



## China is Open for Your Business

# U.S. Senior Care Virtual Showcase

### Market overview

By 2050, China is expected to have nearly 500 million people over 60, exceeding the population of the United States, according to UN predictions. The aging population has brought greater demand for senior care services. According to a report published by PricewaterhouseCoopers, Chinese people will spend over 10 trillion yuan (\$1.54 trillion) from 2016 to 2020 on senior care, increasing 17 percent per year; According to a report by Asia Briefing, senior care is expected to surpass real estate as China's largest industry within 13-15 years, and is estimated to be worth RMB 1.8 trillion by 2020 and RMB 7.6 trillion by 2050. The Chinese government in its 13<sup>th</sup> Five Year Plan has issued policies to further improve the senior care system, including opening up the market and encouraging private and overseas investment.

### Why should you present?

U.S. companies with advanced products and operational experience are appealing to the Chinese market, especially in 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

### What will you get?

- Pitch your product or service to 35-40 of the most active senior care practitioners in China via webinar without having to travel (10 min presentation 5 min Q&A)
- Feedback and contact information from those present at the Virtual Showcase
- Follow up assistance
- Mail your company's materials to be distributed during the Virtual Showcase

### Webinars details:

Date: April 18, 2017  
Time: 9:00PM Eastern  
6:00PM Pacific

#### Program:

- Welcome remarks
- Presentations  
(Limited to 6 companies)
- Conclusion remarks

### Fees:

\$500 per company

### To participate contact the U.S. Commercial Service:

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