



Press Release

21 January, 2016

For Immediate Release

Golden Age Expo and Summit Building Hong Kong into a ‘Smart Aging City’

30-31 January, 2016 HK Convention & Exhibition Centre

Organized by Golden Age Foundation, “**Golden Age Expo and Summit**” is scheduled to be held on 30th and 31st January (Saturday & Sunday) at the Hong Kong Convention & Exhibition Centre. This is the first large-scale event in Hong Kong for the Golden Age population (i.e. people aged 45 and above, retirees and seniors), to encourage and support them to live a positive and healthy life. Besides showcasing quality products and services from Japan, Korea, Taiwan, Europe and Hong Kong, the Expo & Summit is also an interactive platform for participants to experience and learn about the quality products and services for retirees. Moreover, it will gather renowned international and local speakers to discuss and explore innovative ways of building Hong Kong into a ‘Smart Aging City’.

Golden Age Phenomenon

In recent years, studies have shown that the average life expectancy has risen to 80 years. According to the definition of the World Health organization, people under 44 years old are considered as young, over 45 years old are middle aged and 60-74 years old are considered as young olds. Those who are 75 years old or above are considered as elderly. The world is moving quickly towards a new era of "Golden Age", the proportion of middle age and older adults is increasing. The Hong Kong Census and Statistics Department predicts that the proportion of people aged 65 or above in Hong Kong will reach 30% in 2041, the highest on the global list. Our challenge is to enhance the quality of life under the “Golden Age” era by making good use of the latest technology, medical and product innovations.

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Mrs. Rebecca Choy Yung, the founder of Golden Age Foundation,

states that aging is a natural social process and phenomena. It presents both challenges and opportunities. We have to act promptly with cross-sector collaboration between the government, businesses, civic, the education and research sectors. We should also encourage popular application of science and technology, enabling a wide spectrum of businesses to develop innovative products. This will attract more people to set up new ventures, to nurture new talents and to promote a huge variety of smart products. The idea of a Golden Age Economy is to encourage more enterprises to develop Hong Kong into a smart ageing society in the long-run, not just for immediate gains.

Ms. Lily Au, Managing Director of General Mills Hong Kong and Taiwan,

said that her company is committed to serving the world by making food people love. Through participating at the Expo & Summit, the company has learnt more about the needs of the Golden Age population. Visitors to the Expo will not only have a truly gourmet experience, but also reap health benefits and quality life. General Mills is one of the world's leading food companies, with more than 150 years of experience in the food industry. It manufactures a number of well-known brands such as Häagen-Dazs, the leader of the super-premium ice cream category, and Wanchai Ferry, the premium Chinese dim sum brand.

Ms. Pauline Ng, Adviser to the Expo & Summit, speaks of her retirement life

after stepping down from her previous position as the Secretary General of the Legislative Council. Apart from working on a publication on the history and procedures of the Legislature as Chief Writer, Ms Ng also undertakes parliamentary development assignments for the United Nations for countries such as Myanmar. After retirement, Ms. Ng continues to play an active role in community service. She has set up a social enterprise to engage persons with disabilities and retired persons to develop an information website for the elderly and carers. She believes that to encourage the golden age population to lead a quality and active life is an urgent and important task given more people are retiring especially those in her age group. These people carry with them wealth of knowledge and experience which is an important asset of our community. Their continued contributions should be valued and recognized.

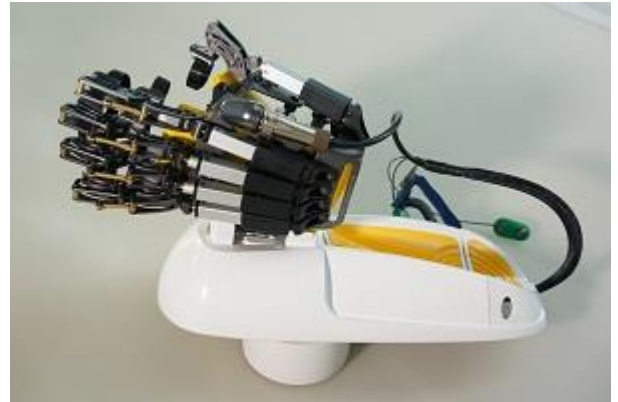


The First Golden Age Expo & Summit in HK

The Expo will assemble various innovative products and services from Japan, Korea, Taiwan, Europe and Hong Kong for retirees.

Hand of Hope

Designed by Rehab-Robotics Co. Ltd., Hand of Hope is a sEMG driven robotic hand exoskeleton for stroke rehabilitation. It is a therapeutic device that helps patients regain hand mobility through motor relearning. It facilitates muscle re-education by both amplifying and rewarding a patient with desired motion (positive feedback). Through repetitive training, a paralyzed person, such as one who has suffered a stroke, can perform daily activities such as opening,



holding and picking up. In 2012, it won the Grand Prix Award in the International Exhibition of Inventions of Geneva. Currently there are 10 and 6 medical facilities in China and Hong Kong respectively provide this product.

Kiss & Tell Saliva-based Glucose Monitor

Designed by eNano Health Limited, Kiss & Tell is the first-ever glucose monitor that uses saliva. The product provides individuals a means to instantaneous obtain results regarding their risk to potential diabetic or high glucose problems. The results may be captured by smart device to convert the colorimetric information to digital readings and then stored on a cloud based personal health record system. In 2014, it won the Gold Award in the International Exhibition of Inventions of Geneva.



Other innovative exhibits include:

- WiFi cam that improves elderly home safety, multifunctional B-Free chair and mobile healthcare sensor;
- Health care products and services, for instance, products for elderly cognitive assessment and improvement;





- Smart home design for senior citizens, iHome and other specially designed daily necessities to present how intelligent technology enhances home safety and living quality of the matured adults;
- Trendy fashion with special features, such as fall and heat protection, antibacterial and GPS tracker;
- Mental wellness including counseling, assessment & report;
- Chinese & Western medical and health care services;
- Retirement planning, wealth management, leisure activities, organic and health food, cultural and educational training for senior citizens.

Thought- Provoking Summit

The Chief Secretary Ms. Carrie Lam will be the Guest of Honour of the Opening Ceremony to be held on Jan 30 at 11am. Many retired and present government officials, leaders from businesses, NGOs, social enterprises will participate and support the event. Renowned international and local speakers such as Dr. Jane Barratt, Secretary General of International Federation on Ageing; Prof. Hiroyuki Murata, from Smart Ageing International Research Center, Tohoku University, Japan; Mr. Grame Prior, CEO of Prior Residential Health and Aged Care Organization will discuss and explore innovative ways of building Hong Kong into a ‘Smart Aging City’. Moreover, a multi-farious range of activities, including cross-generation photo exhibition, fashion show, music performance, exercise demonstrations, and free health tests will also be held on-site.

- The End -

For more information, please visit <http://goldenage.foundation/> or contact:

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