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MEDIA RELEASE

Ageing Asia & SUSS Host World Ageing Festival 2024: Uniting Global Eldercare Innovators and Communities

8 May 2024, Singapore – The 15th edition of the **World Ageing Festival 2024**, Asia's leading platform for the ageing industry, commences today at the Marina Bay Sands Expo & Convention Centre, Hall C. Running concurrently with the **15th Ageing Asia Innovation Forum & Exhibition, SUSS Geropreneurship Innovation Festival, Active Ageing Seminar, and the 12th Asia Pacific Eldercare Innovation Awards**, this annual gathering is jointly hosted by Ageing Asia and SUSS. Together, these events will bring together over 5,000 participants from 50 countries.

The opening day promises an array of highlights, including an attempt to secure a place in the Singapore Book of Records. Over 300 seniors and children will unite in an **Intergenerational Drumming Performance** on Swiss drums, embodying the spirit of community and advocating for active ageing. Many of participants have dedicated the past two months to rehearsing their rhythmic skills, with the oldest participant boasting 89 years of age.

The show will kick off with an opening speech by the Guest-of-Honour of the Festival, Mr Masagos Zulkifli, Singapore's Minister for Social and Family Development, Second Minister for Health & Minister-in-Charge of Muslim Affairs.

Spanning two days, the World Ageing Festival serves as a catalyst for innovations, product launches, and ventures, offering opportunities for industry stakeholders including eldercare professionals, policymakers, community leaders, and technology companies.

Another standout feature of the festival is the **Ageing Start-up Pitch Stadium**, offering a platform for both budding entrepreneurs and established start-ups to unveil their innovative solutions tailored for our region's growing elderly demographic. This entrepreneurial showcase is complemented by a career fair, providing specialised job opportunities for individuals seeking employment within the long-term care industry.

Central to the festival is the **Ageing Asia Innovation Exhibition**, where cutting-edge products across various categories including Assistive Living, Home & Community Care, Active Ageing, Technology, Rehabilitation, and Wellness will be shown. With over 100 curated products on display, the exhibition aims to address the evolving needs of our ageing population. Additionally, the event marks a milestone with the inaugural showcasing of innovations from 13 local companies at the Singapore pavilion, organized by ASME (Association of Small and Medium Enterprises). Acting

as a launchpad for new innovations, product launches, and showcases, this platform offers opportunities for networking and collaboration.

With 100 distinguished speakers and a diverse array of exhibitors, the festival serves as a melting pot of transformative ideas and solutions in the field of eldercare. Some of the key government guests and speakers include:

- Madam Halimah Yacob, Chancellor, Singapore University of Social Sciences
- His Excellency Juha Markkanen, Ambassador of Finland to Singapore
- YB Dato Hajjah Hanifah Hajar Taib, Deputy Minister, Ministry of Economy, Malaysia
- Dr The Honourable Lam Ching-choi, SBS, JP, Member of the Executive Council, Hong Kong Special Administrative Region, The People's Republic of China, Chairman, Elderly Commission, Hong Kong SAR, CEO, Haven of Hope Christian Service, Hong Kong SAR China
- Mr Yoshiaki Takahashi, Deputy Chief of Mission and Minister Embassy of Japan
- Dr. Tung Chen-Yuan, Representative, Taipei Representative Office in Singapore, Taiwan ROC
- Dr Lily Kresnowati, Director of Health Service Assurance, Badan Penyelenggara Jaminan Sosial Kesehatan (BPJS)
- Professor Tan Tai Yong, President, Singapore University of Social Sciences, Singapore
- Mr Andrew Cheah, Executive Director, Enterprise Experience, Enterprise Singapore, Singapore

Ms. Janice Chia, Founder & Managing Director of Ageing Asia Pte Ltd, said, "As we gather to address the pressing needs of our ageing population, we recognise the pivotal role of collaboration and innovation. World Ageing Festival is the platform to forge industry connections and empower future generations in shaping the eldercare landscape. With Singapore facing the challenges of a growing silver population, now is the time to harness the potential of ageing as an opportunity for social and economic advancement. Together, we can pioneer transformative solutions that benefit individuals, communities, and businesses alike."

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 Centre for Social Enterprise (raiSE) and Singapore Business Federation. For more information on Ageing Asia, please visit www.ageingasia.com.

Singapore University of Social Sciences (SUSS)

At SUSS, we have a singular vision to be a university that inspires learning for life and impacts lives, regardless of age, background or life path. Our university is a vibrant tapestry of ages and experiences. From recent JC and polytechnic graduates to seasoned professionals, parents seeking new horizons and individuals redefining their careers in their golden years—our diverse community comes together for one common goal: to empower themselves with an education that impacts lives and society.

We offer more than 100 undergraduate and graduate programmes, available in full- and part-time study modes which are flexible, modular and interdisciplinary, catering to both fresh school leavers and adult learners. SUSS also offers a broad range of continuing education and training modular courses for the professional skills upgrading of Singapore's workforce. To date, over 47,000 graduates have experienced our unique brand of education. More than 21,000 students are currently pursuing their full- and part-time studies with us.

The Institute for Adult Learning (IAL), as part of SUSS, leads in the field of research on adult and workplace learning and training of adult educators to build capabilities of the training and adult education sector in Singapore and beyond. For more information about SUSS, please visit www.suss.edu.sg.

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