



**The Sixth China International Exhibition of Rehabilitation,
Nursing & Healthcare
CHINA AID 2011
May 16-18 2011 INTEX Shanghai
Feature Press**

CHINA AID 2011 Background

The Sixth China International Exhibition of Rehabilitation, Nursing & Healthcare (**CHINA AID2011**) will have a grand opening at INTEX Shanghai on May 16 2011. CHINA AID is not only an annual event that should not be missed by any professionals, but also a grand stage for the society to show humanity, care the disadvantaged group and present love.

Guided and supported by China Civil Administration Ministry, China Disabled Person's Federation and China Social welfare Association, CHINA AID 2011 is hosted by Shanghai Civil Affairs Bureau, Shanghai Municipal Committee on Aging and CCPIT Shanghai, organized by Shanghai Social Service Center, Shanghai Aging Development Center and INTEX Shanghai. CHINA AID 2011 is a professional event in the field of rehabilitation technique and assistive devices for elderly and handicapped people. The supporters also include National Research Center for Rehabilitation Technical Aids, China Assistive Devices and Technology Centre for Persons with Disabilities, Chinese Association of Rehabilitation Medicine, China Association of Persons with Physical Disability, Shanghai Municipal Health Bureau and Shanghai Health Living Promotion Center.

CHINA AID has held five successful events in Shanghai. It is the pioneer exhibition in the field as well as a highly professional, international and nation-level rehabilitation assistive device trading fair. This year, CHINA AID features more on international stage and received support from Jetro, Kotra, Taipei World Trade Center, Italian Trade Commission-I.C.E and other overseas associations, which sets stronger base for CHINA AID's target of standing in China and facing the world.

Ageing Brings "Crisis and Opportunity", Disabled People Desire more Attention and Convenience

According to the statistics of the sixth national census of population presented by the National Bureau of Statistics, there are 178million people over the age of 60, which takes 13.26% of the whole. It is estimated that the population of elderly will reach 248 million by 2030. The average growth will be 5.96 million annual. It will reach 437 million and have a 6.20million annual growth by 2050. The elderly population will be 31.1%of the national population then. This series of statistics shows that China is

entering an old-age society quickly. The issues of low birth rate, ageing population structure and lagged social security system will become big problems for future development. Meanwhile, the rate of handicapped or semi-handicapped urban elderly has reached 19.6%. Moreover, due to traditional families being smaller, daily care and nursing for the elderly are becoming a big issue. Therefore, constructing a socialized care system for the elderly has been placed on the agenda of central and local governments. Member of the Politburo Standing Committee of the CPC Central Committee, Chairman of the Standing Committee of the National People's Congress Wu Bangguo made important instruction on the first plenary meeting of the Standing Committee of the National People's Congress law-enforcement inspection group for law on the protection of rights and interests of the aged which held on May 4th, 2011 in Beijing. Wu Bangguo commented that reacting on ageing population is a significant task in implementing the '12th Five Year plan' of social economics and an important issue of peoples' livelihood which is widely concerned by NPC members and the society. He required enforcing high attention on elderly affairs, completing social security and service systems for the elderly, strengthening the construction of the elderly work mechanism and promoting establishing the social environment of respect, care and assistance for the elderly and protecting the legal rights for the elderly.

Shanghai has the highest aging degree and lowest birth rate in China. According to the <Sixth National Population Census of 2010 Report> recently issued by Shanghai Bureau of Statistics, there are 2.33million people over the age of 65, which takes 10.12% of the population. Compare to the fifth national population census made in 2000, the rate of population over 65 has been reduced by 1.34% but it is still higher than the national average of 8.87%. It is estimated that the elderly population in Shanghai will have a staged dramatic growth. It may reach a peak of aging degree twenty years later and the aged population may be over five million. As the aged population is dramatically growing, the shortage of aged care, rehabilitation and mental health resource is becoming problematic. The director of Shanghai Municipal Health Bureau Medical Service Inspection Section Yan Bo expressed on the recent China-France Public Hospital Reformation Forum that Shanghai will promote investment of aged care, rehabilitation and mental health resources by the means of restoration adjustment and incremental development.

On the other hand, according to the result of the second national sampling survey of the disabled, there are 82.96million disabled people in China and it takes 6.34% of national population. China has 70.50million disabled families, takes 17.8% of all families. There are 8.76million families have more than two disabled people, which is 12.43% of the disabled families. The population of the families with disabled people takes 19.98% of the national population. Contrasted with the large number of disabled population, there is a huge gap between the needs of the disabled and the service provided. The survey shows that amongst all the disabled population, 35.61% has received medical service and aid; 12.53% has received relief and support; 8.45% has received rehabilitation training service; 7.31% has received services with assistive devices. All these low-rated numbers remind us that the disabled population desire more social attention. The national government has marked the issue of improving the disabled peoples' livelihood as one of the important tasks in the "12th five year plan".

On the recently held State Council working of Disabled Committee Plenary Meeting a member of the CCCPC Political Bureau, Vice Premier of the State Council, Director of State Council Working of Disabled Committee Hui Liangyu emphasizes that the construction of social security and service system for the disabled must be enforced and provide systematic secure for the disabled peoples' basic needs for living, medical, rehabilitation, education and employment.

The background information not only shows the challenges that China, especially Shanghai, are facing under the trend of aging population and the disabled peoples' needs that requires improvement, but also great potential contains in the future of aging and disability rehabilitation industry. China's aged and disabled population will receive more and more attention and related industries will have more and more development opportunities. It is estimated that the consumption scale of elderly population will reach around 4300 billion yuan at 2020 and 13000 billion at 2030. Taking advantage of this market conditions, CHINA AID will actively work with the government to promote the construction and perfection of the social security system for the elderly. We hope to bring happiness to more elderly and disabled people, call attention for the disadvantaged group and promote the process of harmonious society.

Famous Brands Gather Together, 'Respect, Love and Harmony'

CHINA AID 2011 is an all round product and technology show combines professionalism and internationality. It will extend its theme of 'Respect, Love and Harmony' and dedicate to social aging and disability works and charity. More than 150 renowned companies from Germany, USA, Canada, Britain, Denmark, Sweden, Belgian, Singapore, Japan, Korea, Hong Kong and Taiwan province will participate in CHINA AID 2011. The exhibition space will reach 12,000 square meters. Exhibits range includes rehabilitation and aid, instruments for mobility, orthotics and prosthetics, daily care and aid, furniture and accessories, communication and aids, nursing care, recreation and others. Products meet the special needs of the elderly and disabled, highlights personality and humanity.

Exhibiter brands including: Otto Bock, ArjoHuntleigh, Nissin, Nichi, Presselit, Prime, Toyota, Wide eyes, Invacare, Matsunaga, Vermeiren, Geoby, Yuyue, Schtaf, SCA, Qianjing, Aurochs, International United, Jingbo, Tehlin, Oboya, Buckingham, Onlycare, Tangbang, .SAIC Motor, Jinbei, Changan and Phiten, etc. The huge potential of the Chinese market attracts global known brands to CHINA AID 2011. International exhibitors have been over 50%. This will bring global leading products and technology and promote international communication and cooperation.

Technology Reflect Infinity Care, Profession Bring Convenient Life

CHINA AID has become an important window for new product release, a 'weathervane' of the industry's development and a hub of information exchange. The exhibitors will display their flagship product and newest technology and pass on new concept.

1. Beijing Otto Bock Orthopedic Industries Co., Ltd.

The Otto Bock Group is a medium-sized corporation with headquarters in Duderstadt (southern Lower Saxony). The Group has three core business divisions: HealthCare, Plastics and Information and Communication Technology (ICT). Otto Bock thus

participates in important global growth markets. Founded in 1919 in Berlin, the company is now in its third generation of family-run management.

2. Shtaf Barrier-free Life System Co., Ltd.

SCHTAF has developed an innovative product concept for the barrier-free living Life System. Functionality and ergonomics are of course as much a way of life as safety and comfort for the user. The system is flexible and can be integrated in a variety of bathroom concepts. Helping to retain personal autonomy and generate enhanced freedom of movement these are the key characteristics of the Range 800 concept. The accessories for the barrier free bathroom combine perfect functionality and ergonomics with a wide variety of design options. Range 800 offers enhanced safety and convenience in both domestic bathrooms as well as in office buildings, hotels or clinics.

3. Zhongjin Medical Co., Ltd.

Changzhou Zhongjin Medical Co. Ltd. takes the lead in advocating the “Tailor-Made” wheelchairs, to eliminate the second deformation of their users. Combined with the high technology as “dynam” “ergonomics” and “rehabilitation medicine”, these wheelchairs are served for disabilities and old group. It is a significant innovation which will exert a great influence on the recovery, the social adaptation ability and the quality of daily life for the users.

4. Buckingham Healthcare China

Founded in 2001 Buckingham healthcare is a leading manufacturer and supplier of aids to daily living and physiotherapy related equipment to the healthcare industry in England and throughout Europe. The founder of the company is British and lives in England. Miss Chris Clarke is a qualified Occupational Therapist and respected and experienced practitioner in occupational therapy and aids to daily living.

5. Phiten international trading (Shanghai) Co., Ltd.

Phiten international trading (Shanghai) Co., LTD. method for water soluble cane products mainly health products, and has the titanium won 9 China issued by the state intellectual property office patent, otherwise ten of patents in the application process. Products fashionable Japan, method of cane with sports stars to ordinary people from the faithful consumer group.

6. Mugen Kobo Inc.

In 1989, Mugen Kobo Inc. developed our ‘Gravity Chair’ for the people who have difficulty in sitting correctly in conventional chairs or sofas. Since then, it has been enjoying great reputations in Japan and European countries, and has become one of the most popular and reliable devices in the home medical field over the world.

7. Invacare Rehabilitation Equipment (Suzhou) Co., Ltd.

As the World’s biggest professional manufacturer in the field of rehabilitation equipments, Invacare will emphasis on two series of products on CHINA AIS 2011:

Home Fill Oxygen System: As the world’s most professional manufacturer for home fill oxygen system, The Invacare Home Fill Oxygen System has revolutionized ambulatory oxygen by allowing patients to fill their own cylinders. With the Home Fill System, providers reduce costs by virtually eliminating cylinder deliveries.

Personal Care Products: Personal-care products from Invacare offer more adaptable solutions than other providers. Durability and safety are the hallmarks of bath, shower, commode and grab bar products that facilitate personal hygiene.

8. Automobile Companies Care for Disadvantaged groups, the Disabled has more choice for Driving

The Automobile industry in China has a vigorous development in recent years. With the new <Regulation for Driver's License Application and Usage> relieves the conditions for the disabled to apply for driver's license, we are glad to see more and more automobile companies started to pay attention to vehicles for the disabled people. This is implied by the number of automobile exhibitors in CHINA AID 2011. Toyota, Geely, Changan, HuaChen and SAIC Motor will all bring their products for the disabled to CHINA AID 2011. As the organizer of the show, we faithfully hope more and more people will pay continuous attention to the needs of the disabled people. This will have more social significance than seeking for the most expensive limousine.

MINTH will cooperate with Toyota to release: Hiace RP Lift (back wheelchair lifting system), COMS (Individual moving system), RAV4 (assistant lifting seat) and PRIUS wheelchair system.

Geely will invite disabled family representatives to a test-drive activity.

Focus on Social Hot Issues, Promote Industry development

1. 2011 China Ageing Industry Forum

2011 China Ageing Industry Forum has two panel forums:

Panel Forum-1: The topic will be 'The Development of China Ageing Industry'. Deputy Chief of Shanghai Civil Affairs Bureau Gao Julan will speak on the topic of 'Develop aging industry, Coping aging process'. Professor of Fudan University College of economics, Doctoral Supervisor Li Jieming will analyze on the topic of 'Theory and practice in aging industrialization'.

Panel Forum-2: This panel forum will focus more on internationalism and the topic will be 'International Ageing Care Institution Quality Management'. Specialist Sharyn Henderson from Virginia U.S.A will present a speech with the topic of 'Risk control of aging institutes in U.S'. Chinese aging institution runners may absorb useful advises from America's case studies. Moreover, specialists from all over the world will discuss each area's policy and cases in order to establish a suitable agenda for this industry in China.

2. The forum "the Development of Rehabilitation Instrument"

The forum "the Development of Rehabilitation Instrument" is hosted by the Exhibition Committee and China Rehabilitation Instrument Association Committee of Wheelchair. Field specialists will be invited. Meanwhile, manufacturer representatives from Japan, Shanghai and Taiwan will discuss and share experiences. The forum aims to pay more attention to disadvantaged groups and to establish a communication stage for disabled service providers and specialist, technicians and manufacturers and therefore create advantages for the development of assistive device services and barrier-free life for disabled people.

3. Accessible Life in China

Forum 'Accessible Life in China' is hosted by China Association of Persons with Physical Disability and aims to provide convenience for the disabled and other disadvantaged groups to participate in more social activities. Because Japan is one of the most developed country all over world, specialists form Japan will be invited to

the forum. Leaders of relative associations from China and Japan will attend and make speeches. Meanwhile, representatives from Toyota and Chang'an will introduce their accessible vehicles.

4. 2nd China Old-age Homes Forum (Shanghai)

2nd China Old-age Homes Forum (Shanghai) will invite governmental leaders, college professors and Chiefs of old-age homes to gather together. The forum provides the old-age homes an opportunity to receive information of new structure, new situation and new problems and hear the voice from government. Meanwhile, the forum provided a stage for old-age home runners to communicate and learn from each other.

5. Seminars and Health Lectures

CHINA AID provides series of health lectures organized by Shanghai Health Living Promotion Center and multiple seminars. Audiences will receive more concepts of healthy life and latest products and technology of the industry.

Interactive function zone on-site provides care and service

The show committee specially sets an interactive function zone for visitors to have better impression on new methods, new products and new technologies. This zone is divided into four areas. 'Aged Learning' features Shanghai Old People University Art Work Exhibition; 'Aged Caring' features Community for the elderly (Cherish-Year); 'Aged Joy' features Digital Horde—modern technology lights up old person's life and Health Station. 'Aged Joy' – Digital Horde is one important part of the emphasized project 'Week of Aged Digital Life' in 'Shanghai Technology Week'. This sub-show includes digital products and services from Xuhui, Yangpu and Hongkou district. Moreover, Shanghai Telecom and Shengda will display their elderly welcomed products and services. Visitors are invited to experience the products. The highlight of the Digital Horde is that the show room simulates a living room for the elderly and joins the products into it. Therefore the elderly will have an intuitive experience of the convenience.

The show reflects humanity based service tenet by providing barrier-free passages, free wheelchair rent and one on one volunteer service. The show seeks to offer the most meticulous care for the elderly and disabled visitors.

It so happens that the opening of CHINA AID will just be after the '21st National Day of the Disabled'. We sincerely hope this show can attract more attention on the elderly, disabled and disadvantaged group, improve their wellbeing, complete the service security system, and let the society full of love.

May 16-18, 2011, CHINA AID 2011 is waiting for your presence.

For more information, please check:

www.china-aid.com

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