

ELDEX ASIA'S NEW PARTNERS AND KEYNOTE SPEAKERS

3 October 2022, Singapore. The second edition of ELDEX Asia will be supported by Strides Mobility and its subsidiary, Silveray by Strides Care, as the official mobility partner. Singapore's Traffic Police will also support ELDEX Asia 2022 as its community partner. The inclusion of these new partners enriches the ecosystem of stakeholders in Singapore that have an interest in promoting the care of the growing elderly community.

Mr Ang Wei Neng, President, Strides Mobility Services, Strides Mobility Pte Ltd and Member of Parliament, West Coast GRC will deliver a keynote speech on 28 October 2022 about the future of community mobility for seniors. The keynote kicks off the afternoon trade conference about designing new generation eldercare services. In addition, Silveray by Strides Care is offering free experiential rides for selected attendees to visit ELDEX Asia in their wheelchair-accessible vehicles. Discount vouchers for wheelchair transport will also be made available to visitors to the event.

The Traffic Police will be promoting and elevating awareness of road safety for the elderly during ELDEX Asia 2022. The organisers are delighted to work with the Traffic Police as part of the larger movement to create more inclusive spaces in Singapore and ensuring greater awareness of the elderly's needs as a pedestrian and road user among other drivers and riders on Singapore's roads

Strides Mobility and the Traffic Police join a broad swathe of other partners including the National Library Board, Singapore Tourism Board, Enterprise Singapore, the Association of Small and Medium Enterprises, the Singapore Human Resources Institute and institutes of higher learning such as Nanyang Polytechnic, Singapore University of Social Sciences Gerontology programme and Nanyang Technological University's Applied Gerontology programme, to form an extensive network of like-minded entities in providing care for the elderly. Nanyang Polytechnic will create an experiential zone to help visitors understand the daily life of individuals living with dementia and their caregivers. Besides promoting awareness, the immersive experience will help to create greater empathy. "We are delighted to be supporting ELDEX Asia again as it is a meaningful platform to address increasingly complex and challenging issues when supporting, navigating and managing care for individuals with dementia, and their caregivers." said Dr Wan-Koo May Yeok, Assistant Director (Research, Innovation, Enterprise & Projects), School of Health and Social Sciences.

ELDEX Show Director Mr Joseph Yeo concluded, "We are excited and grateful for the support of our various partners. We are also heartened that we have secured in addition to Mr Ang Wei Neng, Prof Fung John Chye as a keynote to start the morning's trade conference about inclusive cities of the future on senior care. Prof Fung, from the Department of Architecture of the National University of Singapore, will focus on the topic about community ageing-with-place. This refreshing and novel idea about an integrated planning approach for community-based care will provide fresh perspectives about urban planning and design to incorporate the needs of the elderly."

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For further queries, please contact: Joseph Yeo
joseph@eldexasia.com +65-9791.4443



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About Fireworks Muziyi Media Pte Ltd

Fireworks Muziyi Media Pte Ltd (FMM) is a recently established joint venture between Fireworks Trade Media (www.asiafireworks.com) and Muziyi Advisory (www.muziyi-advisory.com). FMM was set up to organize B2B2C shows as that is an emergent trend in the exhibitions business with the disruption of distribution channels and increasing proximity between brands and manufacturers to end-users and consumers. Fireworks is one of Singapore's largest independently owned trade media company established since 2008 with offices spanning 13 countries including Indonesia, Malaysia, Thailand, Vietnam, and Myanmar. Muziyi is a boutique consultancy specializing in the trade and consumer shows industry. Together, the founders of FMM have amassed over 25 years of experience in organizing trade and consumer events in many geographies across multiple industry segments.



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About ELDEX Asia

ELDEX Asia is a B2B2C show that creates a comprehensive and effective marketplace for international silver economy suppliers of eldercare products, technology and services to meet and engage with Asia Pacific trade visitors including distributors, retailers, buyers (such as hospitals, retirement homes and hospices), and end-users. ELDEX Asia focuses on active aging and provides a holistic ecosystem for the marketplace by building continuing education platforms and curating workshops, product demonstrations and seminars to drive greater awareness and brand equity. ELDEX Asia further aims to catalyze industry growth by bringing start-ups in the eldercare space to interact with and pitch to potential investors, particular where gerontechnology is concerned. For more information, please visit www.eldexasia.com. ELDEX Asia is supported by a host of international, regional and local organizations. Some of them are set out below.



About Strides Mobility

Leading Mobility Solutions & Services Provider

Strides Mobility, a subsidiary of SMRT Corporation Limited, is your leading mobility solutions and services provider. With decades of industry experience in operating and maintaining a wide and diverse fleet, we connect customers, drivers and vehicles to deliver technology-enabled solutions that are safe, reliable, inclusive and sustainable.

Visit <https://stridesmobility.sg/> to learn more.

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About Silveray by Strides Care

As part of Strides Mobility Services, Strides Care provides dedicated wheelchair-accessible transport in Singapore for passengers with special needs and has an established track record in safety and reliability. We acquired industry veteran Silveray in 2021, which has been providing safe, affordable and convenient wheelchair transport for close to 13 years. Our wheelchair-accessible vans are retrofitted with hydraulic lifters, allowing passengers to board or alight while seated comfortably on their wheelchairs throughout. The vehicles are also equipped with safety restraint systems to ensure passengers' safety throughout the ride. On top of CPR and AED training, Silveray drivers are specially trained in safe driving with wheelchair passengers onboard, wheelchair and lifter operations, as well as attending to passengers with dementia and autism.

For more information, visit <https://stridesmobility.sg/ride-with-us/strides-care/>.



About Nanyang Polytechnic

Established as an institution of higher learning in 1992, Nanyang Polytechnic's (NYP) seven academic schools offer quality education and training through more than 35 full-time diploma courses. NYP also has a full suite of continuing education (CET) options for lifelong learning, ranging from specialist and advanced diplomas to SkillsFuture modules and courses. NYP's Asian Culinary Institute and the Singapore Institute of Retail Studies are CET institutes set up in partnership with SkillsFuture Singapore (SSG) to champion and transform Singapore's F&B and retail sectors respectively. A third NYP CET institute - the National Centre of Excellence for Workplace Learning – also set up in collaboration with SSG will spearhead the development of progressive workplace learning strategies and programmes for companies here.

Through its strong network of industry connections, NYP empowers learners for work and life through relevant curricula and deep capabilities. NYP strives to be the innovative polytechnic, creating a nexus of future-ready learners, ready to take on new challenges and contribute to growth and sustainability. Nanyang Polytechnic is a recipient of Singapore's top organisational and business excellence awards: the Singapore Quality Award, the Innovation Excellence Award and the People Excellence Award. For more information, please visit www.nyp.edu.sg.



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