



50+  
EXPO

# 50+ 博覽

全面啟航 逐夢精彩50+

*Embark on an Exhilarating Voyage of Dreams Beyond 50+*

4-6/7/2025

香港會議展覽中心 展覽廳3FG

Hall 3FG Hong Kong Convention and Exhibition Centre

Organizer 主辦機構



Supporter 支持單位



[www.50plusexpo.com.hk](http://www.50plusexpo.com.hk)



# 50+ EXPO 50+ 博覽

「50+ 博覽」自2008年舉辦至今，得到各界大力支持，將於2025年舉行第十六屆。自2016年開始，以「敢想50」全新理念，為傳統中老年健康博覽注入新活力，展示更多元化的產品和服務，是香港首個為中年人士、退休人士及其家庭而設的一站式資訊、產品及專業服務平台。

*“50+ Expo” has received vigorous support since 2008 and will celebrate its 16th edition in 2025. Starting from 2016, with the new concept of “50 Dare to Think”, 50+ Expo has rejuvenated the traditional middle-aged and elderly health fair and showcased diversified products and services. It is the first one-stop platform on information, products and services dedicated to middle-aged people, retirees and their families.*

## 全面啟航 逐夢精彩50+

## Embark on an Exhilarating Voyage of Dreams Beyond 50+

一連三日的展覽、講座及精彩活動將為入場人士介紹最新健康和優質生活的理念、資訊、產品和服務。博覽一應俱全，圍繞醫療護理、養生飲食、旅遊消閒、生活科技、持續進修、投資理財等主題，建立全面而有效的推廣平台，助參展商拓展市場商機，促進各界交流。

*Throughout the three-day exhibition, forums and activities, visitors would receive the latest Health and Quality life concepts, products, information and services. 50+ Expo is an all-rounded platform and provides visitors with information on different topics including medical and health care, healthy food, leisure and travel, technology in daily life, continuing education, financial planning etc. It strives to serve as a comprehensive and effective promotion platform in order to help exhibitors explore market opportunities, facilitate communication and exchange ideas.*





# 50+ EXPO 拓展亞太地區市場 Exploring the Asia Pacific Market

全球國家包括亞洲地區正面對高齡化社會，據聯合國推算至2050年，亞洲地區將有36%的人口達到50歲或以上，日、韓、香港和台灣等地的年齡中位數將超過50歲。香港統計處數據顯示，截至2020年底，43.1%的香港人口為50歲或以上；50-59歲的人士更是全港人口佔比最高，達16%。

Countries around the world, including Asia, are facing an aging society. According to the United Nations, 36% of the population in Asia will be 50 years old or above by 2050, and the median age in Japan, South Korea, Hong Kong and Taiwan will exceed 50 years old. According to statistics from the Hong Kong Census and Statistics Department, as of the end of 2020, 43.1% of Hong Kong's population was 50 years old or above; people aged 50-59 accounted for the highest proportion of Hong Kong's population, reaching 16%.

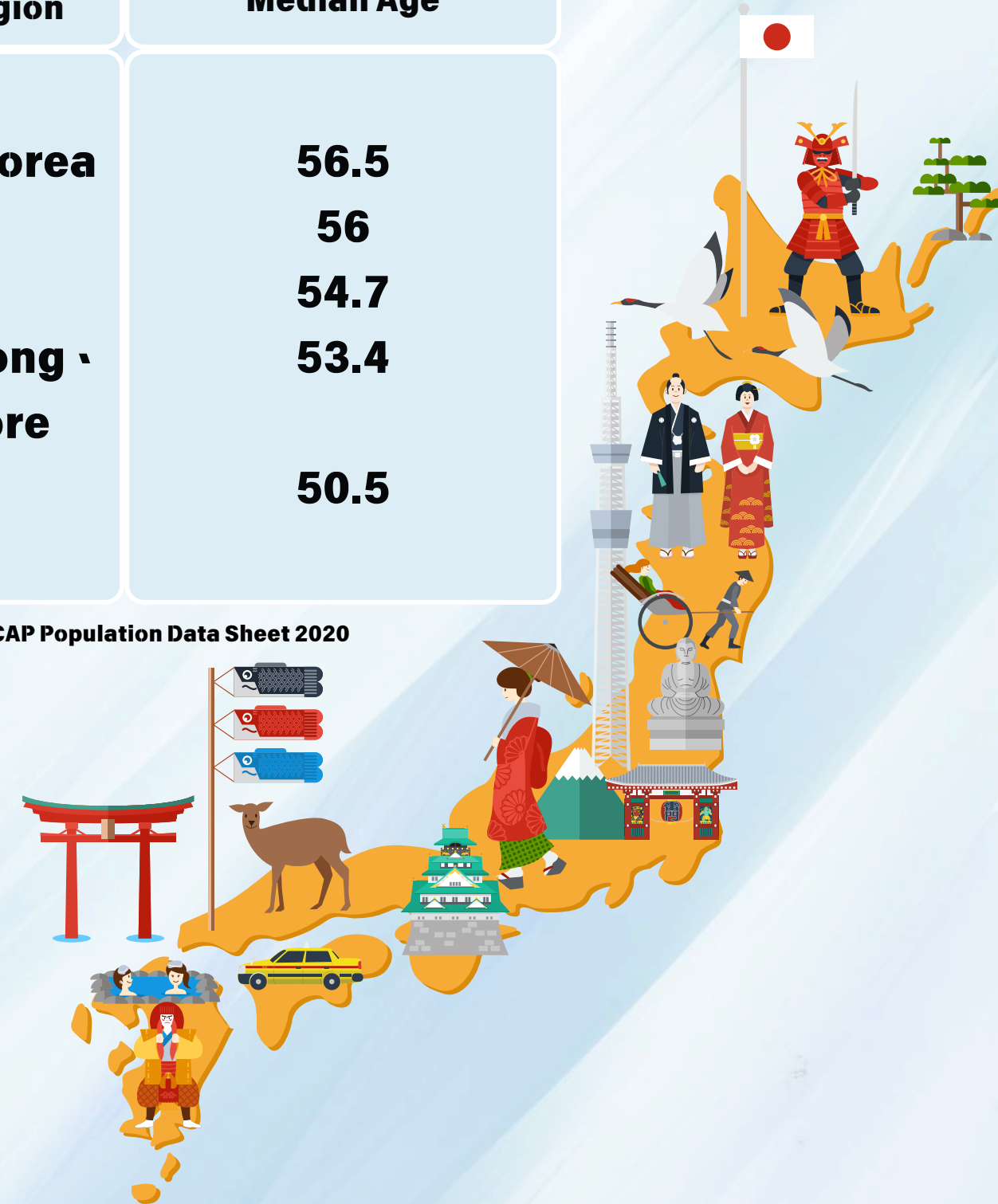
持續的人口老化對醫療保健、養生護理、退休計劃和旅遊消閒等產品與服務的需求將日益增加。未來，「50+」將成為最有潛力的消費群，擁有相當的學歷、收入和消費力。亞洲中年人市場正快速成長，企業需靈活創新，了解新興商機及針對目標市場進行宣傳推廣，把握未來發展機遇！

Continued population ageing will increase the demand for medical and health care, retirement and travel and leisure products and services. In future, "50+" will be the most potential consumer group, who generally will have a certain level of education, income and consumption power. As the Asian middle-aged market is growing rapidly, being innovative and flexible, identifying emerging business opportunities and promoting to the target market help company to seize future development opportunities!

以2050年年齡中位數推算排名  
Ranked by the Median Age of 2050 forecast

亞太地區 Asia Pacific Region	2050年年齡中位數 Median Age
1.南韓 South Korea	56.5
2.台灣 Taiwan	56
3.日本 Japan	54.7
4.香港 Hong Kong、 新加坡 Singapore	53.4
5.澳門 Macau	50.5

資料來源: United Nations, ESCAP Population Data Sheet 2020





很多長者會到展覽詢問我們的產品，了解保健品如何能夠幫助到他們。

御藥堂

在展會當日，我們的攤位成為全場最受歡迎的社福界攤位之一，吸引了超過千位參加者前來參觀及查詢中心服務。這次活動不僅讓我們與社區建立了更緊密的聯繫，還使我們的社交媒體 Facebook 增加了超過 400 位追蹤者，這對我們的推廣工作來說是一次巨大的成功。

循道衛理楊震社會服務處 長者服務部 悠逸軒

人流十分好！



參展商訪問

感恩生命文化有限公司

我們已經參加了很多下一屆，50+博覽的參加者非常適合我們去宣傳。

醫健軟組織治療中心

Our Centre's participation in the event was a significant success, as we reached and provided free-of-charge health education and community screening services to almost 800 individuals from the 50+ age group, a potentially high-risk group. This achievement demonstrates the high acceptance of our work by the event participants. It served our objective to deliver proper, professional, reliable, and evidence-based education to those concerned about bone & muscle health and prevent old-age falls and fractures in our society. Kindly note that all our services and educational materials are medically validated.

Our Physicians' health talks received very positive and interactive feedback from the audience. Our doctors addressed very good questions from the floor of over 250 pax in the two days.

香港中文大學賽馬會骨質疏鬆預防及治療中心

人數超過我們預期，手沒有停過。

女青年會



參展商訪問





## 展會回顧 Show Review 2024

3日內達**63,200**入場人次  
**63,200** visitors over 3 days

**265**個參展商與品牌  
**265** exhibitors and brands

**9,000** 平方米  
**9,000** SQM

**110**場講座及活動  
Around **110** forums and activities

**95%** 參展商有興趣參與2025年的50+博覽  
**95%** of exhibitors were interested in joining 50+ Expo 2025

**94%** 參展商認為展會能有效推廣品牌  
**94%** of exhibitors agreed 50+ Expo helped with brand building

**91%** 參展商認為展會能有效幫助業務推廣  
**91%** of exhibitors agreed 50+ Expo helped promote business

### 不容錯過的理由 *Good reasons to join 50+ Expo*

- 集中的接觸目標消費群  
Connect with target customers within a short period of time
- 提高及鞏固市場認知  
Raise and build market awareness
- 專業的展覽支援  
Professional exhibition support services

- 顯著的宣傳效果  
Significant publicity effort
- 開拓市場商機  
Explore future collaboration
- 多元化的推廣策略  
Diversified promotional strategies





# 展出範圍 *Scope of Exhibitom*

醫療保健、生活科技、養生食品、旅遊消聞、投資理財、養生抗老、優質生活、持續進修、生命計劃  
**Medical & Health Care, Smart Home Technology, Food & Supplement, Leisure & Travel, Financial Planning, Anti-Aging Caring, Quality Life, Continuing Education, Life Planning**



**4-6/7/2025 | Hong Kong Convention and Exhibition Centre 香港會議展覽中心**

## 標準展台 STANDARD

展台面積 Booth Size **9 平方米 9 SQM**

展台費用 Booth Fees **HKD 26,500**

## 空地 RAW SPACE

最少36平方米 Min. 36SQM

**HKD 2,610/ SQM**

成為贊助商 及其他宣傳推廣：請聯絡主辦單位以計劃合適的宣傳策略（如 講贊座助廣告宣傳、活動推廣等）

Sponsorship & Marketing: Please contact the Organizer for customized marketing package (E.g. Forum Sponsor, Logo on printing materials & website, Activities Sponsor etc.)

標準展台：包含招牌名稱及展位號碼、諮詢台、白折椅、射燈、插座、垃圾筒及地毯

Standard booth: Including fascia name & booth no, information counter, folding chair, spotlight, socket, waste paper basket and carpe

空地：展台由參展商指定的承建商搭建

Raw space: Space only (booth construction independently held by exhibitor assigned contractor)



有關展會活動、媒體或其他合作機會，請與我們聯絡：



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