

中法养老服务合作洽谈会议

CONFERENCE : SINO-FRENCH PARTNERSHIP IN SILVER ECONOMY IN CHINA CHALLENGES AND PROSPECTS

2021 年 6 月 15 日 法国驻华大使馆

June 15th, 2021 - French Embassy in China, Beijing

组织方 – Organized by







与会企业 - Participating companies













会议-2021年6月15日法国驻华大使馆





目标:加强在老年人居家护理和失能老人护理解决方案领域的中法伙伴关系

介绍法国公司在中国为中国老年人所开展的一些案例和项目

与会法国公司:养老院和老龄公寓运营商,医疗保健设施管理服务提供商,培训和个人护理服务公司,智能护理系统开发商

13:30-14:00	欢迎和与会者登记	
14:00-14:10	法国驻华大使罗梁先生致欢迎辞 TBC	
14:10-14:20	介绍法国健康产业联盟及老龄工作组: • 法国健康产业联盟,联合主席 Olivier DESSAJAN 杜立伟 (COLISEE) 先生, 联合主席 Anne BRUANT (法国驻华使馆社会事务参赞) 女士, 联合主席 Antoine OUSTRIN 安黎明 (Business France) 先生 • 老龄工作组以及法国在华银色经济,联合主席及老龄工作组组长 Olivier DESSAJAN 杜立伟(COLISEE) 先生	
14:20-14:50	 6 家与会公司介绍 爱默智(ALMAGE),姚慧女士,中国区总代表 高利泽(COLISEE),Olivier DESSAJAN 杜立伟先生,中国区总经理 法国宜世高等精神运动与康复学院(ISRP),刘丹女士,中国区总监 埃顿集团(ADEN),Philippe OBRY 先生,首席创新官 欧葆庭(ORPEA),Nathaniel FAROUZ 高天礼先生,亚洲区总裁 罗格朗(LEGRAND),王铭先生,BS & BTicino 销售总监 主持人:法国驻华使馆商务投资处 Antoine OUSTRIN 安黎明先生 	
14:50-15:45	國桌会议讨论: 从第一线学习 发言人: ・ 姚慧女士(愛默智) ・ Olivier DESSAJAN 杜立伟先生 (高利泽) ・ 刘丹女士(法国宜世高等精神运动与康复学院) ・ Philippe OBRY 先生 (埃顿集团) ・ Nathaniel FAROUZ 高天礼先生(欧葆庭) ・ 王铭先生(罗格朗) 主持人: Eric BOUTEILLER 布安瑞先生 (JUMO & 中欧管理学院)	
15:45-16 :00	问答 主持人: Eric BOUTEILLER 布安瑞先生 (JUMO & 中欧管理学院)	
16:00-17 :00	会议总结,社交联络及与媒体会面	

SINO-FRENCH PARTNERSHIP IN SILVER ECONOMY IN CHINA CHALLENGES AND PROSPECTS



CONFERENCE – June 15th, 2021, French Embassy in Beijing



Objectives: strengthen Sino-French partnerships in terms of development of home care and dependent elderly people solutions

Introduction of some cases and projects conducted by French companies, in China and for the Chinese elderlies.

Participating French companies: Operators of nursing homes & senior residences, service providers for facility management in healthcare, training and personal care services companies, intelligent care systems developers.

	PROGRAM	
13:30-14:00	Welcome and registration	
14:00-14:10	Welcome speech by Mr. Laurent BILI, Ambassador of France to China TBC	
14:10-14:20	 Presentations of the French Healthcare Alliance in China and the aging working group: French Healthcare Alliance in China by Mr. Olivier DESSAJAN (COLISEE) - co-chairman, Ms. Anne BRUANT (Embassy, Social Affairs) - co-chairwoman, and Mr. Antoine OUSTRIN (Business France) - co-chairman Aging working group and the French silver economy in China by Mr. Olivier DESSAJAN (COLISEE) - co-chairman and lead for the aging working group. 	
14:20-14 :50	 Presentation of 6 participating companies ALMAGE, by Ms. YAO Hui, General Representative in China COLISEE, by Mr. Olivier DESSAJAN, China General Manager ISRP, by Ms. LIU Dan, China Director ADEN, by Mr. Philippe OBRY, Chief Innovation Officer ORPEA, by Mr. Nathaniel FAROUZ, Asia CEO LEGRAND, by Mr. Michael WANG, BS & BTicino Sales Director Mainland Animation by Mr. Antoine OUSTRIN (Business France)	
14 :50-15:45	Round Table discussion: Learnings from the field Panelists: Ms. YAO Hui (ALMAGE) Mr. Olivier DESSAJAN (COLISEE) Ms. LIU Dan (ISRP) Mr. Philippe OBRY (ADEN) Mr. Nathaniel FAROUZ (ORPEA) Mr. Michael WANG (LEGRAND) Moderator: Mr. Eric BOUTEILLER (JUMO & CEIBS)	
15:45-16 :00	Questions and Answers with participants Moderator: Mr. Eric BOUTEILLER (JUMO & CEIBS)	
16:00-17 :00	Conclusion followed by refreshment and networking, meetings with the press	

与会的六家企业 - 6 PARTICIPATING COMPANIES			
领域 - Sectors	企业 - Companies		
医护型养老院及养老住宅运营机构	ALMAGE – 爱默智		
Operators of nursing homes & senior	COLISEE - 高利泽		
residences	ORPEA – 欧葆庭		
职业培训 Continuing Training			
学历教育 Initial Education	ISRP - 法国宜世高等精神运动与康复学院		
专业研究型项目 Research project			
医疗机构管理	ADEN GROUP - 埃顿集团		
Facility Management for healthcare	ADEN GROOT 次次未包		
智慧养老照护解决方案	LEGRAND - 罗格朗		
Intelligent Elderly Care Solution			

组织方 - ORGANIZERS

自 2013 年成立以来,法国健康产业联盟一直致力于为中国社会开发出最佳的医疗健康解决方案,并寻求中法两国在该领域最强有力的合作。 作为一家法国组织,我们的目标是通过推介创新企业促进法国医疗健康的优秀知识技术,组织行业专家会面以及创建共同的商务协作。

法国健康产业联盟集聚了超过 **150** 多家法国企业和机构, 它们活跃在中国不同医疗健康领域,如慢性疾病,传染病,罕见疾病,老龄产业和电子医疗。我们的成员已经取得了骄人的业绩,并正在中国为中国开发创新的解决方案。

在法国驻华使馆和法国商务投资署的支持下,通过如下活动,我们的组织旨在增进中法相关方之间的关系和相互理解:



www.french-healthcarealliance.com.cn

- 1) 医学会议,例如 2019 年在北京举行的中法糖尿病医学研讨会和 2020 年在深圳举行的着眼于罕见病,传染病和老年护理的法国医学日活动。肿瘤学可能将是今年医学日活动的重点内容
- 2) 自 2020 年以来,每月举行的网络研讨会,涉及疫苗,高血压,传染病,银色经济,电子医疗等多个主题
- 3)在中国主要城市的代表团,以扩大本地公司与法国公司之间的关系并创造商机
- 4) 医疗领域的全球最佳创新领导者的信息平台
- 5) 关于中国医疗领域的意见书和文章

在中国,法国健康产业联盟的老龄工作组带来了独特的专业知识和最佳的国际解决方案,这些解决方案已针对当地特点量身定制,并已证明了 其在中国的有效性。这些总体服务包括:

- ✓ 养老院管理到老龄公寓解决方案: 世界最先进的护理服务提供商。
- ✓ 建筑与室内设计:创新,适应和整合居住者及其家庭的需求。
- ✓ **员工培训**:发展所有员工的工作能力以提供更好的服务质量&新的管理模式。针对医疗和辅助医疗专业人士以及老年人护工的培训
- ✓ 接待管理: 定制解决方案,以创造最佳环境,改善老年人生活。

- ✓ 智能老人护理系统,可提供一致高效的护理质量和医疗护理监督。
- ✓ 康复设备和支持解决方案:恢复功能并改善所有老年人的生活质量。
- ✔ 保险: 为长期照护提供资金&为所有家庭提供适当的解决方案

Since its founding in 2013, The French Healthcare Alliance in China has sought to develop the best healthcare solutions for the Chinese society and the strongest collaboration in this field between France & China. As a French organization, our objectives are to promote the French Healthcare excellence with the presentation of innovative companies, to organize meetings between experts and to create joint business synergies.

The French Healthcare Alliance is the reunion of more than 150 companies & institutions from various fields such as chronic diseases, infectious diseases, rare diseases, ageing industry and digital health. Our members have already impressive track-record and are developing innovative solutions in China, for China.

With the support of the French Embassy and Business France, our organization aims to enhance the relationship and understanding between French and Chinese stakeholders by settling:

- Medical conferences, such as the Sino-French medical seminar on diabetes in Beijing in 2019 and the French Medical Day in Shenzhen in 2020 with focus on rare diseases, infectious diseases and elderly care. Oncology could be the focus of this year's edition
- 2. Webinars every month since 2020 on several topics such as vaccine, hypertension, infectious diseases, silver economy, E-health, etc.
- 3. Delegations in Chinese main cities to expand the relationship between local companies and French ones and creating business opportunities
- 4. Platform of information on the best innovative world leader on the healthcare
- 5. Position paper & article on the healthcare in China

In China, the French Healthcare Alliance ageing group brings a unique pool of skills and expertise; it offers the best international solutions, tailored to the local specificities and that have already proven their efficiency in China. This global offer includes:

- ✓ **Nursing homes management to the senior apartment solutions**: The most worldwide advanced residential care providers.
- ✓ Architecture & interior design: innovation, adaptation & integration of the needs of residents & their family.
- ✓ **Staff training**: developing the competences of all the staff for a better quality of services & a new model of management. Training of medical and paramedical professions and helpers for elderly care
- ✓ Hospitality management: customized solutions to create the best environment for a better senior life.
- ✓ **Smart elderly care system** for consistent and efficient care quality & healthcare supervision.
- ✓ Rehabilitation devices and support solution: restoring functional ability and quality of life for all elderly people.
- ✓ **Insurance**: financing long-term care & providing appropriate solutions for all families





法国驻华大使馆 - 卫生与社会事务处

French Embassy in China – Social affairs service



法国商务投资署(Business France)是旨在提升法国经济国际化发展的国家机构,协助法国企业迈向国际、推动企业的出口业务,同时肩负推广和接待国际投资者前来法国投资经商的使命。

有关法国商务投资署其他资讯,请浏览官方网站:

www.businessfrance.fr (法语)

http://en.businessfrance.fr (英语)

微信公众号: businessfrance (或搜索"法国商务投资署")

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

与会企业 - PARTICIPATING COMPANIES & THEIR SPEAKERS

法国爱默智集团由阿尔弗莱德·塞永(Alfred Saillon)医生于 1986 年创立,是最早在法国推行认知行为疗法和非药物疗法来照护认知症病人的企业之一。经过 35 年多的发展,爱默智已经成为法国认知症照护领域的领导者,数次荣获包括行业标杆奖项"梅代里克"奖在内的各类专业奖项。

除经营认知症护理机构和日托中心之外,爱默智集团也提供面向普通养老院的认知症护理咨询业务,为这些机构提供组织架构、照护理念、团队培训和转型支持及督导等一系列的服务。面向养老护理机构经营方或项目投资方(如险资企业或房地产企业),爱默智集团可以根据客户的需求来为它们提供个性化的短期或长期服务。

2021 年,法国养老企业 Domidep 集团(网址: http://domidep.fr/)入股爱默智。Domidep 集团是欧洲养老行业的领导者之一,旗下拥有并运营的养老护理机构超过 120 个,分布在法国、比利时和德国,共拥有超 8500 张床位。

目前,爱默智已与华润置地集团达成非排他性合作协议,双方合作的第一个项目是在北京大兴。

French group ALMAGE was founded by Dr. Alfred Saillon in 1986. It was one of the first companies in France to implement cognitive behavioral therapy and non-drug-based therapy to care for patients with Alzheimer's disease. After more than 35 years of development, ALMAGE has become a leader in the field of Alzheimer's disease care in France and has won various professional awards including the industry benchmarking award "Fondation Médéric Alzheimer" several times.

In addition to operating Alzheimer's disease care institutions and daycare centers, ALMAGE also provides dementia care consulting services for general nursing homes, providing these institutions with organizational structure, care concepts, team training and transformation support and supervision. ALMAGE can offer short- or long-term contracts for nursing home operators or project bearers, such as insurance companies or real estate developers, tailored to their needs.

ALMAGE is also associated with the French nursing home group Domidep. Domidep is one of the leaders in the elderly care industry in Europe. It owns and operates more than 120 elderly care institutions, distributed in France, Belgium and Germany, with a total of more than 8,500 beds.

At present, ALMAGE has reached a non-exclusive cooperation agreement with China Resources Group, and the first project of the two parties' cooperation is in Daxing, Beijing

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ALMAGE - 爱默智





高利泽(法国)集团拥有超过 40 年的持续为各类型长者开发高质量的照护解决方案的经验。集团在全球 7 个国家经营和管理着超过 300 家养老护理院,数十个康复中心,同时亦在欧洲范围为长者提供居家护理服务。由于在欧洲 6 个国家的数十年耕耘发展,高利泽成为了欧洲高级护理行业最大的领导者之一,并且被公认为致力于长者照护及项目管理方面的高级专家。

高利泽(法国)集团于 2010 年来到中国,并于 2014 年与招商局集团下属的地产旗舰企业招商蛇口共同成立了一家合资公司-招商高利泽。招商高利泽致力于为中国长者提供并实施创新的解决方案,例如非药物治疗,蒙台梭利,精神运动康复,个性化的生活计划等。基于招商高利泽在中国已经开业并运营管理的 2 个项目与 1 个即将开业的项目,高利泽(法国)向市场展示了我们致力于提供本土化+国际化的优质服务和更好的服务未来老龄化社会的解决方案。我们的愿景是向所有在中国居住的长者提供有尊严和受到尊重的美好晚年生活。

招商高利泽三个项目简介:目前在广东省内运营管理的 2 个项目,均于 2018 年开业: i)广州番禺国际康复颐养中心,床位 132 张; ii)深圳招商观颐之家蛇口颐养中心,床位 75 张。即将开业,杭州,床位 200 张。

With more than 40 years' experience, COLISEE group is developing high quality solution for all the elderly people. We are managing more than 300 nursing homes, dozens of rehabilitation centers and also delivered home care for European elderlies. Thanks to our development in 6 countries, COLISEE became one of the largest leaders of the senior care industry in Europe and is also recognized as an high expert on the management of residences dedicated to the dependent people.

COLISEE came to China in 2010 and found a joint venture with China Merchants Group in 2014 called China Merchants-Colisée. This company was settled to implement innovative solution for Chinese elderly people, such as non-drug therapy, Montessori, rehabilitation, personalized life plan... Thanks to our three projects in China already under operation, we demonstrated our commitment to provide high quality services and a better solution for the future aging society. Our ambitious is to provide to all our Chinese residents, the best life with always dignity and respect.

Today, China Merchants Colisée is managing 2 projects in the Guangdong province. These two medical nursing homes were opened in 2018: i) Guangzhou Panyu medical center with 132 beds ii) Shenzhen Shekou medical nursing home with 75 beds. Other projects are under opening period in Hangzhou and other cities.

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COLISEE - 高利泽





法国宜世高等精神运动与康复学院(INSTITUT SUPERIEUR DE REEDUCATION PSYCHOMOTRICE),简称宜世学院,由精神运动康复学创始人吉赛尔•苏比昂(Giselle Soubiran)女士于 1967 年创立。半个多世纪以来,宜世学院在职业教育、学历教育、科研及法国国家卫生战略工程等各方面积极推动精神运动康复学全球的发展,并成立了国际精神运动康复与放松疗法协会(OIPR)吸引了全球医疗专家。宜世学院在法国巴黎、马赛和维希三座城市都设有校区,是世界上最大也是最顶尖的精神运动康复学府。

宜世学院自 2015 年进入中国,一直与国内医疗健康卫生机构、高校和政府保持密切合作关系,开展在儿科学,成人精神疾病和老年疾病方向的康养护人才培训项目,6 年间有超过 6000 人次参加宜世学院线上、线下学历学分教学和继续教育培训。并在 2019 年的广州、贵州民政养老人才培养项目中中标,为当地养老护理人才进行了上百小时的培训,广泛提升在职人员专业技术水平。

2021 年,宜世学院将首次面向中国康复、护理等相关专业的本科及在职人员开放成人/老年科方向国际精神运动康复硕士专业用以培养专业照护人员。

INSTITUT SUPERIEUR DE REEDUCATION PSYCHOMOTRICE (ISRP) was founded by Madame Giselle Soubiran, founder of the psychomotor therapy, in 1967. ISRP has ever since been promoting the global development of the psychomotor therapy in various aspects, such as: vocational education, academic education, research & development, and French National Health Strategy Plans. It also set up the International Association of Relaxation and Psychomotor for international developing. With 3 campus in Paris, Marseille, and Vichy, ISRP is the biggest and the leader of psychomotor therapy institutions in the world.

Since its entry into China in 2015, ISRP has been cooperating with Chinese rehabilitation associations, health institutions, universities, and the government to carry out health care training programs, there are over 6000 trainees have participated at online or on-site trainings on 6 years. ISRP won the bidding project of civil affairs bureau of Guangzhou and Guizhou on 2019 to have trained the local nursing professions for over 100h in order to enhance their work ability.

From 2021, ISRP will first time open to Chinese medical, para-medical professions and graduated students for the Master program of psychomotor therapy on adult/geriatrics.

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ISRP - 法国宜世高等精神 运动与康复学院



法国宜世高等精神运动与康复学院



作为综合设施管理(IFM)解决方案提供商,埃顿始终以数据为导向,结合智能科技、数据平台和数字自动化,优化工作场所的人员体验、经营成本、能耗管理和可持续性发展。针对客户多样化的现代设施管理需求,埃顿提供全方位定制化解决方案,确保企业设施设备和资产高能效运作的同时,可以始终专注于核心业务的提升。

埃顿集团在全球 25 个国家拥有超过 26,000 名员工,业务遍及中国近 80 个城市,为合作伙伴提供多维度、高质量的综合设施管理(IFM)解决方案。凭借覆盖全球的丰富资源,并结合本地专家团队,让埃顿在不断创新的同时,亦能成为商业地产、工业、健康、教育、政府部门以及其他各行各业值得信赖的合作伙伴。

ADEN is an Integrated Facility Management (IFM) solutions provider using smart tech, data tools and automation to optimize the workplace experience, costs, energy and overall sustainability. Whatever your specific needs, Aden works closely with you to create a customized solution and a single point of contact that lets you focus 100% on your core business. We ensure your facility and assets operate at maximum energy-efficiency and effectiveness.

ADEN is China-based with an international reach. We have 26,000 employees and operates in over 25 countries. This combination of global reach and local expertise, along with our deep services network, is what makes Aden an innovative and trusted partner for industrial, commercial, healthcare, education and governmental sectors.

代表人员: Philippe OBRY 先生,首席创新官

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ADEN GROUP - 埃顿集团



法国欧葆庭养老康复集团成立于 1989 年,全球总部位于法国巴黎,于 2002 年在巴黎纽约泛欧交易所上市。集团在全球 23 个国家经营 1114 家机构, 111801 张床位。

舒适的环境、优质的团队、严格的质量管控和充满人文关怀的氛围是 欧葆庭领跑养老服务行业的四大关键优势。欧葆庭一贯秉承的核心价 值即为住户提供舒适、温馨的生活环境,维护个性与尊严,维持身心 健康水平,守护家庭亲情纽带。

2013 年,欧葆庭正式入驻中国,着眼长期立足中国市场,为中国家庭带来欧洲标准的医护服务。欧葆庭品牌在华首家颐养中心于 2016 年在江苏省南京市开业,其后第二家于 2018 年在湖南省长沙市开业。

Founded in 1989 in Paris, ORPEA is the world leader in dependency care, with a global network of 1,114 facilities, totaling more than 111,801 beds in 23 countries. The Group has been public listed on the Euronext Paris Stock Exchange since 2002.

The strategy of the Groupe relies on four key pillars: a professional multidisciplinary care team, a high-standing environment, a set of stringent international quality control standards and a humane atmosphere. ORPEA promotes strong values at the core of its mission: ensuring patients and residents' physical and psychological comfort, respecting their personality and dignity by proposing them individualized care and life plans, maintaining their existing capacities and preserving their happy moments, enabling them to live a life as normal as possible with their family and friends. The Group has developed innovative therapies and care tools, such as non-drug therapies, geriatric assessment grids, dementia-friendly architectural models, etc. In every country where it operates, the Group surrounds itself with the best local specialists, ensuring that its best practices are adapted to the local specificities without compromising its core values.

ORPEA has been present in China since 2013 and has been working at developing high-standard nursing and rehabilitation projects for Chinese families. The first nursing home was opened in Nanjing, Jiangsu province, in 2016, followed by the second open in Changhsa, Hunan province, in 2018.

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ORPEA - 欧葆庭





罗格朗集团总部位于法国利摩日,拥有 150 多年的历史,是专注于建筑电气电工及信息网络产品和系统的全球专业制造商,为商业和民用建筑的电气安装和信息网络提供专业的产品和系统。罗格朗集团旗下拥有欧洲 5 大养老领导品牌,在养老行业有 30 多年的经验沉淀,是欧洲银发经济的领跑者。自 1990 年进入中国以来,国内设有 5 大生产基地及 6000 名员工。目前罗格朗结合中国市场需求,为养老社区、养老机构、居家养老以及失智防走失等提供成熟可靠的系统产品解决方案。罗格朗集团作为法国 CAC40指数成员企业,代表罗格朗在法国工业中的卓越地位,也是环球指数 100成员企业,荣登 2019 年度全球最具可持续性企业百强排行榜第 59 位。罗格朗集团对用户、社会、员工和环境都有强烈的责任感,正是基于此,罗格朗将自身优势与中国实际情况结合起来,自 2015 年以来已服务落地开业运营的康养项目超过 500+,合作机构超过 300+,康养战略合作伙伴超过10+,为超过 2 亿长者提供安全、舒适、方便、有亲情、有尊严、可负担的智慧养老平台。

Legrand group is headquartered in Limoges, France. As the global specialist in electrical and digital building infrastructures, in over 150 years, Legrand intends to support the evolution of electrical and digital infrastructures for buildings by offering innovative, connected, interoperable, highly energy-efficient solutions that deliver real benefits for users.

Legrand has 5 leading brands of elderly care in Europe, accumulated over 30 years experiences in silver industry. Entering China in 1990, Legrand has 5 production bases and 6000 employees in China. At present, Legrand provides mature and reliable total solution to silver friendly community, Nursing Home facilities, Home-based elderly or dementia elderly people.

As a member of French CAC40 index, Legrand group represents its outstanding position in French industry and is also a member of global index 100. It ranks 59th in the top 100 sustainable enterprises in the world in 2019. Legrand group has a strong sense of responsibility for users, society, employees and environment. It is based on this. Legrand combines its advantages with the actual situation in China. Since 2015, the projects under operation have been exceed 500+, the cooperative facilities have been exceed 300+, and the elderly strategic partners are exceed 10+. Legrand target to provid safety, comfort, convenience, affordable solution to more than 200million elderly people in China.

代表人员: 王铭先生, BS & BTicino 销售总监

Representative: Mr. Michael WANG, Building Systems & BTicino Sales Director Mainland

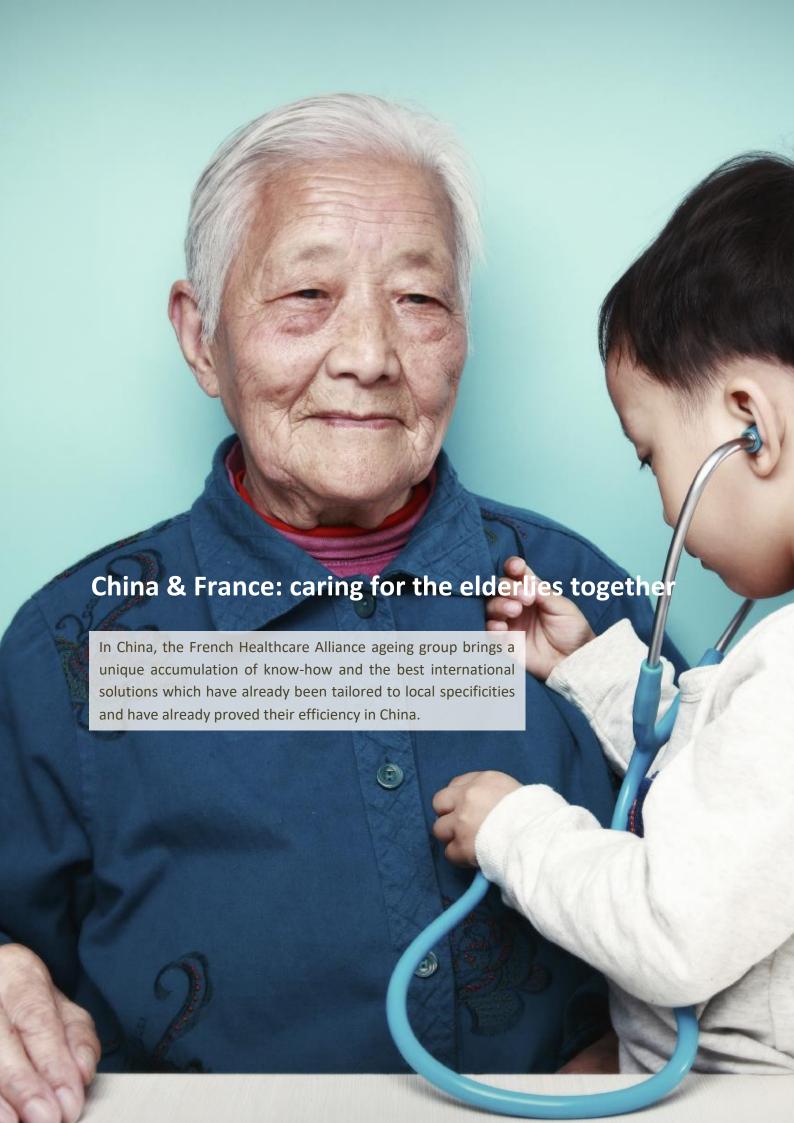
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