150+ Key aged care players

20+ Expert Speakers 18 Hours of Networking

5 Interactive Sessions

4 Panel Discussions

2 Day Conference

Investors Conclave + Site Tour

BOOKABLE SEPARATELY

Register before 21 March and Save USD\$600



Investors Conclave

BOOKABLE SEPARATELY

Site Tour - AraGreens Residence

17 June 2014 | Investors Conclave & Site Tour 18 - 19 June 2014 | Main Conference Kuala Lumpur, Malaysia

The ONLY top-level Southeast Asian speaker panel for Retirement & Senior Care!

Bringing together developers, operators, investors, government representatives and care providers from around Southeast Asia and the globe

DISTINGUISHED PANEL OF SPEAKERS



Chua Hong Teck Director of NKEA











Andrew Oksne Chief Executive















Chief Executive ISB De









President & CEO, China Senior



Norah Bark CEO,







I am looking forward to hearing the latest insights on regulation and investment prospects at Retirement Living & Senior Care Southeast Asia 2014

> Ruth Welling Founding Director
> Optimum-Eden HealthCare Sdn. Bhd

Why you should attend Retirement Living & Senior Care Southeast Asia 2014?

- Successful case studies across the Southeast Asian markets insightful market entry strategies & latest regulatory updates. Exclusive closed doors Investors Conclave & brand new site
- Interactive sessions including panel discussions & roundtable.

Proudly created and produced by. IMAPAC Imagine Your Impact

Malaysia







Exclusive Development & Operational Case Studies from Southeast Asia, including:





Letter from the Organizer

Dear friends and colleagues,

Asia's alderly population is expected to reach 922.7 million by the middle of this century, according to the Asian Development Bank. The Asia Research Institute of the National University of Singapore has published a paper saying by 2030, Singapore is projected to have a population percentage aged 65 and above of over 23%, Thailand over 17%, and Vietnam over 12%. Southeast Asia will need the facilities and infrastructure to accommodate an increasing local ageing population as well as a growing number of foreigners who want to retire in the region.

The investment potential in Southeast Asia's retirement living and senior care industry is overwhelming. However, investors are being cautious about entering the market, having a few questions they need answers - to such as what is the actual market size versus the potential market size, what are the types of pricing structures, how can they enhance their understanding of regional infrastructure and cultural perceptions and what are the latest government regulations and updates.

All the questions and more will be addressed at the upcoming Retirement Living & Senior Care Southeast Asia 2014 event.

Roltirement Living & Senior Care Southeast Asia 2014 will bring together 150 + leaders and decision makers from the region and overseas to discuss business models, regulation and policy trends, collaborations and investment opportunities for retirement living and aged care in Southeast Asia. As always our mission is to improve the lives of those who need it most, and now is Southeast Asia's seniors - regardless of whether they are locals or visitors!

I look forward to a fruitful discussion with you about the future of Southeast Asia's retirement industry in Kuala Lumpur this June!

Sincerely, Vanessa Jalleh

Conference Manager of Retirement Living & Senior Care Southeast Asia 2014 I am excited to participate once again at the Retirement Living & Senior Care Southeast Asia 2014 conference. It should be a great platform to discuss senior care growth in the region.

Andrew Oksner Chief Executive Officer GSL Properties

Retirement Living & Senior Care Southeast Asia 2014 will be an eye-opening event for the senior care community world-wide.

> Pensiri Panyarachun Managing Director Absolute Living



EVENT AT A GLANCE

Investors Conclave: 17th June 2014

SEPARATELY BOOKABLE

An exclusive closed-door investor focused discussion forum

and networking platform.

Meet Southeast Asia's pioneer investors for the retirement and aged care industry. Whether you are a developer, an aged-care operator, or looking for a good investment project, this is the platform to gain first-hand insight.

If you are an aspiring investor who wants a slice of Southeast Asia's burgeoning retirement and aged-care industry, please email vanessa.jalleh@imapac.com to get a VIP ticket.

Limited seats remain, register today to avoid disappointment!

Site Tour: 17th June 2014 AraGreens Residences

SEPARATELY BOOKABLE

Visit one of Malaysia's most promising upcoming Retirement Residences, just under an hour outside of Kuala Lumpur.

The facility which will boost a state-of-the-art medical specialist diagnosis and treatment center, seniors retiring there will be comforted to know that medical help is nearby should they need it.

Conference Day 1: 18th June 2014 Regulation & Investment Growth

> Regulation and policy support in Southeast Asia

> > Morning Refreshments

Investor's boardroom: Catching the deal of a lifetime

Networking Lunch

Country case studies in design and operations

Afternoon Refreshments

Business models and sustainability in Southeast Asia

Conference Closes & Cocktail Reception

Conference Day 2: 19th June 2014
Care & Operational Excellence

Retirement Tourism & Medical Tourism for Seniors in Southeast Asia

Morning Refreshments

Senior Care Models and Best Practices in Southeast Asia

Networking Lunch

Strategies, management, operations and growth of aged care facilities

Afternoon Refreshments

Assess future trends in senior living in Southeast Asia

Conference Closes

9:00 Opening speech and introduction to the Investor's Conclave

9:05 Topic 1: Sustainable Business Models in SEA:
Determining the Best Models Using Past
Experiences

- ✓ Luxury vs Affordable
 ✓ CCRC vs Specialised
- ✓ Rent vs Buy

9:35 Topic 2: Interactive Financial Planning
Session: A Look into Raising Capital and
Financially Planning a Retirement Village

- ✓ Exploring different funding models for a Retirement Village

 1. The second of the second of
- How would you allocate capital raised to create a profitable Retirement Village
 What is the timeline for project completion
- 10:05 Topic 3: Consumer Appetite & Analysis:
 Market Perceptions and Acceptance
 - ✓ Who is your market?
 ✓ What is the current market perception of
 - Retirement & Senior Living

 How the industry can collective influence
 - ' How the industry can collective influence market perception - stage-by-stage planning to increase acceptance

0:35 Networking Coffee Break

11:05 Topic 4: Risk Mitigation: Safeguarding Your Assets and Profits in the Long-Term

- ✓ Risk assessment: What are the precautions to take when investing
- Risk mapping: Identifying challenges in the market
- ✓ An assessment of previous ventures: Learning from the past
- 11:35 Topic 5: Aligning Different Stakeholders
 Perspectives: Building Understanding and
 Improving Project Solidarity
 - Improving Project Solidarity

 Developer's perspective
 - ✓ Investor's perspective
 - ✓ Operator's perspective

Investors Conclave Closes

Care providers and services perspectives

12:05 Moderator Wrap-up

12:45

SITE TOUR

AraGreens Residences Site Tour (17 JUNE 20)



AraGreens is the second niche development by HSB Development Sdn BhD - a developer of lifestyle & wellnessrelated properties. HSB has successfully completed Menara HSC - a modern commercial building located next to the British High Commission along Jalan Ampang, Kuala Lumpur. The lower houses the HSC Medical Center, commercial spaces, and Somerset Ampang serviced apartments managed by Ascott International.

Itinerary	/
13:55	Assembly at the hotel lobby
14:00	Depart from hotel lobby entrance
14:45	Arrive at AraGreens: Site Tour Commences
16:30	Depart from AraGreens

Back to hotel AraGreens Site Tour ends

ATTENDEE PROFILE FOR RETIREMENT LIVING & SENIOR CARE IN SOUTHEAST ASIA 2014



Singapore Rest of Asia-Pacific
Philippines Rest of the World



relopers Regulators Association

17-15



CEO, MD, President
Policy Makers & Regulators
Business Development Heads

CONFERENCE DAY 1 18 JUNE 2014

Regulation and policy support in Southeast Asia

9:00 Welcome Remarks by the Organizer Vanessa Jalleh, Conference Producer, IMAPAC Pte Ltd, Singapore

9:05 Chairman's Opening Remarks

9:10 Exploring Malaysia's Regulation and Policy to **Drive Aged Care Business**

- Understanding Malaysia's market climate and potential
- ✓ What to expect in terms of regulation and policy Assessing the applicability of Malaysia's regulations to Southeast Asia

Dato' Norani Hi Mohd Hashim, Director General of Social Welfare, Department of Social Welfare Malaysia

Regulatory and Policy Support in Southeast Asia: Is it Enough?

- Do Southeast Asian regulators need to introduce specific legislation with regards to senior living?
- ✓ Discuss current challenges found within the system What else can be done to improve senior living

9:40

Dr Chua Hong Teck, Director of NKEA Healthcare, PEMANDU Malavsia

Titus Kurniadi, Former Chairman, Lembaga Lanjut Usia Indonesia (Indonesia Institute of Senior Citizens) John Chong, Executive Director, Total Investment Sdn Bhd

Benjamin Cass, Director, Living Well Communities Pty Ltd

10:25 Speed Networking & Morning Refreshments Investors Boardroom: Meeting the Investors

conditions in Southeast Asia?

11:10 **Exploring the Actual Investment Potential of** Southeast Asia

- What investors want from their senior care portfolios Taking a look at China and Japan; Senior care growth
- and investment challenges across Asia Setting realistic targets with regards to ROIs in
- Southeast Asia

Andrew Oksner, Chief Executive Officer, GSL Properties

11:40 Investor's Panel Discussion: Exploring Investment Choices and Focal Points for Southeast Asia

- Understanding investor demands and targets
- Targeting the fat middle or high-end market? Finding the right model for Southeast Asia
- ✓ In depth analysis of the challenges & opportunities of each market segment

12:25 Networking Luncheon

Joseph Chong, Managing Director, WOW Property Sdn Bhd Roy Ling, Managing Director, RL Capital Management Bernie Poh, Senior Vice President (Aged Care), **GKG Investment Holdings**

Country case studies in design and operations

14:00 THAILAND: Managing and Maintaining a Viable **Business Model in Asia** Moulding and working with cultural perceptions

in Thailand

 Exploring day-to-day operations Setting realistic targets with regards to facility management in Thailand

Peter Brown, Owner & General Manager, Care Resort Chiang Mai

14:30 INDONESIA: Operations and Management of Mid-Range Facilities

- Understanding market entry demands in Indonesia Addressing the importance of infrastructure Overcoming challenges in operations
 - Herman Kwik, Founder, Rukun Senior Living

15:00 MALAYSIA: Providing Quality and Affordable Aged Care in Malaysia

- Why is the integrated model the way to go in Malaysia? Crafting a business plan that provides luxury as well as affordability
- Expectations for short and long term operations Ruth Welling, Founding Director,

Optimum-Eden HealthCare Sdn Bhd

15:30 Architecture: Best Practices in Architectural **Design and Concepts**

- Assessment and applicability of different models in Design techniques to make the most of your facility
- Creating a sustainable environment that promotes wellness and health
- **Networking: Coffee Break**

Business Models & Sustainability in Southeast Asia 16:30 THE PHILIPPINES: Facility Planning & Management -

- Getting Seniors to Come to Asia
- Key considerations to make when operating a retirement facility in the Philippines
- ✓ Life Care Best Practices to make people feel at home Crafting a business model that will work in the Philippines
- Alma Alonso-Goodwin, Director & Chief Executive Officer, Life Care Residences Philippines Finding a Senior Living Real Estate Model that fits

Southeast Asia? Examine the potential of different types of Senior

- Living developments Determining concepts based on location, cost, and
- target market
- Assessing the different real estate models across Asia Moderator:

Mark Spitalnik, President & CEO, China Senior Care Inc

Panelist:

Ankur Gupta, Joint Managing Director, Ashiana Housing Ltd

17:00

Abby Courant, Manager, Beachland Estates Inc. Seth Lim, Chief Executive Officer, HSB Development Sdn Bhd

17:45 Chairperson closing remarks

Networking Cocktail

13:30

CONFERENCE DAY 2 19 JUNE 2014

Retirement Tourism & Medical Tourism for Seniors in Southeast Asia

9:00 Chairman's Opening Remarks

9:05 Policies and Development Trends of Medical Tourism for Seniors in Malaysia

- ✓ Latest developments & opportunities across Malaysia Promoting medical tourism for seniors through
- government policies and resources An overview of infrastructure, resources and management to grow medical tourism for seniors
- in Malaysia Jacob Thomas, President,

Association of Private Hospitals of Malaysia

9:35 An In-Depth Look at the Market Potential of Retirement Tourism in Malaysia

- An overview of retirement tourism trends & challenges in Malaysia
- Analyzing global trends and applicability to Southeast Asia
- What you need to know about retirement living in

Veena Loh, General Manager, Malaysia Property Incorporated

Morning Coffee Break

Senior Care Models and Best Practices in Southeast Asia

10:35 Hear Asia's Top Senior Care Professionals Speak about their Management Tactics and Learn from

- their Experiences Understanding what care models are available in
- Southeast Asia Boosting occupancy rate in senior living through
- quality care services Enhancing service provision & executing staff training
- Moderator:

Safurah bt Jaafar, Director of Family Health. Ministry of Health Malaysia

Panelist:

Ankur Gupta, Joint Managing Director, Ashiana Housing Ltd Abby Courant, Manager, Beachland Estates Inc Titus Kurniadit, Former Chairman, Lembaga Lanjut Usia Indonesia (Indonesia Institute of Senior Citizens) Bernie Poh, Senior Vice President (Aged Care), GKG Investment Holdings

11:25 Transferrable Models for Southeast Asia's Senior Care Sector

- Assessing the applicability of "Western" senior care models in Southeast Asia
- Selecting the right elements from "Western" senior care models
- A case study of China: Integrating "Western" senior care models into an Asian market

Mark Spitalnik, President & CEO, China Senior Care Inc.

11:55 Operations and Management of Senior Living: **Nursing Care**

- Maintaining and managing quality of nursing services How has technology changed the way nursing is
- What are the challenges nursing care providers face in senior living establishments

THAILAND: Price and Packaging Management to **Meet Different Demands**

- ✓ How will pricing affect consumer take-up in Thailand? Provision and management of quality services at mid-range facilities
- A business case for mid-range facilities using the optimum pricing strategy

Pensiri Panyarachun, Managing Director, Absolute Living

14:00 Assessing Limitations and Changing Mindsets in Southeast Asia

- Filial piety & the boundaries it sets on senior living in Asia Changing mindsets or working with them: A look at
 - multigenerational housing Developing communication lines between families and friends to reduce isolation
 - John Chong, Executive Director, Total Investment Sdn Bhd

14:30 Operations and Management of Senior Living: **Dementia Care**

- Assessing the facilities & initiatives available in Thailand What are the key considerations when managing dementia patients
- Differences between the European and Southeast Asia dementia care models Martin Woodtli, Founder, Baan Kamlangchay

15:00 Operations and Management of Senior Living: Home Care

- Exploring the services and technology available Overcoming technical limitations in Southeast Asia
- Investing in quality products while managing cost

15:30 Managing Social and Psychological Conditions of Southeast Asia's Ageing Population What are the main social and psychiatric concerns for

- the elderly in Southeast Asia Combating depression & loneliness at age care facilities
- What senior care takers can do to prevent depression: A New Zealand case study

Norah Barlow, CEO, Summerset Villages

16:00 Afternoon Coffee Break

Assessing future trends in senior living in Southeast Asia

16:30 Technology and Retirement Living: Exploring New

- Technology Opportunities to Enhance Care Service Assessment and applicability of different and new
 - platforms in senior care technology Utilizing technological functions to make the most of your facility
 - Examples of the latest and best innovations to boost aged care in Southeast Asia
 - To close the conference, the room will be split into two. Each group will be

given 30 minutes to brainstorm their topic and discuss the ways in which Southeast Asia could grow as a retirement hub over the next decade, At the end, the groups will return to their original seats to listen to the roundtable moderators summarizing the points discussed. Roundtable Theme:

Gaining Traction in Southeast Asia: What are the Market

Expectations for the Next Ten Years?

What marketing techniques can care givers in the region utilise to increase demand for retirement living in Southeast Asia? Lesson learnt & best practices from inside & outside the region

Gratora Herman Kwik, Founder, Rukun Senior Living

Assessing the types of payment plans & pricing options feasible for the different retirement facility models

or: Benjamin Cass, Director, Living Well Communities Ptv Ltd

17:45 Chairperson closing remarks

12:25 Networking Luncheon

17:00

Capture the Burgeoning Retirement & Senior Care Market in Southeast Asia!

Your business is about much more than just knocking on doors. Your marketing strategy is much more than a lead generator. Meet the people that are capable of putting pen to paper.

Retirement Living & Senior Care Southeast Asia 2014 can build your brand credibility and help you create a genuine leadership position. Generate awareness and response from a targeted and motivated audience who are leaders in the Southeast Asian Senior Care Industry.

WHY SHOULD YOU SPONSOR?

Retirement Living & Senior Care Southeast Asia 2014 will provide commercial organizations with the opportunity to:

- Educate the market about your skills and services
- Raise brand awareness Enjoy the option of privately arranged meetings and
- consultations with selected potential clients
- Hold face-to-face meetings with your target profile
- Position yourselves as leaders in your field alongside key senior care figures

PLUS! Book early to take advantage of the world-class marketing campaign

- 50+ touch points over 4-months
- 100,000+ individual communications
- Integrated campaign featuring web, social media, direct mail, email,
- Partnerships with leading international publications & associations

To ensure quality and unbiased content of the program, only very limited speaking opportunities are open to technology and service providers. To ensure your target audience in Southeast Asia gets to hear your product philosophy and successful case studies at the conference, it's important to discuss with us about your potential involvement early!

WHO SHOULD SPONSOR?

Industry top stakeholders or world-class solution providers who need to position their services and products among a pool of C-level decision makers including regional and global investors, developers, operators, academia, and government and policy makers, etc. such as:

- Aged care and Nursing Homes
- Technology and Solution Providers
- Architecture and Design Firms
- Consultancy Firms
- Law Firms Rehab & Wellness Service Providers
- Real Estate Consultants/Agencies
- Project Management Firms



No other senior care event can get you one-to-one access to senior decision-makers from both Southeast Asian and global leaders. Make sure you get access to the burgeoning Southeast Asian senior care industry and aren't missing out on this opportunity. See the real ROI by being part of the senior care industry's most comprehensive marketing campaign!

For more information on sponsorship & exhibition opportunities, contact:



Karan Chopra Business Development Manager +65 6493 1872 karan.chopra@imapac.com

Organizations that Previously Attended Our Retirement Living World Events

- Beijing Huixu Wealth Management Company Ltd.
 - **Brightview Senior Living**
- Cherish-yearn Co.,Ltd
- Chevalier International Holdings
- China Social Welfare of Ministry Civil Affairs
- Chongging Renzhi Investment Firm
- CITIC capital
- City Developments Limited Colliers International
- Country Place Living (CP Homes LP)
- Covai Property
- Dahlin Group (Beijing Branch)
- Deloitte Touche Tohmatsu
- Direct Supply Asia Pacific
- Fantasia Holdings Group Co., Limited
- Foster and Partners
- Hindmarsh Retirement Living
- Hui Qin Yuan Retirement Home
- Kempinski Residences
- Keppel Land KPMG
- Lend Lease
- Ming Jia Retirement Home Mitsubishi Research Insititute
- Morrison & Foerster LLP
- Oceania Group
- Rakindo Developers Pvt Ltd
- Shanghai Nanshan Nursing Home for the Aged/MinSheng Retired Home Sino Care
- Standard Chartered Tata Housing Development Ltd
- TecPark Development Co., Ltd.
- The Ultimate Care Group Limited
- Yutong Real Estate Development
- Co.Ltd And Many More!

REGISTRATION FORM

GENERAL PACKAGES & OFFER DEADLINES	LIMITED SUPER (By 21 March)	LIMITED SPECIAL (By 18 April)	EARLY BIRD (By 16 May)	STANDARD PRICE		
3 Day (Main Conference + Investors Conclave) 17-19 June 2014	USD 2,995	USD 3,195	USD 3,395	USD 3,595		
2 Day (Main Conference) Pass 18-19 June 2014	USD 2,195	USD 2,395	USD 2,595	USD 2,795		
Pre-conference Investors Conclave Pass 17 June 2014	USD 1,695	USD 1,795	USD 1,895	USD 1,995		
Pre-conference Retirement Site Tour Pass 17 June 2014	USD 50					
The registration fee includes refreshments, lunch and full conference documentation. The conference fee does not include hotel accompdation.						

Special discounts and eligibility:

- Academic, government and non-profit organizations enjoy 40% off our usual conference pricing. Send your team and save more! 3 delegates, save 10%; 5 delegates, save 20%.
- ONLY one discount scheme is applicable.
- Site Tour is Bookable only with Main Conference or Investors Conclave.

YOUR DETAILS

Name

Job Title	Organizaton
Address	
Postcode	Country
Tel	Fax
Email	
Your primary business	
Authorising Manager	Authorising manager signature
By signing and returning this form, yo	ou are accepting our terms and conditions.
PAYMENT DETAILS	
Payment is due immediately upon rec	eipt of this registration form if you pay by credit card or 3 working days after

ayment is	due immediatel	y upon receip	t of this reg	gistration for	rm if you pay	by credit	card or 3	working o	lays a	fter
our recein	of navment not	tification Nor	-credit carr	navment v	vill incur an a	dditional I	IS\$100			

I want to pay Credit Card Non-credit card and add US\$100 booking fee

Online credit card payment:

Please register at: http://www.imapac.com/index.php?page=RetirementLivingSEA2014-Pricing

Offline credit card payment:

Visa MasterCard American Express

Name on Card Card Number

Expiry Date Signature

Bank transfer; Payment by bank transfer must quote delegate name and conference name. For bank details & swift code, it will be emailed to you as part of the invoice.

Cheque payment: Crossed cheque payable to IMAPAC Pte Ltd, and mail it in a sealed envelope to IMAPAC Pte Ltd, 100 Beach Road #16-09/13 Shaw Tower Singapore 18720

TERMS & CONDITIONS:

- Full payment is due upon registration if you pay for credit card, or 3 working days after receipt of mixtoe. Registration will not be confirmed until full payment has been received, after of the confirmence documentation will be talked 50% of the registration feet if you do not alter the event. A copy of the confirmence documentation will be mailed to you. Upon of registration will be talked 50% of the registration feet if you do not alter the event. A copy of the confirmence declined will be mailed to you. Staff at the event will request a credit card guarantee for delegates without proof of payment.
- CAMPEL AND A SUBSTITUTION FOLCY:

 Characteristics must be recovered in serior in if the carcellation is received more than 14 days before the conference attendees will receive a full credit rate to a future conference. Carcellations received it days or less (including the fourthein day) ports or the conference will be labely for the full fee.

 In the present that Montage Campels are conference, present sectioned in the conference will be labely for the full fee.

 In the present that Montage Campels are conference, presents received in the conference or in the event of postponement by MAPAC,

- CHANGES TO CONFERENCE & AGENDA: IMAPAC reserves the right to postpone or cancel an event, to change the location or alter the advertised speakers for an event. IMAPAC is not responsible or damage as a result of substitution, alteration, postponement or cancellation of an event due to causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident

a conference is cancelled, IMAPAC is not liable for any costs incurred by delegates in connection with their attendance. Control to alter the content and timing of the program ritly of the speakers without any liability to the delegates. Changes to the agenda will be updated on our website as soon as possible.

DATA PROTECTION: The personal information shown and/or provided by you will be held in a dat may be obtained or made available to regulable third parties for marketing purposes. If you do not





17-19 June 2014 Kuala Lumpur, Malaysia 4 Easy Ways to Register:

The quickest & easiest way to register is online using a credit card. Visit: http://www.imapac. com/index.php?page=Retirement LivingSEA2014-Pricing

Telephone

To register over the phone, please call us on +65 6493 2093

+65 6722 0649

Please fax your booking form to

By cheque made payable to: IMAPAC PTE, LTD.

Send with this booking form to: IMAPAC PTE. LTD. 100 Beach Road #16-09/13 Shaw Tower Singapore 189720

Group Booking

Send your team & save more! 3 delegates SAVE 10%

5 delegates SAVE 20% Call +65 6493 2093 or go online

& register at: http://www.imapac. com/index.php?page=Retirement LivingSEA2014-Pricing