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# GLOBAL PERSPECTIVES ON ACTIVE AGEING



Ageing Asia™



24 NOV 2021  
TUESDAY



Janice Chia  
Founder & Managing Director  
AGEING ASIA, SINGAPORE  
+65 9684 6966  
janicechia@ageingasia.com  
www.ageingasia.com



[www.facebook.com/ageingasia](https://www.facebook.com/ageingasia)



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# Changing the future of ageing in Asia Pacific



**Ageing Asia™**

Changing the future of ageing in Asia Pacific | [www.ageingasia.com](http://www.ageingasia.com)

## The Ageing Asia Story

We are an independent network that seeks 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 **raiSE**, Singapore Centre for Social Enterprise.



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Ageing requires a mindset shift, enablement is the new black in the business of ageing. The traditional notions of filial piety to “look after and do things for them” is gradually changing in Asia. The new philosophy of filial piety is about enabling older people to age as independently as possible, supporting them with the right products and services for ageing-in-place and creating opportunities to age with purpose.

Janice Chia

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*Marriage of the Son*

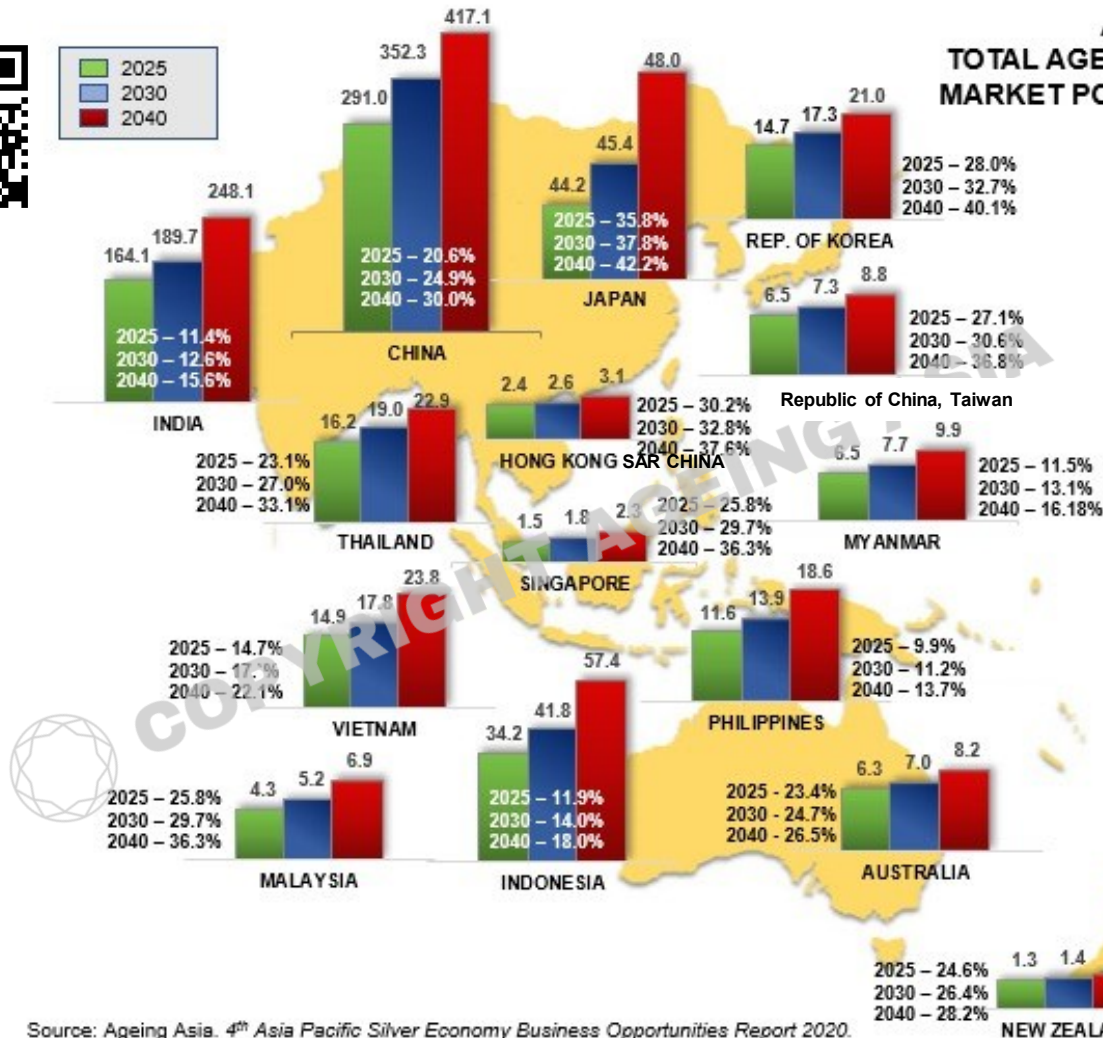
The rise of a new generation of ageing seniors that are driving new business opportunities in housing, health and care.

新一代銀髮族的崛起，帶動房屋、醫療和護理的新商機”



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# APAC Total Ageing Population and Market Potential 2025



**ASIA PACIFIC 2025  
TOTAL AGEING POPULATION (600 MIL) &  
MARKET POTENTIAL (US\$ 4.56 TRILLION)**

| AGEING MARKET POTENTIAL 2025 |          |
|------------------------------|----------|
| APAC Countries               | US\$ Bil |
| China                        | 2,610.9  |
| Japan                        | 884.3    |
| Republic of Korea            | 289.7    |
| India                        | 180.1    |
| Australia                    | 159.1    |
| Republic of China, Taiwan    | 93.2     |
| Thailand                     | 77.4     |
| Indonesia                    | 75.5     |
| Singapore                    | 72.4     |
| Hong Kong SAR China          | 40.4     |
| Malaysia                     | 25.5     |
| New Zealand                  | 25.1     |
| Vietnam                      | 18.9     |
| Philippines                  | 10.9     |
| Myanmar                      | 5.1      |

Source: Ageing Asia. 4<sup>th</sup> Asia Pacific Silver Economy Business Opportunities Report 2020.







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Future of Active Ageing Trend #1  
**Dementia is not a normal part of ageing**



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# Future of Active Ageing Trend #2 Continuous technology education for seniors





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Future of Active Ageing Trend #3  
Exercise is medicine





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Active Ageing Trend #4  
**Mobility and Independence**





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**Active Ageing Trend #5**  
**Long stay experiential and rehab tourism**





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Active Ageing Trend #6  
**Living well to 100 and beyond as a norm**





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Active Ageing Trend #7  
**Independence is holding the  
key to my front door**





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## Active Ageing Trend #8 **Preventing loneliness takes effort**





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A doctor in a blue coat is shown from the chest down, holding a tablet. Overlaid on the image is a complex digital interface with glowing blue lines, circles, and various medical icons such as hearts, lungs, a stethoscope, a smartphone, and a DNA helix. The doctor's hand is touching one of the icons on the interface.

## Active Ageing Trend #9 Personalised healthcare





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# Active Ageing Trend #10 My 1KM family





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