



Press Release

30 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 Hall 3E

Organized by Golden Age Foundation, “**Golden Age Expo and Summit**” opens today (30th January) 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 productive 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 innovative ways of building Hong Kong into a ‘Smart Aging City’.

The Guest of Honor, the Chief Secretary for Administration, Mrs. Carrie Lam commends the Golden Age Foundation at the opening ceremony today for organizing such a timely event and successfully put its vision into action. “With wise application of innovation and technology, our senior citizens can better connect with the community and open up numerous opportunities in their new stage of life”, says Carrie Lam. Other officiating guests include: The Secretary for Labour and Welfare – Mr. Matthew Cheung, The Secretary for Transport & Housing – Mr. Anthony Cheung, The Former Chairmen of Elderly Commission - Mr. Tam Yiu-chung and Dr. Leong Che-hung, The Chairman of Elderly Commission - Professor Alfred Chan, The Secretary General of International Federation on Ageing - Dr Jane Barratt, The Chief Executive of Hong Kong Council of Social Service - Mr. Chua Hoi-wai, The Chairman and Founder of Golden

Enquiry - Golden Age Foundation
Tel: +852 8102 1068
Email: info@goldenage.foundation
Website: www.goldenage.foundation
 www.facebook.com/gafhk





Age Foundation – Mrs. Rebecca Yung. Many retired and present government officials, leaders from businesses, NGOs, social enterprises participate and support the event.

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.

Building Hong Kong into a ‘Smart Aging City’

Golden Age Foundation aims to advocate the concept of “active aging”, enabling the Golden Age population (i.e. people aged 45 and above, retirees and the elderly), to live a positive and healthy life. It also seeks to encourage and support all businesses and industries to provide innovative products and services to meet the vast needs of the growing Golden Age population, who will become a major economic and social driving force. In order to advocate the above goals, the Foundation organizes the “Golden Age Expo and Summit” which opens today (30th January) until 31st January at the Hong Kong Exhibition and Convention Centre, focusing on building Hong Kong into a “Smart Aging City”.

Mrs. Rebecca Choy Yung, the founder of Golden Age Foundation, states that aging is a natural social process and phenomenon. 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.


Most anticipated and diversified Expo

The Expo exhibits the newest technology, latest design of products and services, and different related information, so as to bring a fresh and unique experience to every visitor. Various kinds of displays from Europe, the U.S., Japan, Taiwan and local enterprises include:

- Smart technology products which are developed by young talents for the pension industry, for example, WiFi camera that improves elderly home safety; robotic hand that accelerates rehabilitation and other robotic technologies; multifunctional B-Free chair and mobile healthcare sensor;
- Health care products and services, for instance, products for elderly cognitive assessment and improvement, and saliva-based glucose monitor;
- Smart home design for senior citizens, iHome and other specially designed daily necessities to present how intelligent technology enhances home safety & living quality of the elderly;
- Trendy fashion, with functions like fall detection, moisturizing, antibacterial and GPS tracker;
- Psychology support including counselling, assessment & report;
- Both Chinese & Western medical care and health care services;
- Retirement planning, wealth management, leisure activities, organic and other health food, cultural and educational aspects for senior citizens.

Thought- Provoking Summit

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. Game Prior, CEO of Prior Residential Health and Aged Care Organization will speak on innovative ways of building Hong Kong into a 'Smart Aging City'. The Summit is suitable for all business decision makers and those who are interested in exploring and understanding more about Smart Aging City. Apart from understanding the international and local market needs, participants can also expand cooperation and communication network.

Enquiry - Golden Age Foundation
Tel: +852 8102 1068
Email: info@goldenage.foundation
Website: www.goldenage.foundation
 www.facebook.com/gafh





Cross Generation Participation

Moreover, a multi-farious range of activities, including a cross-generational photo exhibition, fashion show, music performance, exercise demonstrations, and free health tests are held on-site, to deliver a fruitful visit and experience to all participants. This is a cross-sectoral and cross-generation event. People of all ages, retirees as well as young people should attend.


- The End -

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

Tel: (852) 2561 5566 / 6229 1907

Fax: (852) 2811 9156

E-mail: corpcomm@newwayfairs.com

Enquiry - Golden Age Foundation
Tel: +852 8102 1068
Email: info@goldenage.foundation
Website: www.goldenage.foundation
 www.facebook.com/gafh

