A Series of three Research Briefing Workshops for SME's on Building Competitive Advantage in the AAL Market.

Ambient Assisted Living

Europe's ageing population is a challenge for our job market and its social and health systems. But it is also an economic and social opportunity. By 2020, 25% of the EU's population will be over 65. Spending on pensions, health and long-term care is expected to increase by a factor of three by 2050. However, older Europeans are also important consumers with a combined wealth of over €3,000 billion.

ICT will increasingly allow older people to stay active and productive for longer, to continue to engage in society with more accessible and age-appropriate on-line services, and to enjoy a healthier and higher quality of life for longer.

Research Briefing Workshops

The Research Briefing Workshop series is designed to stimulate market development and to strengthen competitive advantage for industry participating in the emerging AAL market sector on the Island of Ireland - and particularly in the Border, Midlands and Western (BMW) region. The three workshops will run over the period from Q4 2008 to Q3 2009, and will take:

- a business perspective, (November 2008)
- a user needs and research priorities perspective (March 2009) and,
- a technology and solution innovation perspective (September 2009).

Together, the series of briefings will help to inform, challenge, share and grow our individual and collective understanding of the AAL sector to inform national policy development and to grow our industrial capacity to compete in this accelerating global market.

1st Workshop: The Business Perspective

Date       | Friday 21st November 2008
Time       | 8.15am - 4.30pm
Venue      | Fairways Hotel, Dundalk, Co Louth

1st Workshop Overview

The first workshop will examine the diverse business opportunities and business modelling approaches available in the emerging ambient assisted living market and how companies from small to large scale are reacting to these opportunities. From the ICT needs of tele-health, tele-care and home-automation to changes in home design and construction for an ageing population, and emerging government mandates and policy directions, this workshop will focus on how SME's can initiate or strengthen their participation in this growing market sector.

Who Should Attend

This first seminar should interest companies in the following sectors:

- tele-care, tele-health and home automation
- social networking and e-learning
- home appliance and device manufacturers
- Managed services (hosting, data management, social and care services)
- digital media, content and image processing
- IT at the enterprise and home levels (networking, ERP, data analytics)
- Digital home and smart AV infrastructure
- Environmental design and construction
# WORKSHOP PROGRAMME

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<th>Time</th>
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<td>08:15 - 08:45</td>
<td>Coffee and Registration</td>
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| 08:45 - 09:00 | Welcome and Introduction                                             | Mr Gerry Finn, Director of the BMW Regional Assembly  
|               |                                                                      | Mr Rodd Bond, Netwell Centre, DkIT, (Ireland)                          |
| 09:00 - 10:00 | SESSION 1: AAL Business Prospectives from International Corporations | Dr R. Benjamin Knapp - Netwell Centre, (DkIT)  
|               |                                                                      | Mr Silvio Bonfiglio - Fimi Philips (Italy)  
|               |                                                                      | Mr Sascha Henke - Bosch GmbH (Germany)  
|               |                                                                      | Dr Peter Rumm - Future-Camp GmbH (Germany)  
|               |                                                                      | Mr Pól Mac Aonghusa - IBM (Ireland)  
| 10:00 - 10:30 | Question/Answer and discussion                                       |                                                                        |
| 10:30 - 10:45 | Coffee Break                                                         |                                                                        |
| 10:45 - 11:45 | SESSION 2: AAL Business Prospectives from Irish Industry            | Dr R. Benjamin Knapp - Netwell Centre, (DkIT)  
|               |                                                                      | Dr Yvonne Nolan - Valentia Technologies (Ireland)  
|               |                                                                      | Dr Kieran Daly - Realtime Technologies (Ireland)  
|               |                                                                      | Catherine McGuigan - McElwaine-Smart (Northern Ireland)  
|               |                                                                      | (tbc)  
| 11:45 - 12:15 | Question/Answer and discussion                                       |                                                                        |
| 12:15 - 13:15 | Lunch                                                                |                                                                        |
| 13:15 - 14:15 | SESSION 3: AAL Investment and Procurement Prospectives              | Rodd Bond - Netwell Centre, (DkIT)  
|               |                                                                      | James Lee - The Health Service Executive (Ireland)  
|               |                                                                      | European Centre for Connected Health (Northern Ireland)  
|               |                                                                      | National Health Service (UK)  
|               |                                                                      | European funding programmes (tbc)  
| 14:15 - 14:45 | Question/Answer and discussion                                       |                                                                        |
| 14:45 - 15:30 | SESSION 4: Parallel Breakout Sessions                                |                                                                        |
|               |                                                                      | In these sessions, participants will explore some of the key questions they outlined on their on-line registration forms. The goals of the discussions are:  
|               |                                                                      | • to strengthen our understanding of the key barriers to AAL market growth  
|               |                                                                      | • to identify knowledge gaps that could lead to more integrated R&D practice  
|               |                                                                      | • to highlight key policy initiatives and actions that could strengthen the competitive position of Irish industry to address the opportunity  
| 15:30 - 15:45 | Coffee/Tea Break                                                     |                                                                        |
| 15:45 - 16:30 | PLENARY SESSION: Feedback from Parallel Sessions                    | Rapporteurs from the break-out sessions will report back to the group, identifying information needs from the research community. This industry feedback will guide the detailed content needs for the 2nd and 3rd workshops in March and September 2009. |
AWARE HOMES | AWARE CARE

Opportunities in Ambient Assisted Living (AAL) and Gerontotechnology

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**REGISTRATION INFORMATION**

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What key AAL Business Modelling issue is most important to you?

Special accessibility/dietary requirements

**On-line Registration**

Follow the links for on-line registration on the Netwell Centre web site at:

[www.netwellcentre.ie](http://www.netwellcentre.ie)

For postal registration, please fill in the details above and forward to:

Breda Connor,
Netwell Centre,
Regional Development Centre,
Dundalk Institute of Technology,
Dublin Rd., Dundalk, Co Louth.

For any questions or further information please contact Breda Connor or Yolanda Connolly at the following contact details:

+353 (0)42 937 0497
[Breda.Connor@dkit.ie](mailto:Breda.Connor@dkit.ie)