

## Shanghai to host Chinese Elderly Care trade fair

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CHINA AID 2019, hosted by Shanghai Intex Exhibition Co., Ltd., is taking place from Wednesday 11<sup>th</sup> to Friday 13<sup>th</sup> June 2019 at the Shanghai New International Expo Centre (SNIEC) in Pu Dong, Shanghai.

By the end of 2017, the number of seniors in China over the age of 60 surpassed 241 million, accounting for 17.3 percent of the country's total population. The potential of China's elderly care market, worth an astonishing 10 trillion yuan, is set to be unlocked as a growing number of relevant policies are put into place. More and more international companies are now entering the Chinese market to share their expertise and meet the accelerating growth in demand for care products and services.

CHINA AID, the key gateway to the Chinese elderly care market, is a comprehensive industry event platform and trade show that understands the landscape and emerging trends of the elderly care industry in China. With 18 years' robust growth, CHINA AID has developed into one of the most authoritative and respected elderly and long-term care events in China.

In 2018 it saw further growth in both exhibitors and visitor attendance, with over 330 exhibitors participating from around the world and almost 43,000 visitors attending from 22 countries. New exhibitors from Australia and Switzerland debuted alongside many other international brands, further solidifying the international reputation of the show as the gateway into the burgeoning Chinese elderly care market. The show features a full spectrum of product and service areas, including senior care and nursing services, mobility products and assistive technology, rehabilitation equipment and technology, health management and training services, age-friendly housing and accessibility design and much more. In alignment with many leading industry brands, these areas form the exhibition's backbone through which thousands of elderly and long-term care products, technologies and services are displayed, demonstrated and presented. Long-standing exhibitors of note include Panasonic, Toyota, TOTO, Legrand, CBC, Naka, Nichii, Matsunaga, Platz, Jetro, Honda, Paramount and Saraya.