



ELDERCARE EXHIBITION & CONFERENCE ASIA 2019

Asia's most dedicated exhibition for the rapidly growing eldercare industry

8 – 10 November 2019, Halls 405 | 406 Suntec Singapore Convention and Exhibition Centre

Organized by:



Held in:



Supported by:



The silver market in Singapore, Southeast Asia and rest of Asia Pacific

“In less than 10 years, Singapore could join more than 30 countries in becoming a “super-aged” nation, where 20 per cent of the population is 65 years of age or older.”

Source: Channel News Asia, 10 June 2017.



From Gen X now to elderly

Growing population of those aged 65 years and above

220,000
people



Year
2000

440,000
people



Year
2015

900,000
people

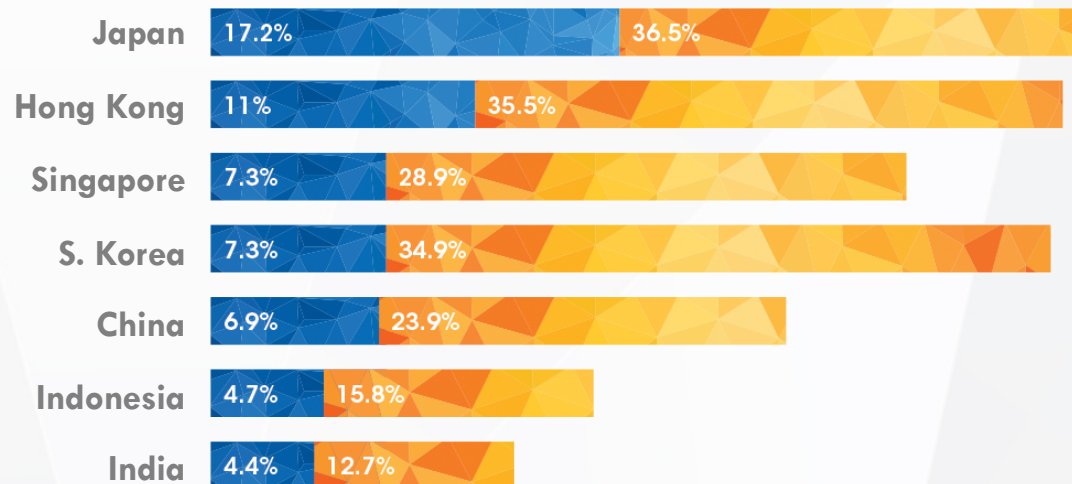


Year
2030

Source: Straits Times, 5 June 2016.

Percentage of population aged 65 and over at

Year 2000 Year 2050



Source: Report by Asia Pacific Risk Centre

About ELDEX Asia

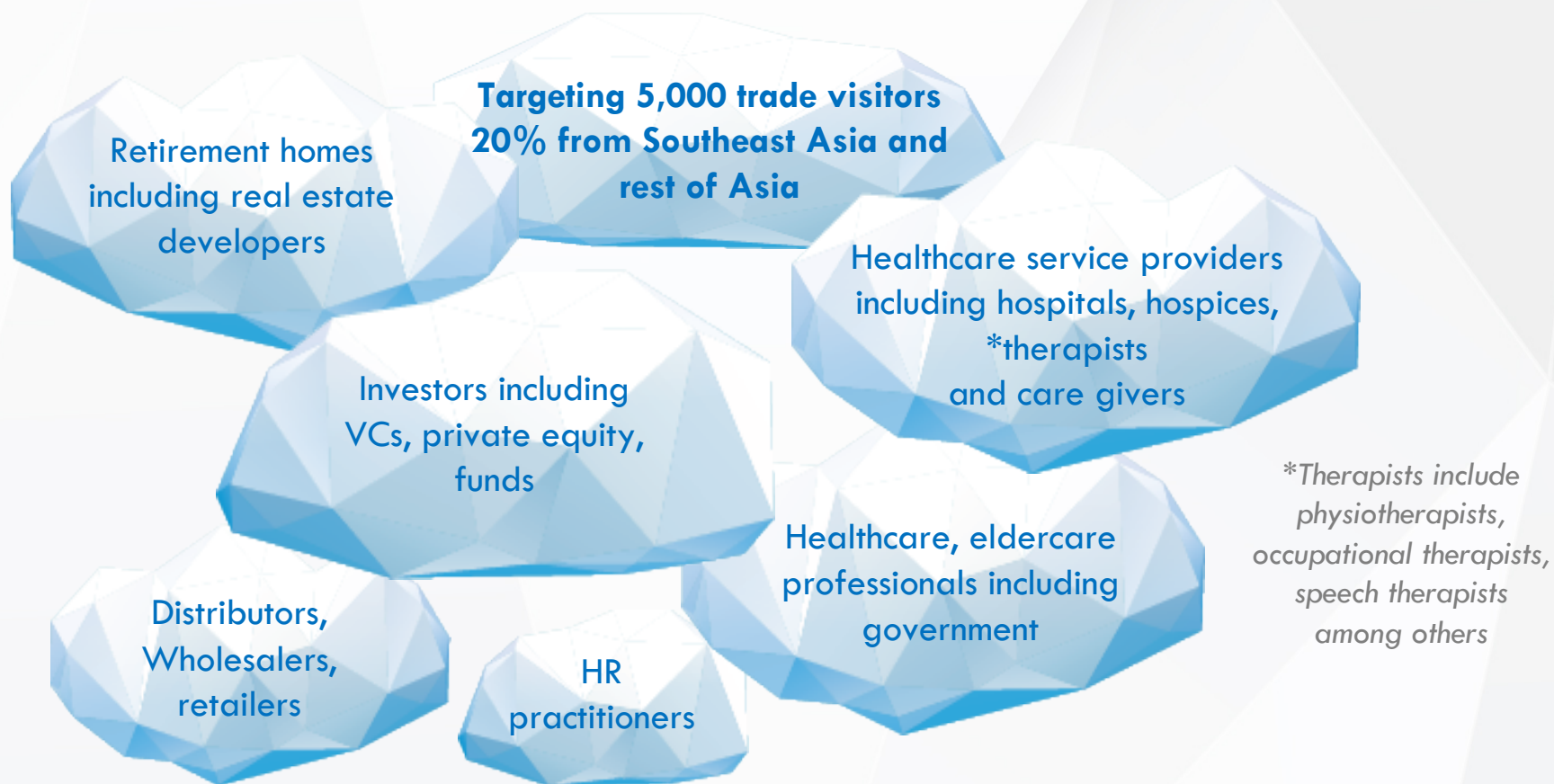
ELDEX Asia is a **trade and consumer exhibition** that presents a **comprehensive spectrum** of new and innovative products, services and technology by leading manufacturers from around the world for the rapidly ageing Asian societies.

ELDEX Asia focuses on **active aging** by emphasizing on nutrition and exercise via its medical conference.

ELDEX Asia aims to **catalyze industry growth** by facilitating conversations between start-ups and potential investors to accelerate their development.

- 8 – 9 November: B2B
- 9 – 10 November: B2C (workshops and product demonstrations)
- Free admission for all with pre-registration
- Hosted buyer programme available

Who will attend



Target visitor segments

ELDEX'S primary visitor markets are ASEAN countries [especially Singapore, Malaysia and Thailand]; secondary markets would be rest of Asia including Japan, South Korea, China, Taiwan, Hong Kong and South Asia [India, Pakistan and Bangladesh].

Exhibition segments

Who
should
exhibit?



Lifestyle & Wellness

Sports
Food Supplements
Nutrition
Beauty
Anti-aging
“Winging” Retirement
Functional Food



Architecture & Fittings

Elderly Friendly Homes
Obstacle Free
Environment
Stairs / Lift
Anti-slip Flooring /
Materials
Support / Railings



Healthcare & Rehabilitation

Medical Equipment
Rehabilitation Equipment
Diagnostic Services
Nursing Services



Technology, Digital & IT

Wearables
E-Health Platforms
Apps
IOT
Remote Systems
Robotics
Exoskeleton Aids



Finance, Insurance & Other Services

Investments
Insurance
Wills / Inheritance
Annuities



The Great Beyond

Funeral Services /
Parlors
Floral Arrangements
Photos
Cremation & Burial
Services Afterlife
Family Support

ELDEX's Goals



To enable **global suppliers** of eldercare products, technology and services to meet with **targeted Asia Pacific distributors, retailers, buyers** such as hospitals, retirement homes, assisted living facilities and hospices, care givers, therapists, and end-users (consumers).



To engender 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.



To catalyze **industry growth** by bringing-start-ups in the eldercare space to interact with and pitch to potential investors, particularly where gerontechnology is concerned.



To **advocate understanding** on the critical importance of **lifestyle habits and attitudes** that influences one's ability to live healthy, meaningful and joyful lives, especially from whence one's metabolism decelerates, so as to help people age successfully and be better equipped to live well for longer. Especially those aged 30 to 50, the elderly of tomorrow and the group providing care for the elders today.

Event highlights at ELDEX



Medical Conference

- Full day conference covering: Exercise for Elders & Nutrition for Elders
- 8 international and local speakers from eldercare industry. To date, 6 have accepted and confirmed
- Targeting 200 to 300 medical professionals including doctors, nurses and caregivers. CME and CPD points to be awarded to doctors and nurses



B2C Activities

- Workshops covering a wide range of eldercare topics such as dementia care management, fall prevention, caregivers support, incontinence
- Product demonstrations by exhibitors and sponsors



B2B Activities

- Knowledge sharing by ELDEX's knowledge partner, Spire Research & Consulting



Features

- The Disruptor Tribe: A platform that enables start-ups and technology companies catering to the silver economy to seek funding from foundations, private equity and venture capitalists
- Hosted buyer program: Pre-qualified regional buyers, procurement teams and decision makers
- ESG's Food For Elders pavilion
- Buyer-seller matchmaking
- Awards
- Silver IT Fest (tbc)

ELDEX 2019 medical conference highlights

Exercise for Elders



The dire need for
fitness in seniors



Gym Tonic:
Mainstreaming
Strength for Seniors



What exercises are
suitable for seniors



Effect of exercises
on stroke patients

Nutrition for Elders

Nutrition is
medicine



Nutritional
supplement in frail
seniors



Vitamins in older
adults

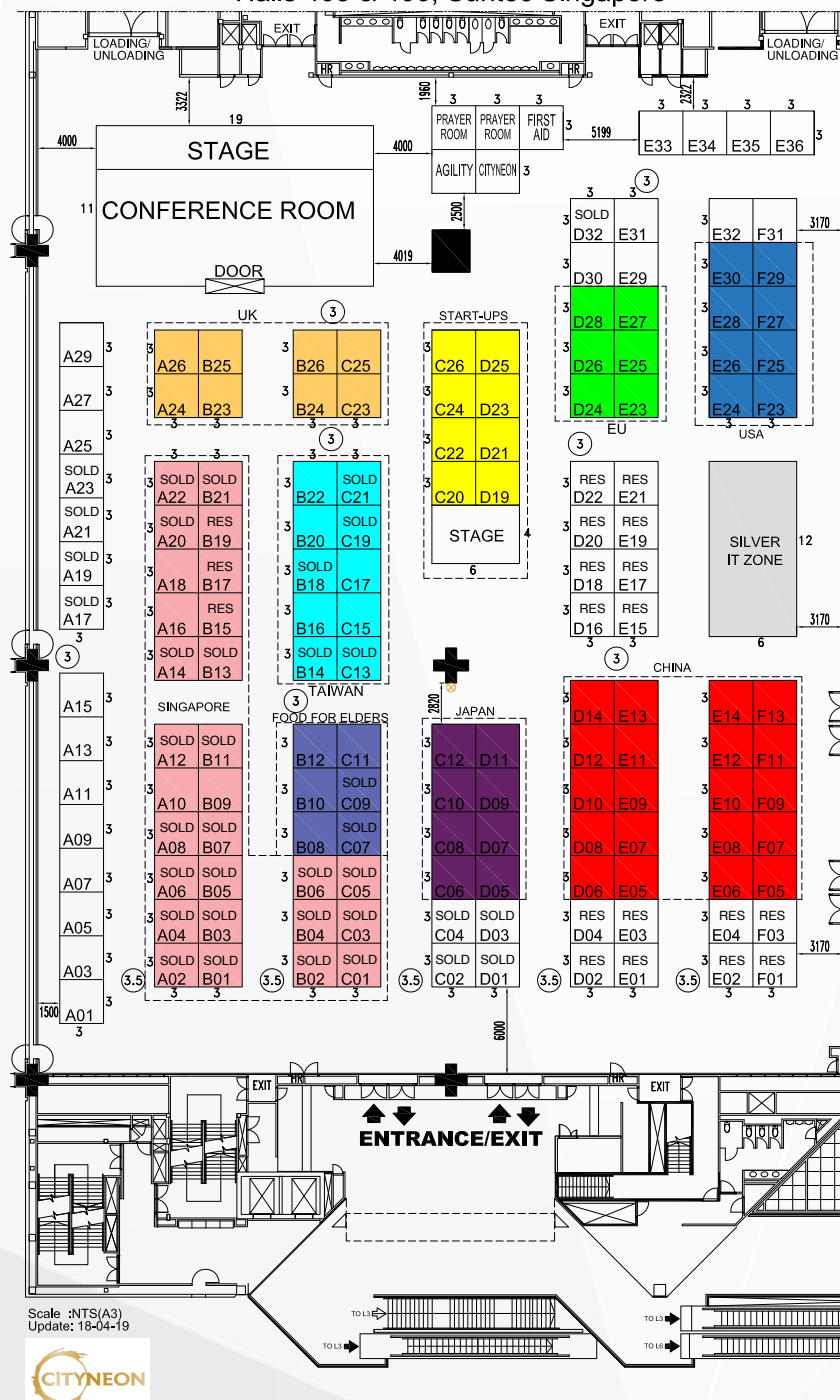


Nutrition for
hospitalized
adults



ELDEX 2019
8 - 10 November 2019
Halls 405 & 406, Suntec Singapore

**ELDEX
2019
floor plan**



- **Shell scheme S\$655/sqm**
- **Upgraded shell scheme S\$745/sqm**
- **Raw space S\$575/sqm**
[minimum booth size 18 sqm]
- Singapore pavilion, where ESG's IMAP subsidies may apply, is available
- Sponsorship opportunities are also available

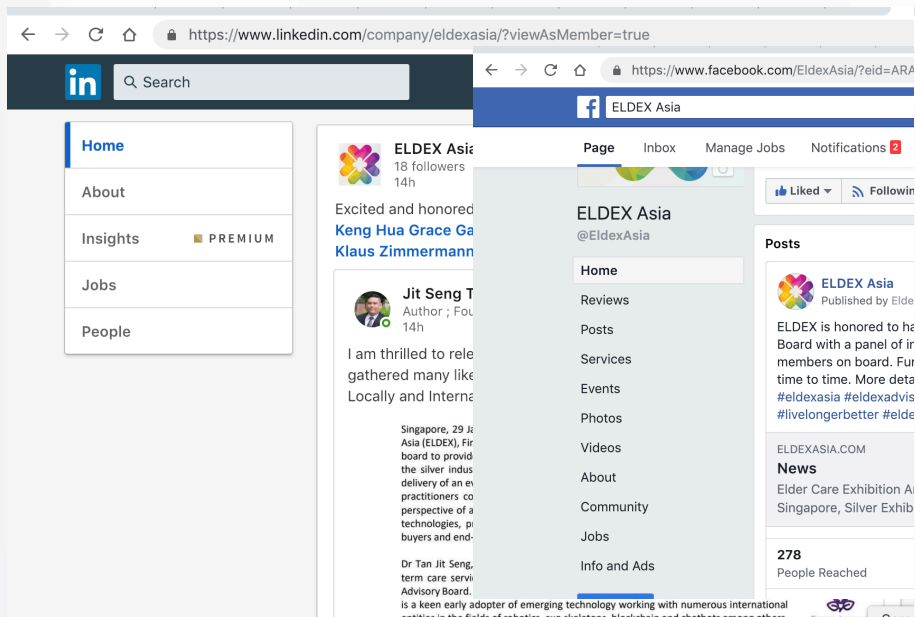
ELDEX Marketing Plan

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Above the line		Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media (for visprom too)		Ad placement in trade media (for visprom)	Ads in regional health and lifestyle magazines (for visprom)	Ad placement in regional newspapers, health and lifestyle magazines (for visprom) Send text messages (SMS/WhatsApp/Line/SMS) (for visprom)	Ad placement in regional newspapers, health and lifestyle magazines Send text messages (SMS/WhatsApp/Line/SMS) (for visprom)
Below the line	Email brochures to potential exhibitors	Distribution of posters to partners Email brochures to potential exhibitors	Email brochures to potential exhibitors	Email brochures to potential exhibitors	Email brochures to potential exhibitors	Email brochures to potential exhibitors		Print postcards (save the date) for distribution	Distribute postcards/flyers Distribute posters at malls, community clubs, libraries and partner facilities	Event preview (mailer and newspapers and other channels) Distribute postcards/flyers	
Online	Online newsletter update Electronic invitation to potential exhibitors via partners	Online newsletter update Electronic invitation to potential exhibitors via partners	Online newsletter update Electronic invitation to potential exhibitors via partners Electronic invitation to potential exhibitors via partners	Online newsletter update Electronic invitation to potential exhibitors via partners Electronic invitation to potential exhibitors via partners	Online newsletter update Electronic invitation to potential exhibitors via partners Electronic invitation to potential exhibitors via partners	Online newsletter update Electronic invitation to potential exhibitors via partners Electronic invitation to potential exhibitors via partners	Online newsletter update Email update (on content and exhibitor listing)	Online newsletter update Email update (on content and exhibitor listing)	Online newsletter update Email update (on content and exhibitor listing)	Online newsletter update Email update (on content and exhibitor listing)	Online newsletter update Email update (on content and exhibitor listing)
Public relations			Issue press release #3 - event update	Media pitching	Media press conference #1 @ Ageing Asia - generate publicity for consumers/trade visitors		Media pitching	Media pitching	Media press conference #2 @ Sep school holidays - generate publicity for consumers	Issue press release #4 - pre-event update Media drop	Regional / global media coverage
Partners											
Event promotion/participation		Visit CareTEX, Tokyo for exprom	Visit China International Senior Care & Rehab Expo, Beijing for exprom	Visit International Expo on Family Health Care Equipment & Supplies Beijing for exprom	Visit ATSA Independent Living Expo, Sydney and Briaban for exprom Promote at Ageing Asia Visit *REHATEX, Hanoi for exprom	Visit SenCARE, Taipei for exprom	Visit AT Life, Taipei for exprom				
Outdoor	Where possible, cross promote at events by various government agencies including but not limited to Silver IT Fests								Street banners	Street banners	Street banners
Social Media	Facebook, Twitter, LinkedIn, Blog update	Facebook, Twitter, LinkedIn, Blog update	Engage bloggers and influencers (B2C)	Facebook, Twitter, LinkedIn, Blog update	Facebook, Twitter, LinkedIn, Blog update	Facebook, Twitter, LinkedIn, Blog update	Facebook, Twitter, LinkedIn, Blog update	Facebook, Twitter, LinkedIn, Blog update	WhatsApp, WeChat ads, Facebook, Twitter, LinkedIn & Blog update	WhatsApp, WeChat ads, Facebook, Twitter, LinkedIn & Blog update	WhatsApp, WeChat ads, Facebook, Twitter, LinkedIn & Blog update
Special Programs	Reach out to key institutional regional buyers (save the date)	Reach out to start-ups in eldercare technology / innovation space	Announce keynote #1	Kick start hosted buyer program	Nominations for hosted buyers by exhibitors	Announce keynote #2			Announce rest of speakers		Visitors delegation Site visits

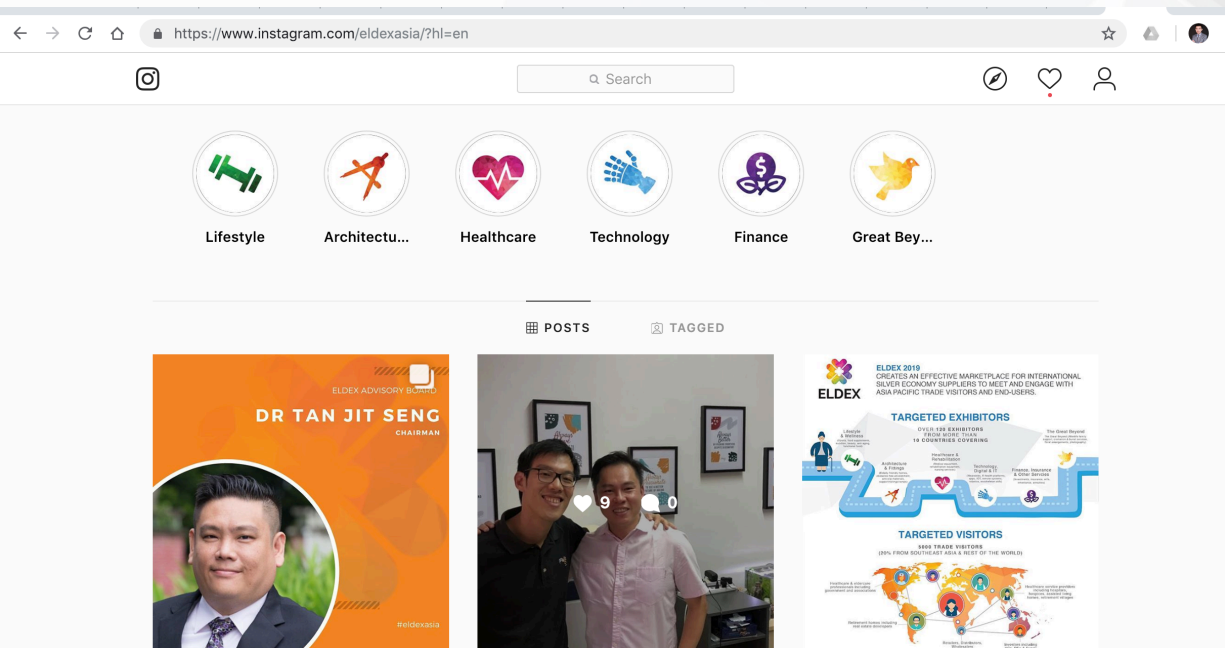
ELDEX Digital Marketing Platform

Digital Marketing Calendar

		Kick-Off >>		Ramp-Up >>				Event >>			D-Day & Post-Event >>		
		Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Milestone / Theme		Website improvements	Building followers	Building followers	B2B leads generation	B2B leads generation	B2B leads generation	B2B leads generation	B2C leads generation	B2C leads generation	B2C leads generation		
Facebook / IG	Backend	Content creation (C1)	Content creation (C2)	Content creation (C3)	Content creation (C4)	Content creation (C5)	Content creation (C6)	Plan contests and giveaways	"Where's Waldo #1" graphic	"Where's Waldo #2" graphic		Contests, giveaways, lucky	Post actual day images,
	Frontend		Use EDM to invite like & share	Use EDM to invite like & share	C1 (1-2 post/week)	C2 (1-2 post/week)	C3 (1-2 post/week)	C4 (1-2 post/week)	C5 (1-2 post/week)	C6 (1-2 post/week)	"Where's Waldo #2"		
	Advertising		FB page like campaign	FB page like campaign	Engagement campaign	Engagement campaign	Engagement campaign	Engagement campaign	Engagement campaign	Engagement campaign	Engagement campaign		
Google	Backend	GTM & GA integration	Search ads (clicks)	Search ads (clicks)	Search ads (clicks)	Search ads (clicks)	Note: Video #1, #2, #3 can be	Search ads (conversions)	Search ads (conversions)	Search ads (conversions)			
	Advertising		Use EDM to invite like & share	Use EDM to invite like & share	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign		
LinkedIn	Backend	Link on website	Promoted post	Promoted post	Community management	Community management	Community management	Community management	Community management	Community management	Community management	Community management	Community management
	Advertising		Use EDM to invite like & share	Use EDM to invite like & share	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign	Lead gen campaign		
Telegram	Backend	Link on website	Use EDM to invite like & share	Use EDM to invite like & share	Community management	Community management	Community management	Community management	Community management	Community management	Community management	Community management	Community management
Above the line			Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media	Ad placement in trade media
Below the line		Email brochures to potential	Distribution of posters to	Email brochures to potential	Email brochures to potential	Email brochures to potential	Email brochures to potential	Email brochures to potential	Print postcards (save the date)	Distribute postcards/flyers	Event preview (mailer and	Online newsletter update	Regional / global media
Online		Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update	Online newsletter update
Public relations			Issue press release #3 - event	Issue press release #3 - event	Media pitching	Media pitching	Media pitching	Media pitching	Media pitching	Media pitching	Media pitching	Issue press release #4 - pre-	
Partners													
Event			Visit CareTEX, Tokyo for	Visit China International	Visit International Expo on	Visit ATSA Independent Living	Visit SenCARE, Taipei for	Visit AT Life, Taipei for expro					
Outdoor													
Social Media		Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	Engage bloggers and	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	WhatsApp, WeChat ads,	WhatsApp, WeChat ads,	WhatsApp, WeChat ads,	WhatsApp, WeChat ads,



LinkedIn profile for ELDEX Asia. The profile shows 18 followers and a post by Jit Seng Tan, Author; Founder, 14h. The post text reads: "I am thrilled to release a video gathered many like Locally and Internationally". The profile also shows a post by ELDEX Asia, Published by Elde, with the text: "ELDEX is honored to have Board with a panel of ir members on board. Fur time to time. More deta #eldexasia #eldexadv #livelongerbetter #elde".



Instagram profile for ELDEX Asia. The profile shows a bio: "ELDEX 2019 CREATES AN EFFECTIVE MARKETPLACE FOR INTERNATIONAL SILVER ECONOMY SUPPLIERS TO MEET AND ENGAGE WITH ASIA PACIFIC TRADE VISITORS AND END-USER". The profile also shows a post by ELDEX Asia, Published by Elde, with the text: "ELDEX is honored to have Board with a panel of ir members on board. Fur time to time. More deta #eldexasia #eldexadv #livelongerbetter #elde".

Collaborating with Republic Polytechnic to produce at least 13 videos on aging

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 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.

ELDEX Advisory Board



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 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.



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).

ELDEX Advisory Board



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.



Mr Tristan Gwee is the current President of the Gerontological Society of Singapore. He joined the society in 2006 and has served in various capacities of Honorary Treasurer and Secretary. He is also a member of the Singapore Association of Social Workers. He is a social service professional with more than 16 years' experience in areas of eldercare, fundraising and volunteer development. He is a certified Prepare and Enrich Facilitator and also trained in the Gottman Method of Couples Therapy. He obtained his Master degree in Social Work from Singapore University of Social Sciences (formerly UniSIM), and his Bachelor degree in Applied Economics from Singapore's Nanyang Technological University.



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.

ELDEX Advisory Board



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, 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.

ELDEX Advisory Board



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.

ELDEX Advisory Board



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.

ELDEX Partners



As of 13 June 2019 including those in ongoing discussions