



# ASIA SENIOR EXPO

亞洲銀髮康護養生展



Hong Kong Convention and  
Exhibition Centre, Halls 3F & 3G

3-5 July 2026

# EXHIBITION OVERVIEW

To address the accelerating ageing trend across Asia, Brilliant Vertical Exhibition (Hong Kong) Ltd. will host “Senior Expo Asia” in 2026. Under the rallying theme “Reboot! A New Start for Tech-enabled Senior Care & Wellness” , the expo will break away from traditional trade-show formats through immersive themed zones, authoritative forums and rich on-site experiences, injecting new momentum into the industry and opening up new lifestyles for the silver-haired generation.



**Organizer:** Brilliant Vertical Exhibition (Hong Kong) Ltd.

**Official Supporting Organization:** Hong Kong Tourism Board

# REBOOT!

## A NEW START FOR TECH-ENABLED SENIOR CARE & WELLNESS

# BACKGROUND AND VALUE

Asia's senior health market is entering a boom period. With many Asian economies moving into aged society status, the senior health industry has become one of the most promising growth sectors. Population aged 60 and above in Asia has exceeded 600 million and is expected to surpass 1 billion by 2030, driving strong demand across multiple sub-segments including health foods, rehabilitation equipment, smart wearables, anti-ageing technologies, scalp and hair-care services, and social and entertainment offerings.

As an international financial and trading hub, Hong Kong enjoys geographic and policy advantages that link Mainland China and radiate into Southeast Asia, making it an ideal host city for a senior health and wellness expo. The event will integrate government, associations, enterprises and research institutions to build an efficient, professional and international matchmaking platform, helping companies capture first-mover advantage in Asia's senior health market.

## CORE HIGHLIGHTS: FROM “EXHIBITION” TO “EXPERIENCE”

### 1. Deepening the B2B2C linkage Model

- B2C Consumer Zone: Focused on the silver-haired population and their families, creating a one-stop experience and purchasing platform.
- B2B Professional Zone: Strengthening upstream-downstream business matchmaking, taking up 50% of total floor space to foster an efficient trading environment.

### 2. Nine Themed IP Zones for Immersive Scenarios

The expo is no longer just a product display; each category is given its own “brand identity” and experiential scene. Suggested themed IP zones include:

**Active Nutrition Vault:** Health foods and nutritional supplements. Features a “Nutrition Decoding Station” using interactive screens to explain ingredients, plus tasting and expert consultation.

**Assisted Living, Easy Ageing:** Rehabilitation aids and nursing supplies. Simulated home settings allow visitors to experience how aids improve safety and convenience.

**Silver Digital Companion Hub:** Smart health devices and wearable technology. A “Tech Starter Village” with dedicated staff helps seniors overcome the digital divide.

**AgeSense Tech Station:** Anti-ageing products, devices and technologies. A futuristic space offering non-invasive checks such as skin and posture assessments.

**First-Class Cabin:** Scalp and head-care devices, products and services, in cooperation with brands such as Hair Forest and Guiyuan Beauty, offering premium scalp diagnostics and relaxation experiences.

**Second Life Design Lab:** Social, entertainment, travel and education services. Includes trial classes, travel advisory and VR travel to help plan an exciting post-retirement life.

**Eldercare Ecosystem Think Tank:** Health services and eldercare solutions. Top institutions provide one-stop retirement planning, customised solutions and on-site facility visits.

**Cloud Health Concierge:** Medical testing and health management. Demonstrates how technology and data enable seamless everyday health monitoring and management.

**Life’s Milestones:** Life-planning services. Uses VR and workshops to explain different funeral options and encourage early planning for end-of-life arrangements.

## Smart Display: Technology Empowering Healthy Living

A “Smart Health Experience Zone” will showcase smart health monitoring devices, home-based eldercare systems and AI-driven health management solutions. In parallel, an “Anti-ageing & Scalp Care Zone” will present cutting-edge anti-ageing technologies and scalp diagnostics and therapy devices, with on-site trial services.

**Partnering with leading brands, the expo will create high-traffic experience zones, including:**

- “First-Class Cabin” Experience Zone: Professional scalp diagnosis and treatments
- “Silver Digital Companion” Experience Zone: offering hands-on trials of the latest technologies



## Social Life Experience Zone

For the first time, the “Silver Social Life Pavilion” will present social and leisure options suited to older adults, including senior travel, hobby classes, dance and fitness, and smart social platforms, helping to put “active ageing” into practice. The pavilion will work with vertical communities, professional platforms, and mass media to jointly announce the launch of the Silver Social Life Pavilion and the nine IP zones (including “Second Life Design Lab” and “Silver Roaming Plan”).



## Trend-setting Forums and Policy Insights

Government representatives, industry experts and leading enterprises will be invited to discuss topics such as Asian ageing policies, market trends, anti-ageing technologies, development of scalp therapy, and mental health among older adults, providing forward-looking strategic insights for businesses.



# CONCURRENT EVENTS

## 1. Asia Senior Health Summit Forum

Focusing on “Healthy Ageing and Industry Opportunities” , the summit will feature dedicated tracks on anti-ageing technologies, scalp therapy and health management, silver social life and psychological wellbeing, inviting international experts to share the latest research and market insights. In addition to macro-level sessions, a “Caregiver Deepening Programme” forum series will be added, inviting institutions to:

- Empower the industry: Train professional caregivers and enhance service standards.
- Support families: Provide basic caregiving knowledge and skills for family caregivers and encourage them to attend and learn on-site.



## **2. 1-ON-1 Procurement Matchmaking Meetings**

Using a pre-matching mechanism, the expo will connect exhibitors with purchasing decision-makers from hospitals, eldercare institutions, rehabilitation and wellness centres, scalp-care chains and community service centres, improving conversion efficiency.



## **3. Health Product Innovation Awards**

Segmented awards such as the “Tech Rehab Award” and “Tech Anti-ageing Health Supplement Award” will replace the traditional “competition” concept to strengthen authority and encourage corporate participation.



## **4. On-site Experience Activities**

Dedicated zones will be set up for “Scalp Care Experience” , “Anti-ageing Check-up” and “Silver Social Interaction” , enhancing visitor engagement and brand interaction.



# REBOOT!

# EXHIBITION AND PARTNERSHIP OPPORTUNITIES

Core exhibitor categories will be recruited in alignment with the nine themed IP zones above.

## Booth Packages and Rates

**Standard Booth (9 sqm):** USD 3,780 / HKD 29,500 / RMB 27,590

**Raw Space (from 36 sqm):** USD 343/sqm / HKD 2,610/sqm / RMB 2,500/sqm

## Exhibitor Benefits

- Standard booth construction with basic furniture and lighting
- Pre-show promotion and buyer matching services
- Access to 1-on-1 matchmaking meetings and the summit forum
- Listing in the show directory and online platforms
- Media exposure and branding support
- Priority consideration for placement in experience zones

## Commercial Partnership Packages

### **Title / Strategic Partner:**

Joint naming rights under the “Reboot!” theme to maximise brand exposure.

### **IP Zone Naming Sponsor:**

For example, “XX Brand · First-Class Cabin” , deeply linking the brand with a specific experiential scene.

### **Official Partner Institution:**

Open to caregiver training bodies and industry associations to co-create forums and activities.