# SHOWCASING HUMAN LIVINGS IN MOTION




## SAVE THE DATE

15–17 MAY 2027 · HONG KONG

Hong Kong Convention & Exhibition Centre
First Floor, Wanchai, Hong Kong

1200+ International Buyer Sponsorship Program
(Conditional travel or hotel allowance)
VIP Buyer Match-Making Program

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Organiser: Brilliant Vertical Exhibition (HK) Ltd

# SHOWCASING HUMAN LIVINGS IN MOTION

A warm welcome to the Pearl of the Orient, Hong Kong.

2027 is a year in which we form new relationships, make new choices and discover new needs as we move through every chapter of life in the age of AI.

For the first time in 18 years, BV Exhibitions brings three of the most important — yet least spoken-of — business sectors to the prime setting of the HKCEC, overlooking the pulse of the city: Victoria Harbour. As you step onto the entire first floor — over 20,000 sqm in all — we present three historic expos from our portfolio, on the same floor, at the same time: Asia Adult Expo (AAE), Asia Senior Expo (ASE), and Asia Funeral & Cemetery Expo and Conference (AFE).

The invitation is to look beyond the labels of a B2B convention and toward the human connections that make business relationships truly thrive.

You will experience a humanistic approach to all three expos — a view of human living through our needs in adulthood, in ageing, and in facing life's inevitable closeness. You will meet familiar partners and new clients through a completely fresh curation, one designed to break the ice of stale transactional talk and bring new energy and motion to the way you showcase your business: the vibrancy of adult life, the vitality of later life, and the dignity of a final farewell.

These are three separate expos and one continuous story of living well. You will experience that people who may never normally meet find one another — and let business grow the way life does.

For this 18th edition of BV curation in Hong Kong, we are excited to announce our NGO initiative GVLB — Global Village of Living Businesses. A global network of creators of beautiful businesses, to explore together across the businesses of human livings. A village system of support and companionship, to living well together.

GLOBAL
VILLAGE OF
LIVING BUSINESSES

GVLB

IN MOTION

ASIA SENIOR EXPO
亞洲悅齡康護養生展

15th–17th May 2027

# LIVE UP

Hong Kong



ASE ASIA SENIOR EXPO
亞洲悅齡康護養生展



# LIVE UP

Asia Senior Expo
A Second Spring
2027 · 18th Edition

15–17 May 2027 · HKCEC Hall 1C  AGE 45+

## Live Up

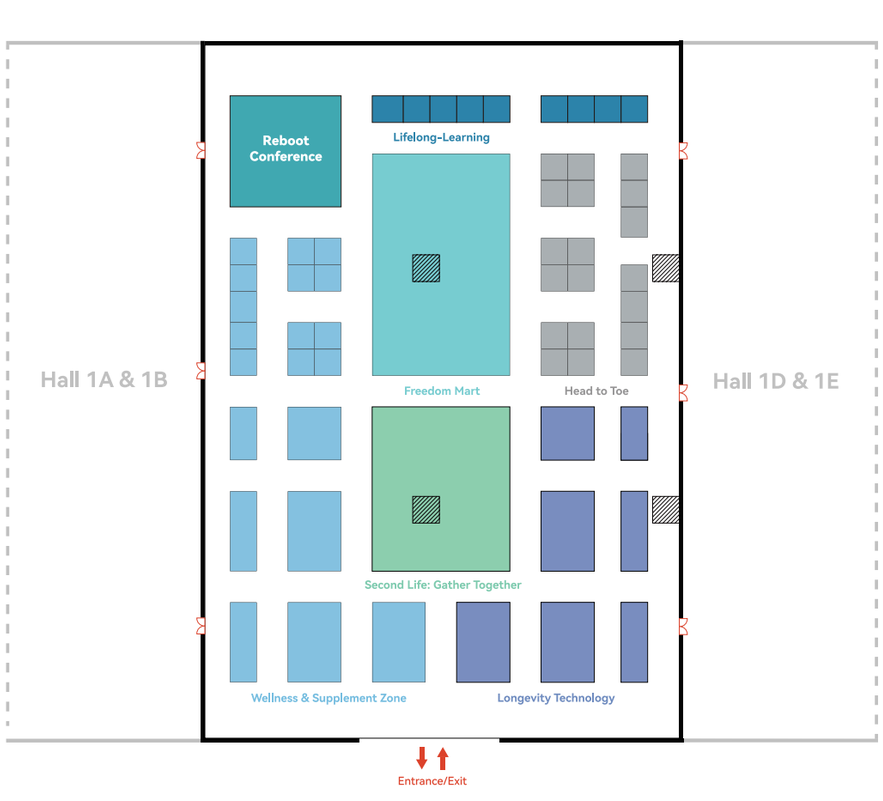
Live Up — Fully reimagined, ASE unites the longevity, single, and silver economies to open a new chapter for the mature generation — an invitation to live well, age gracefully, and embrace the joy of companionship. Centred on brands and services for consumers aged 45+ and seated at the very heart of AAE and AFE, ASE embodies the enduring consumer power at society's core — curating its exhibitors to reveal the vibrant promise of a second life.

## Asia's Longevity Economy Platform

ASE focuses on four emerging growth categories — innovative wellness technology, mind-and-body care through midlife transition, palliative care, and sleep health and restoration — guiding businesses and channels to stake their claim early in Asia's blue-ocean longevity market.

## Asia's Single Economy Consumer Platform

Responding to the rapid rise of Asia's single population, this edition of ASE invites the self-celebrating elite consumer to reopen a new chapter of life — awakening a spirited, tech-enabled approach to wellness, and creating product experiences and trading scenes rich with social connection.




## ZONES & CATEGORIES

Seven Zones · From Product to Living Scene

### Wellness & Supplement Zone

Basic nutrition & supplements · functional foods & drinks · premium tonics · health ingredients & OEM · supporting services



### Longevity Technology

Smart wearables & monitoring · AI & robotics · telemedicine & health management · smart rehab & assistive tech · smart senior-home



### Second Life: Gather Together

Senior travel & hospitality · senior education & culture · social & dating platforms · care & financial services · life-planning



### Head to Toe

Beauty, Makeup & Styling · Anti-ageing Tech · Hair Styling · Wigs & Hair Products · Scalp Care & Nourishment · Hair-transplant Tech · Scalp-treatment Devices · Hairdressing Supplies




### Freedom Mart

Mobility aids · daily living care products · senior-friendly furniture · accessibility facilities · assistive devices



### Stage: Reboot Conference

Sessions on Asian Longevity Economy & Single Economy: Beauty & Hair Styling · Pet Companionship · Sleep Health · Pain Management · Age-friendly Sexual Health



### Lifelong-Learning

Adult University Institutions · Aromatherapy Healing · Pet Companionship · Professional Development for Long-term Care

