

ELDEX ASIA SUPPORTS SOCIAL INITIATIVES AND ADOPTION OF NEW TECHNOLOGIES FOR COMMUNITY HEALTH

Singapore, 21 October 2022 – ELDEX Asia announced today that the second edition of ELDEX Asia (the Eldercare Exhibition and Conference), happening from 27 to 28 October 2022 at Hall 403 of Suntec Convention and Exhibition Centre, will have more than 2,200sqm of Eldercare exhibits. ELDEX Asia 2022 will present a comprehensive spectrum of new and innovative solutions, products, services and technology by leading manufacturers and brands from around the world for the rapidly aging Asian societies. ELDEX Asia aims to catalyse industry growth by facilitating conversations between start-ups and potential investors to accelerate their development.

The latest exhibitors to come on board include:

- Celebrating its 10th anniversary since its inception, Project Happy Apples (PHA) was kicked-off by a group of medical students at NUS to facilitate “die-logues” about palliative care and preparing for the inevitable through early planning. PHA continues to PHA empowers the next generation of doctors, by providing first and second year medical students key opportunities to interact with palliative care patients through its various befriending programs and raises awareness and advocates for public uptake of palliative care through various public exhibitions, the Slice of Life podcast, and its Web Series.
- “At ELDEX Asia, PHA will be continuing its goal of preparing society for death and end-of-life issues to plan earlier and anticipate future needs. As the chronic disease burden grows in a greying Singapore, it is increasing important for medical students to be exposed to palliative care early, so as to augment how they care for seniors as practicing doctors. Not only that, but we also hope we can help foster kinder, more empathetic individuals that can provide psychological, emotional and social support in others’ times of need.” shared Sounak Rana, Project Director of PHA.
- The **Singapore University of Social Science’s Venture Builder Programme** will be featuring six start-ups incubated from its ecosystem at ELDEX Asia that focus on gerontology. The Venture Builder Programme is an immersive training programme designed to nurture and help the budding entrepreneur to support SUSS students to launch successful impact-driven ventures. Dr Yap Meen Sheng, Director Centre for Experiential Learning, observed, “With limited and finite natural resources, Singapore is compelled to look at adopting new technologies to cater care for our seniors. By encouraging research and development into gerontechnology, our students are creating new solutions to overcome labour shortages among other challenges. We are proud that the SUSS is able to showcase six of our start-ups that have developed new products and solutions homegrown in Singapore.”
- **Technologies to enable healthy ageing** such technologies include ElecNet that uses cloud based, AI assisted, next generation switchboards in residential units to monitor elderly remotely and non-intrusively to pick up changes in behavioural patterns; SoundEye that detects falls through abnormal sounds; and SmartRX that provides pharmaceutical vending machines to dispense medicines to senior residents including



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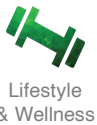
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generics and prescriptions. These technologies aim to make it possible for senior residents to have their needs met within a 15-minute walking radius of their residences.

- Some of these technologies will be considered for pilot within the Health District@Queenstown, a first-of-its-kind multi-stakeholder collaboration led by the Housing Development Board (HDB), National University Health System (NUHS) and National University of Singapore (NUS) where science-backed initiatives and community-driven programmes will be piloted to support residents in leading healthy and purposeful lives across their life stages.
- “Such cross-sectoral partnerships forge new pathways and synergies to looking at planning for Singapore’s future. Along with climate change, ageing is another emergent trend. Singapore will be a super-aged society by 2026, where more than 20% of Singapore’s population will be 65 years or older. By leveraging technology, we would have the opportunity to provide better care. We are also excited to support Project Happy Apples (PHA) at ELDEX Asia as we continue to back solid socially driven, ground-up initiatives,” said Mr Joseph Yeo, Event Director.
- “We will continue to work with like-minded stakeholders in Singapore and the wider region that are forward looking in planning for the future of societies. This is also one of the reasons why we launched a trade conference for ELDEX Asia 2022 that will discuss city planning incorporating needs for an ageing society,” concluded Mr Yeo.

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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. ELDEX Asia is supported by a host of international, regional and local organizations. Some of them are set out below.



About the Housing & Development Board (HDB)

The Housing & Development Board (HDB) is Singapore's public housing authority. We plan and develop Singapore's housing estates; building homes and transforming towns to create a quality living environment for all. We provide various commercial, recreational, and social amenities in our towns for our residents' convenience.

Today, more than 1 million flats have been completed in 23 towns and 3 estates across Singapore. HDB flats are home to 80% of Singapore's resident population, of which about 90% own their home.

For more information, please visit <http://www.hdb.gov.sg>



About the National University Health System (NUHS)

The National University Health System (NUHS) aims to transform how illness is prevented and managed by discovering causes of disease, development of more effective treatments through collaborative multidisciplinary research and clinical trials, and creation of better technologies and care delivery systems in partnership with others who share the same values and vision.

Institutions in the NUHS Group include the National University Hospital, Ng Teng Fong General Hospital, Jurong Community Hospital and Alexandra Hospital; three National Specialty



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Centres - National University Cancer Institute, Singapore (NCIS), National University Heart Centre, Singapore (NUHCS) and National University Centre for Oral Health, Singapore (NUCOHS); the National University Polyclinics (NUP); Jurong Medical Centre; and three NUS health sciences schools – NUS Yong Loo Lin School of Medicine (including the Alice Lee Centre for Nursing Studies), NUS Faculty of Dentistry and NUS Saw Swee Hock School of Public Health.

With member institutions under a common governance structure, NUHS creates synergies for the advancement of health by integrating patient care, health science education and biomedical research.

As a Regional Health System, NUHS works closely with health and social care partners across Singapore to develop and implement programmes that contribute to a healthy and engaged population in the Western part of Singapore.

For more information, please visit <http://www.nuhs.edu.sg>.

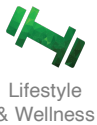


About the National University of Singapore (NUS)

The National University of Singapore (NUS) is Singapore's flagship university, which offers a global approach to education, research and entrepreneurship, with a focus on Asian perspectives and expertise. We have 17 faculties across three campuses in Singapore, with more than 40,000 students from 100 countries enriching our vibrant and diverse campus community. We have also established our NUS Overseas Colleges programme in more than 15 cities around the world.

Our multidisciplinary and real-world approach to education, research and entrepreneurship enables us to work closely with industry, governments and academia to address crucial and complex issues relevant to Asia and the world. Researchers in our faculties, 30 university-level research institutes, research centres of excellence and corporate labs focus on themes that include energy; environmental and urban sustainability; treatment and prevention of diseases; active ageing; advanced materials; risk management and resilience of financial systems; Asian studies; and Smart Nation capabilities such as artificial intelligence, data science, operations research and cybersecurity.

For more information on NUS, please visit www.nus.edu.sg



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About Singapore University of Social Sciences (SUSS)

SUSS is a university with a rich heritage in providing lifelong, learner-centric and industry-relevant education. Our mission is to champion lifelong education to develop future thinkers and leaders to their fullest potential through our 3H's education philosophy – 'Head' for professional competency with applied knowledge, 'Heart' for social awareness of the needs of the society, and 'Habit' for passion towards lifelong learning.

We offer more than 70 undergraduate and graduate programmes, available in full- and part-time study modes which are flexible, modular and multi-faceted in learning experience to cater to both fresh school leavers and adult learners. We also launched a broad range of continuing education and training modular courses for the professional skills and knowledge upgrading of our workforce.

Our programmes and courses are made available through our five schools:

- S R Nathan School of Human Development
- School of Business
- School of Humanities and Behavioural Sciences
- School of Law
- School of Science and Technology

To date, over 30,000 graduates have chosen SUSS as their university of choice. Each year, about 15,000 students are pursuing their full- and part-time studies with us.

From 1 April 2019, the [Institute for Adult Learning](#) (IAL) became an autonomous institute of SUSS. Both entities enable a synergistic collaboration as IAL brings to SUSS its expertise and experience in adult learning and Continuing Education and Training (CET), while SUSS provides an ecosystem of resources and experts rooted in academic rigour.

For more information on SUSS, please visit www.suss.edu.sg.



About Project Happy Apples

Project Happy Apples was started in 2012 as a fundraising pitch for palliative care patients, and has since grown to set its sights on inciting nationwide changes in the way the public perceives end-of-life care, as well as the way they receive it from each budding generation of doctors. Medical students are at the heart of our project - as drivers of change in Singapore's evolving



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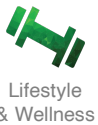
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health scene, young doctors need to be equipped with a heightened sensitivity towards the needs of an ageing Singaporean public. Optimising care for the aged, who make up the largest percentage of palliative care patients, is hence crucial. Through regular house visits to the homes of palliative care patients (home-based befriending) and to palliative care centres (centre-based befriending), we hope to give our student volunteers a first hand perspective of what it is like to be on the receiving end of end-of-life care. Early pre-clinical exposure allows medical students to hone their bedside manners and gain insight on patient care. More importantly, it is a deeply personal experience for both medical students and patients alike - one that will imbibe greater empathy and respect in future doctors towards their potential patients. Moreover, PHA holds an annual public exhibition to educate the public on the importance of early planning for the end of life. By priming members to the concept of palliative care and tools such as Advanced Care Planning (ACP) or Lasting Power of Attorney (LPA), we hope to initiate national "Die-Logues" - conversations on one's values and beliefs, patient care preferences and views on how to die well. Patient empowerment is key in the patient-centric provision of care; preventative planning confers increased individual autonomy, preparedness and satisfaction.



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