



# China is Open for Your Business

## U.S. Senior Living Design Virtual Showcase

### Market Overview

By 2050, China is expected to have nearly 500 million people over 60, exceeding the population of the United States. China's aging population is generating a greater demand for senior care services and facilities. According to reports, China will increase spending to over \$1.54 trillion from 2016 to 2020 on senior care alone. Accordingly, the Chinese government is rapidly moving to address this growing need. The recent 13<sup>th</sup> Five Year Plan issued policies to further improve the senior care system, including opening up the senior care market and encouraging private and overseas investment.

### Why You Should Present

There are many sectors and industries essential to the Chinese senior care market. Architectural design services that assist in the design of life plan communities are crucial to projects of all scales. As a leader in designing the highest quality senior living facilities, U.S. architects and design firms are uniquely positioned to capitalize on this shift in China. Areas to highlight include, but are not limited to:

- Best practices in U.S. senior care design
- Leading design trends for senior care facilities in China
- U.S. design advantages and return on investment

### What will you get?

Each participating company will receive the following:

- 10 min presentation with 5 min Q&A
- Translation assistance
- Pitch your product or service to 35-40 of the most active senior care practitioners in China via webinar without having to travel
- Feedback and contact information from those potential Chinese buyers attending the Virtual Showcase
- Mail your company's materials to be distributed during the Virtual Showcase
- Event follow up assistance

### Webinars details:

#### Organizer

U.S. Commercial Service Shanghai

#### U.S. Time

Sep. 13<sup>th</sup>, 2017  
9:00PM - 11:00PM Eastern  
6:00PM - 8:00PM Pacific

#### China Time

Sep. 14<sup>th</sup>, 2017  
9AM - 11AM

#### Venue:

## HAWORTH®

Haworth Furniture Showroom  
1515 West Nanjing Road, Jing'An Kerry  
Centre, Tower 1, 32F, Shanghai

#### Event Fee:

\$550 per company

#### Contact:

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