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AGEING IN ASIA IS AN OPPORTUNITY TO DRIVE CHANGE

We often talk of ageing in terms of health care and elder care needs of Asia-Pacific’s rapidly ageing population. The media is rampant with daily discussions on how many beds we need, how many nursing homes facilities will be required, and the potential shortage of nursing qualified staff to care for our elderly. Ageing is almost wholly associated with the word ‘care’ and the building of eldercare facilities. It’s no wonder the rest of the business community is not hugely excited about this US$1.9 trillion ageing market in our region. Older adults in Asia-Pacific represent a huge spending power, and they will spend it on healthcare, eldercare, financial products, education, wellness, real estate, recreation, and more.

One of the biggest opportunities for change is the care industry. Professor Dr Hans Becker, Chairman, Humanitas Foundation, The Netherlands, has always been an inspiration to me. I caught up with him again in New Zealand when I was in town for the Ageing Asia Leadership Workshop that he led. Dr Becker advocates a new philosophy for the care sector. The ultimate goal of his philosophy is the enhancement of human happiness for clients and to focus on well-being, thus creating happier environments for clients, staff and volunteers.

The most immediate business opportunity in Asia’s ageing market is the building of independent living units and eldercare facilities to cope with the rising needs. However, buildings are only the hardware. All over Asia Pacific, we will face an acute shortage of manpower to run these facilities. In China, 11 million care givers will be needed to manage the needs of 33 million seniors. One of the biggest industry buzz words today is home care and where are the opportunities in bringing care to the homes of the elderly so that they can age-in-place. But at the end of the day, where are the people that will deliver the care?

Re-inventing the care industry involves changes in mindset across governments, businesses, community and the media. As an industry, how can we create more care entrepreneurs and increase the attractiveness of the care industry as an aspirational career proposition? I believe that it is possible for ageing and the ageing market to be more aspirational in its delivery of products and services, thus providing even more business opportunities within the care industry. Care facilities do not have to look institutional. I would encourage you to have a look at ExtraCare Charitable Trust villages in the United Kingdom, they develop and operate alternatives to nursing homes, choosing to focus on keeping their residents so healthy and happy that they are able to age-in-place with services delivered to their own homes.

To me, innovation in eldercare means that we think outside of the box. I would like to see the emergence of intergenerational club houses that can either exist in isolation or be within a housing development. These club houses are similar to Dr Becker’s village square concept, where we can offer a variety of activities ranging from child care, super markets, cafes, bars, educational programmes and wellness activities. When we integrate the young and old, we have an opportunity to create more interactive and engaging environments for all.

Yours sincerely,

Ms Janice Chia
Managing Director
Ageing Asia Pte Ltd
janicechia@ageingasiainvest.com
Happiness is bringing a smile to people around me
Why the care industry needs to attract more entrepreneurs?

Care is not just about clinical care. Imagine if youths, nurses and care staff are introduced to the whole spectrum of the behind the business of care and the career opportunities available to them with Asia’s 1.2 billion ageing population? To resolve challenges of recruitment and retention in the care industry, we need to attract more people with an entrepreneurial mindset and business background to the industry. The care industry in Asia is predominantly driven by the public sector and the not-for-profit sector. The word ‘profit’ is almost taboo. Care operators are reduced to a whisper when they speak of the word. I am often told to refer to it as a ‘surplus’.

Increasingly, we are seeing the emergence of a group of passionate leaders in the care industry – The Care Entrepreneurs. They are made up of a mix of business owners and employees who are committed towards operational sustainability in the business of care. They are passionate and committed towards delivering better care and quality of life for the elderly by ensuring a profitable operational model. Critical to their success, is their approach towards government funding. Governments will always support the eldercare sector, however, Care Entrepreneurs know that in order to sustain and grow their business, they cannot rely on the unpredictability of funding. As ageing populations grow, even governments will find it hard to continue sustaining the rising funding requirements. Whilst governments endeavour to look after the lower income, there is a gap in products and services that can be delivered for the middle income. We believe Care Entrepreneurs will lead the way in accessing Asia’s US$1.9 trillion market opportunity.
What happens when up to 1 in 5 of your neighbours are aged over 60?

Naturally Occurring Retirement Communities’ is a demographic term to describe neighborhoods or buildings in which a large segment of the residents are older adults.

In general, they are not purpose-built senior housing or retirement communities and were neither designed nor intended to meet the particular health and social services needs and wants of the elderly. Most commonly, they are places where community residents have either aged in place, having lived in their homes over several decades, or are the result of significant migrations of older adults into the same housing constructs or neighborhoods, where they intend to spend the rest of their lives.

In Asia, healthier ageing baby boomers are likely to age-in-place in their own homes with support lifestyle and care services that will enable them to do so. Businesses who wish to tap on this market potential should start evaluating the demographic trends of each suburb in each country. The phenomena of virtual retirement communities of the likes of Beacon Hill Village in the United States of America have emerged where residents of the area have banded together to create services for their ageing community. These virtual retirement village networks are driven by community needs. Virtual Retirement Communities will not replace physical retirement communities. However, they will continue to emerge as an alternative, and give rise to the introduction of technology products and services that will support the needs of virtual retirement communities.

According to the Ministry of Health, Government of Singapore, they plan to locate aged care and support facilities within the community so that more seniors can age gracefully within the community and close to their loved ones, for as long as possible. Singapore’s long-term aim is to make every neighbourhood a senior-friendly one by developing a range of aged care services in every neighbourhood to meet seniors’ social and healthcare needs, to make care accessible to seniors needing care and to support their caregivers, and also to allow families to remain in close contact with the seniors even if they need to be cared for within institutions.
Why we should stop using the word ‘silver tsunami’ and start using ‘silver opportunity’?

There is a Chinese saying that goes like this ‘An old person is like a treasure to a family’. Similarly, in society at large, we need to encourage governments, businesses and the media to take a more positive view towards the future of 1.2 billion seniors in our communities. Our ageing population carries a tremendous amount of wisdom and expertise that should not be ignored just because they reach retirement age, or when they choose not to work in full time employment. The trend of seniors entrepreneurship will continue to increase because of changes in demographic trends.

One of the best ways and representations of the opportunity of ageing is seniors entrepreneurship. We should celebrate the rise of seniors who choose to become entrepreneurs. As they move into a new stage of life where they have the opportunity to learn new skills, this also represents an opportunity for them to take the leap and start their own enterprises by using their expertise and new skills. I have always been an advocate that ageing is an opportunity for change. Let’s change the way we think about older people so that we can embrace the innovations that they will contribute to our future.
Mr Tan Choe Lam, Founder & MD, Jeta Gardens Group, Australia; Jeta Care Group, Malaysia will be sharing more about ‘An Asian best practice model in operating housing and care for our elderly’. He will also lead a post-conference workshop on ‘Intergenerational communities with care - The future of assisted living and ageing-in-place’.

MISSION

“To deliver quality and compassionate caring services based on Australian Concepts & Confucianist values to the community we serve”

Jeta Care provides a wide range of care services, including:

- Low care / assisted living
- High care
- Dementia care
- Respite care
- Palliative care

Acknowledging the affordability and lifestyle needs of residents, Jeta Care’s rooms configuration include:

- Private room
- Double room
- Multi-bed configuration

Malaysia’s First East Meet West Aged-Care Facility

Jeta Care is Malaysia’s First Aged Care Centre designed and based on Australian Concepts and Confucianist values. This 80-bed facility is fully accredited by the Ministry of Health, Malaysia. The operation is managed by Australian expertise with a team of qualified care team consisting of qualified Registered nurses / carers / allied health & medical professionals. The team is committed to the delivery of professional aged care services catering to the needs and interests of seniors from a multicultural & multi-faith background. The goal is to provide care to the residents through their golden pond years, assist them to fulfill their needs for quality lifestyle, active community spirit and delightful company through variety of compassionate caring services and activities.

Sited within a commercial hub, the 3-storey facility offers a floor area of more than 2150 M2, in a fully air-conditioned environment, and serviced by lift to all levels.

JETA CARE’S KEY ELDERCARE INITIATIVES

- Hotel like set up - based on hospitality concept
- Ageing in place - from low care to high care
- Self imposed operation / clinical systems & procedures based on Australian concepts
- Design to accommodate seniors from different religion & culture
- Cultivation of Confucianist values of Filial piety in care services
- Seniors friendly built environment & feature (eg: trip free flooring)
- Harmony in Diversity
- Core values of Compassion & Joyfulness
FEATURED CASE-STUDIES
Special Editorial Feature – Global Eldercare Models for Asia

Australia’s largest provider of home nursing services at the frontier of innovative home healthcare programs

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.

RDNS has been 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.

As partners in community healthcare, RDNS work alongside hospitals, GPs, and other healthcare providers to achieve the best health outcomes for patients. RDNS also helps ease the transition from hospital bed to the familiarity and comfort of home.

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.

Operating 24 hours a day, every day of the year, RDNS offers a wide range of general and specialist nursing, health and home care services, specifically on:

- Aged Care
- Allied Health Services
- Assessment And Case Management
- Continence Management
- Cystic Fibrosis
- Dementia Care
- Diabetes Services
- Haemophilia Care
- HIV/AIDS Support Services
- Homeless Persons’ Program
- Hospital In The Home
- Hospital Liaison
- Infection Control In The Home
- Palliative Care And Bereavement Support
- Personal Care
- Post Acute Care
- Stomal Therapy
- Wound Care

“As partners in community healthcare, we work alongside hospitals, GPs, and other healthcare providers to achieve the best health outcomes for patients.”

AAIF 2013 SPEAKER

Mr Stelvio Vido, Executive GM (Projects and Business Development), RDNS, Australia will be presenting on mobile technology model that enables ageing-in-place in Asia. He will also be participating in a CEO panel discussion on understanding the market demand for seniors housing with services.
FEATURED CASE-STUDIES
Special Editorial Feature – Global Eldercare Models for Asia

Providing ‘one-stop’ Arrangement to Promote ‘Healthy-Ageing’ and ‘Ageing-in-place’ for Lower-middle Income Elders

Hong Kong Sheng Kung Hui Welfare Council was first established in 1966, serving as the social services arm of Hong Kong Sheng Kung Hui (Anglican Church).

Presently, the Council has about 2,500 staff working in about 200 service units in Mainland China, Hong Kong and Macao. As one of the largest NGOs in Hong Kong, the annual revenue is over 700 million, which supports a wide array of services, including child care, children and youth, elderly, rehabilitation, training and consultancy and social enterprises.

About 50% of the services are related to various kinds of aged and elderly care, including elderly day care centers, residential homes, senior housing and home services.

HONG KONG SHENG KUNG HUI WELFARE COUNCIL KEY ELDERCARE INITIATIVES

The Cheerful Court - Senior Housing
It is a pilot project in Hong Kong, integrating housing, psychosocial and medical care in a “one-stop” arrangement. The scheme aims at realizing "healthy ageing" and "ageing in place", offering "Personalized Services, Holistic Care" servicing apartments for the lower-middle income elders.

Transitional Care for Stroke Patients
The service provides a community-based integrated and intensive multi-dimensional stroke rehabilitation programme with the purpose of maximizing rehabilitation potential and helping stroke patients regain independence as far as possible. It is a new approach by turning nursing home into a transit home.

AAIF 2013 KEYNOTE SPEAKER
Dr Jane Lee, Director, Hong Kong Sheng Kung Hui, Hong Kong SAR
Dr Lee will share more about 'NGO approach towards innovations in dignified ageing, healthy ageing and independent ageing'

MISSION
“The Welfare Council follows the footsteps of Christ, discerns the needs of society, puts benevolence and justice into practice, and provides pertinent services, so that life, while being transformed, may be lived in manner appropriate to human dig-
FEATURING CASE STUDIES

Special Editorial Feature – Global Eldercare Models for Asia

AAIF2013 SPEAKER

Mr Toshihisa Ogawa, Executive Director, Happiness-Adachi, Japan will be sharing more on Best Practice: Ageing-in-place in the community: from care center to residential town. He will also be participating in the CEO panel discussion on what are the key factors for a sustainable business model in the senior care industry – Experiences from Japan.

Mr Ogawa will also be participating in the Ageing Asia Leadership Workshop on Healthcare - Innovations in improving physical and mental care by integrating approaches.

MISSION!

“At Happiness-Adachi, we aim to provide services to assist seniors with disabilities or dementia”

Social-welfare organisation looks to provide innovative and specialised care to Japan’s dementia and disabled seniors!

Founded in 1995, Happiness-Adachi, Japan is a “Family” social-welfare corporation. It has seven nursing homes and eight day elderly care services, including two group-homes for dementia under its care in Aomori, Tokyo and Kanagawa, Osaka, Hyogo Prefecture.

It’s residents are mainly individuals who have physical disabilities or have dementia. Covering a wide spectrum of specialised care services, Happiness-Adachi currently accommodates 150 residents with an average age of 86 years old - the youngest and oldest at 60 years old and 102 years old respectively.

Happiness-Adachi, Japan provides a wide range of care services, including:

- Life Support Services (Meal, Excretion, Bathing)
- Learning Therapy
- Dysphagia Rehabilitation
- Terminal Care (end-of-life-care) for elderly
- Gatherings and Activities
Non-profit family foundation to transform the experience of longevity to promote Active Ageing in Singapore

The Tsao Foundation is dedicated to transforming the experience of longevity for it to be an actualization of the full potential for growth, health and fulfillment in a society for all ages. Established in 1993 as a non-profit family foundation, its efforts have first focused on promoting successful ageing, and active ageing as framed by the World Health Organization.

Towards that end, in the last two decades, Tsao Foundation has pioneered approaches to ageing and eldercare across a range of disciplines to empower mature adults to master their own ageing journey over their life course in terms of self-care, growth and development.

MISSION

“To advance a positive transformation of the ageing experience by advocating for mindset and societal change through innovative service, training and education, policy relevant research, advocacy and collaboration”

FEATUERED CASE-STUDIES
Special Editorial Feature – Global Eldercare Models for Asia

AAIF2013 KEYNOTE SPEAKER
Dr Mary-Ann Tsao, CEO, Tsao Foundation, Singapore will be involved in a keynote panel discussion on the topic of ‘Health & eldercare industry collaborations to enable ageing-in-place’.

She will also be speaking on the topic ‘Changing the way we approach ageing in Asia-Pacific’.

KEY ELDERCARE INITIATIVES

Hua Mei Center for Successful Ageing
The Hua Mei Centre for Successful Ageing (HMCSA) is a one-stop, first-stop primary healthcare provider. It delivers team-managed medical, social, and psycho-emotional care primarily to adults aged 40 years and above living in the community. We also offer support and guidance to their caregivers.

HMCSA is an integrated collective of various community aged care service models that we have pioneered since 1993. It practices person-centred, holistic healthcare with the aim to enable individuals to optimize their health and well-being across the life course, and to age at home and in the community.

It encourages self-care and self-mastery to promote wellbeing, providing necessary information and training at the clients’ pace. Clients of HMCSA can consult at more than one clinic or programme at the same time, or transfer from one to another as their needs change over time. Over the care continuum, it engages our clients in active health promotion and preventive healthcare through to disease management and end of life care.

Key focus areas:
Primary health care | Home care | Care management | Counseling and social practice | Traditional Chinese medicine | Centre based comprehensive care

Hua Mei Training Academy
The Hua Mei Training Academy (HMTA) is a dedicated provider of training in community-based eldercare, supporting the urgent need for capacity building in that service sector. In addition to professional courses, it offers education and training to the general public to empower optimising the benefits of longevity and support ageing in place.

HMTA channels the knowledge and skills acquired by the Hua Mei Centre Successful Ageing and the International Longevity Centre – Singapore to the wider community and other eldercare professionals to impact change and engender age-friendly values and practices.

International Longevity Centre
ILC Singapore (ILC-S) aims to promote the wellbeing of older people and contribute to national development through initiating research and forging collaborations which inform policy, facilitate policy-action translation and promote quality, effective practice in Singapore and the region.
China’s top home care entrepreneur to hire 40,000 nurses by 2015

Pinetree’s founder and CEO, Ninie Wang, has been committed to bettering the lives of the senior citizens of her home country, China, for much of her career. Ninie will be delivering a keynote presentation on ‘The business of delivering healthcare to homes of the elderly’ and contributing her insights on a panel discussion on ‘Investing in the future of an economy driven by the needs of a 1.2 billion ageing population’.

MISSION

“To build China’s most trusted brand for seniors healthy living”

Pinetree allows customers to choose from hourly rates between RMB 100 and RMB 260 depending on the experience of nurses, who are dispatched from 14 service units across Beijing. Customers typically spend between RMB 100 and RMB 800 per visit, explains Wang. Having service centers in major residential areas across the city ensures efficiencies: nurses’ travel time to patient’s homes is capped at 15 minutes. Pinetree nurses are encouraged to walk or use bicycles and public transport.

“Scheduling of staff and efficiency are key to profitability,” explains Wang. “Once you cut down travel time, nurses can visit more customers.” Success in Beijing has encouraged Wang to go national: Pinetree will open 1,000 franchises and hire 40,000 nurses nationally by 2015 to achieve a client base of five million patients.

The tide is slowly turning. According to statistics from the Ministry of Civil Affairs, in 2009 there were 167 million ‘over-60s’, about an eighth of the population. And the most recent government census found that around 185 million Chinese were over 60 years old in 2011. By 2050 the number of ‘over-60s’ will swell to 480 million.

Source: http://knowledge.ckgsb.edu.cn/2012/10/17/demographics/aging-china/’, Written by Li Xiaoshu, Copyright © CKGSB Knowledge

HOME CARE SERVICES FOR THE COMMUNITY

For the senior:
By providing tailored professional home care to senior citizens at different stages of life and with different conditions, Pinetree will enhance their physical and mental health, increase their confidence and ability to live independently, reduce medical care expenses, making it possible to age at home in the long run with quality life.

For the young:
Pinetree services will provide seniors’ families with the peace of mind and the assurance that their parents/seniors are looked after and cared for.

For the state:
In step with government policy, Pinetree care services will facilitate China’s ageing at home plan, helping to reduce the social and financial burden on the country and society.
FEATURED CASE-STUDIES

Special Editorial Feature – Global Eldercare Models for Asia

Connecting UK’s Seniors Through Inspirational Communities

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-winning well-being service to every resident.

AAIF2013 KEYNOTE SPEAKER

Mr Nick Abbey, CEO, ExtraCare Charitable Trust, UK

Mr Abbey will share more about ‘Inspirational seniors living communities as alternatives to traditional nursing homes’

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.

MISSION

“To give older people an independent, safe and secure future in a network of inspirational communities.”
"New Zealand faces increasing challenges in addressing health, housing and care needs of one million adults aged above 60 between now and 2020."

With more and more people over 80, there will be increasing demand in healthcare needs and services and fewer younger people to look after the elderly.

According to studies in the United States, it is found that New Zealand’s ageing baby boomers will be different in time to come. They will live longer and be healthier than before. It means that, within each cohort, there will be older people at different stages of their lives to market to. Some will still be fit and active, others will need more care and health interventions and many will be somewhere in between.

The implication of this is that businesses will need to be more aware of the diversity of needs of these baby boomers at their different stages of their life. Thus the design of housing and communities is important as it create opportunities for happiness, and for people to be able to grow old in their own homes, with services coming to them, as they needed them.

On 13 – 15 February 2013, Ageing Asia brought Professor Dr Hans Becker, Chairman, Humanitas Foundation to Palmerston North, New Zealand at the invitation of the Palmerston North City Council.

Themed ‘The Business & Art of Human Happiness – Re-inventing Eldercare in Asia-Pacific’, the workshop saw over 70 international and New Zealand delegates participating in panel discussions, group brain storming sessions and pre and post event industry site visits.

Under his leadership at Humanitas Foundation, Professor Dr Hans Becker developed and operated 33 Apartment for life Complexes and 16 restaurants that served 10,000 clients, turning over Euro$130 million annually. Dr Becker is a care entrepreneur with a background in economics. His philosophy for the care sector is that ‘Happiness is the ultimate goal, and the yes-culture’ is the vehicle that will enable us to reach it. World wide, the care industry face similar challenges of high care costs, difficulty in staff retention, attracting new staff and funding.

During his workshop, Dr Becker shares the reasons why Humanitas managed to overcome these challenges via an ‘untraditional’ approach towards care for the elderly. His focus on human happiness and well being of the clients can be summarised in four critical areas – Being in control, active participation, extended family approach and the ‘yes-culture’.

Most importantly, Dr Becker adopts an entrepreneurial approach towards operating his facilities with the justification that long term care costs can be reduced when we introduce happiness inducing elements in facilities such as café, bars, restaurants, mini-zoos, museums and supermarkets.

"It is important to enable changing mind-sets and attitudes towards delivery of seniors housing and care, and enable better quality of care for New Zealand’s seniors. The way to do that is to adopt an open mind and enjoy the results of the ‘yes-culture’ approach. While we cannot cure all their illnesses we can and have a duty to give them happiness."

Professor Dr Hans Becker
Chairman, Humanitas Foundation, The Netherlands
To mark the end of a fruitful year, the Ageing Asia Alliance invited its members to celebrate Christmas and the New Year on 21st December 2012.

Set at the luxurious Goodwood Park Hotel, Singapore, our local members were treated to an exquisite English Hi-Tea buffet. The Hi-Tea Christmas celebration was an enriching session where members shared more in-depth introductions to each other.

There was exchange of insightful conversation pieces over a dazzling spread of dainty sandwiches, salads, delectable dessert and pastries.

The exclusive event saw members from healthcare consultancy, property developments, technology groups, rehab & wellness coming together to discuss about upcoming plans and initiatives that may impact seniors living.
Together with the Ageing Asia team, 25 Ageing Asia Alliance members from Singapore/Malaysia celebrated the Chinese New Year (CNY) with a sumptuous eight-course lunch at SzeChuan Court, Fairmount Singapore on 21st February.

The event started with an event highlights for the Art for Seniors project that Ageing Asia organised in January this year. This charity project was launched at the Ageing Asia Investment Forum last year. The Organisers were inspired by Dutch ageing-in-place specialist, Dr Hans Becker from the Humanitas Foundation and his outstanding use of art to create conversation pieces in elderly complexes operated by his organisation.

Ageing Asia donated $5,000 for the cost of paint materials, and together with the volunteers jointly put together by the People’s Association and the Macpherson Active Ageing Committee, the project was launched at Geylang East Home for the Aged, Singapore.

So what’s a CNY lunch celebration without a good Lou- hei? Loud exchanges of well wishes can be heard across the room with everyone picking up their “drumsticks” - extra-large chopsticks, to toss the Yu Sheng, aiming to distribute good fortune, luck, flourishing careers and health to everyone at the dining table. It is believed that the higher you toss, the greater your fortunes will be.

It was a good session where the room was filled with an abundance of laughter and joy. Everyone participated in fruitful networking sessions, exchanged new insights with fellow industry representatives and established new business connections. Everyone was indulging in the spirit of the New Year

The Ageing Asia Alliance would like to extend a heartfelt thank you to our members for their support. Wishing everyone a prosperous year ahead!

The tradition of Lou-hei stems from the phrase’s Cantonese meaning of ‘tossing up good fortune’ using Yu Sheng or Fish Salad that symbolises ‘an abundance of wealth and long life’. The word hei or ‘rise’ is in reference to a thriving business and thus, its popularity with businessmen during the New Year. Consisting of white and green radish, carrots, capsicum, turnips, red pickled ginger and such, this dish is usually served as an appetiser where families and friends gather to toss the ingredients while saying auspicious well wishes out loud to bring in good luck.

The next Ageing Asia Alliance networking session will be held in Kuala Lumpur, Malaysia on 18 March 2013
ABOUT THE AGEING ASIA ALLIANCE

Ageing Asia Alliance
The Ageing Asia Alliance (the Alliance) was formed in 2012 in Singapore. It is Asia’s first industry network on the business of ageing. The Alliance exists to nurture investments and development of products and services that will address the evolving needs of Asia’s 1.2 billion ageing baby boomer population.

The principal goal of the Alliance is to establish a network that will be the most recognised platform for Asia’s ageing market intelligence and to champion higher excellence in both eldercare and industry standards. It will represent members with a shared vision for changing the way we age in the region.

Purpose
The Alliance seeks to unite business, government and community leaders in Asia together to address the current opportunities to help ageing seniors in our region.

That includes prospects to improve their quality of life, health and functional capabilities. The key industries which the Alliance looks to bring together to support the growth of the eldercare industry in Asia includes housing, health, wellness, finance and technology.

Vision
To be recognised and valued by our members for enhancing the viability and excellence of the eldercare industry in Asia

ALLIANCE MEMBERSHIP TIERS

STRATEGIC PARTNER
Industry Associations
Key Benefit: Cross Event Marketing & Special Rates for Members
Premium listing in Ageing Asia Alliance marketing collaterals
Membership: By Invitation

PLATINUM
Product Providers
Service Providers
Key Benefit: Business Matching, Logo, Corporate Write-up and A4 Advertisement in bi-annual Asia Pacific Silver Economy Business Opportunities Report
AAIF2013 2 X Full Delegate Ticket (Valued at S$11,000)
Premium listing in Ageing Asia Alliance marketing collaterals
Annual Membership: S$10,000

GOLD
Government
Business
Charities & NGO
Key Benefit: Business Matching, Logo, Corporate Write-up and A4 Advertisement in bi-annual Asia Pacific Silver Economy Business Opportunities Report
AAIF2013 1 X Full Delegate Ticket (Valued at S$5,500)
Premium listing in Ageing Asia Alliance marketing collaterals

SILVER
Parties interested in the business of ageing in Asia-Pacific
Basic listing in Ageing Asia Alliance Online Directory
Membership Fee: Complimentary

Three pillars of the Ageing Asia Alliance
- Facilitate knowledge transfer between international ageing market experts for Asia
- Research market intelligence on Asia’s silver economy business opportunities
- Improve quality of eldercare in Asia
Have you changed your mailing address or telephone number? **Update your details**, so we can continue to keep in touch with you!

**Contact Details:**
Company Name: ____________________________________________________________
Address: ____________________________________________________________
Contact Person: ____________________________________________________________
Designation: ____________________________________________________________
Tel: __________________________________ Fax: __________________________________
Email: ____________________________________________________________

**Corporate Profile**
Tell us more about you and your organisation. (300 words)

Estimated member size ______________ Member profile ____________________________________________________________

New initiatives / launches for the year
______________________________________________________________

Who would you like to network with?
______________________________________________________________

Which countries are you interested in?
______________________________________________________________

Are you interested in speaking at an Ageing Asia Event
☐ Yes ☐ No

**Which specific areas are you interested in?**
☐ Housing ☐ Finance
☐ Health ☐ Allied Heath
☐ Ageing-in-place ☐ Active Ageing
☐ Technology ☐ Wellness

Please email the completed form to alliance@ageingasiainvest.com
Or update online at https://www.surveymonkey.com/s/aaa-memebership
ELDERCARE OPERATORS SHOWCASE

Mr Nick Abbey
CEO
ExtraCare Charitable Trust
United Kingdom

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

Dr Eugene Shum
Chief Corporate Development Officer
Eastern Health Alliance
Singapore

Dr Jason Yap
Chief Knowledge Officer
Agency for Integrated Care
Singapore

Dr Mary-Ann Tsao
CEO
Tsoa Foundation
Singapore

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 Akur Gupta
Executive Director
Ashiana Housing Ltd
India

Dr Chong Su-Lin
MO
Prince Court Medical Centre
Ministry of Health, Malaysia

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

Mr Ong Chu Peh
Group Executive Chairman
Econ Healthcare Group
Singapore

Mr M H Dalal
Chairman
Oasis Seniors Living and Association of Seniors Living
India

Mr Rob Hankins
Chairman
ECH
Australia

ACCESS THE WORLD’S MOST INNOVATIVE ELDERCARE OPERATIONAL MODELS FOR ASIA

Meet the world’s most influential operators, developers and investors in housing, health and seniors care that will drive change in the way we age in Asia.

ELDERCARE INVESTMENT FORUM

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