ASIA SENIOR EXPO

亞洲銀髮康護養生展

REBOOT

展會報告 2026

Post Show Report 2026

主辦單位 Organizer

美縱展覽 BV EVENTS

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展會概覽 Overview

為因應亞洲地區人口老化趨勢，香港美縱展覽有限公司於2026年隆重舉辦「亞洲銀髮康護養生展 (Asia Senior Expo)」。
本屆展會將打破傳統，以「Reboot! 科技康護新起點」為號召，透過沉浸式場景化展區、權威論壇與豐富體驗，為產業注入新動能 ，為銀髮人群開啟全新生活方式。

In response to Asia's ageing population, Asia Senior Expo 2026 presents a dynamic platform for innovation in senior wellness, healthcare, and active ageing.
With the theme "Reboot! A New Beginning for Tech-Enabled Care," the Expo brings together immersive showcases, industry insights, and interactive experiences to drive innovation, create new business opportunities, and inspire the future of senior living.



屆別 Edition：第17屆
日期 Date：3-5/7/2026
場地 Venue：香港會議展覽中心 — 展館3F及3G Halls 3F & 3G, Hong Kong Convention and Exhibition Centre
展商數量 Exhibitors：160+
入場人次 Number of visitiors：逾40,000人次
展出範圍 Scope of exhibitioin：健康食品與營養品——Health Foods & Nutritional Supplements
康復輔具與護理用品——Rehabilitation & Nursing Aids
智能健康設備與穿戴科技——Smart Health Devices & Wearable Technology
抗衰老產品設備與技術——Anti-Ageing Products, Equipment & Technologies
頭療設備產品與服務——Scalp Care Equipment, Products & Services
社交、娛樂、旅遊與教育服務——Social, Leisure, Travel & Educational Services
健康服務與養老解決方案——Healthcare Services & Senior Living Solutions
醫療檢測與健康管理——Medical Testing & Health Management
生命計劃——End-of-Life Planning Services

參觀者感想 Visitor Testimonial

- 2026年觀衆入場逾40,000人次
- 網絡預約登記超過8,000人次
- 現場實體票共售出25,000張
- 共派發免費福袋1500個

- 40,000+ Attendance in 3 Days
- 8,000+ Online Pre-Registrations
- 25,000 Physical Tickets Sold
- 1,500 Free Gift Bags Distributed

很開心可以參展，展商講解很耐心，我會介紹同伴下次一同參加！
"A wonderful experience! The exhibitors were professional, patient, and helpful. I'll definitely recommend the Expo to my friends and visit again next year."

這次參展了解到更多高科技的保健產品，還收穫了不少店家優惠券！好抵！
I discovered so many innovative health and wellness products at the Expo, and even received plenty of exclusive coupons from exhibitors. A truly worthwhile experience!

我通過上次參展進入了現在這個NGO組織，不僅豐富我的生活，也幫助很多獨居老人。
""The Expo opened a new chapter in my life. Through my visit, I joined the NGO I'm part of today, enriching my own life while making a meaningful difference for seniors living alone.."

透過論壇收穫頗豐！對於如何料理身後事有了進一步的了解和規劃。
The forum was truly enlightening. I gained valuable insights into end-of-life planning and now feel much more confident about planning for the future.

行銷宣傳 Marketing campaign

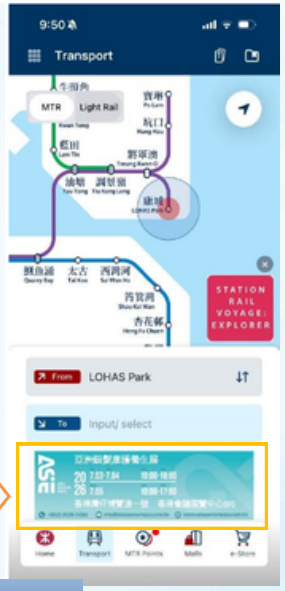


















地鐵車廂, AM730日報,醫德好雜誌
線下廣告 Offline Promotion

AM730網站及APP,健康730,地鐵APP
線上廣告 Online Promotion

AM730,健康730,樂活新中年
社群媒體 Social Media Promotion

配套活動 Supporting Activities

健康產品創新大賽
Health & Wellness Innovation Awards










1V1 采購對接會
1-to-1 Business Matching

亞洲中老年大健康高峰論壇
Asia Senior Health & Wellness Summit










現場體驗活動
Interactive Experience Zones

第十八屆
亞洲銀髮康護養生展將於15-17/5/2027舉行

ASE ASIA SENIOR EXPO
亞洲銀髮康護養生展

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美縱展覽 BV EVENTS

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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.