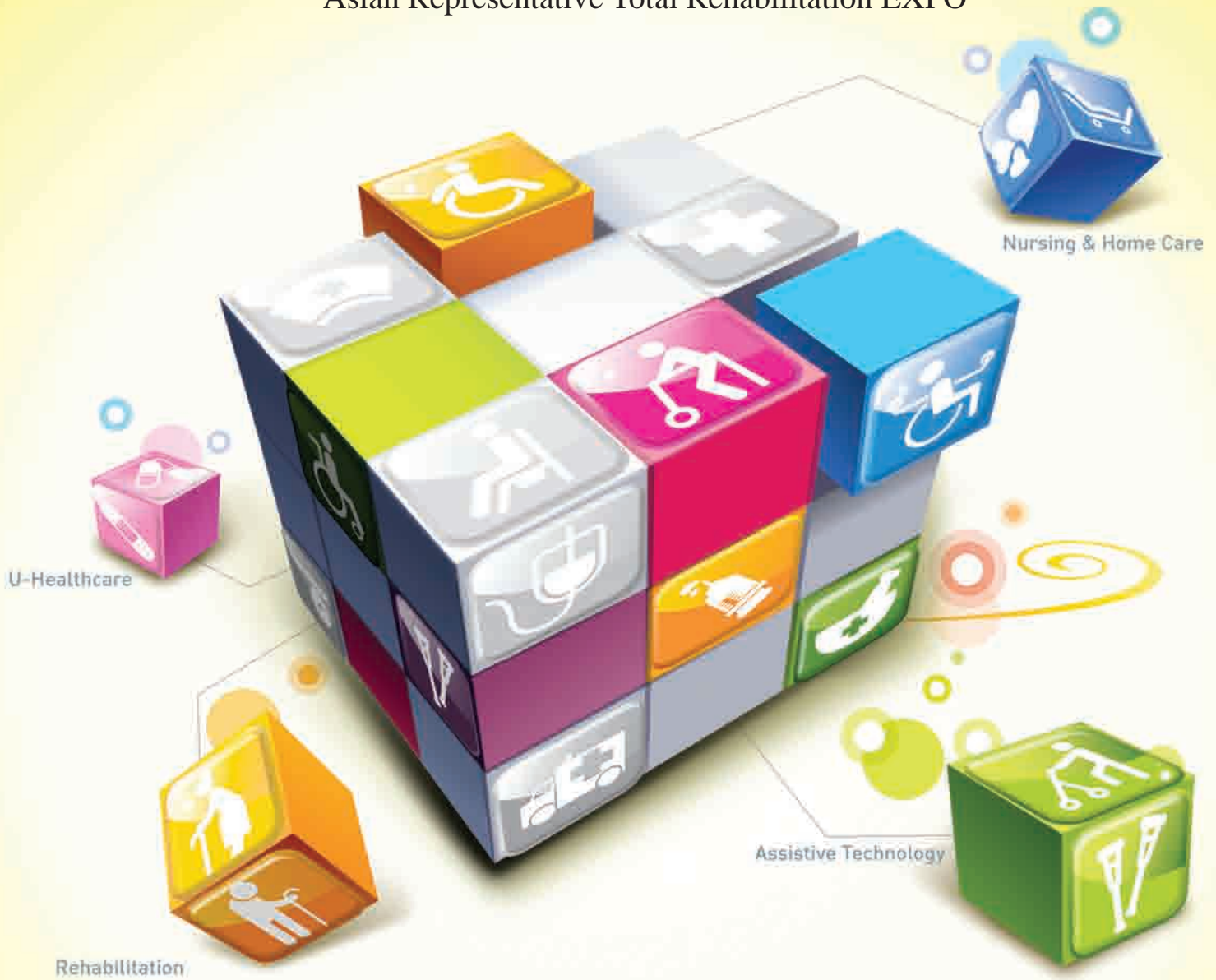


“ Asian Representative Total Rehabilitation EXPO ”



Senior & People with Disabilities Expo

**sendex 2012**

**Aug.30<sup>(THU)</sup> ▶ Sep.1<sup>(SAT)</sup> • KINTEX**  
Goyang, Korea

# Government's full support

Guaranteed & secured market

*Universal Healthcare*  
*Long-term Care Social Insurance*  
*Personal Assistance Service*



**W**orld-class social welfare system comes into effect that is giving up to 100% subsidy on assistive technology devices : Portable Urinal, Shower Chair, Walking Aid, Walker, Walking Stick, Safety Handle, Anti-Sliding Products(mattress, liquid, socks), Simple Chamber Pot, Bedsore-Free Cushion/Mattress, Position Moving Aid, Manual & Motorized Wheelchair, Motorized Bed, Manual Bed, Portable Bath, Bathing Lift, Prosthesis Aids for Arms & Legs, Assistive Products for Arms, Legs, Vertebra & Pelvis, Crutches, Glasses for Low Vision, Contact Lens, Magnifier, Telescope, Plastic Eye, Hearing Aids, Artificial Larynx, Motorized Scooter, Orthopedic Shoes, Battery for Motorized Wheelchair & Scooter and many more...

## What's the difference if we have assistive technology?

Dr.Sun-kyu Kim, former chairman of Korea Employment Agency for the Disabled / Physically challenged(1st grade)

It's been three decades long history since the Korean government supports assistive technology and it has been expanding through **world-class Universal Healthcare System**. Thanks to its remarkable growth of economy and its world's fastest aging aspect, the government has been launching new laws and social insurances in a few recent years. A new wave on care & rehabilitation market has come up with a new social care program named **Long Term Care Social Insurance in July 2008**. This allows the aged population over 65 years who are needed care & assistive devices can be provided with government subsidy up to 100%. According to the government's statistics in 2010, the nation's market size after Long Term Care Insurance taken effect is recorded **three times growth**. Here's another good news for industry colleagues. Nation's new policy for the independent living of people with disabilities, **Personal Assistance Service are announced to launch from October 2011**. Korea's industrial revolution is now on the point of departure!



# Korea, the most rapidly growing market



*The Fastest  
Aging  
Country  
in the world*

Country	Elderly Population			Year required	
	7%	14%	20%	7% ▶ 14%	14% ▶ 20%
Korea	2000	2018	2026	18	8
Japan	1970	1994	2006	24	12
USA	1942	2014	2030	72	16
Germany	1932	1972	2010	40	38
France	1864	1979	2018	115	39

Source : UN, Korea National Statistical Office and Japan National Institute of Population & Social Security Research

## Outright leading place where your target buyers

- 42% of registered disabled people
- 37% of elderly population and 46% of baby-boomers
- 35% of social welfare professionals
- 38% of welfare institutions for the disabled
- 45% of care facilities for the elderly
- 30% of long-term care hospitals



are being here  
at **Greater Seoul**



**A**ccording to United Nations' official statistics, Seoul is one of the most populated cities in the world. The Greater Seoul Area has over 23 million inhabitants that are 49% of nation's total population. Therefore, **the Greater Seoul Area is the second most populated metropolitan area in the world.** Not only the economic, political and cultural capital of Korea, but it is the largest market in Korea where your buyers are mostly being

# Our world-wide industry colleagues Thank you for your unwavering support



Ableeng, ACE - HINGE TECH, ACOUVE KOREA, AI Tech, AJOO MEDICS CO., LTD., AKEA MEDICAL, aIFoots, Algor Korea, Aiznner, AMI INDUSTRY CO., ANSAN COLLEGE, ASIN Wheelchair, Assistive Technology Research & Assistance Center, ATEKOREA, AUTO L CHAIR, Balance, BB C & F, BIO SLEEP MED, BionTech, BK MEDITECH, BM biotechnology Laboratory, BM CARE, Bokeum Hearing Aids., BORYUNG SOO&SOO LTD., Bowon Medi-care, BUHEUNG MEDICAL, Built-in Biz, Carbona, CARE, Care Life, Care Times, CAREMATE, Casada Korea, Cellion Meditech, Center for Healthcare Technology Development, CENTER FOR SOCIAL SERVICE MANAGEMENT, CERARON Health-tech, Cheon-bo International, Cheong-woo Industry, Cheon-Ha, Chim Korea, CHONBUK NATIONAL UNIVERSITY, Chrysan, Chungju National University, Chungnam Techno Park, Clearview Healthcare Products, Inc., CN MEDI, code bio, codisoft, Concord KOREA, CR MEDI, Cropard Bed, CUREMED, Cyber Medic, DAEAN MEDICAL, DAEGU HEALTH COLLEGE, DAEHUNG MEDICS, DAESUNG Wheelchair, DAEWON Fortis, DAEYANG MEDICAL, Dasol Medical, DAUMSARANG, DONGBANG ACUPUNCTURE INC., DONG-EUI UNIVERSITY, Donghaesilver, DONGSAN Hearing Aid, DONGSEO Hospital, DONGSUNG WELLBEING HOME, DONGWON SYSTEMS, DOOWON PRODUCTS, DREAM E&S, DREAMAIR, Dukbo ceramic co., Ltd., EBK Medical, ECO-HOUSING, EFEST Medical, ENBES TECH, EP KOREA., E-sak Industry, EUGENEMC, Evergood Life, EVERHEALTHCARE, EXCELWIS CO., LTD., For Seniors Corporation, FORT, G&S, Gachon University Gil Hospital, Genic, Geo-Hwa, Geum-san ginseng agriculture association, GIMCHEON UNIVERSITY, Global Motors, GPS CORPORATION, GREEN LIFE, GREEN PLUS, GREEN World, Haedong Silver, HAEMA INDUSTRIAL Co., Haitini Bosing Co.,Ltd., HALLYM UNIVERSITY, HANBEO, HANBEOOTOUR, HANDY International, HANILWORLD, HANJIL, HANKOOK PANAX MFG. CO., LTD., HANLEE TECH CO., LTD., Hanlim Medical Equipment Co., Ltd., Hanlim technology Co., Ltd., HanMedics Co., Ltd., HANMIGREEN INDUSTRY, HAPPYBED, HARA Chair, Health enjoy, health village, healthplex, HEALTHRIA, HELFTECH, HicallBell, HIMS International Corporation, HISANG, HIWALK, HK CO., LTD., HONESTVISION, HOSANTECH, Hospi Corp., HOUSING CULTURE CO., LTD., HubDIC, Humandemotec, HuminTec, HUWANT, HYMN MC, HYOWONLIFE, Hyun Medics, HYUNDAI TITANIUM, HYUNMI Trading Company, I MASTI, INUE UNIVERSITY, INNOCHAIR, IONHOUSING, IR ROBOT, IREA CHEMICAL ENTERPRISE, JANGMYONEWS, JEIL Medical, JHPrime, JIMA International, JinYoung Health care System, JOA/POLYTEC, JOYANG Medical, JUNG KOREA Electric, JUNGWOO Trade, Karis Co., Ltd., KEIMYUNG UNIVERSITY, KiminnoVention, KM, KOINO WORLD, KOKAMDO Interior Design, konyang Global, KONYANG UNIVERSITY, Korea Assistive Technology Device Industry Association, Korea Association in community care for the Elderly , Korea Disabled People's Development Institute, KOREA ELCM, Korea Employment Agency for the Disabled, Korea Handicapped Arts Association, Korea Health Industry Development Institute, Korea Health Industry Regional Service Center, Korea Institute of Industrial Technology, Korea Labor Force Development Institute for the agedKorea Medicare Systems & Network, Korea Micro-Systems, KOREA NATIONAL COLLEGE OF REHABILITATION & WELFARE, Korea Senior Products Association, Korea Sports Association for the Disabled, KOREA STENO, Korea Teknal System Co., Ltd., Korean Association of Occupational Therapists, Korean Association of Products And Services for Senior Citizens, Korean Differently Able People Golf Association, Korean Institute of Female Architects, KSINews, KT, KUK JAE MEDICAL, KUMHO Environment Instrument co., Ltd., KYOBO LIFE INSURANCE CO., LTD., KYUNGWON UNIVERSITY, LAB-TECH, LESTE, LIFE SUPPORT STATION, Lift Care, LS1, LUXEED, MC-TEC, meDef, MEDI JOURNAL, MEDI TOWN, MEDI WEEK 2010, MEDIM KOREA, MINTECH INDUSTRIES CO., MODA Medical, MODENET, MOEUN Communication, MOITECH, MOTORWEL, MOTUS, MS Health Care, Multi Medical Association Korea, MYUNGJIN CO., MYUNGSE CMK, Nano P&C, Nanostorage, NATIONAL AGRICULTURAL COOPERATIVE FEDERATION, National Health Insurance Corporation, NATIONAL INFORMATION SOCIETY AGENCY, Network of Accessible Environments for all, newfucoidan, newgen sauna inc., Nexone Future, NG BANK, NICE TECH, NK Trading, Noblesse Tower, N-TECH, OBC Soft, OCTO MEDICAL APPLIANCE, ONE MIND CARE, OPEN Telecom, opsEnc, Oxygen Club, PAM-PAS Co., Ltd., PEOPLES CO., LTD., PHARMICARE, PHYSIOLAB CO., LTD., Pie COMM, PMJ Tech., POOME, PRIMPO Co., Ltd., Pronto, Proud Senior, PURE Mangostin, Pure-Air, R&A Tech, REDESIGN, Rehabilitation Engineering Institute, REHA-CARE, Renewal Life, Reshel, S bed, SADIS, SAMJOOINCORN COMPANY, Samma Medical, SAMSON, Sang-seung INC, SCA Hygiene Products , SCA KOREA, SEHO Medical, SEJIN MEDITECH, SenCARE, Senior Industry Regional Innovation System, Senior Products Industrial Center, SENIOR-RAY, SEOBY ELECTRONICS, Seokang Univ., SeongNam Industry Promotion Agency, Seong-Woo Electronics, SEOUL ASSISTIVE SERVICE CENTER, SEOUL COMMUNITY REHABILITATION CENTER, Se-ryung Medical, SG MED, SHINWHA MEDICAL, SHINWON CARE, SHINWOO MEDICAL, SHINWOO P&C, SIEMENS, Silver Television, Silvitos, Sin Kwang Medical, SINIL FRB, SIRIS K Medical, SL Medical, SMILLO Wheelchair, SNS CARE, SOFT MOON, SOLAR KOREA, SOYA Medical, SVEVIO Medic, ST&G CORPORATION, Star Medic, Sung Kwang Meditech, SUNGWOO MEDI TECH, TAEN ENTERPRISE, TAERIM MEDICAL, Taesan Solutions Ltd., TAITRA , The Aging Simulation Center, THE FEDERATION OF KOREAN CULTURAL CENTER, THE KOREAN ARTIFICIAL LIMB ASSOCIATION, THE KOREAN DOCTORS' WEEKLY, The Korean Hearing Aids, The Korean Nurses Association, The Korean Senior Citizens Association, The Korean Society of Assistive Technology, TheBM, TONG-IL MEDICAL, true systems co., Ltd., TS Industry, TS Korea Co., Ltd., U-home healthcare RIS, U-Medical Company Limited, UNICS, UNIKOENG, UNISILVER, UNIX KOREA, UP & DOWN SYSTEM, UTAS, UTOPIA MEMORIAL, VOICEYE, Wellif, Welltopia Wheelchair, White cloud, Inc., White Industry, WIDEX, WINITECH, WONKWANG UNIVERSITY, WOOOSUK UNIVERSITY, Woo-yang H&B, Wordin, Work Together Foundation, YANGKWANG SYSTEM, YONGPLANT DENTAL GROUP, Yonsei Occupational Therapy, Youginpark, YOUNG HWA MEDICAL CORP., YoungWon Corp., Your Singapore, Yu Gwang Precision, Yuil Health Care, ZERO ONE MEDLINE AAT Alber Antriebstechnik GmbH, OKIN, ALBRECHT JUNG GmbH & co.kr AMEX KUMAOTO CO.,LTD., AOYOSHI CO., LTD., ASAHl Corporation, Assistive Technology Engineering Lab Inc., CAPE CO., LTD, CAREMAX CORPORATION, DOTONOX CO., LTD., France Bed Medical Service Co., LTD., I sonex Co.,LTD, Iida Denshisekai Co., Itagaki Ferret Ltd., Co., Iura Co.,LTD, Kiyota Co.,Ltd., KOA-KAKO CO., LTD., KOWA CO., LTD., Livedo Corporation, Lupinus co.,LTD, M'SWING Co.,Ltd., Maki Life Tech, Matsunaga Manufactory Co., LTD., Matsuya Co., Ltd, Medical Shikoku. 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# Quality of Life Technology

**sendex 2012**  
SENIOR & PEOPLE WITH DISABILITIES EXPO

AUG.30 - SEP.1, 2012  
**KINTEX**  
Goyang, Korea

**Hosted by**  
Ministry of Knowledge Economy  
Ministry of Health & Welfare  
Ministry of Employment and Labor  
Gyeonggi-do Province

**Organized by**  
Assistive Technology Research & Assistance Center  
Korea Employment Agency for the Disabled  
Korea Trade-Investment Promotion Agency (KOTRA)  
Korea International Exhibition Center (KINTEX)

**Con-current Event**  
2012 Korea Assistive Technology Fair  
6th International Symposium on Assistive Technology  
7th Assistive Devices Competition Korea

If you are in any of these trades,  
you should be at **SENDEX 2012!**

- Assistive Technology
- Aids for Rehabilitation
- Barrier-free Solution
- Universal Design Products
- Healthcare
- Nursing & Home Care
- Orthotics and Prosthetics
- Sporting Equipment for the Disabled
- Wholesome Foods

## Who you will meet

- Public Welfare Service Personnel
- Importers / Vendors / Distributors
  - Hospitals and institutions
  - Social Welfare Workers
  - Healthcare Professionals
- Assistive Technology Professionals
- Special Education School Teachers
- Rehab Centers and Nursing Homes
  - International Buyers
- Developers, Owners and Designers
- Associations, Organizations and NGO



the **hub** of  
**care** &  
rehabilitation  
market



8th International Trade-fair for  
Senior Products, Rehabilitation,  
Healthcare & Assistive Technology

**AUG.30 - SEP.1, 2012**  
**KINTEX**  
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Once a year, all industry colleagues and leading companies gather together at SENDEX. The biggest & best trade-fair in the field of care & rehabilitation of Korea, SENDEX has been positioning the symbolic meaning to show the highest quality products, innovations and technology, including many that are convergence of two or more functional equipments for better quality of life now and into the future; from the visitors, to the sales, networking and business opportunities with both private and governmental officials, bringing only the best together.

**Greatest scholars and  
Business moguls** who visited

- **Akiko Ito** Chief of United Nations' Social Policy & Development
- **Andrew Hall** Chief Executive of New Zealand Spinal Trust
- **Camilla Johnsson** Executive Manager of Swedish Technical Aids Center
- **James L. Fozard**  
Courtesy Full Professor School of Aging Studies University of South Florida USA
- **Deborah V. Buck** Association of Assistive Technology Act Programs
- **Jeffery Soar** Professor, University of Southern Queensland
- **Akashi, Tatsuo**  
Director, City Planning Research Division, National Institute for Land and Infrastructure Management, Government of Japan
- **Murata Hiroyuki** Professor, Tohoku University, Japan
- **Kurt L. Johnson** U.W.Center for Technology & Disability Studies of Washington University
- **Kuwana Takashi** President of Caremax Corporation

and more...

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