

ELDEX Asia Returns in 2022 As We Reunite the Eldercare Industry

Singapore, 8 September 2022 - The second edition of ELDEX Asia will take place from 27 to 28 October 2022 in Hall 403 of Suntec Convention Centre after a more than two-year hiatus since its inauguration in 2019. ELDEX Asia will continue to feature an exhibition, a medical conference, a B2B conference with international speakers and workshops for care professionals and consumers. There will be new exhibitors featuring recently launched products and solutions that help one to age better and longer. These include Bravada Life, Elixir Botanica, Ellipsiz, i-Kare, Stream Mobility, Essence Smart Care, Singapore Painscare Center, AtDose and TeleMedC. There will also be experiential opportunities for visitors to ELDEX Asia. These include exposure to robotics that help support seniors and complimentary eye and heart screening leveraging cutting-edge AI technology. The screening will be able to pick up potential chronic conditions such as diabetes and cardiovascular conditions.

Content is central to ELDEX Asia. The conference programme covers a broad swathe of topics including:

- Healthy Longevity
- Exercise and nutrition to address malnutrition, sarcopenia and frailty in older adults
- Brain Food for Dementia
- Effectiveness and acceptance of telerehabilitation by seniors post Covid
- Inclusive cities for the future
- Ageing in place strategy for the next generation
- Adaptive home renovations
- Community Mobility For Older Adults

“We are particularly excited to see the return of travel of overseas speakers to present at ELDEX Asia 2022. For instance, Dr Vincenzo Sorrentino, Group leader, Department of Musculo-Skeletal Health, Nestlé Institute of Health Sciences, Switzerland and Professor Lee Seung-Jae, Professor at Department of Biological Sciences, Korea Advanced Institute of Science and Technology (KAIST) as part of the Healthy Longevity track led by keynote speaker, Professor Brian Kennedy from NUS Yong Loo Lin School of Medicine, Centre for Healthy Longevity. The session will zoom in on the fresh insights behind GeroScience,” shared Mr Joseph Yeo, Event Director.

“We continue to focus on building the core tenets of ELDEX Asia which are diet and nutrition. Associate Professor Samuel Chew from Changi General Hospital, Ms Annie Barr from the United Kingdom and Ms Ngaire Hobbins from Australia will speak on the exercise and nutrition needs at different stages of frailty, addressing the needs of elevating a greater awareness of how these drivers shape how one ages continues to be critical to ageing better,” continued Mr Joseph Yeo.

Partnerships are core to ELDEX Asia, which continues to enjoy the support of the Singapore Tourism Board (STB), Enterprise Singapore (ESG), Association of Small Medium Enterprises, Japan Science and Technology Agency (JST) and Spire Research & Consulting, the latter as



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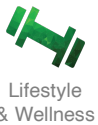
its knowledge partner. ELDEX Asia 2022 is also supported by the Singapore Human Resources Institute (SHRI), the International Council of Active Ageing (ICAA), the French Chamber of Commerce Singapore (FCC), the Asia Pacific Assistive Robotics Association (APARA), the Gerontological Society of Singapore and the Singapore Nursing Association.

“We have managed to galvanise more partners to join us in 2022. These include Allium as our Senior Living Partner and expanded our Education Partners to include the Singapore University of Social Sciences and Nanyang Technological University. We are also proud that the National Library Board is supporting ELDEX Asia as its Community Partner. We look to grow the network of these partners over time,” said Dr Tan Jit Seng, Chairman ELDEX Asia Advisory Board.

“We are grateful and humbled that despite the tough challenging environment for the MICE industry since the global pandemic broke, ELDEX Asia continues to be supported by many partners. It was not possible to organise face-to-face events until recently given the strict but necessary safe management measures to limit and manage the number of cases. We took the time to maintain contact with our various stakeholders and develop new partnerships to strengthen an ecosystem for our customers. We hope that the 2022 edition of ELDEX Asia will set the path for even better presentation of the event in the future,” concluded Dr Tan.

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



About Japan Science & Technology Agency (JST)

JST is a government-affiliated organisation in Japan with an annual budget of about 114 billion yen (1.4 billion SGD), its three activity pillars being the planning and proposal of R&D strategy co-creating the future, creation of knowledge and transformation to economic and social value, and promotion of future co-creation and the nurturing of human resources.

The Singapore office is a gateway connecting Southeast Asia and South Asia to Japan's universities, research institutes and companies, and vice versa.



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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.



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 greying 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

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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About Singapore Nurses Association

Founded in 1957, the Singapore Nurses Association works towards recognising and enhancing the professional contributions of nurses. The Association strives to raise the profile of nursing in Singapore, and facilitates and supports nurses' contributions towards improving and enhancing the health of the population. The Association was admitted as a member of the International Council of Nurses (ICN) in 1959.



About Spire Research & Consulting

Spire Research & Consulting seeks to provide service excellence and generate the highest quality of market knowledge, assisting our clients in making the most effective business decisions. Spire aspires to be the most recognised independent brand in the emerging market research-based consulting space.

Spire celebrates a culture of success and pride. We are an organisation that our people are proud to belong to. Spire is committed to the highest levels of professionalism and integrity, building robust long-term relationship with our clients and providing bespoke client-focused solutions.



About National Library Board

The National Library Board (NLB) nurtures Readers for Life, Learning Communities and a Knowledgeable Nation by promoting reading, learning and history through our network of 28 libraries across Singapore, the National Library and the National Archives of Singapore.



About SUSS Gerontology Programme, S R Nathan School of Human Development

Singapore University of Social Sciences's Master of Gerontology, with Graduate Certificate, Graduate Diploma and PhD option is the first in Singapore to offer a holistic training for a rewarding career in the eldercare and silver sector. Graduates from the Programme will have acquired advanced knowledge and skills to be leaders and consultants in the field of gerontology. They will be prepared to perform challenging roles and functions in both government and private sectors.



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About MSc in Applied Gerontology, School of Social Sciences, NTU

Nanyang Technological University's Master of Science in Applied Gerontology is a holistic programme designed to equip students with the foundational competencies of gerontology as well as provide them with the expertise needed to work with older people, develop leadership skills, design policies, and help improve services for an ageing population. The programme also offers an interdisciplinary curriculum with an Asian focus, taught by faculty from various disciplines including medicine, social sciences, communication, business, arts and humanities, and biological sciences.



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