

ACTIVE AGEING: SMART SOLUTIONS, NEW MARKET'S AAL FORUM 2010

Odense, Denmark 14-17 September, 2010

PRESS RELEASE

Brussels, April 07, 2010: The Ambient Assisted Living Forum (AAL Forum) 2010 will be held at the Odense Congress Centre in Denmark on September 15-17th 2010. The AAL Forum 2010 is the result of collaboration between the City of Odense, the Region of Southern Denmark, the Danish Ministry of Science, Technology and Innovation and the AAL Joint Programme.

This year the AAL Forum focuses on presenting innovative solutions to tackle the challenges inherent to our ageing societies. It aims to provide a platform for all stakeholders – investors, researchers, policy makers, industry providers and end-users – to discuss smart solutions for a improved quality of life in later years.

“Never in human history has the senior generation outnumbered the younger generations. Assistive technology is the key solution and a main asset to achieve, or even just maintain, a proper level of service and care for seniors in our societies, as well as to develop new market opportunities for SMEs in Europe”, said Lena Gustafsson, President of the AAL Association.

Ambient Assisted Living Technology is a relatively new and vibrant field of investment, research and development. Policy makers are already exploring options and planning on future technology investments in this area. Several regional and national initiatives are emerging around Europe to support public and private investment. In support of this the 2010 AAL Forum will now launch and host the first ever European ‘AAL Investment Forum’.

“There are too many promising business cases that never enter the market. The financial situation in Europe is not making it easier for SMEs to access venture capital. This is why we are launching the AAL Investment Forum. We strive to establish direct connection between private and public venture capital & SMEs and to share market intelligence” said Reinhard Goebel, lead for development of the AAL Investment Forum.

The objective of the one-day Investment Forum’s is to improve communication between investors and researchers and introduce investors to projects which require immediate and/or long term funding. The event will provide a matchmaking bazaar and tailored presentations for investors, software developers and other interested parties.

For more information about the AAL Forum, please visit: www.aalforum.eu or contact:

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Ministry of Science
Technology and Innovation



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About the AAL Forum (www.aalforum.eu)

The AAL Forum was held for the first time in Vienna in 2009. The AAL Joint Programme, the Danish Ministry of Science, Technology and Innovation, the Region of Southern Denmark and the City of Odense, jointly organizes the AAL Forum 2010. The final programme will be finished in May, and will present the most comprehensive showcase of the vibrant field of AAL in Europe. The AAL Forum 2010 launches at the same time a new powerful digital web 2.0 platform with the aim to strengthen ideas and knowledge sharing between stakeholders. For questions about the AAL Forum 2010 Programme and AAL Forum digital Community please contact:

Chairman of the AAL Forum Committee, Claus F. Nielsen, International Manager, DELTA Business Development, cfn@delta.dk, +45 6116 0974

About the AAL Investment Forum

To support the large number of innovative solutions and technologies in the field of AAL, an AAL Investment Forum is set up for the first time. The AAL Investment Forum is planned to take place in conjunction with the AAL Forums' on the 14-15th of September. For more information, please contact:

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About the AAL Joint Programme (www.aal-europe.eu)



AAL Joint Programme is the world's largest initiative dealing with ageing population, implemented by 20 European Member States and 3 Associated States. The programme receives a substantial financial support - based on article 169 of the EC treaty - from the European Commission. The objective of the AAL Joint Programme is to enhance the quality of life of older people and strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT). The motivation of the new funding activity is in the demographic change and ageing in Europe, which implies not only challenges but also opportunities for the citizens, the social and healthcare systems as well as industry and the European market.

The concept of Ambient Assisted Living is understood as

- to extend the time people can live in their preferred environment by increasing their autonomy, self-confidence and mobility,
- to support maintaining health and functional capability of the elderly individuals,
- to promote a better and healthier lifestyle for individuals at risk,
- to enhance the security, to prevent social isolation and to support maintaining the multifunctional network around the individual,
- to support carers, families and care organisations,
- to increase the efficiency and productivity of used resources in the ageing societies.

For more information about the AAL Joint Programme, please contact:

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