



AmLife®  
*life, redefined*

- Senior experts of the Institute for Information Industry, Taiwan
- Ph.D of University of Wales, England
- Master of University of London, England

## Dr. Huang Guo-Jun, Ph.D.

Chairman of the Industrialization Committee of the International Sleep Science and Technology Association

# SLEEP IS A MARKET FULL OF POTENTIAL

We spend one third of our time sleeping, and everyone needs to sleep. Sleep is the fundamental aspect of a society. However, not everyone can enjoy a good night sleep and the number of people suffering from insomnia is on the rise every year. Sleep disorder is a modern disease, and white collars are now more willing than ever to “pay” for better sleep quality.

Chairman of the Industrialization Committee of the International Sleep Science and Technology Association, Dr. Huang Guo-Jun conceded that sleep and technology complement one and another. Sleep is a market full of potential and an impending trend of the future. There are more than 80 sleep related technological products in the world that are created due to the “sleep economy” that helps people fall asleep more easily. In China, there is a nap hotel that let consumers to take a one to two-hour nap in the afternoon. It is apparent that the sleep healthcare industry is on the rise.

The global sleep technology industry featuring sleeping aid products such as beds, pillows and quilt covers, has recorded an output value of USD\$11.3 billion in 2013,

which increased to USD\$35.2 billion in 2015, and is expected to reach USD\$76.7 billion by 2019, according to an industry analysis report of BCC Research. Although poor sleep quality does pose direct threat to our health, it burdens and affects the society, said Dr. Huang. Western medicine is the basic solution but its efficacy is limited, and to this end, technology providing a lot of help.

He called on young people today to venture into the sleep industry, as it is new industry that opens door to a global market. Instead of following the footsteps of others, young entrepreneurs can take the lead in starting their own research and development. Sleep industry requires complementing technology with medical advancement, and young entrepreneurs have the advantage of carrying out online research and development or to create new economy of sharing through new operation models such as service-oriented or hire purchase. Innovation in terms of service offering is far more important. Technology and medical innovation is relatively restricted, but the service arena is borderless. For example, Alibaba does not own any outlet and stock, yet it can achieve exponential sales.