



50+ EXPO

50+博覽

3-5 JULY 2026

香港會議展覽中心

Hong Kong Convention and Exhibition Centre

www.50plusexpo.com.hk



美縱展覽
EXHIBITION

Brilliant Vertical Exhibition (Hong Kong) Ltd.
香港美縱展覽有限公司

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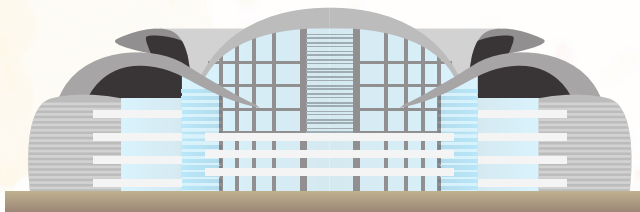
後50新征途 夢想不停步

Beyond 50

A Fresh Chapter Awaits, Dreams Continue to Thrive

展出範圍 Exhibition Scope

- 醫療保健
Medical & Health Care
- 生活科技
Smart Home Technology
- 保健及優質食品
Health Supplements & Premium Food
- 旅遊消閑及生活品味
Travel & Leisure
- 投資計劃及理財管理
Investment plans & Financial Management
- 生命計劃
Life Planning
- 持續進修
Continuing Education
- 協會及機構
NGOs & Organizations



拓展亞太地區市場

Exploring the Asia Pacific Market

持續的人口老化對醫療保健、養生護理、退休計劃和旅遊消閑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

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%.



「50+ 博覽」自2008年舉辦至今，得到各界大力支持，將於2026年舉行第十七屆。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 17th edition in 2026. 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.

不容錯過的理由 Good reasons to join 50+ Expo



- 顯著的宣傳效果
Significant publicity effort
- 專業的發展支援
Professional exhibition support services
- 多元化的推廣策略
Diversified promotional strategies
- 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
- 開拓市場商機
Explore future collaboration

Booth Rental 展台費用

	STANDARD 標準展台	RAW SPACE 空地
Booth Size 展台面積	9 Sqm (3mX3m)	Min36 Sqm
Booth Fees 展台費用	USD 3,780 RMB 27,590 HKD 29,500	USD 343/ Sqm RMB 2500/ Sqm HKD 2670/ Sqm

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

博覽回顧 50+ Expo Review

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

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

- 3日內達64,300入場人次
64,300 visitors over 3 days
- 50場講座及活動
Around 50 forums and activities
- 預約參觀團超過60團
60+ pre-registered group tours
- 派發逾50,000張免費實體入場券供社區及民間組織
50,000+ free tickets distributed to community groups & NGOs

參展商的話

What exhibitors Said...

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. 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。

Beijing MideUnik Culture Technology Co., Ltd.
北京美大优品文化科技有限公司

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

DrPom Medical Care Limited
邦醫生醫健有限公司

96% 參展商認為展會能有效推廣品牌。
agreed the event effectively promoted their brand.

94% 參展商認為展會能達到預期參展效果。
achieved their expected exhibition goals.

90% 參展商認為展會能有效增加會員/關注度。
successfully increased members/followers.

觀眾的話

What Visitors Said...

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.”

觀眾感興趣的產品及服務：
Products and services visitors are interested in:

