



DIRECTLINE

For American Business



Opportunities in China's Senior Care Market

Market overview

By 2050, China is expected to have nearly 500 million people over the age of 60, exceeding the population of the United States. The aging population has brought greater demand for senior care services. According to a PricewaterhouseCoopers report, Chinese people will spend over 10 trillion yuan (\$1.54 trillion) from 2016 to 2020 on senior care, increasing one percent per year. The Chinese government issued policies in its 13th Five Year Plan to further improve the senior care system, including opening up the market and encouraging private and overseas investment.

Why should you RSVP?

U.S. companies with more advanced products and operational experiences are appealing in the China market, especially in the following areas:

- Healthcare - Gerontology, Rehabilitation & Chronic Diseases Care
- Health and Wellness
- IT - Telemedicine, Mobile Health IT, Home Health IT, Facility IT solutions, On-Demand Platform, Virtual Reality, Artificial Intelligence, Big Data Analysis, Wearables, Robots, Internet of Things
- Architectural Design Services
- Safety Technologies - Emergency Call, Floor Protection
- Consulting Services & Training

The U.S. Consul General in Shanghai, Hanscom Smith, invites you to participate in a Direct Line Webinar along with his Economic team and local subject matter experts to discuss how your company can navigate the Chinese Senior Care market and what strategies can help win projects in China's rapidly developing Senior Care Market.



Webinar details:

Date: March 14th, 2017

Time: 7:00PM Eastern/4:00PM Pacific

Registration link:

www.state.gov/directline

Webinar Program:

- Welcome remarks
- Presentations
- Q&A session
- Concluding remarks

Fine Print

In order to encourage an open discussion, Direct Line Webinars are not open to the press. Information and conversation on the webinar are not treated as business confidential. For press related inquiries please directly contact the Consulate's Press POC at: SalazarFJ@state.gov
For general questions, or if you require an accommodation, please contact: DirectLineNotification@state.gov

