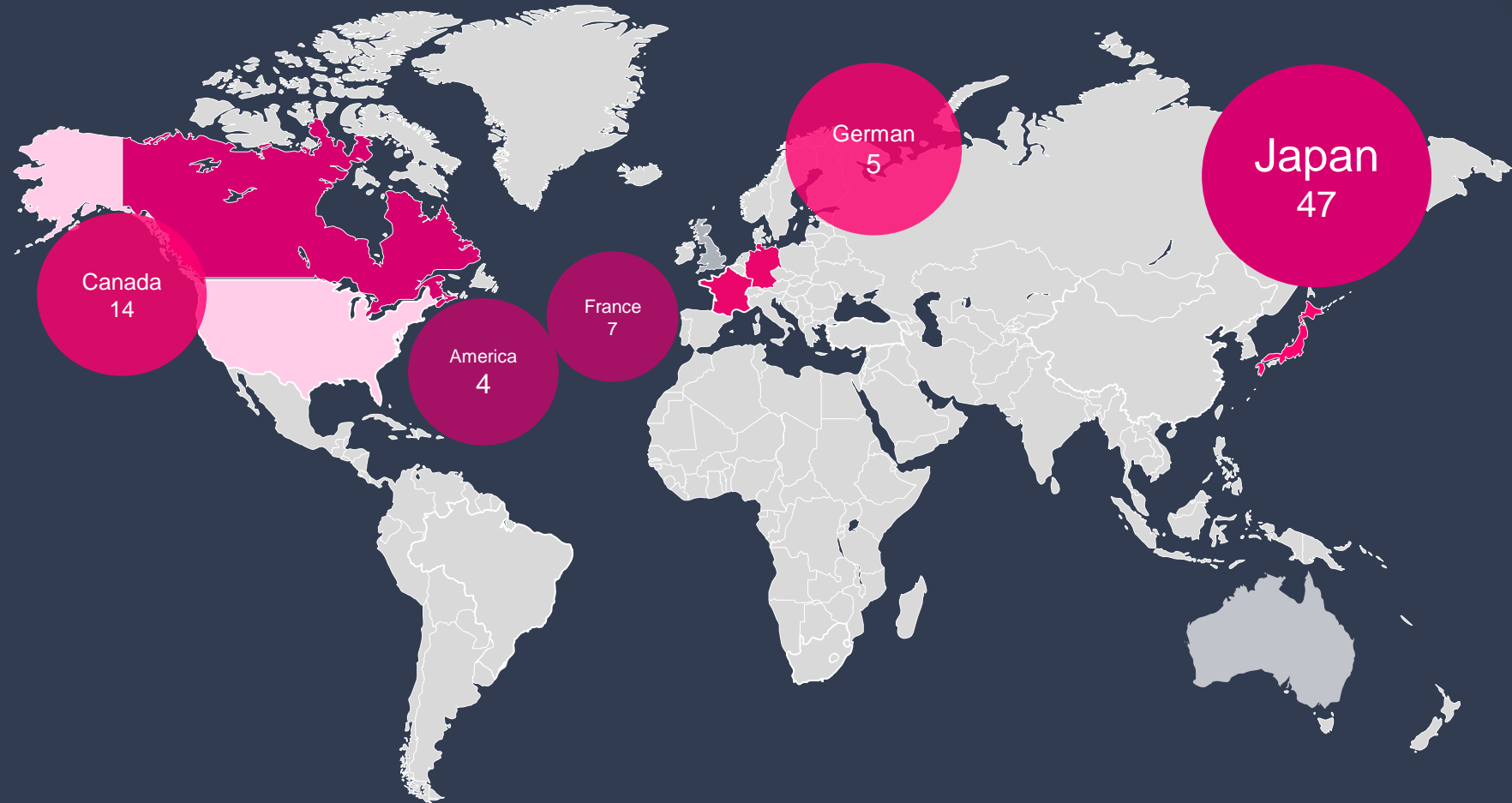
Israel

Australia

Belgium

South Korea

Canada



The top five overseas exhibitors source countries in 2021



03

Visitor Analysis

Audience Analysis

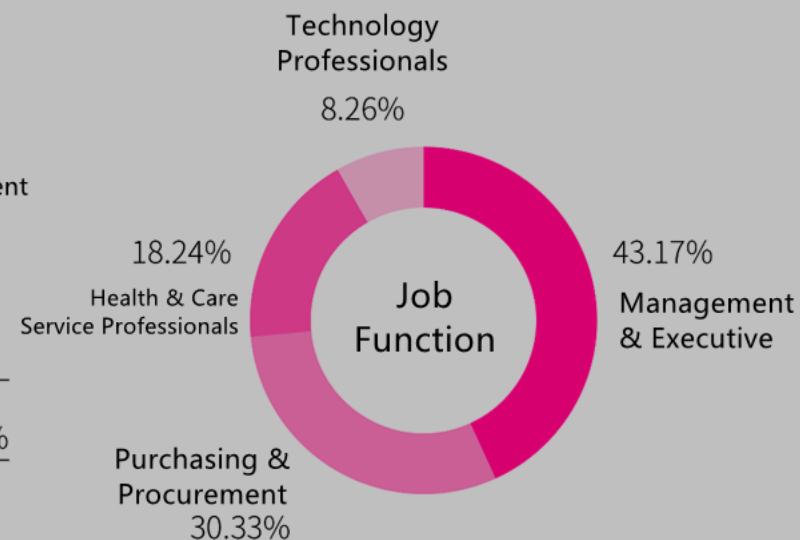
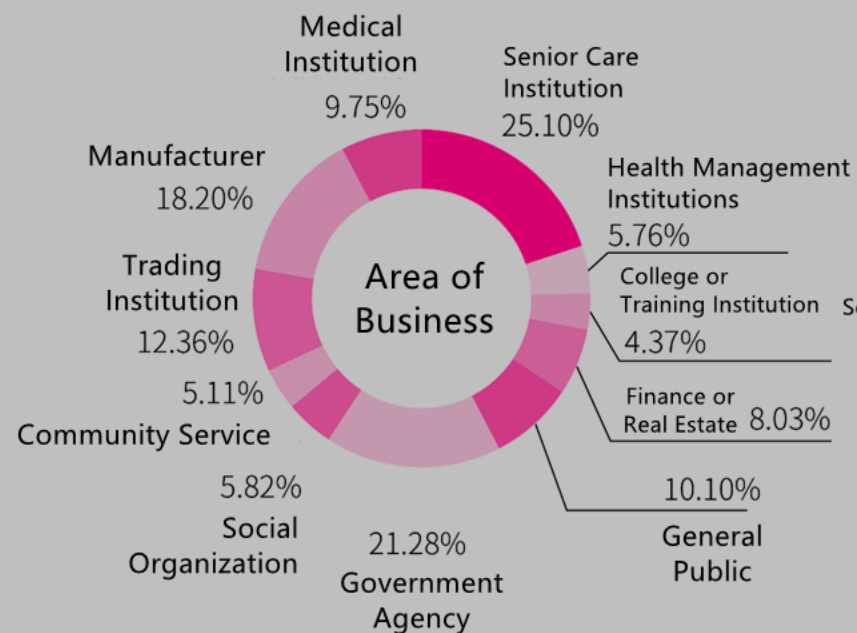
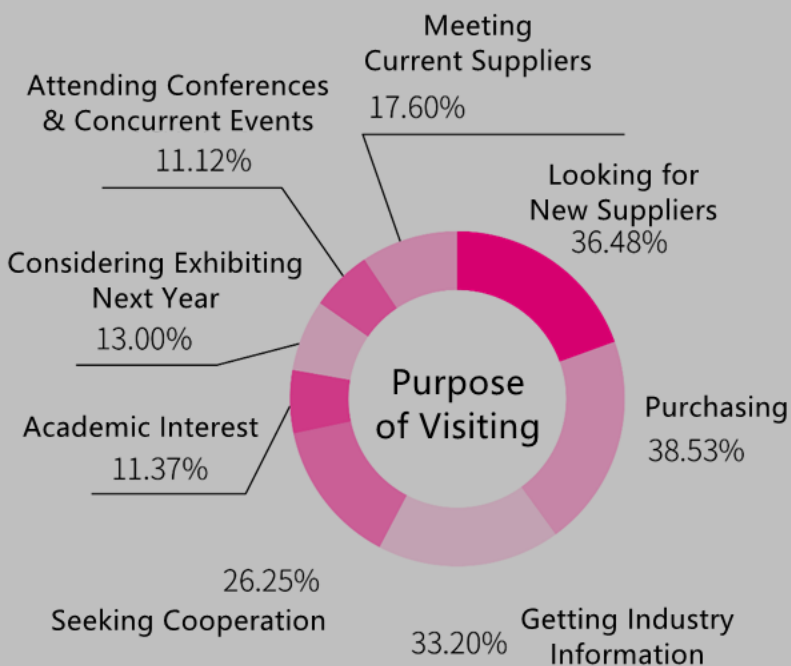
40,000+
Professional attendees



Domestic visitors came from 220 counties and cities across the country.

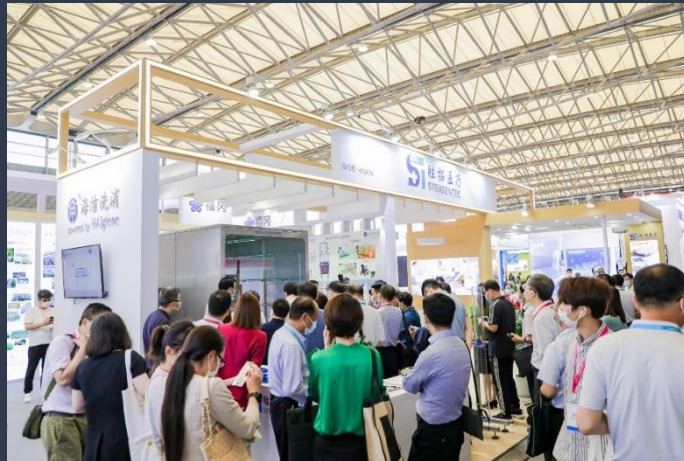


Visitor Data Analysis



Government Buyers

There were a total of 630 civil affairs delegations from 20 provinces, autonomous regions, and municipalities.



The top three domestic civil affairs buyer groups:

Inner Mongolia Autonomous Region
Henan Province
Anhui Province





04

Conference Platforms

Conferences

Four summits were held during
AID 2021.

1,900+ Attendees

40 Speakers



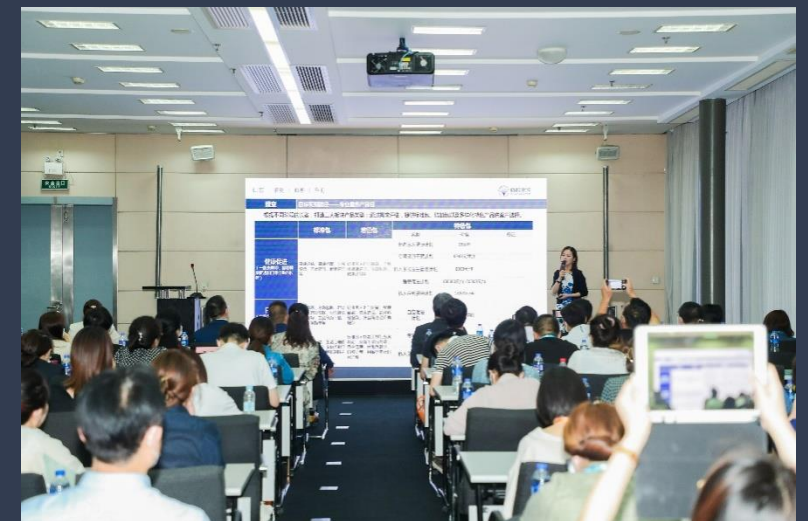
Shanghai International Elderly Service
Industry Summit 2021



The China Forum on Senior Care Institution
Development 2021



Yangtze River Delta Seminar on Elderly Care
Service by SOE 2021



Seminar on the Development of Property
Senior Care Services





Link industry

6.9 Senior Care Match-making Conference

6.9 The Sino-Japanese Match-making Forum on the Silver Industry 2021

6.10 From “Combination” to “Integration” — Fine Practice and Exploration of
“Design & Operation” in Joru from the Perspective of Medical and Nursing Integration

6.9-11 Industry Salon



05

Media Coverage

TV & Radio



International
Channel
Shanghai



Shanghai TV News, ICS TV News & CBN TV News broadcasts during 3 day exhibition period **13 times**

Shanghai TV City Channel Post-show TV program broadcast **2 times**

Shanghai Educational TV Station Post-show TV rolling broadcast **1 month**

Broadcasts by China National Radio and Shanghai Radio **6 times**

Printed Press & Online Media Portals

15 Mainstream Press Partners 28 Media Platform Partners

111 Press Reports over 3 Days



Industry Media



23 Industry media in-depth reports 81 published over 3 days

Care for the future

