



www.aalsummit2012.org

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AAL SUMMIT 2012

Market and Policy Development for
an Aging Society Conference

New Avenues to fill the gap between health and
Welfare Demands and Effective ICT Solutions



27-29th June 2012, Euskalduna Palace, Bilbao



Why should you attend?

The AAL Summit's objective is to address the mismatches between Policy and Technology in order to drive investment and to enable the deployment of AAL solutions at scale.

The best European portal to:

Investment activities

The best place to find new business opportunities in the field of health and care.

Social Healthcare perspective

Including **all levels of care** (*primary care, specialised and home care*).

Commercial Exhibition

The ideal setting to present your products and/or services.

Social Media

With a high impact on social networks and media.

Linkage with the HTAi

(*International Society for the Promotion of Health Technology Assessment Annual Conference*) event in Bilbao on 25-27th of June 2012.

AAL Summit's objective:

- To provide a detailed identification of the different market barriers that currently impede AAL solutions from being deployed and used by those who really need them.
- To find new ways and procedures to overcome the current market barriers.
- To address the need to drive AAL products and solutions to be commercially available as mainstream products.
- To tackle the need for the design of new regional and national policies in order to remove current constraints.
- To analyze the real needs of potential buyers and end-users to avoid mismatches between offer and demand.

Addressed to:

Do you want to invest?

Investors, entrepreneurs, industry, innovators, researchers and policy makers

Are you interested in taking part in developing actual policies?

Key players in the sectors of Health and Social Welfare

Are you focused on technology transfer?

Agencies of Health Technology Assessment

Looking to share best practices and know-how?

Main stakeholders of industrial and innovation policies

Aimed at cooperative and global solutions?

At regional, national and international scope



Full paper submission open

Important dates:

Full papers submission deadline

29th March 2012

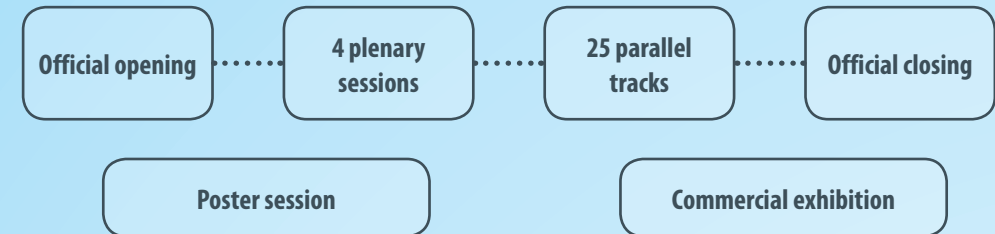
Notification of acceptance

30th April 2012

Camera ready papers and registration

15th May 2012

Conference outline:



Programme details:

Plenary sessions

- **Where is value in AAL solutions? Do current technology-based solutions fulfil the users demand?**
- **Ageing: health, social and economic implications**
- **AAL marketplace: What is the fuel for industry stakeholders and which are the benefits for investors?**
- **When will AAL vision become a reality?**

Parallel tracks in hot topics of AAL

- Developing New Markets: Social Innovation and Emergent Countries
- Regional and National Policies and Cooperation Strategies
- New paradigms in homecare and user empowerment
- AAL and regions: Basque Country best practices

Activities that will run in parallel to the main conference

- Commercial exhibition
- Matchmaking investors-entrepreneurs
- Pitch sessions
- Social media

