

Symposium 50+  
A Promising Market for Household Technology



**Der Zukunftsmarkt  
für Haustechnik**



domotechnica  
18th to 21st February 2008

*At domotechnica 2008  
International Trade Fair for Household Appliances*

# Programme



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	19th February 2008	20th February 2008
<b>both days, all day</b>	Hosted by Ms. Hendrike Brenninkmeyer, journalist & presenter, WDR	
<b>10:30-10:35 a.m.</b>	Welcoming remarks by presenter	
<b>10:35-10:45 a.m.</b>	Official opening by Wolfgang Kranz, Koelnmesse Executive Vice President	
<b>10:45-11:00 a.m.</b>	Opening remarks by Dieter Hackler, head of Senior Citizens department, Federal Ministry of Family Affairs, Senior Citizens, Women and Youth	shortly before 11.00 a.m. Welcoming remarks by presenter
<b>11:00-11:20 a.m.</b>	"Comfortable homes for ALL ages" - Challenges and opportunities from a business perspective (Martina Koepp, Managing Director, German Society for Gerontological Technology - GGT)	"What are the key trends for the 50+ market? Global/regional/country demographics" "Impact on the domestic electrical appliances market" (Fflur Elizabeth Roberts, Euromonitor International, London)
<b>11:20-11:40 a.m.</b>	"A user-centred design methodology" (Nuno Coelho, Universal Design Specialist, London)	"Universal design certification: the TÜV North / IDZ quality seal for user-friendly household appliances" (Dr. Silke Claus, Managing Director, International Design Center, Berlin)
<b>11:40 a.m.-12 noon</b>	"Bathrooms for every generation, with a focus on 50+" (Heinz Weger, "Lebens T raum Bad" initiative: a collaboration of the market leaders Grohe, Busch-Jaeger Elektro GmbH, Keramag, sam, Trilux and Schüco)	"Generation 50+ - The new market from the perspective of the sanitary/plumbing supplies industry" (Albert Stich, Regional Sales Manager, Oras GmbH & Co. KG Armaturen)

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<b>12 noon-12:40 p.m.</b>	"Is price the only criterion?" Opportunities to become well-positioned in a fiercely price-competitive market (Elmar Fedderke, Managing Director, Walgenbach GmbH & Co. KG)	"Is price the only criterion?" Opportunities to become well-positioned in a fiercely price-competitive market (Elmar Fedderke, Managing Director, Walgenbach GmbH & Co. KG)
<b>12:40-1:00 p.m.</b>	"What do older consumers want from their household appliances?" (Dr. Elvira Baier, Institute for Household Technology and Ecotrophology)	"Stationary, ambulatory – or service at home? Is the use of household technology and telecommunications in health care making a third health care setting possible?" (Dr. Josef Hilbert, Institute for Work and Technology)
<b>1:00-1:20 p.m.</b>	"Improving the quality of customer advice in the household appliance trade" (Dr. Guido Klumpp, Managing Director, BAGSO)	"Improving the quality of customer advice in the household appliance trade" (Dr. Barbara Keck, Managing Director, BAGSO-Service GmbH)
<b>1:20-1:40 p.m.</b>	BREAK	"Zukunftsinitiative Wohnen im Bestand" (initiative to enable seniors to grow old in their own homes) from the perspective of industry and business (Henning Bodach, Kitchen Sales Manager, Küchen Quelle)
<b>1:40-2:00 p.m.</b>	"Open your eyes / A bridge between manufacturer and specialised trade" (Mathias Knigge, Managing Director, grauwert)	

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<b>2:00-2:20 p.m.</b>	Presentation of the "Zukunftsinitiative Wohnen im Bestand" (initiative to enable seniors to grow old in their own homes) (Johann Konrad, senior partner, A.GE Agentur für Generationen-Marketing)	
<b>2:20-2:40 p.m.</b>	The "Zukunftsinitiative Wohnen im Bestand" (initiative to enable seniors to grow old in their own homes) from the perspective of architects (Kurt Dorn, Managing Director and co-owner, DORN + OVERBECK GmbH)	
<b>2:40-3:00 p.m.</b>	"Living young, growing old. Sales success in a time of demographic change" (Nikolaus Teves, Managing Director, Mannheim Chamber of Skilled Trades - HWK)	
<b>3:00-4:00 p.m.</b>	Panel discussion featuring representatives of industry, trade and the skilled trades on the topic "Are alternative sales channels growing in importance? Who's winning the race for the 50+ segment?"	
Simultaneous interpreting, German/English		

Status: February, 13th

# Partners



- § Federal Working Group for Senior Citizen Organisations (BAGSO) and BAGSO Service GmbH
- § Federal Ministry of Family Affairs, Senior Citizens, Women and Youth
- § German Society of Gerontotechnology (GGT)
- § Working Group for Barrier-free Household Appliances and Kitchens within the Household Technology Committee of the German Society for Home Economics (dgh)
- § The German Senior Citizens' Press Working Group (dsp)
- § Agency for Generation Marketing (A.GE)



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# Participants



## § Symposium participants

- Experts with know-how in the areas of senior citizens' affairs, seniors' marketing, and products for seniors
- Companies from the trade, skilled trades, and industry (best practice)

## § Symposium visitors

Companies from the trade, skilled trades, and industry that have recognised the importance of this theme and want to supply the very latest in product design and marketing for this target group



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See you in Cologne!



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