



# The Business of Ageing

## TURNING SILVER INTO GOLD

March 3rd 2010, Royal Hospital Kilmainham, Dublin



### Did you know there's a market...

That doubles every 6 years and will be 1/5 of the world's population by 2050. This market holds 80% of the UK's wealth, spends more than any other age group and its consumption has risen 3 times faster than any other demographic.

### And yet...

Only 10% of marketing campaigns target that market.

### Who are they?

The baby boomers, the 50+, the SILVER MARKET

**The Business of Ageing Conference** would like to put you in the picture about the enormous untapped potential of the Silver Market. How to develop new products, services and technologies to meet the needs and expectations of today's rapidly growing older population. This will in turn help your company benefit from the growing phenomenon of the Silver Market.

We are presenting a one day conference with leading specialists, national policy makers, potential investors and internationally renowned experts on business opportunities in the ageing world. They will inform you of the real value of this market, with case studies examined and individual parallel sessions looking at various markets and how they can adapt their product/service to sell to the Silver Market. Together the implications of the dramatic changes taking place in the world's population will be addressed and analysed. It will look at how businesses can effectively respond, and consider Ireland's potential as a great country to grow old in.

**To find out more please visit our website**  
[www.businessofageing.com](http://www.businessofageing.com)

**We look forward to seeing you on March 3rd 2010 a date not to be missed!**