

# BestAgers Project Fair

November 15-16, 2011 in Hamburg, Germany

**The Best Agers Project Fair - an event bringing together organisations from all over the Baltic Sea Region that deal with people aged 55+ and their involvement in the labour market and beyond.**

## About the Project “Best Agers”

Best Agers is a transnational cooperation project part-funded by the European Union. 19 Partner organisations from 8 countries in the Baltic Sea Region develop and test joint strategies for a better utilisation of the potential of the growing number of people aged 55+ in the labour market and innovation-based economy. These so-called “best agers” assume different roles (as mentors, coaches, experts or workers) in the pilot initiatives that are implemented by the project partners. The aim is to show that older workers and retirees do not automatically become a burden to economy and society, but that they possess potentials which can be used to counteract the expected work force shortages resulting from low birth rates.



For further information please also have a look at: [www.best-agers-project.eu](http://www.best-agers-project.eu)

## Date & Venue

The fair will take place on **November 15-16, 2011** at the Grand Elysée Hotel in Hamburg, Germany ([www.grand-elysee.com](http://www.grand-elysee.com)). It will be combined with the final conference of the EU funded “Baltic Sea Labour Network” (BSLN) project.

## Aim and intention of the Project Fair

One of the key objectives of the project is to improve the visibility of on-going initiatives, organisations and networks which deal with best agers (people 55+) and their (voluntary) involvement in business and skills development.

The “Best Agers Project Fair” will give initiatives from the Baltic Sea Region and beyond the opportunity to present themselves to the public, exchange experience and good practices with each other and to establish new cooperation networks.

During the fair and the parallel conference (see below), several key outputs of the Best Agers project will be presented to the public for the first time, among them a transnational study on “Creative Age Management Strategy for SME in the Baltic Sea Region” and a web-based portal for matching “best-aged” experts with organisations, businesses and individuals seeking their help.

## What does the Fair look like?

The exhibition space will provide room for about 30 initiatives, organisations and projects. You can set up stands or booths to present your activities with roll-ups, flyers, posters and laptop presentations and other kinds of presentations. Please let us know what you will need to present yourself in your registration.

## Who can be exhibitor at the Project Fair?

Taking into account the complexity of the demographic change and its implications we are interested in welcoming a wide range of organisations dealing with best agers (people aged 55+) as:

- Coaches & Experts (for SMEs & NGOs)
- Tutors & Mentors (for students & start-ups)
- Entrepreneurs



Part-financed by the European Union  
(European Regional Development Fund)

## Registration is free

The Best Agers Project Fair will be part-financed by the European Union (European Regional Development Fund) and the German Federal Ministry of Transport, Building and Urban Development.

There will not be a registration fee for exhibitors. Nevertheless, you will have to cover your personal expenses such as accommodation costs and travel costs yourself if needed. We will be glad to provide you with hotel recommendations.



## What do I have to do to register?

In order to register as an exhibitor please fill in the registration form and send it back via E-mail to [brix@rem-consult.eu](mailto:brix@rem-consult.eu) or via fax (see number below) as soon as possible. You can also find the registration form on our website [www.best-agers-project.eu](http://www.best-agers-project.eu).

## BSLN and VASAB - Our cooperation partners

The Best Agers Project Fair will be a combined event together with the EU project "Baltic Sea Labour Network" (BSLN) and VASAB (Visions and Strategies around the Baltic Sea). As exhibitor at the Project Fair you will be eligible to take part in the final conference "Working together for sustainable labour markets" offering an interesting programme.

The Project Fair will be open in parallel to the conference sessions and during the breaks. Small, interactive presentations and panel discussions will be held in the exhibition room. Also, a newly developed matching platform and virtual incubator where Best Ager experts can offer their expertise to organisations, businesses or

individuals throughout the BSR will be launched during the exhibition.

We will provide you with more information about the BSLN/VASAB conference after you have registered. The draft programme of the conference can already be viewed at the BSLN website: <http://www.bslabour.net>

## A timeline for your orientation

### 14 November

15.00 - 18.00 Setting up stalls  
20.00 Reception (for exhibitors and project partners)

### 15 November

08.00 - 09.00 Conference registration and setting up stalls for morning arrivals  
09.00 - 09.30 Opening of the fair  
09.30 - 19.00 Fair open  
Panel discussions and small presentations during the day  
In parallel: BSLN conference  
Evening Get-together

### 16 November

08.30 - 12.30 Fair open  
Panel discussion and small presentations  
12.30 Lunch  
Afterwards: Taking down of the exhibition stalls, departure

**We hope the above information convinced you to participate in the Best Agers Project Fair! In case you have any further questions please contact:**

## Contact

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