

# SILVER NORMANDIE

L'ÉCONOMIE RÉGIONALE  
AU SERVICE DES SÉNIORS



## SILVER NORMANDIE DAY

*The Basse-Normandie Region has been working on Silver Economy and invites you to the Silver Normandie Day.*

**Key note: Michèle DELAUNAY,**

Member of Parliament and former Minister in charge of elderly people.

**THURSDAY, SEPTEMBER 17  
FROM 9AM TO 6PM**

AUDITORIUM MIRIADÉ  
COLOMBELLES

**REGISTRATION:**  
[www.miriade-innovation.fr](http://www.miriade-innovation.fr)

- Round Tables with Luc BROUSSY, Industrials and regions on Silver Economy issues
- Dedicated business meetings and networking
- Official kick-off of the “Silver Economy package”



MISSION RÉGIONALE POUR L'INNOVATION ET L'ACTION DE DÉVELOPPEMENT ÉCONOMIQUE

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Produits pour l'innovation  
RÉGION BASSE-NORMANDIE



## AGENDA

### 9.00am: Registration

### 9.30am:

**Opening by Laurent BEAUVAIS,**  
President of the Basse-Normandie Region

**Introduction by Michèle DELAUNAY,**  
Member of Parliament and former Minister in charge  
of elderly people

### ● 1<sup>st</sup> Round Table

#### *“Silver economy: a tour de France”*

- vision of public bodies and an industrial company about market opportunities
- Silver Regions, what do they do?

With the contributions of: Luc BROUSSY, President of France Silver Eco - Marc MAOUCHE, Regional Delegate ORANGE Basse-Normandie - Delegates of Silver Regions.

### ● 2<sup>nd</sup> Round Table

#### *“Silver Normandie, market opportunities”*

- competitive territories
- Silver economy, industrial opportunities
- Silver economy as an innovation booster
- experimentation as a service for SMEs

With the contributions of:  
Mitsuhiro SAKAMOTO, CEO of IDEAQUEST, Japan - Alexandre WAHL, MIRIADÉ Director - Bernard SAUVAGE, Director of the catering internal service of the Hospital of Rouen - Pierre BOUCHARD, STARNAV engineer - Anne ZERKOVITZ, Secretary-General TECHSAP OUEST cluster - Cédric MOREL-GUILLOUX, Director of the TES innovation cluster.

Moderator: Jérôme PIGNIEZ - silvereco.fr

### Official kick-off of the “Silver Economy package”

### Networking lunch

### 2.00 - 6.00pm: Dedicated Business meetings