



GOLDEN AGE FOUNDATION
黃金時代基金會

The 11th Golden Age Expo & Summit 2026

第11屆黃金時代展覽暨高峰會 2026

July 30 – Aug 1, 2026 (Thu-Sat)

Hall 3FG, Hong Kong Convention and Exhibition Centre



**GOLDEN AGE
EXPO & SUMMIT**

The Most Important Cross-sector
Smart Ageing Platform in the Asia Pacific

01 Overview

A Decade of Dedication – Building a World-Class Smart Ageing Platform

Golden Age Expo and Summit (GAES) is the leading Asia-Pacific exhibition and collaboration platform focused on population ageing. For over a decade, GAES has been committed to advancing smart ageing cities by fostering cross-sector exchange and driving industry-wide innovation.

This flagship event showcases innovative products, cutting-edge technologies, and transformative services from around the world. It brings together leaders and experts from business, government, academia, social sectors, and the digital industry to share forward-thinking solutions that address the challenges—and unlock the opportunities—of an ageing society.

GAES 2025 Achieved Remarkable Success:



Since its inception in 2016, the Golden Age Expo and Summit (GAES) has attracted more than 500 participating organisations and welcomed over 200,000 attendees from across the globe. Visitors come from a wide range of countries across Asia-Pacific, Europe and North America, including China, Singapore, Japan, South Korea, the United States, the United Kingdom and Canada.

Widely supported by industry leaders, professionals, governments and the public, GAES has firmly established itself as the most influential annual forum for smart ageing innovation and collaboration in Asia.



02 Ecosystem of GAES

A Global Gathering – Unlocking Boundless Opportunities

GAES unites leading figures from both local and international ageing-related sectors. By fostering a vibrant ecosystem of cross-sector synergy, GAES connects stakeholders across the entire smart ageing value chain. Through meaningful engagement, GAES opens the door to limitless business and social opportunities, driving industry advancement and sparking innovation across multiple sectors.

Medical & Health 30%

Medical Equipment, Health Screening, Nutrition and Fitness

Lifestyle 19%

Travel & Living, Healthy Food, Arts & Culture

Age Friendly Community 8%

Barrier-free Design, Inclusive Neighbourhoods, Intergenerational Interaction



Innovative Ageing Care 26%

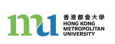
Elderly Care, Community Support, Ageing-in-place Solutions

Digital 10%

AI-assisted Solutions, Wearable Tech, Remote Care Systems

Wealth & Finance 7%

Retirement Planning, Insurance & Asset Management



More Expo Members
>>>>>>>



* Some of the 2025 Expo Members (in no particular order)

High-Quality Audience – Connecting Needs with Solutions

GAES attracts a diverse mix of professionals and public visitors from multiple sectors, creating one of the most effective platforms for exchange, business and collaboration. Visitors are very keen to explore and purchase smart ageing products and services, and are also actively seeking partnership opportunities to meet the growing demands of an ageing society.



■ Older Adults & Caregivers 78%

■ Industry Visitors 22%

- NGO & Social Welfare Groups 27%
- Industry Professionals 26%
- Healthcare Personnel 16%
- Academics & Researchers 15%
- Business & Investors 10%
- Elderly Care Institutions 6%



03 Exhibition Impact

Outstanding Results – Widely Acclaimed



Expo Members

The atmosphere at the event was vibrant, and the intergenerational activities were cleverly designed. They not only attracted older adults but also encouraged participation from families and younger generations, strengthening community bonds. During the exhibition, our **brand image was significantly enhanced**, with media exposure and industry attention **far exceeding expectations**.

Expo Members

The event provided an ideal platform for networking and collaboration with other professional organisations. Through on-site interactions and expert sharing, we not only expanded our network but also **gained valuable market insights and partnership opportunities**, laying a solid foundation for future development.

Visitors

The variety of booths and organisations was impressive, covering healthcare, technology, lifestyle and more. It gave us a **comprehensive view of the latest industry trends**. The information was rich, and the overall experience was highly enjoyable—we gained a lot of practical knowledge.

Visitors

The interactive sessions and professional talks **were very engaging**. Activities such as physical assessments and health consultations were especially appealing, allowing us to gain knowledge while actively participating. It truly enhanced our health awareness and quality of life.

04 Featured Events

Global Experts Gather – Insights into the Future

Over 120 experts from Hong Kong and around the world came together to deliver a series of forward-looking, high-quality forums and discussions. These sessions provided deep insights into the latest trends and explored future developments shaping the smart ageing industry.



* Some of the 2025 Featured Speakers (in no particular order)

Interactive Experiences – Discover Innovation

The expo featured multiple interactive zones, such as the **Smart Ageing Zone**, **Smart Ageing Workshops**, and **Sport Zone**. Over 40 activities were held, including themed talks, product demonstrations, interactive competitions, and etc. These allowed visitors to explore innovative applications and the diverse possibilities of smart ageing lifestyles.



Business Matching – Fostering Collaboration

A series of resource matching sessions were organised to facilitate purposeful connections between suppliers and buyers. These sessions promoted cross-sector collaboration and stimulated business development, driving sustainable growth in the smart ageing industry.



05 Promotional Outreach

Multi-Channel Exposure – Boosting Brand Influence

GAES integrates a wide range of online and offline media resources to provide expo members with powerful brand exposure opportunities, enhancing brand visibility and return on investment.

\$6,000,000+

Total Media Value

4,300,000+

Digital & Social Media Reach

5,000,000+

On-site Offline Exposure

Multi-Channel Exposure – Empowering Brand Influence

GAES leverages a wide range of promotional channels to support expo members in reaching their target audiences and boosting brand influence.

Social Media

Outdoor Ads

Newspaper Ads

Official Website



Media Interviews & Coverage

EDM Campaigns

Joint Promotions

Press Conferences

The promotional content will be presented in diverse formats, focusing on the latest industry trends and corporate highlights. This includes company stories and new product launches, offering an in-depth showcase of brand philosophies and contributions, demonstrating their professional image, enhance market recognition, and attract greater attention from target audiences.



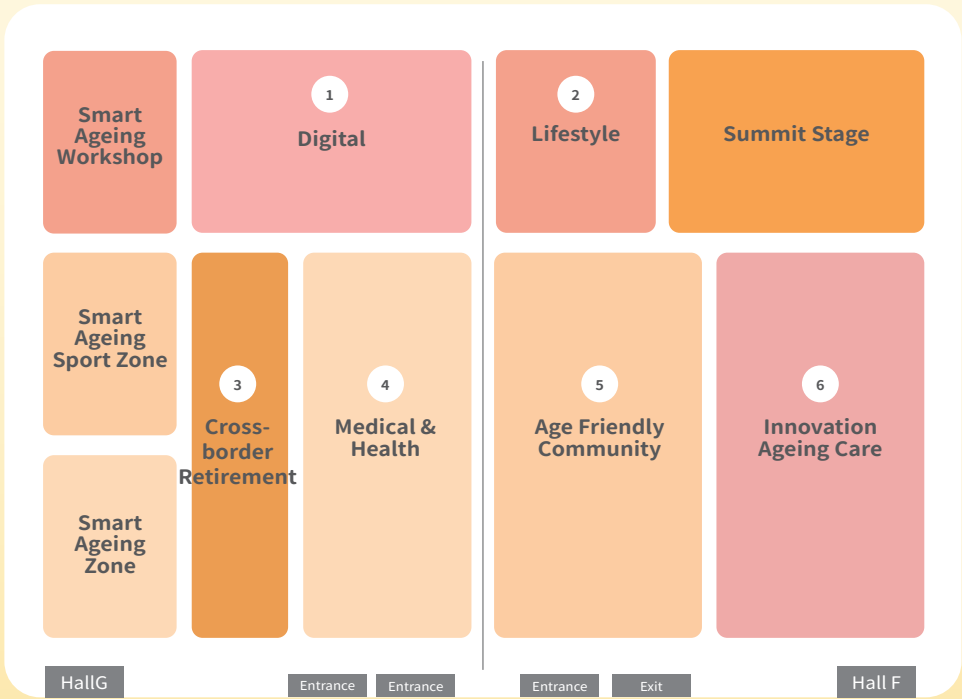
跨越界限，樂活人生（上）
金齡新世代的創新安老與跨境養老

THE YOUNG AND THE OLD
INNOVATIVE AGING AND CROSS-BORDER
AGING
DESIGN AID FOUNDATION
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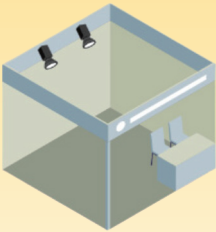
06 Themed Exhibition Zones

A Comprehensive Showcase of the Silver Economy Ecosystem



Participation Fee

Upgraded – 3mX3m	HK\$52,880 US\$6,800
Standard – 3mX3m	HK\$31,880 US\$4,100
Information – 2mX3m	HK\$23,880 US\$3,100
Raw Space – m ² * (min. 9m ²)	HK\$3,188 US\$400



Expo participation fee includes booth space rental, fascia board with company name, partitions, carpeting, 1 information counter, 2 chairs, 2 spotlights. Raw space does not include the facilities mentioned above. If designated booth(s) is/are needed, you will be charged an additional 10% of the booth fee.

07 Gala Dinner

Premium Networking Platform – Connecting Industry Resources

Bringing hundreds of business executives, professionals, and institutional representatives from various sectors and industries together. It fosters meaningful exchange and collaboration within the smart ageing community. By sharing innovative ideas and practical experiences, the event opens up new opportunities for cross-sector partnerships and supports the collective advancement of the industry.

Participation Fee

Named Table (12 guests/table)	HK\$30,000 US\$3,900
GAES2026 Expo Member (Each guest)	HK\$2,800 US\$370
Non-GAES2026 Expo Member (Each guest)	HK\$3,000 US\$390



08 Smart Ageing Awards

Honouring Outstanding Contributions

This awards recognise exceptional leaders and organisations for their achievements in elderly care, sustainability, and cross-sector collaboration, highlighting their significant contributions to smart ageing and aim to inspire greater awareness of the needs of the silver generation. The initiative promotes diverse partnerships and drives the creation of a more inclusive and sustainable future.



09 Additional Services & Advertising

Lucky Bag (Distribution of products / Samples / Coupons)	No charge
Distribution of Promotional Flyers (per item)	HK\$2,000 / US\$260
"Smart Aging Zone" Speech Session (45mins/session)	HK\$25,000 / US\$3,250
"Smart Workshop" Activity Session (45mins/session)	HK\$10,000 / US\$1,300

Advertising Opportunities

- **On-site Venue Advertising:** Zone sponsorship, entrance archways, corridor banners, signage, floor stickers, etc.
- **Material Advertising:** Gift bags, lanyards, etc.
- **Printing Advertising:** Back cover, inner pages, featured recommendations
- **Online Advertising:** Website banners, social media promotions, etc.

10 Member Activities

Year-Round Events – Empowering Expo Members Continuously

Silver Economy Academy

Gain insights into industry trends and seize new opportunities in the silver economy.

Exchange Tours

Organised visits to the GBA, Japan, Singapore, and etc.

Thematic Seminars

Focused discussions on trending topics to promote knowledge exchange.

Industry News

Stay informed with the industry updates and adapt quickly to market changes.



For more information about the **11th Golden Age Expo and Summit**,
Please contact:

Ms Wendy CHAN

Sales and Marketing Manager

Mobile : +852 5217 9833

Email : wendy.chan@goldenage.foundation

Mr Willy CHENG

Engagement Consultant

Mobile : +852 5499 0602

Email : willy.cheng@goldenage.foundation



GOLDEN AGE FOUNDATION
黃金時代基金會
(慈善機構編號: 91/14446)

Enquiries :

☎ 8102 1068

✉ gaes2026@goldenage.foundation

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