



DEVELOPING SENIORS LIVING & HEALTHCARE COMMUNITIES IN MALAYSIA

7 November 2012, Sunway Hotels & Resorts, Kuala Lumpur, Malaysia

Organised by



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Expert Speakers

Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia
Dr Chong Su-Lin, CEO, Prince Court Medical Centre, Malaysia
Mr Barry Hirschfeld, President & CEO, Asia Investment Partners, Japan
Mr Mats Manderbacka, Chairman, HUR, Finland
Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore

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 that will be officiated by the Prime Minister of Malaysia. 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

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. The Alliance is headquartered in Singapore.

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.



MALAYSIAN INTERNATIONAL HEALTHCARE TRAVEL EXPO & CONFERENCE

Conference Day One - 6 November 2012

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, *Founder & Managing Director, Waterbrook Lifestyle Resorts, Australia*

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

Mr Mats Manderbacka, *Chairman, HUR, Finland*

Moderator:

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



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Programme

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

- 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	<p>Presentation 2: Creating the best environment for Malaysians to age-in-place (Healthy ageing, independent ageing and happy ageing)</p> <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 <p>Ms Janice Chia, Founder and Managing Director, Ageing Asia Pte Ltd, Singapore</p>
11:30am	<p>Presentation 3: Five star luxury retirement living in Malaysia</p> <ul style="list-style-type: none"> • What do baby boomers want? • Vision for luxury seniors living resorts in Asia • Combining hospitality and seniors living <p>Mr Kevin Ryan, Founder & Managing Director, Waterbrook Lifestyle Resorts, Australia</p>
12:00pm	<p>Presentation 4: Operational models for seniors housing</p> <ul style="list-style-type: none"> • What are the different types of operational models • Expected returns in investing in seniors housing communities • Examples of different operational models and their unique selling points <p>Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia</p>
12:30pm	<p>Presentation 5: Delivering services that enable healthy ageing in Malaysia</p> <ul style="list-style-type: none"> • 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 <p>Mr Mats Manderbacka, Chairman, HUR, Finland</p>
1:00pm	Networking lunch
2:00pm	<p>Case-study and panel discussion: Stages in creating a model retirement living and healthcare development in Malaysia</p> <p>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)</p> <p>Mr Tan Choe Lam, Founder and Managing Director, Jeta Gardens Group, Australia Mr Kevin Ryan, Founder & Managing Director, Waterbrook Lifestyle Resorts, Australia 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</p>
4:00pm	Closing remarks by chair
4:30pm	Closing ceremony by the Malaysian Minister of Health

Workshop Expert Speakers:

	<p>Mr Tan Choe Lam, <i>Founder and Managing Director, Jeta Gardens Group, Australia</i> 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 & and 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.</p>
	<p>Mr Kevin Ryan, <i>Founder & Managing Director, Waterbrook Lifestyle Resorts, Australia</i> Kevin Ryan is the founder and Managing Director of Waterbrook Lifestyle Resorts and was the driving force behind a number of successful residential developments prior to the commencement of the award-winning Waterbrook Yowie Bay in Sydney's Sutherland Shire in 2001. Kevin's vision to develop five-star Lifestyle Resorts for retirees in exclusive locales has revolutionised the Retirement Industry in Australia. Kevin's commitment to the Industry is obvious by his executive profile and active participation on both the National and State Boards of the Retirement Village's Association. Kevin's vision is to deliver his "Waterbrook" model throughout key locations in China as well as the wider Asian regions.</p>
	<p>Dr Chong Su-Lin, <i>CEO, Prince Court Medical Centre, Malaysia</i> 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.</p>
	<p>Mr Mats Manderbacka, <i>Chairman, HUR, Finland</i> 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.</p>
	<p>Ms Janice Chia, <i>Founder and Managing Director, Ageing Asia Pte Ltd, Singapore</i> 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.</p>