



50+ EXPO

50+ 博覽

50無界限, 活出健康新活力

LIFE WITHOUT LIMITS, RECLAIM YOUR VITALITY

5-7/7/2024

香港會議展覽中心 展覽廳3G
Hall 3G, Hong Kong Convention and Exhibition Centre

www.50plusexpo.com.hk



50+ 博覽

50+ Expo

「50+ 博覽」自2008年舉辦至今，得到各界大力支持，將於2024年舉行第十五屆。自2016年開始，以「敢想50」全新理念，為傳統中老年健康博覽注入新活力，展示更多元化的產品和服務，是香港首個為中年人士、退休人士及其家庭而設的一站式資訊、產品及專業服務平台。

“50+ Expo” has received vigorous support since 2008 and will celebrate its 15th edition in 2024. Starting from 2016, with the new concept of “50 Dare to Think”, 50+ Expo has rejuvenated the traditional middle-aged and elderly health fair and showcased diversified products and services. It is the first one-stop platform on information, products and services dedicated to middle-aged people, retirees and their families.

50無界限, 活出健康新活力

LIFE WITHOUT LIMITS, RECLAIM YOUR VITALITY

一連三日的展覽、講座及精彩活動將為入場人士介紹最新**健康**和**優質生活**的理念、資訊、產品和服務。博覽一應俱全，圍繞醫療護理、養生飲食、旅遊消閒、生活科技、持續進修、投資理財等主題，建立全面而有效的推廣平台，助參展商拓展市場商機，促進各界交流。

Throughout the three-day exhibition, forums and activities, visitors would receive the latest **Health and Quality life** concepts, products, information and services. 50+ Expo is an all-rounded platform and provides visitors with information on different topics including medical and health care, healthy food, leisure and travel, technology in daily life, continuing education, financial planning etc. It strives to serve as a comprehensive and effective promotion platform in order to help exhibitors explore market opportunities, facilitate communication and exchange ideas.



以2050年年齡中位數推算排名
Ranked by the Median Age of 2050 forecast

亞太地區 Asia Pacific Region	2050年 年齡中位數 Median Age
1.南韓 South Korea	56.5
2.台灣 Taiwan	56
3.日本 Japan	54.7
4.香港 Hong Kong、新加坡 Singapore	53.4
5.澳門 Macau	50.5

資料來源: United Nations, ESCAP Population Data Sheet 2020



全球啟程「50+」 拓展亞太地區市場 Exploring the Asia Pacific Market of “50+” World

全球國家包括亞洲地區正面對高齡化社會，據聯合國推算至2050年，亞洲地區將有36%的人口達到50歲或以上，日、韓、香港和台灣等地的年齡中位數將超過50歲。香港統計處數據顯示，截至2020年底，43.1%的香港人口為50歲或以上；50-59歲的人士更是全港人口佔比最高，達16%。

Countries around the world, including Asia, are facing an aging society. According to the United Nations, 36% of the population in Asia will be 50 years old or above by 2050, and the median age in Japan, South Korea, Hong Kong and Taiwan will exceed 50 years old. According to statistics from the Hong Kong Census and Statistics Department, as of the end of 2020, 43.1% of Hong Kong's population was 50 years old or above; people aged 50-59 accounted for the highest proportion of Hong Kong's population, reaching 16%.

持續的人口老化對醫療保健、養生護理、退休計劃和旅遊消閒等產品與服務的需求將日益增加。未來，「50+」將成為最有潛力的消費群，擁有相當的學歷、收入和消費力。亞洲中年人市場正快速成長，企業需靈活創新，了解新興商機及針對目標市場進行宣傳推廣，把握未來發展機遇！

Continued population ageing will increase the demand for medical and health care, retirement and travel and leisure products and services. In future, "50+" will be the most potential consumer group, who generally will have a certain level of education, income and consumption power. As the Asian middle-aged market is growing rapidly, being innovative and flexible, identifying emerging business opportunities and promoting to the target market help company to seize future development opportunities!

香港年金有限公司 HKMC Annuity Limited

我們認為50+博覽很好，人流不錯，氣氛也挺好的；可以跟長者面對面解釋多一點，讓他們知道公司背後的理念。

50+ Expo was very great which the customer flow and atmosphere were quite good. We could explain face-to-face with the elderly and let them know the idea behind our company.



香港心福有限公司 Hong Kong Comfort Limited

50+博覽來到第十一年，我發現所有產品、用品和服務越來越齊全。香港現時的人口老化問題越趨嚴重，於每年7月份舉行的50+博覽是一個很好的平台讓我們介紹服務。長遠來說，令長者和長輩得。

In the 11th edition of 50+ Expo, I found that all the products, supplies and services were getting more comprehensive. Since the problem of aging population was getting severe, 50+ Expo was an ideal platform for us to introduce services every July, which benefited the elderly and middle-aged people in long term.

愛麗健醫療集團 Eaulier Medical Technology

事實上，50+博覽是十分有意義的，很多中年人透過博覽獲得保持身心健康的新知識和方法。隨著年紀增長，每個人未來也會面對相同的挑戰，及早讓更多人了解是很好的。

In fact, 50+ Expo was very meaningful. Many middle-aged people gained new knowledge and methods to maintain physical and mental health through the expo. Everyone would face similar challenges in future with increase in age. It was good for more people to know about the challenges ahead in early stage.

菲律賓退休管理局 Philippine Retirement Authority

50+ 是我們的目標市場，不少入場人士查詢有關「特殊退休居留簽證」的事宜，更表示有意計劃申請簽證。

50+ was the target market of Philippine Retirement Authority. Many visitors enquired about SRRV and even signified their intent to get the SRRV.



展會回顧2023 Show Review 2023

不容錯失的理由 Good Reasons to Join 50+ Expo

3日內達**53,300**入場人次
53,300 visitors over 3 days

集中的接觸目標消費群
Connect with target customers within a short period of time

200個參展商與品牌
200 exhibitors and brands

提高及鞏固市場認知
Raise and build market awareness

4,700平方米
4,700 SQM

顯著的宣傳效果
Significant publicity effort

近**50**場講座及活動
Around 50 forums and activities

開拓市場商機
Explore future collaboration

94% 參展商認為50+博覽能有效推廣品牌
of exhibitors agreed 50+ Expo helped with brand building

多元化的推廣策略
Diversified promotional strategies

89% 參展商認為50+博覽能有效幫助推廣業務
of exhibitors agreed 50+ Expo helped promote business

專業的展覽支援
Professional exhibition support services

95% 參展商有興趣參與2023年的50+博覽
of exhibitors were interested in joining 50+ Expo 2023

展出範圍 Scope of Exhibition

醫療保健、生活科技、養生食品、旅遊消閒、投資理財、養生抗老、優質生活、持續進修、生命計劃
Medical & Health Care, Smart Home Technology, Food & Supplement, Leisure & Travel, Financial Planning,
Anti-Aging Caring, Quality Life, Continuing Education, Life Planning



標準展台 STANDARD

展台面積 BOOTH SIZE 9 平方米 9 SQM
展台費用 BOOTH FEES HK\$26,500

空地 RAW SPACE

最少 36 平方米 MIN. 36 SQM
HK\$2,610/SQM

成為贊助商 及其他宣傳推廣：請聯絡主辦單位以計劃合適的宣傳策略 [如 講座贊助、廣告宣傳、活動推廣等]

Sponsorship & Marketing: Please contact the Organizer for customized marketing package [E.g. Forum Sponsor, Logo on printing materials & website, Activities Sponsor etc.]

標準展台：包含招牌名稱及展位號碼、諮詢台、白折椅、射燈、插座、垃圾桶及地毯

Standard booth: Including fascia name & booth no., information counter, folding chair, spotlight, socket, waste paper basket and carpet

空地：展台由參展商指定的承建商搭建

Raw space: Space only (booth construction independently held by exhibitor assigned contractor)

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Organizer
主辦單位

