

## DR TAN JIT SENG TO CHAIR ELDEX ADVISORY BOARD

Singapore, 29 January 2019 – The organizers of Eldercare Exhibition and Conference Asia (ELDEX), Fireworks Muziyi Media Pte Ltd, announced the formation of an advisory board to provide overall advice and strategic guidance to steer the event to focus on the silver industry’s needs. Joseph Yeo, event director, explained: “To ensure the delivery of an event for the industry by the industry, we felt that a board of proficient practitioners could help to furnish a more comprehensive, holistic and up-to-date perspective of active aging. In so doing, the event would be able to feature relevant technologies, products and services that will more aptly meet the needs of Asian buyers and end-users.”

Dr Tan Jit Seng, a highly experienced family physician undertaking community long-term care services for older adults, has been appointed as Chairman of the ELDEX Advisory Board. Apart from a successful medical practice with various hospitals, Dr Tan is a keen early adopter of emerging technology working with numerous international entities in the fields of robotics, exo skeletons, blockchain and chatbots among others, with a view toward enhancing productivity in the delivery of care to the expanding elder community in Singapore. “I am excited with the opportunity to share what I have learnt through my network of global like-minded colleagues in multiple domains. I am looking forward to collaborating with the rest of the board to curate an event for the evolving and increasingly complex needs of the many aging Asian societies. We have carefully and thoughtfully identified captains of industry covering the six segments of the event. We have further included representatives from the buying community, as well as leading voices of the main conference themes.”

Together with Dr Tan, the following had been invited and have accepted to be members of the ELDEX Advisory Board:

- A/Prof Chong Keng Hua, Singapore University of Technology and Design
- Ms Grace Gan, Co-Founder, Healthcare Matters
- Ms Ngairé Hobbins, Writer, Speaker, Educator
- Mr Naoki Takazaki, Senior Managing Director, Renaissance Inc.
- Mr Satyaprakash Tiwari, Managing Director CARE (Care Advisors Recruitment Enterprise) Pte Ltd & CARE Academy
- Mr Klaus Zimmermann, Chief Executive, Australia, Commonwealth Association for the Ageing

Biographies and pictures of the ELDEX Advisory Board are at [Annex](#). The full and final list of the Board will be released in due course via the event website, [www.eldexasia.com](http://www.eldexasia.com), and social media channels including Facebook, Instagram and LinkedIn.



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“We are excited we have secured the confidence of a growing panel of silver economy stalwarts to join us in our tireless campaign to raise awareness of the importance of taking care of oneself in one’s life journey and discovering the broad range of products and services currently available in more matured markets that have the potential to do well in increasingly silver societies in Asia, especially in ASEAN where countries including Singapore, Malaysia and Thailand are ageing rapidly,” said Joseph. “We will collaborate constructively with our Advisory Board and our Chairman toward enabling our visitors with more updated knowledge regarding aging successfully and to showcase relevant tools and technologies that may be able to provide relief and assistance as one ages.”

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For further queries, please contact:

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#### ***About Fireworks Muziyi Media Pte Ltd***

Fireworks Muziyi Media Pte Ltd (FMM) is a recently established joint venture between Fireworks Trade Media ([www.asiafireworks.com](http://www.asiafireworks.com)) and Muziyi Advisory ([www.muziyi-advisory.com](http://www.muziyi-advisory.com)). FMM was set up to organize B2B2C shows as that is an emergent trend in the exhibitions business with the disruption of distribution channels and increasing proximity between brands and manufacturers to end-users and consumers. Fireworks is one of Singapore’s largest independently owned trade media company established since 2008 with offices spanning 13 countries including Indonesia, Malaysia, Thailand, Vietnam, and Myanmar. Muziyi is a boutique consultancy specializing in the trade and consumer shows industry. Together, the founders of FMM have amassed over 25 years of experience in organizing trade and consumer events in many geographies across multiple industry segments.

#### ***About ELDEX Asia***

ELDEX Asia is a B2B2C show that creates an effective marketplace for international silver economy suppliers of eldercare products, technology and services to meet and engage with Asia Pacific trade visitors including distributors, retailers, buyers (such as hospitals, retirement homes and hospices), and end-users. ELDEX provides a holistic ecosystem for the marketplace by building continuing education platforms and curating workshops, product demonstrations and seminars to drive greater awareness and brand equity. ELDEX further aims to catalyze industry growth by bringing start-ups in the eldercare space to interact with and pitch to potential investors, particular where gerontechnology is concerned. For more information, please visit [www.eldexasia.com](http://www.eldexasia.com).



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**BIOGRAPHIES OF ELDEX ADVISORY BOARD (TO DATE)**



**Dr Tan Jit Seng** graduated with M.B.B.S. from National University of Singapore, Faculty of Medicine in 2002. He obtained his Graduate Diploma in Geriatrics Medicine in 2010. Dr Tan is registered as a Family Physician from 2012. Dr Tan is involved in many aspects of Eldercare work; in the development and piloting of new elder friendly technologies and products, long-term care services, training of caregivers, and consulting on care homes architecture among others. He is currently running clinical practices in private home care services, an outreach clinic and locuming for a geriatric department in a public hospital.

**Dr Chong Keng Hua** is an Assistant Professor of Architecture and Sustainable Design at the Singapore University of Technology and Design (SUTD), where he leads the Social Urban Research Groupe (SURGe). He is also the co-founder of COLOURS: Collectively Ours LLP, an award-winning design consultancy specializing in collaborative public place design. He was appointed as curator for Singapore Pavilion at the Venice Biennale International Architecture Exhibition 2018, and member of Jurong Lake District Steering Committee in 2015-2017. His most recent books are *Creative Ageing Cities: Place Design with Older People in Asian Cities* (2018), and *Second Beginnings: Senior Living Redefined* (2018), which examine the urgency of rethinking eldercare landscape in Asia and propose new architectural typologies for future senior living. He is currently the Program Lead of the MND-HDB New Urban Kampung Research Program, which aims to foster stronger communities through data analytics, behavioural studies, simulation platform, and urban prototyping.



**Ms Grace Gan** is the co-founder of Health Food Matters and Healthcare Matters. Over the last decade, Grace has built a portfolio of experiences in the eldercare industry, ranging from clinical practice to gerontechnology, education, R&D, and business. Through Health Food Matters, Grace spearheads the transformation of elderly nutrition. And through Healthcare Matters, she selects high-potential technologies around the world and assimilates them into our eldercare landscape. Her deep insight into the industry and its future will add immense value to the ELDEX

Advisory Board.



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**Ms Ngaire Hobbins** is a dietician and authority on nutrition, ageing, brain health and dementia; passionate about promoting independent, productive and fulfilling lives for all in their later years. Especially skilled in translating complex science into language for everyday people, Ngaire is an engaging, informative speaker and has written three books: *Eat To Cheat Ageing*, *Eat To Cheat Dementia* and *Better Brain Food*, offering evidence based advice in everyday language. They outline the unique nutrition needs of ageing and offer guidance on eating to avoid physical and cognitive decline. In aged and dementia care, Ngaire is committed to ensuring residents enjoy food which enriches quality of life, while also supporting physical cognitive health.



As the senior managing director of Renaissance, **Mr Naoki Takazaki** is responsible for the management of fitness clubs, nursing care facilities and new businesses. He is also a committee member at the Ministry of Health, Labor and Welfare in Japan and serves as an officer and member of related organizations, where he is responsible for promoting health and preventing dementia through corporate management know-how and marketing. He obtained also a health management adviser at local governments, including for the cities of Tokyo, Yokohama, Kobe and Fukuoka. He obtained his MBA degree from Hosei University. He is also a PhD candidate in Public Policy Studies.

**Mr Satyaprakash Tiwari** has spearheaded and operationalized three Voluntary Welfare Organizations (VWOs), piloted the first Home Help Service and Dementia Day Care Centre, and developed numerous community-based programs and initiatives in Singapore. Having been a Senior-Level Executive in VWOs for over 20 years, Mr Tiwari has earned a formidable reputation in relation to his expertise in initiating and institutionalizing significant programs with highly effective management skills, and ability to develop longstanding commercial, inter-agency and client relationships. His proven track record in the eldercare market (and the wider VWO sector) coupled with his stellar management skills have enabled him to catalyze significant organizational growth, implement cost-effective strategies, and remain at the forefront of the sector.





**Mr Klaus Zimmermann** has over 30 years of extensive experience in CEO and senior executive positions and non-executive board membership. Klaus has worked in the aged care sector since 1991 commencing at ACH Group as a senior executive and Deputy CEO. From 2001 to 2013, Klaus was CEO of Eldercare Incorporated, which specializes in residential care facilities, community care and retirement villages for the elderly. Klaus currently holds multiple roles including various non-executive director positions and Chair of Masonic Tasmania Inc. Klaus is also the Founding Director and CEO of the Commonwealth Association for the Ageing Ltd. Klaus has sat on state and national aged care industry boards for many years. He is a past National President and Chair of Aged & Community Services Australia (ACSA), the major peak industry organization for the not-for-profit aged care sector. Klaus was awarded an Order of Australia for services to the Aged Care Sector in January 2014.

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