

Ushering in the Silver Economy for Retail Business

開啟零售業的銀色經濟

Date 日期	: 29 / 4 / 2024 (Monday 星期一)
Time 時間	: 11:30am – 12:30pm 上午 11 時 30 分至下午 12 時 30 分
Venue 地點	: the STAGE, Hall 5E, HKCEC 香港會議展覽中心 展覽廳 5E, the STAGE
Language 語言	: English (with simultaneous interpretation in Putonghua) 英語 (設普通話即時傳譯)
Remark 備註	: Free Admission (Please click HERE to register online) 免費入場 (「 按此 」登記)

Time 時間	Programme 程序
11:15am – 11:30am	Registration 登記
11:30am – 11:35am	Souvenir Presentation and Photo Session 致送紀念品及拍照
11:35am – 11:45am	<p><u>Exploring the Senior Lifestyle Business Landscape in Asia</u> <u>探索亞洲銀髮族生活方式商業格局</u></p> <p>Speaker 講者: Ms Sylwin Angrew, General Manager, Ageing Asia</p>  <p>Ageing Asia™</p>
11:45am – 11:55am	<p><u>Is the Silver Economy a sunrise industry in Mainland China?</u> <u>中國銀髮經濟前景的幾點意考</u></p> <p>Speaker 講者: Ms Ines Liu, Senior Manager, International Business Advisory, 國際業務諮詢部資深經理 劉元元女士 Dezan Shira & Associates</p>  <p>DEZAN SHIRA & ASSOCIATES Your Partner for Growth in Asia</p>
11:55am – 12:10pm	<p><u>Participatory Design with Older Adults: Exploring the Latent Needs of Young-Old in Daily Living Using a Universal Design Approach</u> <u>參與式設計：使用通用設計探索長者在日常生活中的潛在需求</u></p> <p>Speaker 講者: Dr Alex King, Co-Founder, AlexKingAtelier; Executive Committee, Chairman of Award & Exhibition Council, Hong Kong Designers Association AlexKingAtelier 聯合創始人; 香港設計師協會 獎項及展覽委員會主席 執行委員 荊培育博士</p>  <p>ALEXKING ATELIER & TheGrayFactory</p>
12:10pm – 12:30pm	Panel Discussion 討論環節 / Q&A session 問答環節

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Organiser 主辦機構:

About the Speakers 講者簡介

Ms Sylwin Andrew, General Manager, Ageing Asia Alliance

Since joining Ageing Asia in 2012, Sylwin has been actively engaging in discussions with key industry stakeholders, and constantly kept updated on the latest trends in Asia Pacific's ageing market. Sylwin is also the Head of Business Development at Ageing Asia. She continually seeks to enhance the quality of Ageing Asia's B2B platform, and curate opportunities for the Alliance's members and partners to access the region's ageing market.



In December 2021, Sylwin joined Supermom – Singapore Fastest Growing Parenting Media Platform as the Regional Vice President of Commercial, in charge of driving commercial success in key markets such as Indonesia, Malaysia and Philippine. She is also responsible launching Supermom Indonesia market research offering by fostering key partnerships and commercial successes, expanding market share, and consistently exceeding revenue targets. Some of her market research client include IPSOS, Kimberly Clarke, Wondermann Thomson, Nestle Indonesia.

In February 2023, Sylwin joined back Ageing Asia as she finds that her passion lies in serving the eldercare sector and for creating a better world for older adults all across the world. Sylwin is an Indonesian who has lived in Singapore for close to 25 years. She holds an Honours in Bachelor of Management from the University of London, and has a passion for wine & wellness.

自 2012 年加入 Ageing Asia 以來，Sylwin 一直積極與主要業界持分者討論，並持續了解亞太老齡化市場的最新趨勢。Sylwin 也是 Aging Asia 的業務開發主管。她不斷尋求提高亞洲老化 B2B 平台的質量，並為聯盟成員和合作夥伴創造進入該地區老化市場的機會。

2021 年 12 月，Sylwin 加入新加坡發展最快的育兒媒體平台 Supermom，擔任區域商業副總裁，成功推動印尼、馬來西亞和菲律賓等關鍵市場商業發展。她還透過 Supermom Indonesia 市場研究，成功促進關鍵夥伴的商業合作、擴大市場佔有率並持續超額完成收入目標。她負責的市場研究客戶包括 IPSOS、Kimberly Clarke、Wondermann Thomson、印尼雀巢。

2023 年 2 月，Sylwin 重新加入亞洲老齡化組織，因為她發現自己的熱情在於服務老年護理行業，並為全世界的老年人創造一個更美好的世界。Sylwin 是印尼人，在新加坡生活了近 25 年。她擁有倫敦大學管理學榮譽學士學位，並對葡萄酒和健康充滿熱情。

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About the Speakers 講者簡介

**Ms Ines Liu, Senior Manager, International Business Advisory,
Dezan Shira & Associates 國際業務諮詢部資深經理 劉元元女士**

As a core member of our International Business Advisory team, Ines provides strategic guidance to foreign investors on market entry, corporate structuring, cross-border tax considerations, and the legal and tax intricacies associated with Foreign Direct Investment (FDI) in Asia.

In addition, Ines leads the firm's Australian client services desk in Asia and spearheads business development initiatives in Australia.

Before joining Dezan Shira & Associates, Ines acquired extensive auditing and assurance experience working at PwC, and managed investor relations for China-based U.S. IPOs while working at Ogilvy Public Relations Worldwide. She has also practiced in specific areas of auditing, financial and corporate communications, and general accounting and management consulting.

劉元元女士 (Ines) 是 Dezan Shira & Associates 的國際商業諮詢團隊的核心成員，為外國投資者提供企業整合、跨境稅務及與亞洲外商直接投資 (FDI) 相關的法律和稅務方面的戰略指導。

此外，Ines 是該公司在亞洲地區的澳洲業務主管，負責領導並推動在澳洲的業務發展。

在加入 Dezan Shira & Associates 之前，Ines 在普華永道工作期間獲得了豐富的審計和鑒證經驗，並在奧美公關全球公司工作期間管理中國投資客戶在美國首次公開募股的業務。她還曾在審計、財務和企業傳播、一般會計和管理諮詢等特定領域執業。

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**Dr Alex King, Co-Founder, Alex King Atelier;
Executive Committee, Chairman of Award & Exhibition Council,
Hong Kong Designers Association**

**AlexKingAtelier 聯合創始人；香港設計師協會 獎項及展覽委員會主席 執行委員
荊培育博士**



Dr. Alex King is a highly experienced product designer who has worked extensively in Hong Kong and Shanghai in the field of product design. He holds a Ph.D. in Design from The Hong Kong Polytechnic University and specializes in universal design and participatory design research with mild cognitive impaired people. Over the past decade, Dr. King has been recognized with numerous international design awards, including the Red Dot Design Award, iF Design Award, Hong Kong Awards for Industries: Consumer Product Design, Hong Kong Smart Design Award, and Hong Kong Print Awards.

Dr. King holds important positions in various design organizations, including being the director of the award and exhibition council of the Hong Kong Designers Association, honorary secretary of the Graphic Arts Association of Hong Kong, and associate director in the 31st Hong Kong Print Awards. Furthermore, he is the Co-Founder of AlexKingAtelier, dedicated to promoting lifestyle design and providing opportunities for younger generation to learn about design inclusion benefiting to society as a whole.

荊培育博士是一位專業設計師，擁有香港理工大學產品設計學士，工商管理碩士及博士學位，專長通用設計和創新產品設計。他多年來獲得許多國際設計獎項，其中包括 2021 年德國 iF 設計大獎、紅點設計大獎、韓國 K-設計大獎、香港智營設計大獎以及香港印製大獎等。

荊博士在 2007 年成功開發長者智慧型手機，並在一家跨國公司擔任高級設計主管。荊博士擁有豐富的教學經驗，曾於香港理工大學和香港公開大學任教學士課程。近年來，他擔任多個國際知名設計比賽的評判，並致力為香港創意產業及教育作出貢獻。

他目前是香港設計師協會獎項及展覽委員會主席，香港印藝學會常務委員，第 31 屆香港印製大獎的副總監和 AlexKingAtelier 的聯合創始人。

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