



1st MIHTE 2012
MALAYSIA INTERNATIONAL
HEALTHCARE TRAVEL EXPO

Ageing Asia Leadership Workshop Malaysia: DEVELOPING SENIORS LIVING & HEALTHCARE COMMUNITIES IN MALAYSIA

7 November 2012 • Sunway Hotels & Resorts
Kuala Lumpur, Malaysia
www.ageingasiainvest.com

Event Overview

2.2 million people in Malaysia will be aged over 65 by 2020, representing 7.5% of the country's population. There is a huge opportunity now for property developers and healthcare groups to unlock the market potential of developing world class seniors living and healthcare communities in Malaysia.

This workshop is held in conjunction with the 1st Malaysian International Healthcare Travel Expo. The 2nd Ageing Asia Leadership Workshop Malaysia will discuss investment, operational and service models that will change the way future generations' age in Malaysia. Delegates will have exclusive access to investors and operators of successful international developments that integrate seniors and healthcare.

Key benefits for delegates

- Learn from international experts and gain exclusive insights on industry best practices
- Meet investors, operators, healthcare groups and developers interested in seniors housing in Malaysia
- Understand the best seniors housing business, operational and service model for Malaysia
- Access investment and partnership opportunities in Malaysia
- Tap on industry insights on how to attract expatriates to live in seniors housing communities

About the Ageing Asia Alliance

Headquartered in Singapore, the Alliance is Asia's first industry network on the business of ageing. This industry network currently represents over 580 representatives from top organisations in Asia Pacific that are interested in investment and partnership opportunities that will improve quality of eldercare in our region.

About the Malaysian Healthcare Travel Council (MHTC), Ministry of Health, Malaysia

The Malaysia Healthcare Travel Council (MHTC) is proud to organise the 1st Malaysia International Healthcare Travel Expo 2012 (MIHTE 2012), to mark the rapidly emerging and highly lucrative global healthcare travel industry. MIHTE 2012 comprises an Expo and a Conference. The Malaysia Healthcare Travel Council (MHTC) was established by the Government of Malaysia as the primary agency to develop and promote the healthcare travel industry and to position Malaysia as the preferred healthcare destination in the region.



5 EASY WAYS TO REGISTER

Mail: 231 Mountbatten Road, Mountbatten Centre, Block D, #02-04, Singapore 397999

Call: Tel (65) 6441 0474 Fax (65) 6491 6578 Online: www.ageingasiainvest.com

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MALAYSIAN INTERNATIONAL HEALTHCARE TRAVEL EXPO & CONFERENCE



AGEINGASIA®
LEADERSHIP WORKSHOP

Malaysia

DEVELOPING SENIORS LIVING & HEALTHCARE COMMUNITIES IN MALAYSIA Workshop Programme – 7 November 2012

- | | |
|----------------|---|
| 8:30am | Registration |
| 9:00am | Welcome address by organiser
Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore |
| 9:05am | Opening remarks by chairperson
Dr Chong Su-Lin, CEO, Prince Court Medical Centre, Malaysia |
| 9:15am | Presentation 1: Developing seniors living & healthcare communities in Malaysia <ul style="list-style-type: none">• Creating seniors living lifestyle communities that attract all nationalities• Synergies between healthcare groups and seniors living developers• Benefits of Malaysia as destination for retirement living Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia |
| 10:00am | Coffee break & exhibition tour |
| 11:00am | Presentation 2: Creating the best environment for Malaysians to age-in-place (Healthy ageing, independent ageing and happy ageing) <ul style="list-style-type: none">• Ageing-in-place: Integrating seniors housing within existing communities in Malaysia• Potential roadblocks for seniors housing developers• Showcase of some successful seniors housing that promotes ageing-in-place Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore |
| 11:30am | Presentation 3: Five star luxury retirement living in Malaysia <ul style="list-style-type: none">• What do baby boomers want?• Vision for luxury seniors living resorts in Asia• Combining hospitality and seniors living Mr Kevin Ryan, Chairman, Waterbrook, China |



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Programme – continued

- 12:00pm** **Presentation 4: Delivering services that enable healthy ageing in Malaysia**
- How healthcare groups can complement seniors housing developers
 - How should these services be delivered to elderly and what are the potential operational roadblocks
 - Integrating existing services to support an ageing-in-place seniors housing community
- Mr Mats Manderbacka, Chairman, HUR, Finland**
- 12:30pm** **Networking lunch**
- 2:00pm** **Case-study and panel discussion: Stages in creating a model retirement living and healthcare development in Malaysia**
- 5 international experts will provide exclusive insights into the planning and development of a case-study development in Kuala Lumpur (Concept, funding, business, operational and development model)
- Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia**
Mr Kevin Ryan, Chairman, Waterbrook, China
Dr Chong Su-Lin, CEO, Prince Court Medical Centre, Malaysia
Mr Mats Manderbacka, Chairman, HUR, Finland
Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore
- 3:35pm** **Reserved session for Iskandar**
- An overview of the development in Iskandar Malaysia with an update of the opportunities in the Healthcare sector
- Engku Ahmad Kamel, Head, Economic Intelligence, Iskandar Regional Development Authority**
- 4:05pm** **Closing remarks by chairperson**
- Dr Chong Su-Lin, CEO, Prince Court Medical Centre, Malaysia**
- 4:15pm** **Closing ceremony by the Malaysian Minister of Health**



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SPECIAL FOR AGEING ASIA LEADERSHIP WORKSHOP MALAYSIA DELEGATES!

**Add On Another RM750 / S\$340 And Attend The MIHTE Conference And Expo*
On 6 November And The Networking Reception On 5 November!**

About the Malaysia International Healthcare Travel Expo 2012 (MIHTE 2012)

The Malaysia International Healthcare Travel expo 2012 comprises and Expo and a Conference - providing opportunities to network, meet and learn from the experience of others in the healthcare travel industry, as well as to showcase your products and services to a targeted audience.



Malaysia is a well-kept secret and a hidden jewel in global healthcare travel. Thus, the visual identity for MIHTE 2012 emphasises the many jewels in its fold and the value that MHTC sees in each healthcare travel stakeholder.

MHTC sees itself as the 'Clasp' that identifies all the 'Jewels' – meaning all the best, most professional healthcare travel industry stakeholders. MHTC connects them with the strongest links so as to ensure a seamless healthcare travel experience for the client.

PROGRAMME HIGHLIGHTS!

Ageing Asia has put together a special panel at the MIHTE Conference Day One on 6 November 2012 that will talk about delivering sustainable healthcare through retirement communities in Malaysia

4:45 – 5:30pm

Panel discussion: Delivering sustainable healthcare through retirement communities in Malaysia

- Why healthcare groups are in the best position to deliver retirement living and aged care solutions?
- Malaysia my second home: Providing the best healthcare and retirement living environment for international retirees
- Preventive healthcare: advantages of retirement communities in healthy ageing and preventive healthcare

Panellists:

Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia

Mr Kevin Ryan, Chairman, Waterbrook, China

Dr Chong Su-Lin, CEO, Prince Court Medical Centre, Malaysia

Mr Mats Manderbacka, Chairman, HUR, Finland

Mr Kirby SS Lim, President, Malaysia My Second Home Agents Association, Malaysia

Moderator:

Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore

*Please refer to http://www.healthtravelexpo.com/conference.html#_UHPpmZgpp94 for the full MIHTE 6 November conference programme



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WORKSHOP EXPERT SPEAKERS



Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia

Entrepreneur, Industrial Engineer and former Member of Queensland Seniors Council, Mr Choe Lam Tan found his passion in aged care after his father suffered a stroke in 1981, sowing the seed that would later sprout into the developments of the first culturally apt aged care & retirement resorts in Australia and Malaysia, and shortly in other Asian countries. As a Founder and Managing Director of the two facilities in Australia and Malaysia, he is well equipped with hands-on experience from research/design/funding/construct/management & operation of aged care facilities and retirement resorts. His passion & in-depth knowledge on ageing issues of seniors, particularly those with the Chinese heritage will be educational & beneficial to the Chinese, other ethnic communities and the wider communities in general.



Mr Kevin Ryan, Chairman, Waterbrook, China

Innovator of Waterbrook in the Australian Retirement marketplace. Kevin's vision to develop 5-Star Lifestyle Villages for the over 55's in exclusive locales revolutionised the Australian Senior Housing Industry. Waterbrook Lifestyle Resorts services a high-end market demographic that to date would not previously had consider a 'retirement village' as a viable housing solution. Kevin's achievement in converting this market is evidenced by Waterbrook's success. Kevin has now established Waterbrook China to be the first-of-its-kind development, operational and management company created to respond to the rapidly emerging Chinese and South East Asian Seniors Living and Aged Care market. This holistic approach enables a new paradigm in Seniors Living and Aged Care whereby Waterbrook China partner's with developers, landowners and investors across China.



Dr Chong Su-Lin, CEO, Prince Court Medical Centre, Malaysia

Dr Chong also holds the appointment of the NKEA Industry Advisor to the Minister of Health for Malaysia's Health Economic Transformation Programme. Prior to joining Prince Court Medical Centre, Dr Chong held the position of CEO of Sunway Medical Centre Bhd for 11 years. During this time she developed the-then new private hospital from its 60-bedded single tower block to a five-building, 350-bedded entity and established Sunway Medical Centre as a recognized provider of acute tertiary-level medical care.



Mr Mats Manderbacka, Chairman, HUR, Finland

Having founded HUR, an Active Ageing Company that has helped implement active ageing programmes worldwide over the last 20 years, Mr Manderbacka aims for HUR to be the world's leading supplier of exercise solutions to the seniors rehabilitation, and 40+ wellness markets. Japan is currently their largest market and they are actively expanding HUR's age friendly wellness centres throughout Southeast Asia. He strongly believes in healthy ageing and is dedicated towards improving wellness of Asia's elderly population, providing them with the strength they need for the life they want to lead. provider of acute tertiary-level medical care.



Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore

Ms Janice Chia founded Ageing Asia Pte Ltd, an Ageing Market Consultancy Firm and a subsidiary of Xperiential Events with the vision of changing the way seniors in Asia age. Under Ageing Asia Pte Ltd, she created and produced the annual Ageing Asia Investment Forum to increase private sector investments in products and services that will enhance the life, functional capability and independence of seniors in Asia. Now in its fourth year, industry leaders identify business opportunities and trends each year to ensure AAIF remains as Asia's most influential forum on the business of ageing.



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DEVELOPING SENIORS LIVING & HEALTHCARE COMMUNITIES IN MALAYSIA REGISTRATION FORM

Yes, I would like to register!	Early Bird (N/A)	From 30 Sep to 31 Oct	No.	Total S\$
Purchase 3 tickets and get 1 ticket free				
AALW Workshop – Developing Seniors Housing & Healthcare Communities in Malaysia	S\$550	S\$700		
Special Rates for delegates of the 1st Malaysian International Health & Travel Expo (MIHTE)	S\$525			
Add - On: 1st Malaysian International Health & Travel Expo (MIHTE) Conference	RM750 / S\$340			
Grand Total				

DELEGATE DETAILS (Please fill in one form per delegate)

REFUND POLICY

A replacement is welcome if you are unable to attend. In the event you are unable to attend, you will receive an electronic copy of the workshop documents.

WORKSHOP INCLUSIONS

Course notes, tea and coffee breaks, and lunch.

CONTACT US

info@ageingasiainvest.com

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Please send me an invoice

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