

MEDIA ANNOUNCEMENT

World Ageing Festival 2024 Returns to Singapore from 8-9 May ***Redefining Care: Activating Communities of the Future***

13 March 2024, Singapore – **Ageing Asia Pte Ltd** proudly announces the upcoming **Ageing Asia 2024 - World Ageing Festival 2024 (WAF 2024)**, set to be held at the Marina Bay Sands Expo & Convention Centre, Hall C from May 8-9, 2024. This annual Festival will take place in conjunction with the **SUSS-Geronpreneurship Innovation Festival, Active Ageing Seminar, 15th Ageing Asia Innovation Forum & Exhibition** and the **12th Asia Pacific Eldercare Innovation Awards**. More than 5,000 leaders, trade professionals and attendees from over 50 countries are expected to attend the Festival which aims to facilitate the exchange of insights and experiences while addressing the evolving needs of the Asia Pacific's 1.2 billion ageing population.

Themed "Redefining Care: Activating Communities of the Future," **Ageing Asia 2024 - World Ageing Festival 2024** invites innovators, community leaders, policymakers, experts, and elderly communities to engage in meaningful dialogues and collaboration. The focus is on shaping a future where care and support for the ageing population seamlessly integrate into community living, creating environments that not only care for older individuals but actively engage them, ensuring their continued vitality and contribution to society.

Celebrating its 15th year, the annual **Ageing Asia Innovation Forum (AAIF)** has expanded over the years to showcase innovative eldercare models that promote Healthy Ageing, Independent Ageing, and Dignified Ageing. The event encourages collaborations among business, government, and non-profit organisations. Alongside the main conference, the **Ageing Asia Innovation Exhibition** will feature a list of top 100 products facilitating successful ageing, across categories such as Assistive Living, Home & Community Care, Active Ageing, Technology, and Rehabilitation & Wellness.

Ms Janice Chia, Founder & Managing Director, **Ageing Asia Pte Ltd**, said, "Together with our valued partners and sponsors, we are proud to bring together the ageing innovation and community ecosystems onto a single platform. This demographic represents a significant US\$4.56 trillion ageing market opportunity, and we are glad to support businesses and industry stakeholders to leverage new possibilities and innovations in response to the expanding elderly population in the region. We eagerly anticipate collaborations and networking opportunities that will unfold at this coming Festival."

The second edition of the **SUSS-Geronpreneurship Innovation Festival (SUSS-GIF)** is set to take place on 8-9 May 2024. Co-organised by the Singapore University of Social Sciences (SUSS) and Ageing Asia as part of the annual World Ageing Festival, this initiative was launched under the Ngee Ann Kongsi (NAK) Social Impact Hub with an SGD10 million donation to the university and is geared towards identifying and nurturing innovative solutions for the ageing population in the region.

A highlight of the SUSS-GIF is the much-anticipated Ageing Start-up Pitch Stadium, designed to provide a platform for both new and established entrepreneurs and startups to

present high-potential innovations tailored for the ageing population in Singapore and the broader region. Alongside an engaging line-up of presentations and exhibitions, this event strives to involve diverse stakeholders, encouraging active participation in the gerontology sector.

A new inclusion is the **Care Economy Career Fair** set for May 9, 2024. This event features the Silver Tank Talent Pitch, providing participants with a unique chance to directly showcase themselves to CEOs within the care sector for potential job recruitment opportunities. Resumes of all participants who bravely step onto the stage for the 1-minute pitch event will be shared with the CEOs. The coveted Best Speaker Award, decided by a panel of 10 care sector CEOs, will reward the recipient with an exclusive prize presented by SUSS. This event is dedicated to supporting employment opportunities for everyone, emphasising the commitment to fostering inclusive and diverse career opportunities within the care sector.

Additionally, the **12th Asia Pacific Eldercare Innovation Awards**, also fondly known as the Oscars of the eldercare industry, will be held 'live' on May 9, 2024. Established in 2013, these awards created by Ageing Asia provide annual recognition to organisations in Asia Pacific countries that demonstrate innovation in their business, operational, and service models, transforming the landscape of ageing.

To actively engage the senior communities, the upcoming **World Ageing Festival** will spotlight an ambitious attempt as the Largest Intergenerational Fitness Drum Performance in Singapore, aiming for an entry in the Singapore Book of Records. Ageing Asia and SUSS will invite 300 seniors and children alike to join in the show as part of the opening ceremony. The performance will be held on 8 May, from 9:50 am to 9:55 am at Marina Bay Sands Hall C.

For more information, please visit <https://www.worldageingfestival.com/>

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About the Organisers

Ageing Asia Pte Ltd

Ageing Asia is Asia Pacific's first industry alliance on the business of ageing. We are an independent network and social enterprise that seeks to unite business, government, community leaders and the media, to drive change for APAC's ageing landscape. Our vision is to lead an advocacy and educational role in improving quality and standards of eldercare, nurture partnerships and curate development of solutions that address the new opportunities and market demands of the ageing baby boomer population. Ageing Asia is a member of the Singapore Business Federation. Ageing Asia is a member of the Singapore Centre for Social Enterprise (raiSE) and Singapore Business Federation. For more information on Ageing Asia, please visit www.ageingasia.com.

Ageing Asia 2024 WORLDAGEINGFESTIVAL



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