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MEDIA RELEASE

**Innovations for the US\$4.56 Trillion Silver Economy
Set to Debut at 15th World Ageing Festival 2024**

2 May 2024, Singapore – The World Ageing Festival 2024, Asia's foremost platform for the ageing industry, will converge at **Ageing Asia Innovation Exhibition**, showcasing cutting-edge products in categories such as Assistive Living, Home & Community Care, Active Ageing, Technology, Rehabilitation, and Wellness. Over 100 curated products will be unveiled, all designed to meet the evolving needs of our ageing population.

Ms. Janice Chia, Founder & Managing Director of Ageing Asia Pte Ltd, shared, “In our pursuit of innovation in the area of ageing, our team has traversed the globe over the past year to glean insights from the world’s foremost nations and companies. The World Ageing Festival 2024 serves as our stage to introduce pioneering solutions tailored for our ageing population. From assistive living to technology, our exhibitors will showcase a range of products and services, driving eldercare innovation forward. We are excited to have them spotlight the latest trends and solutions that will tap on the market potential of Asia Pacific’s US\$4.56 trillion silver economy.”

The exhibitors will be featuring the following products for the first time:

- **Anto Smart Cushion:** Anto Medcare introduces Anto Smart Cushion, integrating a patent-pending digital health tool designed to assess, self-monitor, and prevent the risk of pressure injuries and falls for wheelchair users. Utilizing proprietary sensors and algorithms, it enhances users' quality of life and healthcare outcomes while reducing caregiver burden and overall healthcare costs.
- **Bike Labyrinth:** From the Netherlands comes Bike Labyrinth, offering virtual, interactive bike tours for individuals unable to venture outdoors independently. Paired with a home exercise machine, users can enjoy realistic virtual routes, fostering movement and engagement at their own pace.
- **KLOUD Complete System:** Hailing from Liechtenstein, the KLOUD Complete System enhances well-being through pulsating electromagnetic activation, supporting the body's natural self-preservation mechanisms. Also from Liechtenstein, the BUBBLE2 acts as a personal "grounder," integrating the Schumann frequency to promote balance and vitality in everyday life.

- **eAlertCare™ System:** Originating from Hong Kong SAR China, the eAlertCare™ System offers an all-in-one SMART home care solution, providing peace of mind for families with elderly members through remote monitoring and alerting capabilities.
- **recoveriX Neurorehabilitation:** From Austria, recoveriX utilizes brain-computer-interface technology to aid stroke or multiple sclerosis patients in regaining lost functions and improving overall well-being.
- **iAgeHealth:** From Australia, iAgeHealth revolutionizes care delivery through virtual workforce models, connecting skilled clinicians remotely to provide high-quality, safe clinical care 24/7.
- **SODA Cognition Training Machine:** A product from Taiwan ROC, SODA enhances brain function through programmed games, promoting hand-tapping activity and potentially reducing the risk of dementia.
- **New Technogym Checkup:** Originated from Italy, this innovative AI-based assessment station is designed to target one's training regimen based on physical and functional parameters. By harnessing the power of artificial intelligence, it generates a precision program tailored to one's specific needs, goals, and conditions.
- **Fesia Walk I FootDrop System:** Spain introduces Fesia Walk, a neuro-rehabilitation device aiding those with foot drop due to nervous system diseases or injuries.
- **Yunlin Life Apartment:** From China, Yunlin Group presents the Yunlin Life Apartment, revolutionizing elderly care through a comprehensive one-stop solution blending life, well-being, leisure, medical, and nursing services.

Hosted by Ageing Asia, **World Ageing Festival 2024** gathers 5,000+ participants from B2B and B2C sectors, uniting representatives from 50 countries to explore the latest innovations and industry showcases. With 100 notable speakers and a curated array of exhibitors, the festival promises to be a hub of ground-breaking ideas and solutions.

In conjunction with the product showcase, the Singapore University of Social Sciences (SUSS) will be presenting the Ageing Startup Pitch Stadium Finals as part of its Geronpreneurship Innovation Festival at the World Ageing Festival 2024. Budding entrepreneurs, such as those from SUSS' Venture Builder Programme, will showcase inventive ideas and solutions tailored to address the needs of seniors and the eldercare sector. These ideas encompass a software for on-the-go training for

care workers, an initiative to develop foods suitable for seniors with lifestyle-related health conditions, a platform to connect seniors to meaningful work, an esports programme for seniors to combat isolation, and AI solutions to ease the process of grieving. For more information on the finalists of the Ageing Startup Pitch Stadium, refer to <https://suss.to/AgeingStartupPitchStadium2024>.

Entrance to the trade exhibition is free and visitors have to register for entrance. For more information about the exhibition, including registration details and the full list of exhibitors, please visit <https://www.worldageingfestival.com/>

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About the Organiser

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 Centre for Social Enterprise (raiSE) and Singapore Business Federation.

For more information on Ageing Asia, please visit www.ageingasia.com.

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