

FOOD FOR ELDERLY PAVILION SHOWCASES TASTY & FUNCTIONAL FOOD AT ELDEX ASIA 2019

Singapore, 14 March 2019 – Enterprise Singapore, the trade and enterprise development government agency, together with the Association of Small and Medium Enterprises (ASME), will be supporting close to ten Singapore-based food companies to exhibit at the Food for Elders Pavilion at the inaugural ELDEX ASIA exhibition and conference in November 2019. These companies will be showcasing new products developed to meet the unique needs and preferences of elderly consumers, ranging from ready-to-eat meals, protein-rich natural foods, as well as calorie and nutrient-dense snacks, desserts and beverages.

Ms Kee Ai Nah, Executive Director of the Lifestyle & Consumer Cluster in Enterprise Singapore said, “As the segment of elderly consumers in the Asia Pacific region grows, the number of Singaporeans aged above 65 will also increase from 500,000 (one in seven) in 2017 to 900,000 (one in four) by 2030. The elderly has unique preferences and needs for food products in terms of nutrition, taste, texture, packaging and ease of preparation. Enterprise Singapore currently supports our homegrown companies in the development of high-quality, innovative, tasty and functional food products that are suitable and beneficial for the elderly. Many of these products were created in response to real problem statements provided by hospitals and eldercare homes.”

Food for Elders is an initiative under FoodInnovate, a multi-agency¹ effort led by Enterprise Singapore. FoodInnovate supports Singapore-based food manufacturers with the resources and knowledge to develop new ideas, products and processes. It is a deliberate, concerted effort by both public and private sector stakeholders to position Singapore as Asia’s leading food and nutrition hub. More information can be found at <https://www.enterprisesg.gov.sg/industries/type/food-manufacturing/boost-capabilities>

Mr Joseph Yeo, ELDEX Director, observed, “One of the conference themes identified by our Advisory Board Chairman, Dr Tan Jit Seng, is Nutrition for Elders. Elderly nutrition is a topic of growing interest in the region. We are therefore excited that we are able to work closely with Enterprise Singapore to feature Food for Elders at ELDEX Asia. We are particularly keen to support the initiative as the products are created largely in response to what buyers like nursing homes seek for their residents. Such an approach is aligned with our ambition to develop products for the industry by the industry. We are confident that exhibitors at the Food for Elders Pavilion will meet their potential clients from Singapore and the region through our various initiatives including the hosted buyers programme. We are also delighted that we have the support of the Association of Small Medium Enterprises to oversee the

¹ Other government partners include the Agency for Science, Technology and Research (A*STAR); the Agri-Food and Veterinary Authority of Singapore (AVA); the Economic Development Board Singapore (EDB); the Intellectual Property Intermediary (IPI) and JTC Corporation (JTC).



Lifestyle
& Wellness



Architecture
& Fittings



Healthcare
& Rehabilitation



Technology,
Digital & IT



Finance, Insurance
& Other Services



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Singapore Pavilion. With the support of ASME and Enterprise Singapore, Singapore companies can leverage ELDEX Asia as a platform to further grow their business.”

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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.

About ELDEX Asia

ELDEX Asia is a B2B2C show that creates an 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 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 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.



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The Great
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About Enterprise Singapore

Enterprise Singapore, formerly International Enterprise Singapore and SPRING Singapore, is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards. Visit www.enterprisesg.gov.sg for more information.

About ASME

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards – The Entrepreneur of the Year Award and Singapore Prestige Brand Awards are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

Visit www.asme.org.sg for more information.

