

Media Release

### Ageing Asia 2022 – World Ageing Festival - “Rethinking the way, we care for older people.”

25 May 2022 – In Singapore to deliver the opening keynote for the 13<sup>th</sup> International Ageing Asia Innovation Forum on 24 May was **Dr Jun Sasaki**, Founder and Chairman of Yushoukai Medical Corporation, Japan shared insights from Super Ageing Japan – Rethinking the way we think about ageing and care, and discussing the true nature of ‘healthcare needs’ of a super-ageing society, how medical and health care for the elderly are full of mistakes and seeking happiness beyond healthy life expectancy and aiming for ‘communities that care for each other’ rather than having ‘great care’.

Speaking remotely from Hong Kong SAR to share his perspectives on the future of ageing, was Dr The Honourable Lam Ching-choi, SBS, JP, Member of the Executive Council, Hong Kong SAR. “We are excited about the return of global physical in-person audience to the event, and it is a great opportunity to build new partnerships, identify product innovations and network with top leaders who are influencing the future of care for seniors.” Ms Janice Chia, Founder & Managing Director, Ageing Asia Pte Ltd, Singapore

During the 13<sup>th</sup> Ageing Asia Innovation Forum (AAIF) which has expanded under the umbrella of Ageing Asia 2022 – World Ageing Festival (The Hybrid Edition), besides having over 25 industry global experts and thought leaders sharing upcoming trends for the ageing landscape, more than 50 product innovation and solutions from Australia, Belgium, Indonesia, Hong Kong SAR China, Japan, Singapore, UK and US, there was also a showcase at the Ageing Innovation Exhibition at AAIF2022. Two new product launches took place during the Exhibition.

The conference was graced by **Guest of Honour Mr Tan Kiat How, Minister of State for National Development & Communications and Information, Singapore**, who officiated the opening of the Conference and toured the exhibition showcase in the morning of 25 May.

**Mr Tan said: “Our seniors have played and continue to play an important role in building Singapore. Similarly, seniors in other countries have also contributed to their societies. Our duty is to ensure that our seniors continue to live well, and enjoy their golden years. Conferences like these are essential as they bring together experts and leaders from all around the world, to discuss this important topic. I am heartened to see the achievements that many of you have made in the eldercare sector, and I hope this platform will provide useful takeaways and thoughtful insights for everyone that will inspire better and more innovative solutions for our seniors and ourselves in the years to come.”**

(See **Appendix A** for Exhibition Walk Through Info)

**Some of the newest products and solutions for the ageing landscape at the Ageing innovation Exhibition at AAIF2022:**

**The Rediroom** by IDS Medical Systems, the first in Asia, equips facilities like hospitals and aged care facilities, to respond to outbreaks of infection by isolating patients anywhere. It is a mobile cart that expands into a HEPA air-filtered isolation room with hands-free entry providing greater isolation capacity and flexibility.

**The Aspen Tree** by MQDC, is the community to provide holistic lifetime care for long-term life planners (aged 50 or over). Partnering with BAYCREST, a global leader in residential living and healthcare with a special focus on Brain Health and Aging from Canada for over 100 years experiences, The Aspen Tree focuses on Preventive Care integrating Health & Wellness programmes through various daily recreational activities and facilities that suit every lifestyle, health, and wellness for older adults.

The Ageing Innovation Exhibition and the 13th International Ageing Asia Innovation Forum 2022 was held from 24 – 25 May, and is a part of the International Ageing Week in Singapore.

Ageing Innovation Exhibition &  
13<sup>th</sup> International Ageing Asia Innovation Forum 2022  
Venue: One Farrer Hotel, Level 6, Grand Ballroom and Foyer

**About the International Ageing Week in Singapore**

The International Ageing Week in Singapore is an industry initiative driven by Ageing Asia, and comprises of a week-long of events, activities and training that showcase the world's latest innovations and demonstrate leading solutions that drive improvement in the quality of care for the older adults in the region.

Activities at the International Ageing Week in Singapore

23 May	The Black Book (Virtual)
24-25 May	AAIF Conference and Exhibition By Invite Networking Session hosted by Business Finland
24-25 May	AAIF Conference and Exhibition Awards Ceremony and Launch of 2023 by Ageing Asia Alliance
26-27 May	Active Ageing and Curated Award Finalist Presentations (Virtual) and Global Ageing Update (Virtual)

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**MEDIA ENQUIRIES**

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**ABOUT THE AGEING ASIA 2022 - WORLD AGEING FESTIVAL (THE HYBRID EDITION)**

As Asia Pacific's BIGGEST Eldercare Show, the festival presents the BIGGEST international ageing event in 5 days across one week, showcasing 100 speakers with 5,000 participants from 50 countries and 100 sessions in-person and virtually. By 2025, the Asia Pacific ageing market is projected at US\$4.56 Trillion. The audience that has tuned into the festival includes industry leaders, care facilities and seniors globally across the zoom platform, official festival exhibition virtual hall and social media.

The AAIF main conference aims to showcase the world's most innovative eldercare models that will enable Healthy Ageing, Independent Ageing and Dignified Ageing, and encourages greater collaborations between business, government and community organisations. Each year, the platform provides an opportunity for new innovations, products launches and showcases.

Held alongside the main conference is the 10th Asia Pacific Eldercare Innovation Awards 2022 and the Ageing Asia Innovation Exhibition (www.ageingasia2022) that curates the world's top 100 products that will enable successful ageing – Home & Community Care, Fun Rehab, Assistive Living & Age Tech, Finance & Lifestyle, Seniors Housing & Care, Active Ageing & Dementia. The theme in 2022 aims to encourage global knowledge exchange, cross industry collaborations and sector partnerships to help accelerate the launch of new projects and innovations.

#### **ABOUT THE ORGANISER – AGEING ASIA PTE LTD, SINGAPORE**

Ageing Asia is Asia Pacific's first industry network on the business of ageing. We are an independent business network that seeks to unite business, government, community leaders and the media to address opportunities for the ageing population by nurturing partnerships and curating development of solutions.

Our mission is to change the future of ageing in Asia Pacific. As a social enterprise, we allocate at least 10% of the revenue to sponsor representatives in not-for-profit sectors in Singapore and Asia with free tickets and discounted rates to our training programmes and events.

Our charity initiative is the Art for Seniors Project that aims to brighten eldercare facilities through colourful wall murals, and to promote intergenerational bonding and engagement with the elders.

Three Pillars of Ageing Asia:

- Facilitate knowledge transfer of best practices, concepts and innovations in health and eldercare between countries and sectors
- Research and identify market intelligence on Asia Pacific's ageing market business opportunities
- Improve quality of eldercare in Asia Pacific

URL: [www.ageingasia.com](http://www.ageingasia.com)

## **Appendix A**

### **IDS MEDICAL SYSTEMS (SINGAPORE) PTE LTD**

**idsMED Group** is one of the largest integrated solutions providers of medical equipment, supplies and services in Asia. idsMED Group has an extensive distribution network covering various healthcare institutions including government and private hospitals, day surgery centers, specialist and primary care clinics, laboratories and nursing homes.

Debut launch in Asia

**Rediroom** equips facilities (hospitals, aged care facilities) to respond to outbreaks of infection by isolating patients anywhere. A mobile cart that expands into a HEPA air-filtered isolation room with hands-free entry, Rediroom provides greater isolation capacity and flexibility

Caption – IDS Medical representative sharing the features of the Rediroom, its first debut at the World Ageing Festival Exhibition.

Reference: img3615

### **SilverFit Alois distributed by IDS MEDICAL SYSTEMS (SINGAPORE) PTE LTD**

When people with dementia are not very active, they fall into a downward spiral and increasingly lose capacities. The SilverFit Alois offers a very wide range of stimulating and relaxing activities for people with dementia. In this way they are motivated in a pleasant way to be physically, cognitively, socially, and emotionally active. This not only keeps them fit longer, but they are also happier.

The Alois is not only suitable for moving people physically and cognitively, but also offers activities that relax and bring people to rest. Partly because of this, the system is also suitable for up to and including the third phase of dementia. Many of the activities also stimulate social interaction. Due to the right balance between being active, social interaction and rest, problem behavior and loneliness decrease and the independence and quality of life increases.

Caption – Mr Tan Kiat How, **Minister of State for National Development and for Communications and Information, Singapore**, trying out the SilverFit Alois. A device that motivates people with dementia who are not very active.

Reference: img3656

### **The Salvation Army Peacehaven Nursing Home**

With a capacity of around 400 beds, Peacehaven Nursing Home provides compassionate, individualized, holistic care to all without discrimination. We offer a comprehensive gamut of services to care for the sick, frail and elderly who have physical or mental disabilities with minimal or no appropriate caregiver support at home.

<https://www.salvationarmy.org.sg/>

Peacehaven Jade Circle is a joint development between the Salvation Army Peacehaven, Lien Foundation and Khoo Chwee Neo Foundation, that aims to raise the standards of Dementia Care.

Caption - MOS was speaking with Dr Kate Avery and Mdm Low Mui Lang, Executive Director, about the Training Programme for Dementia Care (Advanced Level) which is awarded by The Salvation Army Peacehaven Jade Circle Acaedmy in collaboration with City of Glasgow College UK.

Reference: img3703

### **Altro**

Altro are a world-leading specialist manufacturer and supplier of safety flooring and hygienic walling, founded in 1919. They provide high-quality solutions across a range of flooring products and wall cladding for a variety of sectors including healthcare, aged care, hospitals, education, transport, housing, hospitality, retail, offices, food preparation, leisure and others.

Caption – Sales Consultant, James Martin from Altro showcasing elderly-friendly flooring

Reference: img3734

### **Janus et Cie**

A global leader in luxury furnishings, JANUS et Cie delivers inspiring design solutions and unparalleled service to residential, hospitality and commercial clients worldwide. The company serves commercial, hospitality, residential, and aged care clients with a dedicated focus on outstanding quality, superior craftsmanship and unparalleled service.

Caption – Regional Manager, Garth O’Halloran and SG Sales Representative, Tunc Abraz from Janus et Cie

Reference: img3773

### **The Eden Alternative®**

The Eden Alternative® is a global organisation which offers a proven wellbeing model of care through experiential education, consultancy services and best practice framework. The Eden Alternative aims to eliminate Loneliness, Helplessness and Boredom in all care environments including Community Care, Disability Services, Nursing Homes and Retirement Villages through face to face and online education, including dementia education, Eden Registry Membership - best practice operational model and consulting services.

Caption – Executive Director, Sally Hopkins from Eden Alternative

Reference: img3782

## **FRANCE BED**

For more than 70 years since then, FRANCE BED has been producing advanced products as a leading Japanese manufacturer, focusing on quality.

A France Bed rep was demonstrating the features of the Multi-position bed, which supports four positions from sleeping to standing posture, with only the press of a button.

Caption – France Bed representative sharing how this new product, the multi-position bed supports four positions from sleeping to standing postures.

Reference: img3845

## **Photo taken with delegates (img 2883 and 2890)**

*From left:*

Mr Ow Chee Chung, CEO, Kwong Wai Shiu Hospital, Singapore

Mr Shrikanth Sankar, Managing Director, IDS Medical Systems, Singapore

Dr Jun Sasaki, Founder & Chairman, Yushoukai Medical Corporation, Japan

Ms Janice Chia, Founder and Managing Director, Ageing Asia and ASPIRE55

Mr Tan Kiat How, Minister of State for National Development & Communications and Information, Singapore

Dr Päivi Sillanaukee, Ambassador for Health & Wellbeing in Finland

His Excellency Antti Vänskä, Ambassador of Finland to Singapore

Mdm Low Mui Lang, Executive Director, The Salvation Army Peacehaven, Singapore

Mr Ardi S. Hardjoe, CEO, Ang Mo Kio – Thye Hua Kwan Hospital, CEO, Thye Hua Kwan Nursing Home Ltd, Singapore

Dr Kelvin Tan, Senior Lecturer (Minor/Master/PhD in Gerontology Programme)/ Mentor (Venture Builder Programme), Singapore University of Social Sciences, Singapore

## **Photo taken with Seniors who attended the event (img3847 and 3860)**

Caption- Active Seniors from The Salvation Army Peacehaven Bedok Arena and residents of The Salvation Army Peacehaven Nursing Home

## **Img3944, 3872, 3922, 3929, 4277**

Caption - Active senior trying out the activities and products at the event exhibition