



ELDEX

(エルデックス)

ELDERCARE EXHIBITION & CONFERENCE ASIA 2019

(高齢者介護用品施設展・セミナー)

高齢者介護事業の急速発展ため、アジアで最大の展示会

主催者:



主催地:



後援:



シンガポール・東南アジア・ アジア太平洋諸国の高齢者マーケット

「将来の10年以内、シンガポールを含み、世界の30カ国は“超高齢社会”になる可能性があります。超高齢社会とは、65才以上の人口の割合が全人口の21%を占めている社会を指します。」

参考: Channel News Asia, 10 June 2017.

ジェネレーションXから高齢者へ
65才以上の人口の増加予想

220,000人 440,000人 900,000人



2000年

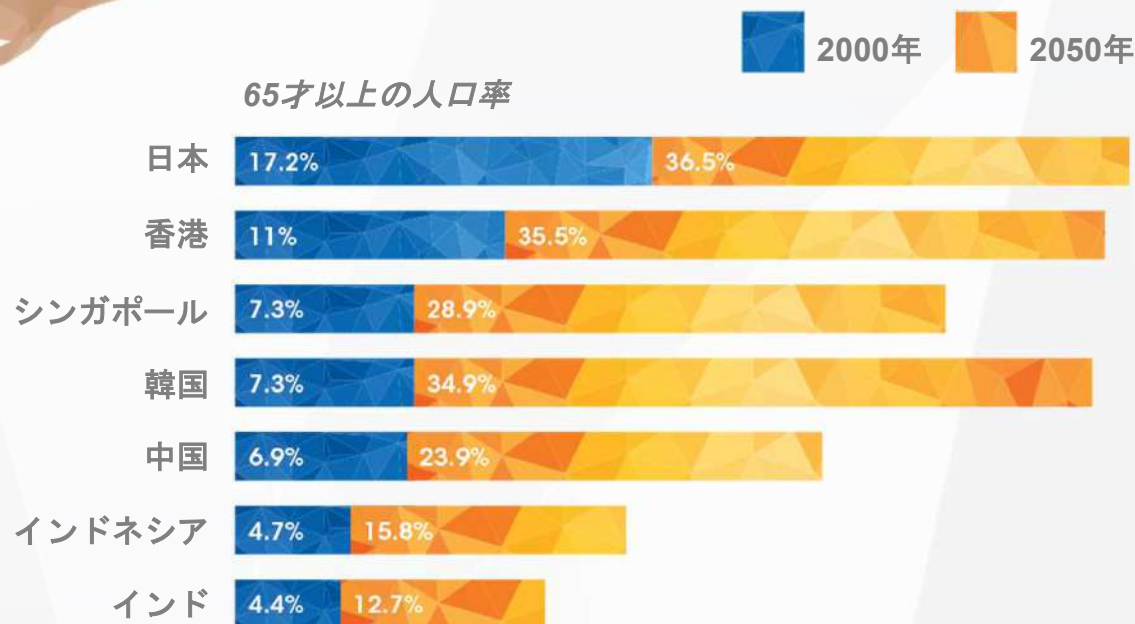


2015年



2030年

参考: Straits Times, 5 June 2016.



参考: Report by Asia Pacific Risk Centre

なぜ高齢者 介護事業？

急速な人口の高齢化

- アジア太平洋諸国では、急速に高齢化が進む。
- 2030年までの予測では、65才以上の人数は2億人なる。

非伝染性疾患対応は、大きな購買力とヘルスケアサポートの可能性

- 2030年 シンガポールの高齢者介護市場は117億米ドルに達する。
- 2015年~2030年、APAC地域市場は累積20兆米ドルを超える予想
- 中国市場、2020年まで2,630億米ドル、2050年まで1.1兆米ドルの予想

高齢者介護における技術導入の増加

- データの利用増加
- 人工知能(AI)と技術の採用
- 高齢者対応技術(Gerontechnology)の進化

高齢者における介護施設の増量

- 地域では、特にシンガポール、マレーシアとタイ、老人ホーム・地域ケアのニーズが高まる。

政策に影響を与える経済的圧力が増大

- 将来の財政支援の為、現時点での対応が急務。

参考文献:

- Asia Pacific Risk Centre
- CNBC, 23 Oct 2013
- Development Bank of Singapore December 2016
- Dezan Shira & Associates, May 2016
- Thai National Economic and Social Development Board, August 2013
- www.silvereco.org

ELDEX 展示会概要

ELDEXとは、高齢者施設向けの設備・サービスが一堂に集まる展示会です。対象はアジア太平洋地域であり、高齢者施設の責任者をはじめ、介護関連事業者や、在宅介護事業者など、購入権限・影響力を持った方が多数来場。まさにプロ同士の商談を目的とした展示会です。

会場： サンテック・シンガポール国際会議展示場

会期： 2019年11月8日（金）～ 10日（日）

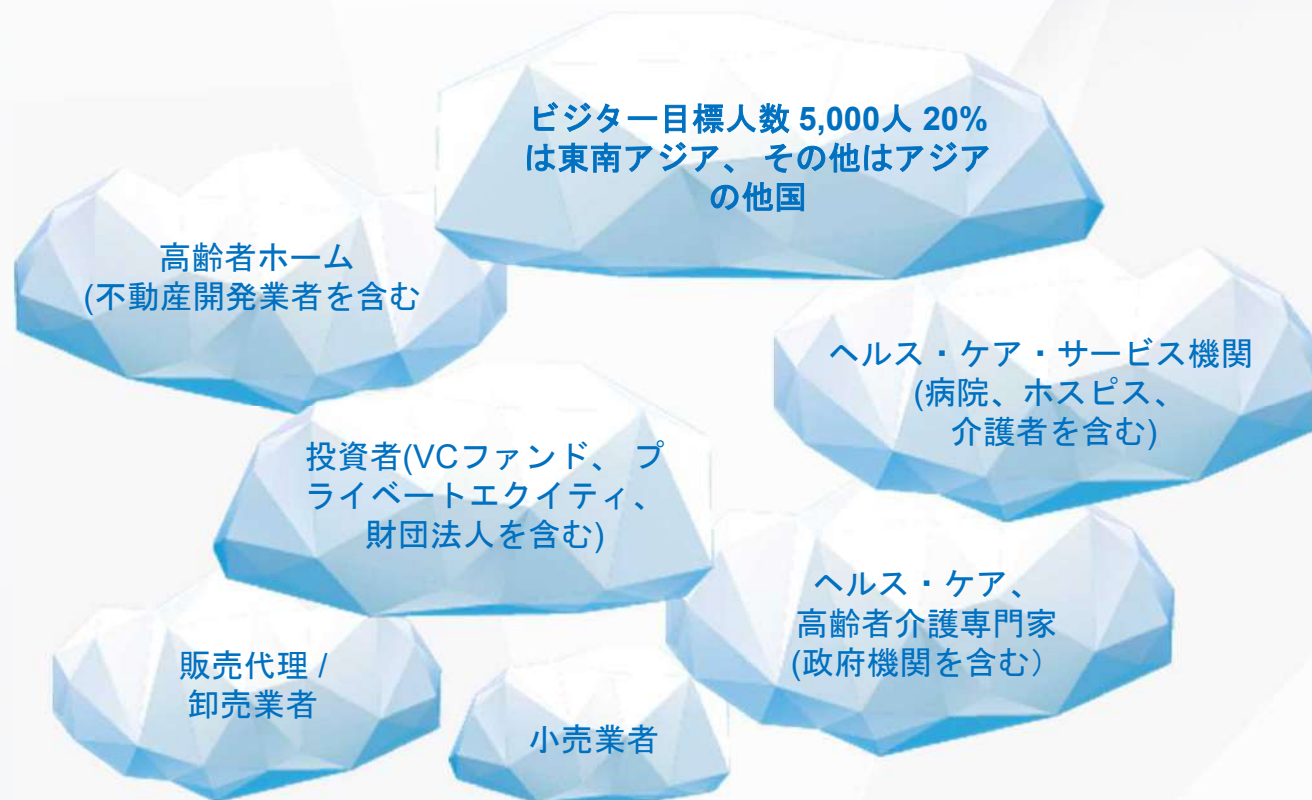
（BtoB：8日、9日。BtoC：9日、10日。）

シンガポールは、東南アジア諸国連合(ASEAN)の中心として、日本、韓国、中国、オーストラリア、などのアジア各国のマーケットをつなげます。主催者であるELDEXは、展示会出席の皆さまの為に、選ばれたバイヤーと、サプライヤーチームをサポート致します。

その他：

- 介護関連事業に関わる全ての方々対象の専門セミナーを開催(1日)
- 認知症、看護者支援など、様々なワークショップを開催(2日)
- 介護関連事業のベンチャー企業や技術サポート企業、財団法人等に向けて、プライベートエクイティ、VCなど資金調達を提供するためのプラットフォームを提供。
- 出展商品・サービスの紹介:優秀な商品・サービスは、専門家の視点により表彰。

来場者カテゴリー



来場者対象

ELDEXが対象とする主な地域は、ASEAN諸国(特にシンガポール、マレーシアとタイ)、その他では、アジアの他国、日本、韓国、中国、台湾、香港と南アジア諸国(インド、パキスタン、バングラデシュ)を含む。

展示の分野



ライフスタイル・
ウェルネス

運動
栄養補助食品
食事
美容
アンチエイジング
退職準備
機能性食品



建築・建具

高齢者に優しい住宅
バリアフリー環境
階段・エレベーター
防滑床材
手摺などのサポート



ヘルスケア・
リハビリテーション

医療機器
リハビリ機器
診断サービス
看護サービス



技術・デジタル・IT

衣料
電子医療プラットフォーム
アプリ
IOT
リモート・システム
ロボット工学
ロコモ対応



金融・保険・
他のサービス

投資
保険
遺言書・遺産
年金



終活・葬送サービス

葬式・葬儀
花の配置
写真
火葬・埋葬サービス
後年家族サポート

JST Pavilion出展費用



SGD1,800
PER POD

スタンダード展示ブース Standard shell scheme



SGD655

PER SQM

ブースサイズ： 最小9 sqm

シンガポールの7%消費税別

- 1 x 看板（会社の英語名付き）
- 1 x 750mm高 ロック式キャビネット
- 2 x 椅子（折畳式）
- 1 x 13amp 220v コンセント
- 2 x 40W 蛍光灯

アップグレード展示ブース Upgraded shell scheme

SGD745

PER SQM

ブースサイズ： 最小9 sqm

シンガポールの7%消費税別



- 1 x 看板（画像・会社英語名付き@0.5m高）
- 1 x ライトボックス（会社ロゴ付き）
- 1 x 750mm高 ロック式キャビネット
- 1 x テーブル（丸）
- 1 x 椅子（折畳式）
- 2 x 椅子（肘掛け）
- 1 x パンフレットラック
- 1 x 13amp 220v コンセント
- 2 x 40W 蛍光灯

ELDEX 諮問機関 Advisory Board



Dr Tan Jit Seng graduated with M.B.B.S. from National University of Singapore, Faculty of Medicine in 2002. He obtained his Graduate Diploma in Geriatrics Medicine in 2010. Dr Tan is registered as a Family Physician from 2012. Dr Tan is involved in many aspects of Eldercare work; in the development and piloting of new elder friendly technologies and products, long-term care services, training of caregivers, and consulting on care homes architecture among others. He is currently running clinical practices in private home care services, an outreach clinic and locuming for a geriatric department in a public hospital. Dr Tan is the **Chairman** of the **ELDEX Advisory Board**.



As the senior managing director of Renaissance, **Mr Naoki Takazaki** is responsible for the management of fitness clubs, nursing care facilities and new businesses. He is also a committee member at the Ministry of Health, Labor and Welfare in Japan and serves as an officer and member of related organizations, where he is responsible for promoting health and preventing dementia through corporate management know-how and marketing. He obtained also a health management adviser at local governments, including for the cities of Tokyo, Yokohama, Kobe and Fukuoka. He obtained his MBA degree from Hosei University. He is also a PhD candidate in Public Policy Studies.

ELDEX 諮問機関 Advisory Board



Chong Keng Hua, Ph.D is an Assistant Professor of Architecture and Sustainable Design at the Singapore University of Technology and Design (SUTD), where he leads the Social Urban Research Group (SURGe). He is also the co-founder of COLOURS: Collectively Ours LLP, an award-winning design consultancy specializing in collaborative public place design. He was appointed as curator for Singapore Pavilion at the Venice Biennale International Architecture Exhibition 2018, and member of Jurong Lake District Steering Committee in 2015-2017. His most recent books are *Creative Ageing Cities: Place Design with Older People in Asian Cities* (2018), and *Second Beginnings: Senior Living Redefined* (2018), which examine the urgency of rethinking eldercare landscape in Asia and propose new architectural typologies for future senior living. He is currently the Program Lead of the MND-HDB New Urban Kampung Research Program, which aims to foster stronger communities through data analytics, behavioural studies, simulation platform, and urban prototyping.



Dr Anupama Roy Chowdhury is a Senior Consultant with Sengkang General Hospital. She received her medical degree from the National University of Singapore in 2002. She completed her specialist training in geriatric medicine in 2010 and went on to do a fellowship in dementia and neurocognitive disorders at the University of British Columbia, Vancouver in 2013. She has a special interest in dementia, geriatric oncology and medical education. She has previously been secretary and then vice-president of Society of Geriatric Medicine Singapore (SGMS).

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Ms Grace Gan is the co-founder of Health Food Matters and Healthcare Matters. Over the last decade, Grace has built a portfolio of experiences in the eldercare industry, ranging from clinical practice to gerontechnology, education, R&D, and business. Through Health Food Matters, Grace spearheads the transformation of elderly nutrition. And through Healthcare Matters, she selects high-potential technologies around the world and assimilates them into our eldercare landscape. Her deep insight into the industry and its future will add immense value to the ELDEX Advisory Board.



Mr Tristan Gwee is the current President of the Gerontological Society of Singapore. He joined the society in 2006 and has served in various capacities of Honorary Treasurer and Secretary. He is also a member of the Singapore Association of Social Workers. He is a social service professional with more than 16 years' experience in areas of eldercare, fundraising and volunteer development. He is a certified Prepare and Enrich Facilitator and also trained in the Gottman Method of Couples Therapy. He obtained his Master degree in Social Work from Singapore University of Social Sciences (formerly UniSIM), and his Bachelor degree in Applied Economics from Singapore's Nanyang Technological University.



Ms Ngaire Hobbins is a dietician and authority on nutrition, ageing, brain health and dementia; passionate about promoting independent, productive and fulfilling lives for all in their later years. Especially skilled in translating complex science into language for everyday people, Ngaire is an engaging, informative speaker and has written three books: *Eat To Cheat Ageing*, *Eat To Cheat Dementia* and *Better Brain Food*, offering evidence based advice in everyday language. They outline the unique nutrition needs of ageing and offer guidance on eating to avoid physical and cognitive decline. In aged and dementia care, Ngaire is committed to ensuring residents enjoy food which enriches quality of life, while also supporting physical cognitive health.

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Mr Jussi Peltonen is the founder and CEO of Hovi Group Ltd. and chairman of the board in Hovi Group companies. Hovi Care Singapore is the second international health service operation, which Mr Peltonen has started. Hovi Group is a 30-year-old Finnish family-owned company specialized in high-class care services for the elderly, disabled and mentally handicapped. Hovi Group operates care services in nursing homes and senior villages and provides home care. The operations have held to the initial value base throughout the years. Hovi Care Singapore provides opportunities individuals to live healthier at home. Examples of the activities are shared meals, playing games, art, music, horse therapy and current affairs discussions. Hovi Group believes in utilizing technology to create new and more effective services for people with special needs. Finland is all about independence and self-reliance. Hovi Care gives customers the best chance at an enjoyable life, to learn new things and have meaningful new experiences every day.



Ms Annie Barr, founder and director of Annie Barr Group, is an international expert, speaker and strategist and thought leader behind many innovative projects for improving patient care via technology, digital health and workforce development. After a 35 year career in the NHS, Annie established education and training programmes for clients nationally and internationally. She is passionate about high quality training and career pathways for healthcare staff. Annie has a wealth of experience in healthcare throughout the UK and internationally. She is a strong collaborator with national and international RCGP colleagues, the Newcastle University and is working with leading scientists in the UK and China to expand personalised medicine approaches using scientific research. Annie Barr has been active in China working with various clients to improve health care services and practices in areas such as Elderly Care and Paediatric referral pathways for GP's in Beijing and Hangzhou. Annie was awarded the MBE by the queen for her services to Healthcare Export in China.

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Mr Satyaprakash Tiwari has spearheaded and operationalized three Voluntary Welfare Organizations (VWOs), piloted the first Home Help Service and Dementia Day Care Centre, and developed numerous community-based programs and initiatives in Singapore. Having been a Senior-Level Executive in VWOs for over 20 years, Mr Tiwari has earned a formidable reputation in relation to his expertise in initiating and institutionalizing significant programs with highly effective management skills, and ability to develop longstanding commercial, inter-agency and client relationships. His proven track record in the eldercare market (and the wider VWO sector) coupled with his stellar management skills have enabled him to catalyze significant organizational growth, implement cost-effective strategies, and remain at the forefront of the sector.



Dr Carol Yip is one of Malaysia's leading advocate of personal financial education and sustainable retirement for Malaysians. She has authored a few personal finance books - 'Smart Money User', 'Credit Card Syndrome', 'Money Rules' and 'Money Work Life'. Dr Yip completed her PhD programme with Monash University School of Medicine and Health Science, Global Public Health and her thesis title is 'Provision of Long Term Care and Payment Option For Elderly People Living in Kuala Lumpur and Selangor, Malaysia'. She is currently the CEO of Aged Care Group Sdn Bhd and group of subsidiaries: ManagedCare Sdn Bhd, ACGConcept Sdn Bhd, ACGCare Sdn Bhd. Aged Care Group's vision is to innovate and transform the perception of ageing. Dr Yip and her team are engaged in the business of elevating aged care standards in Malaysia and she has successfully innovated the idea of ageing-in-place multigenerational community in a township with one of the largest developers in Malaysia and also implemented the care administration and management framework with one of the largest public hospitals in Malaysia. Dr Yip was appointed, in September to October 2012 by PEMANDU, as facilitator for PEMANDU Senior Living lab for Malaysia's ageing population.

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Mr Klaus Zimmermann has over 30 years of extensive experience in CEO and senior executive positions and non-executive board membership. Klaus has worked in the aged care sector since 1991 commencing at ACH Group as a senior executive and Deputy CEO. From 2001 to 2013, Klaus was CEO of Eldercare Incorporated, which specializes in residential care facilities, community care and retirement villages for the elderly. Klaus currently holds multiple roles including various non-executive director positions and Chair of Masonic Tasmania Inc. Klaus is also the Founding Director and CEO of the Commonwealth Association for the Ageing Ltd. Klaus has sat on state and national aged care industry boards for many years. He is a past National President and Chair of Aged & Community Services Australia (ACSA), the major peak industry organization for the not-for-profit aged care sector. Klaus was awarded an Order of Australia for services to the Aged Care Sector in January 2014.



Mr Colin Milner is CEO of the International Council on Active Aging and founder of the active-aging industry in North America. Colin is also a leading authority on the health and well-being of the older adult, and has been recognized by the World Economic Forum as one of "the most innovative and influential minds" in the world on aging-related topics. An award-winning writer, Colin has authored more than 300 articles and has been published in journals such as Global Policy, and the Annual Review of Gerontology and Geriatrics. He also contributed a chapter to the World Economic Forum book Global Population Ageing: Peril or Promise? Colin's speeches have stimulated thousands of businesses and government leaders, industry professionals & older adults worldwide. In addition, Colin received the CanFitPro Lifetime Achievement Award for his contributions to the Canadian fitness industry. Colin also regularly counsels the World Economic Forum's Global Agenda Council on Aging, OECD, White House Conference on Aging, US Department of Health and Human Services, The Canadian Minister of State (Seniors), Canadian Special Senate Committee on Aging, European Commission, Informal Meeting of the European Union Ministers of Sport, WEF Think Tank: Preparing for Prosperous Longevity in Asia.

ELDEX Partners : サポーター



INTERNATIONAL
COUNCIL ON
ACTIVE AGING



As of 13 June 2019 including those in ongoing discussions

開催場所



サンテック・シンガポール国際会議展示場 Suntec Singapore Convention & Exhibition Centre

www.suntecsingapore.com

MICEセクターの先頭に立つサンテック・シンガポール国際会議展示場は、多種多彩なイベントの要望に応える設計で、会議、展示会、見本市、ミーティングに最適な一流の設備とサービスを提供しています。魅力は、都市中心部という、この上なく素晴らしい立地。1,000を超える小売店、レストラン300店、6つの博物館、世界一流のパフォーミングアーツセンターを誇るエスプラネード・シアター・オン・ザ・ベイが、イベント会場の徒歩圏内にあります。展示スペース22,000平方メートル超、柔軟に活用できるミーティングスペース15,000平方メートルを備えているサンテック・シンガポールは、シンガポールでも有数のミーティング、コンベンション、展示会向け会場です。

お問合せ・連絡先

主催者： Fireworks Muziyi Media Pte Ltd.

出展・スポンサー・会議・セミナーに関する問い合わせ、
或いは出展の申込は、下記までご連絡下さいませ。

Joseph Yeo, Event Director
joseph@eldexasia.com
+65 97914443

info@eldexasia.com

www.eldexasia.com