EXECUTIVE SUMMARY

Asia Pacific's silver economy is expected to hit US$3 trillion by 2017

According to the latest findings from the 2nd Asia Pacific Silver Economy Business Opportunities Report 2013, a bi-annual publication, produced by Ageing Asia Pte Ltd, the Asia Pacific’s silver economy is expected to hit US$3 trillion by 2017. To establish the market opportunity of Asia Pacific’s ageing baby boomer population between 2012 and 2017, the Asia Pacific Silver Economy Business Opportunities Report used projected household savings, compound annual growth rate (CAGR), GDP and sample population data of those aged over 60 to establish the market size for the region’s silver economy. The analysis showed that the region’s projected household savings is likely to increase by 58%.

Launched at the 4th Ageing Asia Investment Forum 2013 on the 16 April 2013, this year’s edition projected Asia Pacific silver economic opportunity, top 12 trends in the business of ageing, market commentary and insights from 150 industry leaders on the future of ageing in Asia Pacific, and 15 global eldercare business models. Only 100 copies were printed, drop us an email if you would like to access one.

15 regional countries have been selected to be part of the analysis on the region’s silver economy business opportunities – Australia, China, Hong Kong SAR, India, Indonesia, Japan, Republic of Korea, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.

This year the 4th Ageing Asia Investment Forum, themed, ‘Eldercare Innovations in Asia’, showcased over 40 speakers, 22 eldercare models and attracted over 320 international participants across public and private sector from 18 countries to exchange insights on business and operational models that will change the way future generations age in the region. Along with that, the 1st Asia Pacific Eldercare Innovation Awards was launched, and drew over 80 nominations from the region. The awards aim to be the annual ‘Oscars’ of the eldercare industry in Asia Pacific - to recognise the outstanding contributions of the people and organisations driving change and innovations that will improve quality of life for older people.

It has always been Ageing Asia’s mission to engage the business, media, government and NGOs to create a more positive image of ageing, and drive the creation of better products and services, and more innovations. We are pleased to announce the total public relations value of this year’s 4th Ageing Asia Investment Forum to exceed US$1.5 million, with media coverage in over 25 print, broadcast and online medias.

With 81% of the participants coming from the private sector, Ageing Asia Investment Forum achieved its goal to encourage private public people partnerships to create better products and services that will drive Independent Ageing, Healthy Ageing and Dignified Ageing for the older adults in the Asia Pacific region. In 2014, the 5th Ageing Asia Investment Forum returns to Singapore from 1-2 April with the theme “Investing in healthcare infrastructures that enable ageing-in-place’.

I am pleased to announce and welcome the Board Members of the Ageing Asia International Advisory Council, established to provide strategic advice and recommendations for Ageing Asia Pte Ltd’s industry development activities and content:

- Professor Dr Hans Becker, Chairman, Humanitas Foundation, The Netherlands
- Professor Hirokuni Murata, President, Murata Associates Inc., Japan
- Madam Low Mui Lang, Executive Director, The Salvation Army Peaschaven Nursing Homes, Singapore
- Mr Nick Abbey, CEO, ExtraCare Charitable Trust, United Kingdom
- Mr Kevin Ryan, Chairman, Waterbrook Asia Limited, Australia & China
- Mr Patrick Cheung, Chairman, Waterdrops Foundation & The Jade Club, Hong Kong SAR
- Mr Ankur Gupta, Joint Managing Director, Ashiana Housing Ltd, India
- Ms Ninie Wang, Founder & CEO, Pinetree Senior Care Services Ltd, China
- Dr Jane Lee, Director, Hong Kong Sheng Kung Hui Welfare Council, Hong Kong SAR
- Mr Tin Choe Lam, Founder & Managing Director Jeta Gardens Group & Jeta Care Group, Australia, Malaysia
- Ms Norah Barlow, MD & CEO, Summerset Group, New Zealand
- Dr Mary-Ann Tsao, President, Tsao Foundation, Singapore
- Mr Patrick Tsang, General Manager – Development, Hong Kong Housing Society, Hong Kong SAR
- Mr Ong Chu Poh, Group Executive, Chairman Econ Healthcare Group, Singapore

Over the next 12 months, Ageing Asia will continue our efforts to identify and enable access for businesses interested in accessing the business of ageing across 10 countries in Asia-Pacific.

I look forward to connecting you with Asia.

Cheers!

Janice Chia
Founder
Ageing Asia Alliance
janicechia@ageingasianinvest.com

Happiness is bringing a smile to people around me
AGEING ASIA INTERNATIONAL ADVISORY COUNCIL

Professor Dr Hans Becker
Chairman
Humanitas Foundation
The Netherlands

Professor Hiroyuki Murata
President
Murata Associates
Japan

Madam Low Mui Lang
Executive Director
The Salvation Army: Peacehaven Nursing Homes
Singapore

Mr Kevin Ryan
Chairman
Waterbrook Asia Limited
Australia & China

Mr Nick Abbey
CEO
ExtraCare Charitable Trust
United Kingdom

Ms Ninie Wang
Founder & CEO
Pinetree Senior Care Services Ltd
China

Mr Ankur Gupta
Joint Managing Director
Ashiana Housing Ltd
India

Mr Daniel Teo
Chairman & MD,
Hong How Group
Director, Tong Eng Group, Singapore

Mr Tan Choe Lam
Founder & Managing Director
Jeta Gardens Group, Australia & Jeta Care Group, Malaysia

Mr Patrick Cheung
Chairman
Waterdrops Foundation & The Jade Club
Hong Kong SAR

Dr Jane Lee
Director
Hong Kong Sheng Kung Hui Welfare Council
Hong Kong SAR

Mrs Norah Barlow
MD & CEO
Summerset Group Holdings Limited
New Zealand

Mr Patrick Tsang
General Manager (Planning & Development)
Hong Kong Housing Society
Hong Kong SAR

Dr Mary Ann Tsao
President
Tsao Foundation
Singapore

Mr Ong Chu Poh
Group Executive Chairman
Econ Healthcare Group
Singapore
Acceleration of new models of nursing homes in Asia

The institutional approach to nursing homes is outdated. In many parts of Asia, the institutional approach to nursing homes is still prevalent, where the elderly are placed in hospital style bed settings, with 16, 24 or even up to 36 people in a large open plan layout. Architects looking to access the Asian markets should look at how they can create privacy within small spaces for the next generation of nursing homes in Asia. In Japan and The Netherlands, the group home model where the elderly live in clusters of 4-6, each with their own ensuite rooms surrounding a kitchen and living room have been successful. This model works even for clients with advanced dementia, in particular, the advantages of using the kitchen to engage clients through food smells and cooking activities. Governments, businesses and not-for-profit sector leaders looking to provide assisted care for older adults in an affordable manner can consider high-rise developments, design innovations or modular construction to reduce costs.

Join 500 delegates at Asia’s most influential platform on the business of ageing from 1-2 April 2014 at the 5th Ageing Asia Investment Forum in Singapore. Hear from USA’s Beacon Hill Virtual Retirement Village and The Netherland’s Enabling Regular Lives for Dementia Clients.

Changing funding models to encourage health improvements

One common thread amongst governments is that funding for residential aged care is provided based on the severity of condition of each elderly person under their care. The weaker an elderly person is, the more funding support the home will receive. However, this provides a dis-incentive for homes to drive health improvements for persons under their care. In the retirement living arena, the deferred management fee model in Australia contradicts ageing-in-place. If operators make a profit only upon residents leaving the retirement village, commercial sustainability of a village is dependent on residents exiting the community versus living for as long as they can. With the new Australian aged care reform where funding will move towards consumer directed care via community care packages instead of bed running, this is an excellent first step for industry players who want to obtain the packages to demonstrate how they can encourage health improvements for those under their care.

Health insurance that enables access to care services for older adults

Changing demographics of ageing baby boomers indicate that most will enter their over 60 years healthier and more independently than previous generations of older adults. With an estimated US$3 trillion in household savings by 2017 of older adults aged over 60 across 15 Asia Pacific countries, there is a tremendous market potential for insurance providers to innovate with specialist insurance products targeting the health, wellness and long term care needs of our ageing population. Annual premiums could be adjusted based on their medical check-ups. In light of a healthier ageing population, insurance companies can encourage active ageing and preventive health by providing an opportunity for older adults over 60 to enjoy lower premiums if they are able to stay healthy. At the same time, they can enjoy coverage on long term care in the unlikely event that they require long term assisted care or home care services. The provision of this insurance in Asia would support the rise of privately provided long term assisted living and home care services in our region, thus enabling ageing-in-place. This product would also promote greater industry collaboration between the eldercare and the finance industry sectors with the purpose of improving quality of living for older adults.
Sex & Elderly – Why we should stop toeing around this issue?

In a government run nursing home in China where they had a room dedicated for elderly men to watch pornography. In another part of Asia, I was shocked when the nursing home director told me that if two people fell in love and wanted to be together, they would be asked to leave and find an alternative accommodation as the nursing home does not have a policy that allows men and women to live together as a couple in the same room. I applaud this Hebrew Home for leading the way by introducing a 4-page sexual expression policy - http://buswk.co/15F075i. They encourage sex and intimacy among its elderly residents, including those with Alzheimer’s and other forms of dementia. Although care operators fear abuse of such a policy, the solution is not to stop intimacy and impose rules on how older people should lead their lives, as an industry, we should enable happiness for older people, and its up to us to think about how, rather than adopt a dictatorial approach.

Hear from the President and CEO of the Hebrew Home of Riverdale when he presents the keynote presentation at the launch of the inaugural Australasian Ageing Investment Forum that will be held from 5-6 March 2014 in Sydney, Australia.

Challenging misconceptions in the use of robotic technologies in aged care

Robotics is often misunderstood to replace humans whereas, they are assisted living technologies that can improve the quality of life for an older person and assist caregivers in their daily activities. A number of robotic technologies being trialed in Japan today are used to assist caregivers with lifting, feeding, showering and shampooing of hair amongst others. We take our strength and independence for granted, but as one gets older, it would be fantastic if we can make use of the technology to help us move. Instead of being limited to our movements due to physical constraints, or face social isolation simply because of mobility difficulties. In addition, the greater use of technologies in care will make the career of caregiving more attractive to younger people. The opportunity for care-givers to work with innovative technologies that improve quality of living for the elderly and quality of work for care givers might interest younger people to join the workforce. The Japanese government announced recently its plans to commercialise low cost care robots by 2016, at a target price of US$1020 per unit. The market will demand different robots, offering different services.

Four kinds of nursing care robots are included in the plan:
1. A motorized robot suit that can assist in lifting or moving elderly and otherwise impaired patients so that caretakers do not need to exert as much physical strength.
2. An ambulatory robot that can help the elderly and others walk by themselves, even on inclines.
3. A portable, self-cleaning robot toilet that can be placed in living rooms or bedrooms to make using the toilet easier for the elderly and others.
4. A monitoring robot that can track the movements and whereabouts of dementia patients.

Hear healthcare and eldercare operator insights from Japan, Australia and Singapore on technology application for the eldercare market at the upcoming Ageing Asia Healthcare Technologies Masterclass that will be held on 22 October 2013 in Singapore.
Asia Pacific will be home to 1.2 billion older people aged over 60 by 2050. In the next five years, the household savings in the region for older adults is expected to reach US$3 trillion. Launched in 2013, the first Ageing Asia Silver Economy Index presented a ranking of 15 countries in Asia Pacific by market potential of ageing baby boomers. Using ‘Per Capita Household Savings for aged over 60’, ‘Growth rate of Household Savings’, ‘Percentage of ageing population’ and ‘Life Expectancy at birth’ as contributing factors, the Ageing Asia Silver Economy Index saw Singapore in the third position with Hong Kong SAR emerging in the top, followed by Australia in the second position.

Ageing Asia Silver Economy Index (Top 5 countries)

To find out more about the 100-page Asia Pacific Silver Economy Business Opportunities Report 2013, contact: jeffreychan@ageingasianinvest.com
COUNTRY INSIGHTS IN THE BUSINESS OF AGEING IN ASIA-PACIFIC

Indonesia – Asia Pacific's 5th Largest Ageing Population

Indonesia has a population of 242 million, with 9% of the population or 20.8 million people aged over 60 as of 2012. GDP per capita PPP is US$5,000. By 2050, 74.7 million people will be aged over 60, representing 25% of the population. In Asia Pacific, Indonesia has the fifth largest ageing population.

Over half of the population in Indonesia falls into the middle class, with the number of the affluent is increasing annually. GDP in Indonesia in 2012 was US$1.2 trillion, and it is expected to hit US$1.8 trillion in 2017. The domestic market is huge, with over 53% living in urban areas and affluent middle class.

After China, Indonesia is recognized as the second fastest growing G20 economy.

Source: Asia Pacific Silver Economy Business Opportunities Report 2013

Visiting Global Eldercare Operators to Shared and Exchanged Insights in Indonesia

Waterbrook Asia Limited, Australia & China

Waterbrooks 5-Star Lifestyle communities service a high-end market demographic that to date would not previously had consider a ‘retirement village’ as a viable housing solution. Waterbrook Asia Limited is the first-of-its-kind development, operational and management company created to respond to the rapidly emerging Chinese and South East Asian Seniors Living and Aged Care market. This revolutionary approach has been brought about by the most creative and experienced experts in their fields working in affiliation with a strong management team to provide a uniquely “holistic” approach. This holistic approach enables a new paradigm in Seniors Living and Aged Care whereby Waterbrook Asia partner's with developers, landowners and investors across China.

Jeta Gardens Group, Australia

Jeta Gardens Group is the first retirement and aged care resort in Australia that bases its design, services and management on eastern values and philosophies. Since its inception in 2002, Jeta Gardens Group has now become one of the best retirement and aged care resorts in Australia. With the current residents population of more than 200, supported by 150 staff members, the community in Jeta Gardens enjoys the warmth of a “big” family where the core values of Compassion and Joyfulness fill the hearts of everyone. In accordance with the multicultural objectives of the company, the residents mix is maintained at a ratio of about 50% Caucasian and 50% Asian. The same applies to the staff mix. Jeta Gardens Group take pride in showcasing the rhetoric of multiculturalism in Australia, where the best of the West and the East blossom in a harmonious environment.

---

INIS Indonesia Health Care Services who specialises in homecare and geriatric care services spoke at the recently concluded inaugural Ageing Asia CEO Summit Indonesia in Jakarta from 1-2 October 2013. The Ageing Asia Editorial Team took the opportunity to have a chat with Mr Ies Paalvast, Managing Director of INIS Excellent, The Netherlands & Indonesia, on his views on the Asia Pacific’s 5th largest ageing population – Indonesia, and the opportunities available in a projected US$75 billion ageing market by 2017.

"In a globalising world where more than one quarter of the population will be over 60 at 2050 we also see that Indonesia is no stranger to the growth of elderly and with them a need for both housing, home technology and smart innovative healthcare focused on the needs of elderly.”

With an aim to contribute to realising quality geriatric care for the coming 70 million people who would be over the age of 60 by 2050, INIS Indonesia has been connecting with hospitals, schools, universities and developers from 2011. Said Mr Ies Paalvast, “our experience tells us that only interaction and cooperation between different local parties will ensure a chain of knowledge and skills for the client. And that will ensure the quality needed for the first adapters.”

Mr Paalvast feels that there are many opportunities in Indonesia, but there’s also still a lot of ground to cover to overcome obstacles in the market. In Jakarta there are some great geriatric clinics, but they do not have receive enough cooperation from the relevant bodies. So the first opportunity is to build on what is already available.

There are great possibilities for larger projects to develop elderly living facilities that focus on the heart and mind for the elderly living there with a right insight to getting the investment back; So the development is one quality housing product, armed with leadership in the elderly housing market of the future.

Ageing Asia: What type of model of housing, health and care would you suggest for Indonesia to explore?
Mr Paalvast: For the elderly living, we would like to suggest small-group retirement housing where community spirit and, if needed, home care can be provided until the last days of life. We do not see a long term future for big nursing homes for early adapters. These are people who want to make a choice and can afford to make a good choice. They want to be treated right and in the right facilities. The family care model must also be considered in the development of a sound elderly living.

Ageing Asia: If you had a wish list for investing, developing or operating in Indonesia, what would your top 5 be?
Mr Paalvast:
1. Development of local small sized homecare teams, focusing on geriatric care in cooperation with local hospitals
2. Invest in the use of home technologies and health care appliances to make sure that elderly people can stay home longer: in their own environment with the people they know and love the most (if possible).
3. Development of care hotels for elderly and those with chronic diseases
4. Development of training and university level geriatric nursing/community nursing
5. Development of small living facilities for elderly where family care can play the role that’s preferred, and assistance from professionals, if needed.
The Ageing Asia Editorial Team interviewed speakers at the recently concluded launch of the first Ageing-in-place Hong Kong international conference. By 2017, the 2nd Asia Pacific Silver Economy Business Opportunities Report 2013 projects that Hong Kong SAR will be home to 1.68 million older adults age over 60, representing a market potential of US$29 Billion in household savings, an increase of 68% from 2012. Hong Kong SAR has a population of over 7 million, with 1.4 million or 19% of the population aged over 60 as of 2012. GDP per capita is US$50,700. Life expectancy at birth is 83 years. By 2050, 37% of the population or over 8.8 million will be aged over 60, with 20% comprising of those aged over 80.

Ageing Asia: What is your view of Hong Kong’s eldercare industry, where are the challenges and opportunities for innovation and improving quality of care?

Mr Timothy Ma: Currently nearly all services are at the very minimal price level and could never be sustainable. The good way is that in order to shorten the waiting time, now more and more children are willing to pay for the waiting time. Hence, apart from filling in the gap, there is an opportunity to cater to the private payer market.

Mr Kenneth Chan: The eldercare industry in Hong Kong has experienced 10 years of development. Nowadays, the eldercare industries, which provide community care service to the elders have become an important partner of the public healthcare system. To promote sustainable human resources strategy and further improve the industrial proficiency will have a deep impact on future development of eldercare industry.

Mr Joe Sham: Post war baby boomers will enter the "aged group" progressively. More of them are better educated, have relatively higher income, and would have better saving for their retirement. They would have higher expectation toward quality of services and also expect freedom of choice in service combination. Conventional Government subsided services may not suit their expectation, and they may demand for quality services with "user-pay" mode.

Mr Tan Choe Lam: Government has an important role to play in motivating private enterprise to get in the market. Any successful model in Hong Kong will certainly make their way into Mainland China, the largest aged care market in the world today. This is certainly a carrot to Hong Kong developers.

Ageing Asia: What is your vision for Hong Kong’s eldercare industry?

Mr Timothy Ma: Let the market decide where the need is and what to fill in. There should be a free market for all interested parties to join.

Mr Kenneth Chan: The future of Hong Kong’s eldercare industry has to meet the increasing request for higher-standard service from the new generation of elderly. To create a flexible, innovative and diversified service model will satisfy the demand of the new generation of elderly at different life stages. The change of these demands will bring about unprecedented development opportunities for the future of HK eldercare industry.

Ageing Asia: How can we encourage more public-private partnerships and private sector investments?

Mr Timothy Ma: No one should be ruled out from the service due to affordability. Those who are needy should be promptly served and should be able to make choices.

Mr Kenneth Chan: It is important to set a channel for the elders to enjoy long-term eldercare financing, ensuring that they can always choose different care service according their needs and economic capability through different financing channels. The building of such regulations will promote society and families to be responsible for caring the elders, making sure the public resource is used by those who are most needy, encouraging social capital to actively participate in eldercare and elder facility construction.

Mr Joe Sham: NGOs have good experiences in the "know-how". They are well positioned as consultants to assist the private sector to raise their quality of care delivery.

Conference speakers interviewed included:
Mr Kenneth C.Y. Chan, Chairman, The Elderly Services Association of Hong Kong, Hong Kong SAR
Mr Tan Choe Lam, Founder & Managing Director, Jeta Gardens Group & Jeta Care Group, Australia & Malaysia
Mr Joe Sham, Assistant Director, Hong Kong Sheng Kung Hui Welfare Council, Hong Kong SAR
Mr Timothy Ma, Executive Director of Project Flame at the City University of Hong Kong, Hong Kong SAR
The ExtraCare Charitable Trust was established in 1988 and supports over 4,000 older people in 17 Housing Schemes and 13 Retirement Villages across the Midlands and the North of England.

ExtraCare provides security and privacy in your own home, with your own front door but with a range of facilities and flexible care and support services to choose from. Each home is part of a wider ExtraCare community which provides award-winning care and a range of health and leisure facilities with opportunities for social interactions.

Irrespective of frailty or financial means, the Charity enables older people to enjoy a healthier, active and more independent lifestyle and has pioneered an integrated, holistic approach to housing, care and support.

ExtraCare key features includes being a community hub which is affordable and provides award-wining well-being service to every resident.

**MISSION**

“To give older people an independent, safe and secure future in a network of inspirational communities.”

**KEY INITIATIVES**

The Charity is currently developing six new UK Villages which will provide over 1,500 homes for older people by 2017.

Residents with dementia can access ‘Enriched Opportunities Programmes®’ which, research shows, reduces the likelihood of nursing home admission by 50%.

ExtraCare is undertaking a three-year study with Birmingham’s Aston University to establish health/financial benefits associated with its award-winning Well-being Service.

ExtraCare is piloting ‘Care for Life’, a ‘pooled-risk’ concept where residents can make cost-effective provision against their potential care needs.

The Charity is piloting a Domiciliary-Care and Falls-Prevention Service to support residents across wider communities where its Villages are located.

500 residents took part in a multi-activity 715-mile torch relay across 30 locations to celebrate London 2012 and promote healthy-ageing.

---

Mr Martin Sheeve, Chairman and Mr Nick Abbey, CEO of the ExtraCare Charitable Trust welcomed 100 international delegates at the launch of the first Ageing-in-Place UK Conference. Participants from UK, Australia, New Zealand, India, Singapore and The Netherlands shared their experiences and insights on how to enable independence of older adults in the UK through affordable housing and in-home care.

The conference was held in conjunction with ExtraCare's launch of the new Hagley Road Village, Birmingham. The village was also the venue of the conference and delegates had the unique opportunity of touring the new Village pre-opening and gain insights on ExtraCare's unique operational and service model.
Between 2012 and 2050, the number of people aged 60 and above will more than double to 2 billion; almost a quarter of the global population. Working out how to find the best sorts of housing for older people, and how to make sure that care is available for people when they need it, are issues being discussed by governments, private and voluntary organisations in many different parts of the world. The solutions that are being tried all have a local context of course, taking account of such matters as culture (for example affecting types of housing and tenure, and how strong family involvement tends to be), and how much money is available to governments and individuals.

Within the UK, ExtraCare was one of the first to pioneer independent housing in local communities where people can share companionship and enjoy an active lifestyle even where their health is deteriorating. And ExtraCare is the only organisation that is developing large retirement villages with a huge range of facilities where people can buy (outright, or a share) and rent and where care is available for people who require it. This has attracted interest in what we do from other organisations - many of our residents have helped us to host tours of interested people and answered their questions, such as “What made you decide to live here?” and “What alternatives did you consider?”

As a charity, ExtraCare would like to see more and more of our types of housing available to people in the UK and is happy to work alongside others who would like to provide it in places where we are not working ourselves. We are already helping two organisations in London, for example.

Increasingly, the interest in what we do is coming from abroad. We have hosted tours for people from China, Spain, Australia, the US and elsewhere, and been invited to travel overseas to talk to audiences about our work and why it has been successful. Organisations in Australia, South Africa, Singapore and Hong Kong have been happy to pay for our travel and accommodation costs in return for hearing about our model of housing and care – and of course, they have been willing to talk about what works for them so that we can keep learning.

At a conference earlier this year in Singapore, there were delegates from 17 countries in the Asia/Pacific region – and me. The whole event was conducted in English and I was fascinated to hear about the latest developments in India, China, Australia, Japan and elsewhere.

I believe that the UK could do more to learn from experience in other countries and needs to be more open to hearing about best practice from elsewhere. We have decided, therefore, to use the opportunity of the launch of our latest Village, in Hagley Road, Birmingham, to co-host a conference over three days at the end of September where speakers from around the world will share their thoughts on what works. Topping the bill is Professor Dr Hans Becker, Chair of the Humanitas Foundation in the Netherlands, whose radical approach to housing and care for older people has attracted much interest. He believes that the Humanitas goal is, quite simply, human happiness and that it is better to focus on what people can do, rather than what they can’t. Dr Becker is being joined by speakers from Australia, Singapore, New Zealand and India as well as the UK. Naturally, some of our residents are also involved in this conference, some explaining how they decided to live in their homes with us and others taking part in hosting activities.

We hope that the outcome will be greater shared understanding of the issues we all face. We also hope that there will be a focus on the benefits of the retirement village model in the UK so that more organisations will be encouraged to re-think their approach to housing with care in the 21st century.”
SPECIAL ANNOUNCEMENT!

USA’s Beacon Hill Village’s Executive Director to open the 5th Ageing Asia Investment Forum 2014 during the International Ageing Week in Singapore

About Beacon Hill Village

The Beacon Hill Village virtual retirement village model is widely recognised and acknowledged as a success in enabling ageing-in-place for older adults that was created by and for local residents of Beacon Hill, Boston in 2001. The project is considered to be the pioneer of the increasingly popular ‘village’ movement, which aims to provide residents with an alternative to moving from their houses to retirement or assisted living communities by offering programs and services that support them to age in place. Most of its 375 members pay annual dues of US$640, or US$925 a couple.

Beacon Hill Village also founded the “Village to Village Network - established in 2010 - that supports 50 village communities, and has contact with a further 3,000 as more attend workshops and join the network. The network provides a range of practical tools to speed the process of developing a virtual senior community, including sample business plans, job descriptions, online learning forums, events calendars, online membership registration, and senior oriented local service providers and businesses. It offers a step-by-step checklist and do’s and don’ts for independent seniors wanting to set up their own "Virtual Village" to support seniors in their local area. It also allows for consumer feedback on senior services, helping people to select the best and most reputable services available. A customised website module has been developed for the Network to manage common village activities and is available to registered members. This has been funded partly via grants and partly via modest membership fees for participating villages.”

The Beacon Hill Village model enables older adults to continuing residing in the their own homes and the community that they age in by enlisting the help of volunteers, health, wellness and lifestyle service providers, and a central coordinating membership office. Beacon Hill Village, a member-driven organization for Boston residents 50 and over, provides programs and services so members can lead vibrant, active and healthy lives, while living in their own homes and neighbourhoods. Benefits include access to discounted providers who can help you manage your household, stay active and healthy, and serve your driving needs. Beacon Hill Village ensures their social and cultural programs are always changing to support member interests.

What can the Asia Pacific learn from the Beacon Hill Village model?

- Ways to enable ageing-in-place by bringing together healthcare infrastructures of a community
- How to provides older adults who wish to age in their own homes an alternative to nursing homes and retirement communities
- Ways to enables social inclusion and creation of social networks
- How to support real estate developers who wish to provide universal design age friendly housing by providing the operational support
- How to support residential aged care and community care providers who wish to provide services to the community
- How to create opportunities for product and service providers from government, not for profit and private sector to access a captive audience
- Ways to brings the young and old together in a community to support each other as they age
This year the 4th Ageing Asia Investment Forum, themed, ‘Eldercare Innovations in Asia’, showcased over 40 speakers, 22 eldercare models and gathered 300 international participants across public and private sector from 18 countries to exchange insights on business and operational models that will change the way future generations age in the region. Along with that, the 1st Asia Pacific Eldercare Innovation Awards was launched, and drew over 80 nominations from the region. The awards aim to be the annual ‘Oscars’ of the eldercare industry in Asia Pacific - to recognise the outstanding contributions of the people and organisations driving change and innovations that will improve quality of life for older people.

It has always been Ageing Asia’s intention to engage the business, media, government and NGOs to create a more positive image of ageing, and drive the creation of better products and services, and more innovations. We are pleased to announce the total public relations value of this year’s 4th Ageing Asia Investment Forum to reach over S$1.8 million, with media coverage in over 25 print, broadcast and online medias.

To encourage private public people partnerships and facilitate a holistic platform, Ageing Asia Pte Ltd also started the 1st International Ageing Week in Singapore that saw the 1st Ageing Asia Government & NGO Day, and welcomed 70 delegates to discuss elderly healthcare initiatives and policies in Singapore, Australia, Hong Kong and Malaysia.

Ageing Asia Investment Forum drew over 320 participants from 18 countries, of which 37% are overseas participants. Participating countries include – Singapore, Australia, Malaysia, Hong Kong SAR, China, Japan, India, Indonesia, Nepal, Philippines, USA, New Zealand, Finland, Mongolia, Sweden, Taiwan, Thailand and UK.

With 81% of the participants coming from the private sector, Ageing Asia Investment Forum achieved its goal to encourage private public people partnerships to create better products and services that will drive Independent Ageing, Healthy Ageing and Dignified Ageing for the older adults in the Asia Pacific region.

Reviews from Participants

“The conference is a fantastic opportunity for people who are interested in the silver industry in taking better care of not only our seniors today, but ourselves in the future. The conference brings us all together to exchange ideas, experience and get inspired to continue this very interesting and long-term journey together.”

-- Ms Ninie Wang, Founder & CEO, Pinetree Senior Care Services Ltd, China
**Post Event Report**

- **International Ageing Week in Singapore (15-19 April 2013)**

**Attendee break down by Job Title**

- **MD/Director/GM**: 41%
- **Chairman/Founder/C-Level**: 26%
- **Head of Dept / Manager**: 21%
- **Academic**: 2%
- **Care giver (Physio, OT, Therapist)**: 10%
- **Wellness**: 4%
- **Academic**: 3%
- **Allied Health (Service Providers complimentary to Aged Care)**: 5%
- **Property Developers**: 11%
- **Retirement & Aged Care Operator**: 31%
- **Investor Foundations & Charities**: 4%
- **Consultant**: 2%
- **Senior Care Equipment**: 5%
- **Government & NGO**: 19%
- **Health IT**: 3%
- **Healthcare Groups & Hospitals**: 9%

**Attendee break down by Company Profile**

**Reviews from Participants**

“This is our first attendance at the Ageing Asia Investment Forum. It has been a very satisfying, very interesting, exciting and informative participation. We have met a lot of interesting people, had lots of fascinating conversations about challenges that are common for most countries that are in this region. We are here to explore opportunities for service provision and for learning in this region, we say we have common challenges with the ageing population and really great opportunities for all of us to share and learn from each other.”

-- Mr Stelvio Vido, Executive GM [Projects and Business Development], RDNS, Australia
Post Event Report
- International Ageing Week in Singapore (15-19 April 2013)

Winners of the 1st Asia Pacific Eldercare Innovation Awards

Ageing Asia Pte Ltd spearheaded the inaugural Eldercare Innovation Awards that drew over 80 nominations. This awards is the first of its kind in the Asia Pacific region that recognises the best in Eldercare. Held in conjunction with the 4th Ageing Asia Investment Forum (AAIF), the awards recognised 14 regional winners for their outstanding contributions. Four major awards: Outstanding ‘Eldercare Services’ Innovation, Outstanding ‘Rehabilitation & Wellness’ Innovation, Outstanding ‘ICT’ Innovation and Eldercare Facility of the Year 2013, and 10 special recognition awards were given out.

Finalists for the awards were evaluated and shortlisted by the 2013 Awards Advisory Board, comprising of:

- Mr David Lane, Chairman, ThomsonAdsett, Australia
- Professor Hiroyuki Murata, President, Murata Associates Inc., Japan
- Mr Nick Abbey, CEO, ExtraCare Charitable Trust, UK
- Ms Mabel Chau, MD, Athena (Greater China) Ltd, Hong Kong SAR

The awards gathered over 150 guests to come together to recognise the best in eldercare & healthcare, and to applaud organisations who have displayed innovative contributions to change the way the region’s Seniors age.

Besides the awards presentation, a key highlight at the dinner was the inter-generational Daiko Drum performance by the People’s Association Singapore and the Kampong Chai Chee Community Centre Daiko – an interest group of the Community Centre. Ranging from ages 20s to 50s, the group of 13 drummers played 2 festive pieces, and put up a stunning performance for the opening of the awards.

For more event photos, please visit Ageing Asia Facebook Page here.

Congratulations to the Winners!

Major Awards Winners

- **Eldercare Facility of the Year 2013**
  - Jeta Gardens Group, Australia

- **Outstanding ‘Rehabilitation & Wellness’ Innovation**
  - Happiness-Adachi Public Nursing Home, Japan

- **Outstanding ‘Eldercare Services’ Innovation**
  - Hong Kong Housing Society, Hong Kong SAR

- **Outstanding ‘ICT’ Innovation**
  - Royal District Nursing Service, Australia

Special Recognition Awards Winners

- **Special Recognition ‘Fun’ initiative or programme**
  - BlueCross Community and Residential Services, Australia

- **Special Recognition ‘Facility’ – Assisted Living**
  - Econ Healthcare Group, Singapore

- **Special Recognition ‘Facility’ – Day Care**
  - St Luke’s Elderecare Ltd, Singapore

- **Special Recognition ‘Rehabilitation’ initiative or programme**
  - Hong Kong Sheng Kung Hui Welfare Council, Hong Kong SAR

- **Special Recognition ‘Engagement’ initiative or programme**
  - Happiness-Adachi Public Nursing Home, Japan

- **Special Recognition ‘Education’ initiative or programme**
  - Health Promotion Board, Singapore

- **Special Recognition ‘Use of Technology’**
  - Sofshell Pte Ltd, Singapore

- **Special Recognition ‘Facility’ – Independent Living**
  - ORIX Living Corporation, Japan

- **Special Recognition ‘Dignified Ageing’ initiative or programme**
  - Jeta Gardens Group, Australia

- **Special Recognition ‘Health & Wellness’ initiative or programme**
  - Hong Kong Sheng Kung Hui Welfare Council, Hong Kong SAR

The 5th Ageing Asia Investment Forum 2014, themed ‘Future of Ageing in Asia Pacific: Investing in Healthcare Infrastructures that enable Ageing-in-place’, will take place in Singapore from 31 March to 4 April 2014. The second Asia Pacific Eldercare Innovation Awards, held in conjunction with the International Ageing Week will take place on 2 April 2014.

To find out more on your participation at the next Ageing Asia Investment Forum, contact sylwinang@ageingasianinvest.com.
Australia’s oldest home nursing provider, meeting the community’s newest challenges.

By people’s side since 1885, RDNS provides home nursing and community care of the highest quality, delivered by staff of the highest calibre.

Still by people’s side today, RDNS is determined to meet head on the challenges of an ageing population and diverse communities with growing needs.

Working with governments, health providers, peak bodies, universities and other stakeholders, our services include:

- General and specialised home and community nursing
- Home care, including domestic assistance and personal care
- Education, training and coaching for carers, nurses, administration staff and management
- Research, including collaborations and custom designed studies.

rdns.com.au
Ageing Asia Alliance welcomes Gold Alliance Corporate Member – RDNS Australia

Ageing Asia Alliance is pleased to welcome RDNS, Australia as our Gold Alliance Corporate member.

Royal District Nursing Service Ltd (RDNS) is an independent, not-for-profit charity, which has been operating for 128 years and is Australia’s largest provider of home nursing services. Besides providing care and support to the community throughout Greater Melbourne, parts of regional Victoria, New South Wales, Western Australia, Queensland, South Australia and New Zealand, RDNS is also at the forefront of research and developing innovative home healthcare programs, led by the RDNS Institute - a research and education facility dedicated to investigating areas of health critical to older people and community healthcare practice, and sharing these findings with the broader industry.

www.RDNS.com.au

RDNS’ first participation at the 4th Ageing Asia Investment Forum

AGEING ASIA ALLIANCE

The Ageing Asia Alliance (the Alliance) was formed in 2012 in Singapore as Asia’s first industry network on the business of ageing. The Alliance exists to nurture investments and development of products and services that address the evolving needs of Asia’s 1.2 billion ageing baby boomer population. The three pillars of the alliance are to facilitate knowledge transfer between international ageing market experts with Asia, research market intelligence on Asia’s silver economy business opportunities and improve quality of eldercare in Asia. Founded by Janice Chia, Managing Director, Ageing Asia Pte Ltd, the Alliance represents members with a shared vision on changing the way we age in the region – Enabling healthy ageing, independent ageing and dignified ageing. The Alliance has over 1000 members across business, government and community organisations across 28 countries.

For more information or to register as an alliance member, contact alliance@ageingasiainvest.com

For existing members who wish to update their particulars to receive the most up-to-date industry news, please log on to www.surveymonkey.com/s/aaa-membership

To find out how to maximize your exposure as our Corporate Alliance membership, contact sylwinang@ageingasiainvest.com
AGEING ASIA ALLIANCE

3 Tier of Membership (Annually)

The Alliance Platinum Membership
Ageing Asia Advisory Council Members
Individual Membership (By-Invite Lifetime)

The Alliance Gold Membership
Corporate Membership (US$10,000 annually)

The Alliance Silver Membership
Individual Membership (US$250 annually)

Membership Privileges

TOP 5 BENEFITS OF MEMBERSHIP

• Enabling connections with 1000+ Developers, Operators and Investors across Healthcare, Eldercare, Technology, Wellness, Real Estate and Finance in Asia Pacific’s ageing market

• Be part of Ageing Asia’s industry movement towards driving POSITIVE mainstream media coverage on ageing

• Access to Asia Pacific’s ageing market partnership opportunities, news and trends

• Invitations to speak at Ageing Asia and partner events

• Branding and profiling in Asia Pacific’s ageing market

Asia Pacific’s First Industry Network on the Business of Ageing
www.ageingasiaalliance.com

To find out how to maximize your exposure as our Corporate Alliance membership, contact sylwinang@ageingasiainvest.com
## PREVIEW OF UPCOMING INDUSTRY PROGRAMMES

<table>
<thead>
<tr>
<th>Ageing Asia Events Calendar 2013-2014</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ageing—in-place UK</strong>&lt;br&gt;Birmingham, United Kingdom&lt;br&gt;25-27 September 2013&lt;br&gt;Event Partner: ExtraCare Charitable Trust.</td>
<td>Enabling independence of older adults in UK through affordable housing and in-home care.</td>
</tr>
<tr>
<td><strong>Ageing Asia CEO Summit</strong>&lt;br&gt;Jakarta, Indonesia&lt;br&gt;1-2 October 2013&lt;br&gt;Event Partner: Gerontolgy Association of Indonesia</td>
<td>Luxury Seniors Living &amp; Elderly Healthcare&lt;br&gt;Driving private sector and PPP collaborations to improve quality of life for the elderly.</td>
</tr>
<tr>
<td><strong>Ageing Asia Healthcare Technologies Masterclass</strong>&lt;br&gt;Singapore&lt;br&gt;22 October 2013&lt;br&gt;Event Partner: HiMSIS Asia Pacific</td>
<td>Technology innovations that improve care and health of seniors&lt;br&gt;Role of technology in enabling healthy ageing and preventive healthcare; Developing a new generation of public and private housing with universal design and technology features; Driving greater public-private partnerships that will enable ageing-in-place.</td>
</tr>
<tr>
<td><strong>Asian Approach to Retirement Living and Aged Care Masterclass</strong>&lt;br&gt;Melbourne, Australia&lt;br&gt;13 November 2013&lt;br&gt;Event Partner: Aged &amp; Community Care Services Australia</td>
<td>Operating multi-cultural communities and expansions into Asian markets&lt;br&gt;Masterclass Instructor: Mr Tan Choo Lam, Founder &amp; Managing Director, Jeta Gardens Group, Australia &amp; Jeta Care Group, Malaysia.</td>
</tr>
<tr>
<td><strong>Australasia Ageing Investment Forum</strong>&lt;br&gt;Sydney, Australia&lt;br&gt;5-6 March 2014&lt;br&gt;Venue: Pullman Hotel</td>
<td>Evolution of the sector to attract institutional investors &amp; funding</td>
</tr>
<tr>
<td><strong>5th Ageing Asia Investment Forum</strong>&lt;br&gt;Singapore&lt;br&gt;31 March – 4 April 2014</td>
<td>Future of Ageing in Asia Pacific&lt;br&gt;Global Care Innovation Showcase Keynote Speaker&lt;br&gt;Ms Laura Connors, Executive Director, Beacon Hill Village, USA&lt;br&gt;Ms Jannette Spiers, Regional Director, Vivium Zorggroep, The Netherlands &amp; Ms Yvonne van Amerongen, One of six founders of Hogewey, The Netherlands.</td>
</tr>
<tr>
<td><strong>Ageing Asia Leadership Series</strong>&lt;br&gt;Helsinki-Stockholm&lt;br&gt;18-28 August 2014</td>
<td>Scandinavian Healthcare System: Workshop &amp; Industry Site Visits Scandinavian healthcare infrastructure model that enables ageing well&lt;br&gt;Masterclass Instructor: Mr Mads Manderbacka, Founder, HJK, Finland</td>
</tr>
<tr>
<td><strong>Ageing Asia Executive Education</strong>&lt;br&gt;China&lt;br&gt;26 August 2014 – Beijing&lt;br&gt;27 August 2014 – Hangzhou&lt;br&gt;29 August 2014 – Suzhou</td>
<td>Art of Human Happiness: Reinventing the way we deliver seniors care in Asia-Pacific&lt;br&gt;Masterclass Instructor: Professor Dr Hans Becker, Chairman, Humanitas Foundation, The Netherlands</td>
</tr>
<tr>
<td><strong>2nd Ageing—in-place HK</strong>&lt;br&gt;Hong Kong S.A.R&lt;br&gt;3-September 2014</td>
<td>Changing the future of ageing in HK through global eldercare service innovations&lt;br&gt;Keynote Speaker: Professor Dr Hans Becker, Chairman, Humanitas Foundation, The Netherlands</td>
</tr>
<tr>
<td><strong>4th Ageing—in-place Australia Boardroom Masterclass</strong>&lt;br&gt;8 September 2014 – Sydney&lt;br&gt;10 September 2014 – Melbourne&lt;br&gt;12 September 2014 – Brisbane&lt;br&gt;Event Partner: Gardens Lawyers</td>
<td>Seniors Housing &amp; Services: Future of Ageing in Australia</td>
</tr>
<tr>
<td><strong>2nd Ageing—in-place UK</strong>&lt;br&gt;London, United Kingdom&lt;br&gt;24-26 September 2014</td>
<td>Enabling independence of older adults in UK through affordable housing and in-home care.</td>
</tr>
</tbody>
</table>

Ageing Asia Alliance members receive special rate. For more details, contact: sylinang@ageingasiainvest.com
The Inaugural Australasia Ageing Investment Forum focuses on the evolution and innovative operational and funding models of Australia and New Zealand’s retirement living and aged care sector, that will attract institutional investors and funding to grow Australasia’s US$197 Billion ageing market.

**Global Care Innovation Keynote Presentation: The Hebrew Home of Riverdale, New York, USA**

The Hebrew Home at Riverdale is a non-profit, nonsectarian geriatric service organization providing a full continuum of care to over 12,000 older adults throughout the New York metropolitan area. For nearly one hundred years, we have set the standard in care by combining compassion and professionalism with the latest technologies and innovations. Located on a sprawling 32-acre campus along the Hudson River, the Hebrew Home offers a choice of residential healthcare, rehabilitation and palliative care facilities as well as independent housing and assisted living accommodations. The Greenberg-Starr Memory Support Center provides a specialized residential environment and innovative program of alternative therapies that support persons with mild to moderate Alzheimer’s disease. Yoga, aromatherapy, pet therapy and visualization are just a few examples of our holistic healing approach.

**WHY ATTEND:**

- To improve government, business and community perceptions of the sector by engaging mainstream media
- To bring together key senior management decision makers from retirement living and aged care together with institutional investors, superannuation funds, health funds and insurance to spearhead the future of Australasia’s US$197 Billion ageing market

**AN INDUSTRY DRIVEN AGENDA, THIS ANNUAL CONFERENCE LOOKS AT:**

1. Positioning the retirement living & aged care industry to attract new investment and funding
2. Driving market innovations through PPP & collaborations between private sector and not-for-profits
3. Evolving business & funding models to ensure sustainability and relevance
4. Spearhead future ageing models and innovations for Australasia’s US$197 Billion ageing market
5. Engage institutional investor perspectives on the sector

Interested in speaking at this conference, please contact Janice Chia at janicechia@ageingasiainvest.com

Looking to extending your brand outreach through sponsorship or exhibiting, please contact Sylwin Ang at sylwinang@ageingasiainvest.com