



展會報告 2025

Post Show Report 2025

主辦單位
Organizer



官方支持機構
Official Supporting Organizations



贊助商
Sponsors



支持單位
Supporting Organisation



媒體合作夥伴
Media Partner



展會概覽 Overview

50+博覽暨亞洲銀髮產品展 對象為本港超過350萬名中年人士及銀髮一族，
博覽以「全面啓航 逐夢精彩50+」為題，

鼓勵50歲以上銀髮一族「突破年齡、再創高峰、探索無極限人生」，
提供一站式規劃健康、豐盛和優質中年生活的資訊平台。

"50+ Expo & Senior Expo Asia" targets over 3.5 million middle-aged and silver-haired individuals in Hong Kong, the expo themed "Embark on an Exhilarating Voyage of Dreams Beyond 50+" encourages those aged 50 and above to "break age barriers, reach new heights, and explore limitless possibilities." It serves as a one-stop information platform for planning a healthy, fulfilling, and high-quality midlife and beyond.

 日期 Date : 4-6/7/2025  屆別 Edition : 第16屆

 場地 Venue : 香港會議展覽中心 – 3FG 展覽廳 Hall 3FG, Hong Kong Convention and Exhibition Centre

 入場人次 Number of visitors : 逾 64,300 人次

 展台數目 Number of booths : 約200個

 展出範圍 Scope of exhibition :

- 醫療用品或服務 – Medical supplies or services
- 輔助設備 – Auxiliary equipment
- 保健及優質食品 – Health supplements and premium food
- 美顏抗衰老 – Beauty and anti-aging
- 旅游消閑及生活品味 – Travel and leisure
- 投資計劃及理財管理 – Investment plans and financial management
- 生命計劃 – Life planning
- 協會及機構 – Associations and organizations



行銷宣傳 Marketing campaign

新聞廣告

Newspaper advertisement

傳媒合作宣傳

Media collaboration

地鐵車廂廣告

MTR In-train TV



傳媒報導

Media Coverage
(TVB, CCTV, NowTV)



雜誌廣告

Magazine advertisement



本屆部份參展商 Partial exhibitor list



參展商分析 Exhibitor analysis

200家參展商及品牌
Featuring **200** exhibitors & brands

1

醫療用品或服務
Medical supplies or services

2

輔助設備
Auxiliary equipment

3

保健及優質食品
Health supplements & premium food

4

美顏抗衰老
Beauty and anti-aging

5

旅游消閑及生活品味
Travel and leisure

6

生命計劃
Life planning

7

投資計劃及理財管理
Investment plans & financial management

8

協會及機構
NGOs & organizations



“

氣氛好激烈，排長龍，沒有想象過這樣好反應，有機會一定會再參加！

“The atmosphere was intense and we have never thought of such a positive response. We will definitely join again in the future if possible!”

”



“

10點開展已經立刻很多人對我們的產品有興趣。銀髮經濟是超級大的Market，會順勢去作出規劃。

“Many visitors were already interested in our products from the very beginning. We believe silvered-hair economy is such a huge market, and we will make further plans accordingly.”

”



96%參展商認為展會能有效推廣品牌

94%參展商認為展會能達到預期參展效果

90%參展商認為展會能有效增加會員/關注度

89%參展商認為展會能有效幫助業務推廣

96% agreed the event effectively promoted their brand

94% achieved their expected exhibition goals

90% successfully increased members/followers

89% found the event helpful for business expansion

入場人士分析 Attendee analysis

50+ Expo 公眾人士 Public

“

參展商很熱情、主動去講解產品 非常好！
“Exhibitors were passionate, they will take the initiative to introduce and explain their products, which is fantastic!”

”

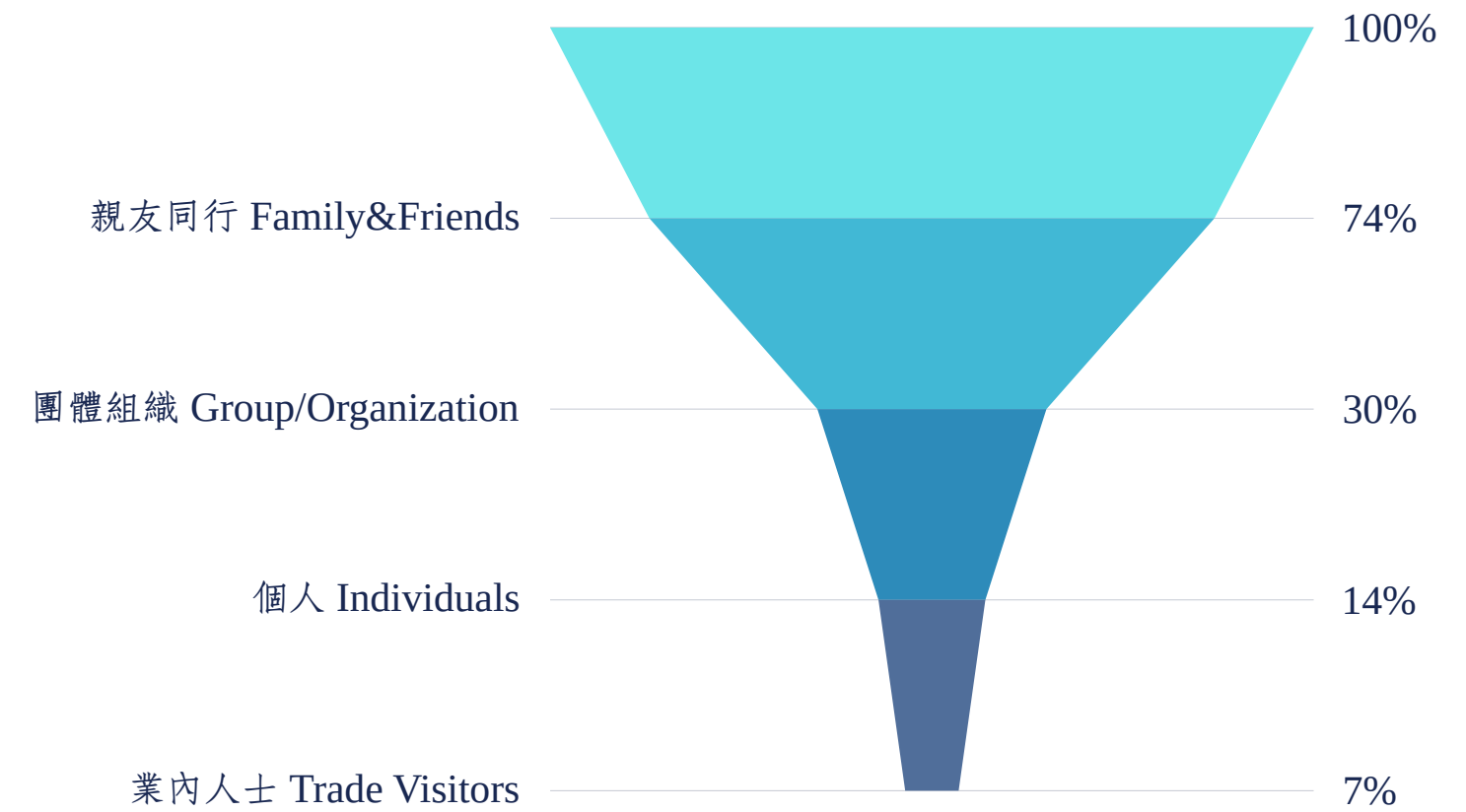
“

免費登記註冊入場，了解到更多健康產品。
“Register for free admission to know more about various health products.”

”



- 2025年觀眾入場逾64,300人次
- 預約參觀團超過60團
- 派發逾50,000張免費實體入場券 供社區及民間組織
- 64,300+ attendees in 3 days
- 60+ pre-registered group tours
- 50,000+ free tickets distributed to community groups & NGOs



入場人士分析 Attendee analysis

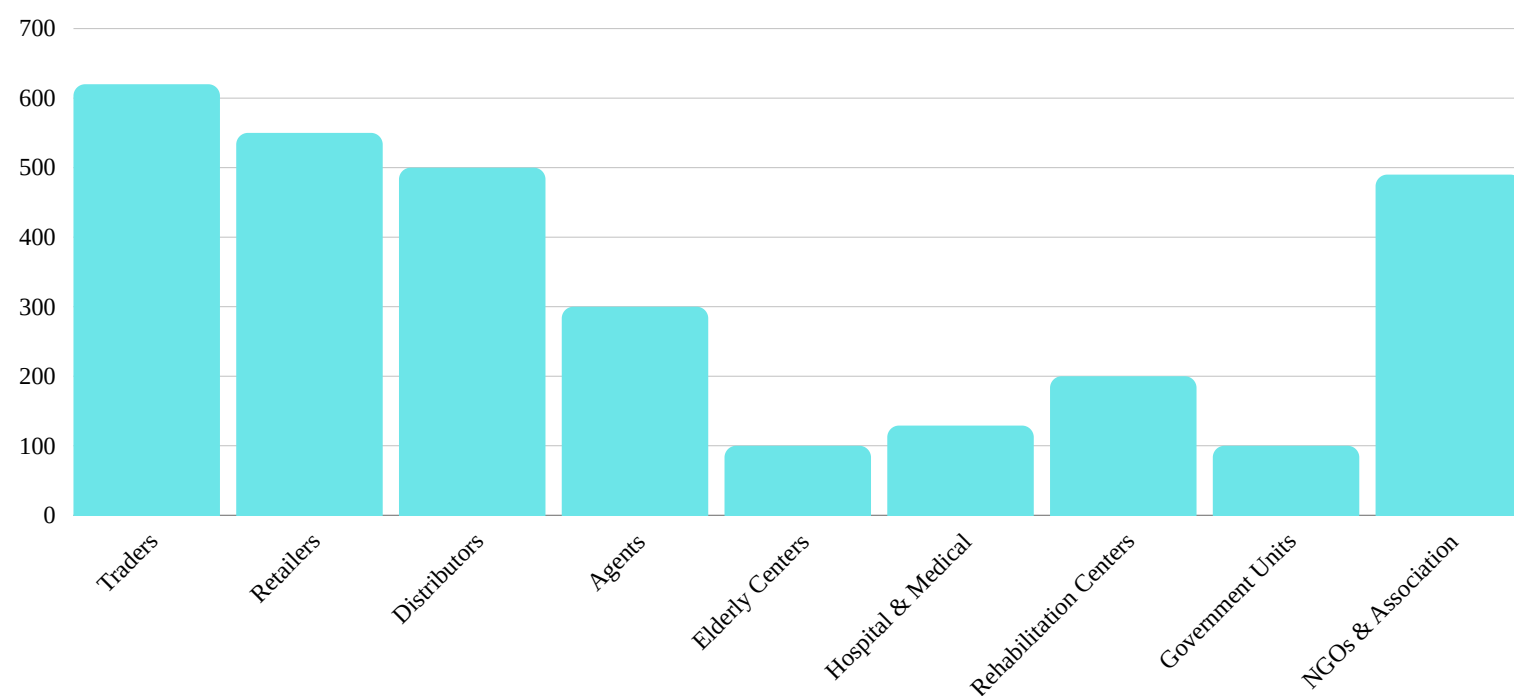
Senior Expo Asia 專業觀眾 Trade Visitors

觀眾來自中國、日本、韓國、中國香港、馬來西亞、新加坡、台灣地區、泰國等國家及地區。

Trade Visitors were from China, Japan, Korea, Hong Kong China, Malaysia, Singapore, Taiwan Region, Thailand etc.

專業觀眾涵蓋以下行業：

Trade Visitors cover the following industries:

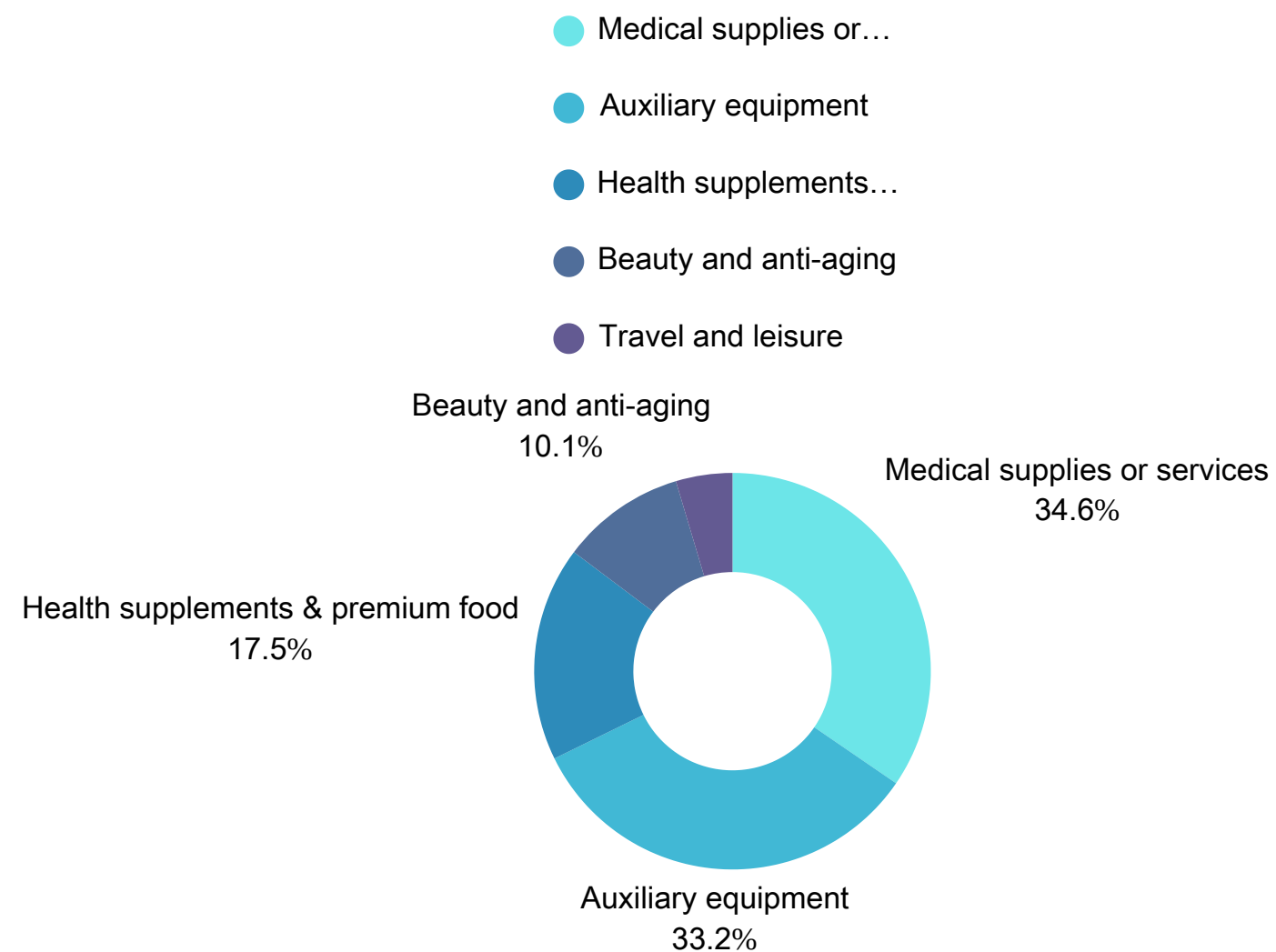


- 貿易商 Traders
- 零售商 Retailers
- 分銷商 Distributors
- 代理商 Agents
- 出入口商 Importers & Exporters
- 護老中心 Elderly Centers

- 醫院及醫護人員 Hospital & Medical Professionals
- 醫療及復原中心 Medical & Rehabilitation Centers
- 政府單位 Government Units
- 協會/非牟利機構 NGOs & Association

專業觀眾感興趣的產品及服務：

Products and services trade visitors are interested in:



博覽回顧 Expo Highlights

- 每天首500名入場人士可獲贈福袋乙個

The first 500 visitors each day will get a complimentary lucky bag



禮品贊助商 Sponsors



桂 | 圓 | 美
HASPERO



- 設置精美場景供參加者打卡留念，定時派發贊助商禮品

Two delicate photo spots were set up for visitors to get free sponsored gifts at certain times

- 現場各種檢測活動，由專業醫師、治療師駐場提供體驗服務

On-site complimentary health screenings & medical specialists consultations were provided



體檢活動包括聽力、血壓、血糖、頭髮、骨質疏鬆、牙齒、視力等等

Covering:

- Cardiovascular health (blood pressure/blood sugar monitoring)
- Auditory & visual acuity tests
- Bone density assessments (osteoporosis screening)
- Oral health evaluations
- Hair/scalp analysis



博覽回顧 Expo Highlights

- 預約參觀團超過60團，網上預先登記電子門票12000張以及派發50000張實體門票

Over 60 group tours were booked, with 12,000 free e-tickets pre-registered online and 50,000 physical tickets distributed

- 論壇活動由多位專業人士、協會、中心及機構支持及參與*

Forum activities were participated and supported by multiple professionals, associations, centers and institutions



銀髮健康論壇



廣東省養老服務業商會



救世軍完善人生計劃



* 支持單位 Supporting Organisation



第十七屆 50+博覽暨亞洲銀髮產品展將於3-5/7/2026舉行



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有關展會活動、媒體或其他合作機會，請與我們聯絡。
For exhibition events, media, or other collaboration opportunities, please contact us.