

STRONG PARTNERSHIPS AT ELDEX ASIA

Singapore, 23 May 2019 – Three international aging organizations, the International Council on Active Aging (ICAA), CommonAge and SilverEco.org, and a leading Singapore association, the Gerontological Society of Singapore, have announced their support for and partnership with ELDEX Asia. Mr Joseph Yeo, ELDEX Asia Director, shared, “We are thrilled to be collaborating with these esteemed agencies. The support of the Gerontological Society of Singapore will certainly provide industry relevant guidance on the evolving aging landscape in Singapore. We are also happy to be working with the French Chamber of Commerce Singapore and the Singapore U.S. Commercial Service for ELDEX Asia. We are confident that in so doing we will enable greater reach to its various members that span largely in the Americas, across the 52 Commonwealth countries and Europe, especially France, to introduce the growing business opportunities for the silver industry in Asia. This will enable ELDEX Asia to continue to build on the mission to feature a comprehensive spectrum of products, services and new technologies, as well as catalyzing eldercare innovation, so as to broaden customer choices and facilitate industry growth.”

“ELDEX Asia has from the outset adopted a very strong focus on active ageing under the direction of its advisory board chaired by Dr Tan Jit Seng. In time to come, we will reveal the medical conference agenda that is underpinned by two key themes: Food is Medicine and Exercise is Medicine. In this regard, we are delighted that we will be working with ICAA to amplify this very important message of active aging to Asian societies,” continued Yeo.

ELDEX Asia’s advisory board has been further augmented with five more members with four hailing from beyond Singapore’s shores, including Mr Colin Milner from Canada, Ms Annie Barr from the United Kingdom, Mr Jussi Peltonen from Finland and Dr Carol Yip from Malaysia. Lastly, Dr Anupama Roy Chowdhury from Singapore, a practicing medical doctor specializing in geriatric medicine, also joined the board. (See details attached.) Chairman Dr Tan, Founder of Lotus Eldercare, said, “It is extremely heartening to have even more leading silver industry stakeholders joining the ELDEX Asia bandwagon. Our 12-member strong board with an international outlook, we can effectively identify emerging global trends and best practices, curate interesting products, services and technologies that could potentially resonate with the Asian markets by test-bedding in Singapore first, a market that is quick to adopt new cutting-edge technologies.”

Sharing their views on partnering with ELDEX Asia, lead representatives from each international organization remarked:

“ELDEX Asia has a fresh approach toward aging that is synergistic and aligned with ICAA’s broader goals. We will be exploring further via the ELDEX Asia platform to introduce an International Active Ageing Week in Singapore. More details will be available in due course. We are looking forward to a long-term partnership with



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ELDEX Asia to proselytize the importance of active ageing to live longer better and retard frailty.” - Mr Colin Milner, President and CEO of ICAA and ELDEX Asia Advisory Board Member.

“Singapore is a highly unique Commonwealth member country. Singapore’s economic development record is highly regarded among other developing Commonwealth members. Singapore has also joined other developed economies in terms of embarking on a silver tsunami journey in a very short span of time. We have identified Singapore as an interesting segue to push through CommonAge’s objectives in creating greater awareness of the longer-term implications of ageing societies and how we can be better prepared to deal with it.” - Mr Klaus Zimmerman, Chief Executive of CommonAge Australia and ELDEX Asia Advisory Board member.

“Like many Asian societies that have experienced rapid economic development over the last 30 to 40 years, with significantly improved living and healthcare standards, demographics are shifting markedly, compounded by a sharp decline in birth rates. Singapore along with several other countries face a challenge in planning provisions for the future where at least a quarter of the population is aged 65 and above. That is forecast to happen some 10 years away. We are keen to support platforms like ELDEX Asia to promote awareness of changing societal needs in aging economies and facilitating the entry of more relevant and suitable products for the aging Asian markets.” – Mr Tristan Gwee, President, Gerontological Society (Singapore).

“Like ELDEX Asia, SilverEco.org believes in forging partnerships and address aging and stimulating silver industry growth from a global perspective. Our presence and network in Europe, in particular France, can help to deliver more suppliers to enter the rapidly growing Asian market. We are excited to note that the French Chamber of Commerce in Singapore is also supporting ELDEX Asia. There are many interesting products and services from France that fit majority of the six exhibitor segments at ELDEX Asia.” – Mr Jérôme Pigniez, CEO of SilverEco.org.

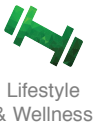
Yeo concluded, “It has been fortuitous that all four organizations have congruency of goals and we are able to collaborate meaningfully with them to further our common interests in providing for the elderly now and into the future. ELDEX Asia will continuously engage with our customers and stakeholders in the eldercare space to understand their business needs more deeply. We will continue to seek out like-minded entities and create opportunities to collaborate to ensure ELDEX Asia is a platform for the industry by the industry. We welcome other potential partners and will be announcing more in due course.”

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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) and Muziyi Advisory (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 a comprehensive and 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 Asia focuses on active aging and 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 Asia 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.

About International Council on Active Aging



ICAA, a professional association that leads, connects and defines the active-aging industry, supports professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging—an approach to aging that helps older adults live as fully as possible within all dimensions of wellness—and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies, including the US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), the US Department of Health and Human Services, Canada's Special Senate Committee on Aging, and the British Columbia (Canada) Ministries of Health and Healthy Living and Sport. For more information, please visit www.icaa.cc.



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About CommonAge



CommonAge was established in 2013 by a group of professional leaders in the aged sector and is an accredited Commonwealth civil society organisation. Its aim is to ensure elders in all Commonwealth countries are supported to enjoy the highest possible quality of life in their senior years. From Australia and Antigua to Vanuatu and Zambia, through its growing networks it is sharing ideas, creating connections, and combating ageism across the 52 countries of the Commonwealth. For more information, please visit www.commage.org.

About SilverEco.org



SilverEco.org, a major actor in the French Silver Economy and the international portal of this sector, is spreading internationally and taking the [2nd edition of its International Awards to Tokyo](#). Silver Economy and Ageing Well International Awards aim to bring together all Silver Economy international stakeholders on the occasion of a gala event on June 13. An **Ageing Well Japan Study Tour** has been organized around the Awards Ceremony. The tour will provide a four-day opportunity to meet International SilverEco.org, Ageing Well stakeholders and discover the Silver Economy “made in Japan”. For more information, please visit www.silvereco.org.

About the Gerontological Society of Singapore



The Gerontological Society of Singapore was founded in March 1986 by a multi-disciplinary group consisting of geriatricians, psychiatrists, social scientists, physiotherapists and other professionals. The mission of the Society is to “assist people in understanding the physical and psychological effects of aging as well as the sociological effects of a graying population.” The Society’s objectives include: (a) promote and encourage cooperation between organizations and individuals interested in gerontology; (b) promote the interests and influence of organizations concerned with gerontology; (c) promote, improve and encourage training in gerontology; and (d) promote gerontological research. For more information, please visit www.gs.org.sg.

About French Chamber of Commerce Singapore



French Chamber Singapore Established in 1979, the French Chamber of Commerce in Singapore (FCCS) is a non-profit organisation, self-financed, helping business in their development. We assist companies at every stage of their project in Singapore and the region, since their first market approach to their implementation and growth of their business in Asia. With more than 600 company members, the majority of which covers the whole of ASEAN and Asia Pacific, our team can rely on a network of experts and valuable contacts to help French SMEs to approach the Asian market. For more information, please visit www.fccsingapore.com.

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ELDEX Advisory Board



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 Tan is the **Chairman** of the **ELDEX Asia Advisory Board**.



Ms Annie Barr, founder and director of Annie Barr Group, is an international expert, speaker and strategist and thought leader behind many innovative projects for improving patient care via technology, digital health and workforce development. After a 35 year career in the NHS, Annie established education and training programmes for clients nationally and internationally. She is passionate about high quality training and career pathways for healthcare staff. Annie has a wealth of experience in healthcare throughout the UK and internationally. She is a strong collaborator with national and international RCGP colleagues, the Newcastle University and is working with leading scientists in the UK and China to expand personalised medicine approaches using scientific research. Annie Barr has been active in China working with various clients to improve health care services and practices in areas such as Elderly Care and Paediatric referral pathways for GP's in Beijing and Hangzhou. Annie was awarded the MBE by the queen for her services to Healthcare Export in China.



Chong Keng Hua, Ph.D 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 Group (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.



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Dr Anupama Roy Chowdhury is a Senior Consultant with Sengkang General Hospital. She received her medical degree from the National University of Singapore in 2002. She completed her specialist training in geriatric medicine in 2010 and went on to do a fellowship in dementia and neurocognitive disorders at the University of British Columbia, Vancouver in 2013. She has a special interest in dementia, geriatric oncology and medical education. She has previously been secretary and then vice-president of Society of Geriatric Medicine Singapore (SGMS).



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.



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.



Mr Colin Milner is CEO of the International Council on Active Aging and founder of the active-aging industry in North America. Colin is also a leading authority on the health and well-being of the older adult, and has been recognized by the World Economic Forum as one of "the most innovative and influential minds" in the world on aging-related topics. An award-winning writer, Colin has authored more than 300 articles and has been published in journals such as *Global Policy*, and the *Annual Review of Gerontology and Geriatrics*. He also contributed a chapter to the World Economic Forum book *Global Population Ageing: Peril or Promise?* Colin's speeches have stimulated thousands of businesses and government leaders, industry professionals & older adults worldwide. In addition, Colin received the CanFitPro Lifetime Achievement Award for his contributions to the Canadian fitness industry. Colin also regularly counsels the World Economic Forum's Global Agenda Council on Aging, OECD, White House Conference on Aging, US Department of Health and Human Services, The Canadian Minister of State (Seniors), Canadian Special Senate Committee on Aging,



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European Commission, Informal Meeting of the European Union Ministers of Sport, WEF Think Tank: Preparing for Prosperous Longevity in Asia.



Mr Jussi Peltonen is the founder and CEO of Hovi Group Ltd. and chairman of the board in Hovi Group companies. Hovi Care Singapore is the second international health service operation, which Mr Peltonen has started. Hovi Group is a 30-year-old Finnish family-owned company specialized in high-class care services for the elderly, disabled and mentally handicapped. Hovi Group operates care services in nursing homes and senior villages and provides home care. The operations have held to the initial value base throughout the years. Hovi Care Singapore provides opportunities individuals to live healthier at home. Examples of the activities are shared meals, playing games, art, music, horse therapy and current affairs discussions. Hovi Group believes in utilizing technology to create new and more effective services for people with special needs. Finland is all about independence and self-reliance. Hovi Care gives customers the best chance at an enjoyable life, to learn new things and have meaningful new experiences every day.



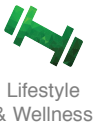
As the senior managing director of Renaissance, **Mr Naoki Takazaki** is responsible for the management of fitness clubs, nursing care facilities and new businesses. He is also a committee member at the Ministry of Health, Labor and Welfare in Japan and serves as an officer and member of related organizations, 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.



Dr Carol Yip is one of Malaysia's leading advocate of personal financial education and sustainable retirement for Malaysians. She has authored a few personal finance books - 'Smart Money User', 'Credit Card Syndrome', 'Money Rules' and 'Money Work Life'. Dr Yip completed her



PhD programme with Monash University School of Medicine and Health Science, Global Public Health and her thesis title is 'Provision of Long Term Care and Payment Option For Elderly People Living in Kuala Lumpur and Selangor, Malaysia'. She is currently the CEO of Aged Care Group Sdn Bhd and group of subsidiaries: ManagedCare Sdn Bhd, ACGConcept Sdn Bhd, ACGCare Sdn Bhd. Aged Care Group's vision is to innovate and transform the perception of ageing. Dr Yip and her team are engaged in the business of elevating aged care standards in Malaysia and she has successfully innovated the idea of ageing-in-place multigenerational community in a township with one of the largest developers in Malaysia and also implemented the care administration and management framework with one of the largest public hospitals in Malaysia. Dr Yip was appointed, in September to October 2012 by PEMANDU, as facilitator for PEMANDU Senior Living lab for Malaysia's ageing population.



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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