



2017

**黃金時代展覽暨高峰會
Golden Age Expo & Summit**

2017/01/21-22

香港會議展覽中心

Hong Kong Convention & Exhibition Centre

展後報告

Post Event Report



展會報告 Event Report	3
展會資料 Fair Facts	13
高峰會及專區場次日程 Summit & Seminar Schedules	18
高峰會日程 Summit Schedule.....	19
專區場次日程 Seminar Schedule	25
廣告宣傳及媒體報道概覽 Promotion & Publicity Summary	27



展會報告

Event Report



黃金時代展覽暨高峰會 全城「型」接智齡生活

1月21-22日 香港會議展覽中心1C館

「黃金時代展覽暨高峰會」於2017年1月21至22日假灣仔會議展覽中心成功舉辦。這是全港唯一以「黃金時代」為題的大型綜合展覽暨高峰會，讓各界人士認識先進及優質的產品和服務，加深對黃金世代(指四十五歲以上、準備退休及已退休人士)智齡化的認識。開幕主禮嘉賓分別有勞工及福利局局長蕭偉強先生、前安老事務委員會主席梁智鴻醫生及譚耀宗先生、前立法會主席曾鈺成先生、前民政事務局常任秘書長李麗娟女士、德國「對話社會企業」創辦人兼行政總裁海寧克博士 (Dr. Andreas Heinecke)、香港社會服務聯會總主任(長者)陳文宜女士，以及黃金時代基金會創辦人兼主席容蔡美碧女士。眾多退休及現任高官名人、商界精英、社福機構和社企界代表均支持出席，場面熱鬧。一連兩天的活動共吸引11,780人次入場參觀，比去年增加了110%。



跨代參與 萬人雲集!

在這個大型綜合展覽暨高峰會，進場人士可認識和體驗先進及優質的產品和服務，為退休和老齡生活作出更好和充足的準備。今屆展覽會的規模比去年擴大一倍有多，超過130個展位展出數千項來自日本、韓國、臺灣、中國、歐美各國和本港以「黃金世代」為對象的產品及服務，包括智慧家居用品、嶄新科技產品、保健用品及食品、護理服務、旅遊文化娛樂、就業規劃服務、生命教育等，資訊豐富，為入場人士帶來嶄新體驗。同場還舉行「黃金時代高峰會」，匯集50多位國際和本地重量級主講嘉賓集思廣益，探討如何透過應用科技、商業

營運、優化服務等，建構香港成為「智齡城市」。現場更有各項健康測試、精彩表演、健身示範、產品演示、互動環節、攝影專區等。

展品類別有：

- 智能科技產品、復康器材、按摩器材、行動輔助用具等，如全自動沐浴設備「Sit & Shower」；
- 健康檢查服務、保健及營養補充產品，如快速檢測糖尿病上眼的瞳訊智能糖網篩查平台，Kiss & Tel 口水測試血糖；
- 財務策劃、遺產規劃、保險、地產、退休計劃及就業配對等；
- 康樂用品、抗衰老產品、時尚服飾、運動用品、美容化妝品等；
- 智能家居和安老院、長者家居裝修、優化傢私、安全燈飾、安全廚具及家庭用品等；
- 持續教育、技能培訓、興趣班、藝術及文化欣賞班、運動健體班等；勞工處於會場提供空缺搜尋終端機，供黃金一代尋找合適就業空缺。
- 社會服務和參與、義工服務、社企及非牟利團體活動等。





「黃金時代高峰會」集思廣益

同場舉辦的「黃金時代高峰會」，匯集 50 多位國際和本地重量級主講嘉賓，其中包括德國「對話社會企業」創辦人兼行政總裁海寧克博士(Dr. Andreas Heinecke)、美國 Home Care Associates 行政總裁 Mrs. Karen Kulp、星加坡 Active Global Specialised Caregivers 行政總裁 Ms. Yorelle Kalika 及多位本地專家和學者，透過應用科技、商業營運、優化和創新服務等主題集思廣益，深入探討高齡社會的機遇與挑戰，共同合作建構香港成為「智齡城市」。



海寧克博士在開幕禮上發表「尋找真正的時光寶藏」主題演講。他表示：我們不是逐漸年長，反而是逐漸年輕。因為即使處於高齡，我們還有能力做的事比我們上一輩多。今天，即便是已屆 60 歲，精神和身體機能狀態實際是以往的 40、50 歲。

年齡變得只是一個數字；我們的身份可以與實際年齡無關，很多黃金一代都在這階段才成為了高齡企業家或政治家。智能技術和主流的數碼解決方案不是讓長者過上幸福和健康生活的靈丹妙藥；人文和人性化的解決辦法比起應用程序和機器人技術更加重要。他呼籲透過教育，促進跨代對話，加強大眾對長者的關注。

其中的政策對話環節，由政務司司長張健宗透過視像介紹政府的全面支援退休保障，包括醫療、住屋、綜緩津貼等。同場的討論嘉賓和富社會企業的李宗德博士呼籲社會重整個人、家庭和工作的



價值觀，以尊重和關愛為基礎。工商界在賺錢的同時亦創造更多社會價值。另一嘉賓聖公會總幹事李正儀博士認為社福機構可重新整合資源，擴大與其他界



別，如醫療界和商界的合作，提供個人化的綜合服務給年長人士。團結香港基金副總幹事兼公共政策部主管黃元山建議政府建立「個人化綜合護理系統」，包括為 45 歲以上的人士提供體檢醫療卷，管理慢性疾病；又建議成立「健康促進網絡」，在社區提供有系統的個人化綜合護理服務。

開幕禮表演 傳承優良文化

黃金時代基金會透過開幕禮的表演，支持優良傳統的承傳。由振奮人心的鼓樂表演揭開序幕。著名太極養生名家李暉師傅及「太極耆緣養生會」透過一個多元化和精彩的太極及內家拳演出，表現黃金一代人士正面和健康的一面，強調健康養生乃黃金一代人士享受優質生活的基石。

「璀璨芳華」長衫時裝秀

長衫承載了本土文化及情懷。對黃金一代人士（45+）來說，長衫是一份美好的集體回憶。我們成長的年代，



也正是長衫的黃金時期。當時的女性，無一不穿長衫。在「璀璨芳華」長衫秀上，十多位在工商專業界長袖善舞的女士，穿上本港設計師的創意設計，展示香港長衫“時尚化”，“年輕化”及“常服化”的特色，令人嘆為觀止。

「祝你一路好走」跨代談生死研討會

為打破「談死」的隔代障礙，黃金時代高峰會請來兩位「老友記」、行政會議成員陳智思及立法會議員鄭俊宇進行一場研討生死的對談。作為兒子的陳智思先生剛經歷過先慈的離世，自己亦曾經患過重病，他分享自己對「死亡」的感受和準備。死亡是家事、私務，但亦是一個重要的社會議題。面對人口老化，我們的善終和殯葬設施、政策、法例和服務是否足夠？鄭俊宇議員分享自己的經歷說明「死亡」從來不是個人的事，也是家人、朋友和社區的事。兩位對談



的老友記分享他們準備死亡的歷程。很多時候，長者會慨嘆自己未及於「死亡」來臨前好好回顧、收拾和處理人生在世幾十年的生活、關係和回憶。



基金會創辦人及主席容蔡美碧女士表示：「高齡化是人類史上前所未有的長壽現象，雖是重大的挑戰，亦是新的機遇。既然沒有先例可援，唯有採取積極行動才能創造改變，帶領社會邁向嶄新的階段 - 即以中、老年人口為重心的社會。我們要建設的是一個智齡社會，以智慧生活，高齡福祉為目標。事實上，不祇人老化，社會的觀念、制度、設施等都同樣老化，許多都已經不合時宜。跨界別的溝通，互為配合的行動，以及創新的商業模式，日益顯得重要。」

(完)



Golden Age Expo and Summit Celebrating Smart Ageing

21-22 January 2017

Organized by Golden Age Foundation, the “Golden Age Expo and Summit” was successfully held from 21st to 22nd January 2017 at the Hong Kong Convention & Exhibition Centre. This was the only large-scale Expo and Summit specially catered for the Golden Age population (i.e. people aged 45 and above, retirees and the elderly).

Opening ceremony officiating guests included:

- Secretary for Labour and Welfare - Mr. Stephen Sui
- Former Chairmen of Elderly Commission - Dr. Edward Leong and Mr. Tam Yiu-chung
- Former President of Legislative Council - Mr. Jasper Tsang
- Former Permanent Secretary for Home Affairs - Ms. Shelley Lee
- Founder and CEO of Dialogue Social Enterprise GmbH - Dr. Andreas Heinecke
- Chief Officer (Elderly Service) of The Hong Kong Council of Social Service - Ms. Grace Chan
- Founder & Chair of Golden Age Foundation - Mrs. Rebecca Choy Yung

Many retired and present government officials, leaders from businesses, NGOs, social enterprises participated and supported the event. The two-day event recorded a total of 11,780 visitors, registering a 110% over that of last year.

Record-breaking Attendance

The Expo was twice as big as that of last year with over 130 booths, showcasing thousands of innovative products and services from Japan, Korea, Taiwan, Europe, China and Hong Kong specially catered for the Golden Age population, including smart home design, new technology products, health care products and services, nursing services, tourism, culture and entertainment, employment planning services, life education etc. Many of these displays were brand new, bringing a totally fresh experience to visitors. Moreover, the Summit gathered over 50 renowned international and local speakers to discuss and explore innovative ways of building Hong Kong into



a ‘Smart Ageing City’. The health screening, performances, fitness and product demonstrations, interactive and photography sessions throughout the two-day event likewise attracted many visitors.

Major exhibits included:

- Rehabilitation equipment, massage equipment, walking & mobility aids, etc. An automatic bath device called “Sit & Shower” attracted a lot of attention.
- Health check services, health supplements, etc. Such as the Visiona Intelligent DR Screening Platform that may check diabetes within 40 seconds by scanning the retina; and Kiss & Tell Saliva Glucose Testing.
- Financial planning, estate planning, insurance, property, retirement homes & scheme, job matching, etc. The Labour Department of the Government has set up a computerized job matching system on-site. Golden Agers looking for jobs may input their details into the system.
- Recreational products, anti-ageing products, fashion, footwear, etc.
- Smart & retirement homes, elderly housing decoration, furniture optimization, safety lighting, kitchenware, household goods, etc.
- Continuing education, skills training courses, hobby classes, arts & culture classes, sport & fitness training, etc.
- Community service, volunteer service, social enterprise & NGO Activities

Thought- Provoking Summit

The Golden Age Summit gathered over 50 renowned international and local speakers such as Dr. Andreas Heinecke, Founder and CEO of Dialogue Social Enterprise GmbH from Germany, Mrs. Karen Kulp, CEO of Home Care Associates from the USA, Ms. Yorelle Kalika, CEO of Active Global Specialised Caregivers from Singapore, and many other well-known local speakers to discuss and explore innovative ways of building Hong Kong into a ‘Smart Ageing City’.

During the Keynote Speech “On Search of Gained Time”, Dr. Heinecke stated that “we are not getting older, but younger. Because in the old age, we still have the abilities to do more things than our last generation. Nowadays, even at 60, our mental and physical



functions are similar to that of a 40-50 old person of the past. Age has become just a number. Our identity can be irrelevant to our age. Many people become matured entrepreneurs or politicians at their golden ages. Smart technology and mainstream digital solutions are not the solution to live a happy and healthy life, whereas humanistic solutions are more important than technological application and robotics.” He called for the promotion of cross-generation dialogue through education to arouse genuine care for the elderly.

During the Policy Dialogue session, The Hon Matthew Cheung, Chief Secretary for Administration, joined the Dialogue online. He explained the Government's policy of a holistic retirement approach, including medical care, housing, comprehensive social security assistance and allowance, etc. Dr. Joseph Lee, President of Wofoo Social Enterprise, called for a rebuild of our individual, family and work values. The industrial and business sectors should provide both economic and social values for the ageing society. Dr. Jane Lee, Director of Hong Kong Sheng Kung Hui Welfare Council, believed social welfare organizations can re-integrate their resources and expand cooperation with other sectors, for example, the medical and business sectors, to provide personalized and integrated services to the elderly. Mr. Stephen Wong, Deputy Executive Director and Head of Public Policy of Our Hong Kong Foundation, suggested the Government to establish a "Personalized Integrated Care System", which provides medical check-up vouchers for people over the age of 45 to manage chronic diseases. He also suggested establishing a "Health Promotion Network" to provide systematic personalized and integrated care services in the community.

Opening Performance: Inheritance of traditional culture

Golden Age Foundation supported the inheritance of traditional culture with its opening performances, including a spectacular drum performance, Tai Chi and inner boxing performance by the well-known Tai Chi Master Li Fai and her Golden Age students. A group of stunning women executives staged the "In the Mood for Blossoms" catwalk at the Opening, reviving Cheongsam in its modern form suitable for day to night occasions.



Cross Generation Dialogue on Death

Another highlight of the Summit was a cross generation dialogue on death.

The Hong Kong Council of Social Service Chairman Mr. Bernard Chan, shared that “Death is a family and private matter, but it is also a significant social issue. Legislative Councilor Mr. Roy Kwong stated that death has never been a personal matter, but also a matter of family, friends and the community. Two Golden Age Representatives shared that many elderly regret that they have no time to have a final review of their lives, and settle their decades of relationships and memories in the world before they reach the end of their lives.

Mrs. Rebecca Yung, Founder & Chair of the Foundation, stated that “longevity is a phenomenon that has never occurred in human history before. It presents both challenges and opportunities. Since there are no precedents to follow, we have to tackle the situation with positive actions and lead the society towards a new stage in which the proportion of middle-aged and elderly populations is dominant. Our vision is to build a "Smart Ageing City" with a new mindset, new socio-economic and technological environments that enable the elderly to lead a healthy, active and purposeful life. In fact, not only are people ageing, the social concepts, systems, facilities, etc. are also ageing. Many of them are out of date. Therefore, cross-sector communications, collaborations, and innovative business models have become increasingly important.”

(End)



展會資料

Fair Facts



FAIR NAME 展會名稱

Golden Age Expo & Summit
黃金時代展覽暨高峰會

DATE 日期

21 - 22/ 1 / 2017 (Saturday to Sunday)
2017年1月21-22日(星期六至日)

OPENING HOURS 開放時間

11am – 7pm
上午 11 時至下午 7 時

VENUE 地點

Hall 1C, Hong Kong Convention & Exhibition Centre
香港會議展覽中心 1C 展覽館

NO. OF BOOTHS 展位數目

Over 130
超過 130 間

CATEGORIES OF EXHIBITS 展品類別

- Health & Technology 健康與科技
Health Check Services, Health Supplements, Rehabilitation Equipment, Massage Equipment, Walking & Mobility Aids, etc.
健康檢查服務、保健及營養補充產品、復康器材、按摩器材、行動輔助用具等
- Money & Work 理財與工作
Financial Planning, Estate Planning, Insurance, Property, Retirement Homes & Scheme, Job Matching, etc.
財務策劃、遺產規劃、保險、地產、退休計劃及就業配對等
- Recreation & Lifestyle 娛樂與時尚生活
Recreational Products, Anti-Ageing Products, Fashion, Sporting Goods, Beauty & Cosmetology, etc.
康樂用品、抗衰老產品、時尚服飾、運動用品、美容化妝品等
- Smart Home 智能家居
Smart & Retirement Homes, Elderly Housing Decoration, Furniture Optimization, Safety Lighting, Kitchenware, Household goods, etc.



智能居所和安老院、長者家居裝修、優化傢私、安全燈飾、安全廚具及家庭用品等

- Continuing Education & Culture 持續教育與文化
Continuing Education, Skills Training Courses, Hobby Classes, Arts & Culture Master Classes, Sport & Fitness Training, etc.
持續教育、技能培訓、興趣班、藝術及文化欣賞班、運動健體班等
- Community Service & Engagement 社會服務和參與
Volunteer Service, Social Enterprise & NGO Activities
義工服務、社企及非牟利團體活動

ORGANIZER 主辦單位

Golden Age Foundation
黃金時代基金會

PARTNERS 合作伙伴

- Elderly Commission 安老事務委員會
- Hong Kong Council of Social Service 香港社會服務聯會
- International Federation on Ageing 國際老齡聯合會

ACADEMIC PARTNERS 學術伙伴

- Sau Po Centre on Ageing, The University of Hong Kong
香港大學秀圃老年研究中心
- CUHK Jockey Club Institute of Ageing
香港中文大學賽馬會老年學研究所
- City University of Hong Kong Department of Applied Social Science
香港城市大學應用社會科學系
- Institute of Active Ageing, Hong Kong Polytechnic University
香港理工大學活齡學院

MAIN SPONSORS 主要贊助

- China CITIC Bank International Limited 中信銀行（國際）有限公司
- Wofoo Social Enterprises 和富社會企業
- FIL Investment Management (Hong Kong) Limited 富達基金（香港）有限公司
- Link Asset Management Limited 領展資產管理有限公司
- Our Hong Kong Foundation 團結香港基金政策研究所



SPONSORS 贊助

- Hong Kong Housing Society 香港房屋協會
- General Mills Hong Kong

SERVICE SPONSORS 服務贊助

- Chow Tai Fook Enterprises Limited 周大福企業有限公司
- AV Promotion Limited AV 策劃推廣有限公司
- Fimmick

MEDIA PARTNERS 媒體伙伴

- Hong Kong Economic Times 香港經濟日報
- Skypost 晴報
- Metro Broadcasts 新城電台
- ET Nets 經濟通

HEALTHCAREPARTNER 健康護理伙伴

Bamboos Professional Nursing Services Limited
百本專業護理服務有限公司

SUPPORTINGORGANIZATIONS 支持機構

- Education for Good 仁人學社
- The Good Lab 好單位
- Senior Citizen Home Safety Association 長者安居協會
- Longevity Design House 長屋設計
- Federation of Hong Kong Industries 香港工業總會
- Hong Kong Women Professional & Entrepreneurs Association
香港女工商及專業人員聯會
- Hong Kong Elderly Commission 香港安老諮詢委員會
- The Italian Chamber of Commerce in Hong Kong & Macao
香港及澳門意大利商會
- Hong Kong Federation of Women 香港各界婦女聯合協進會
- Hong Kong Association of Gerontology 香港老年學會
- The American Chamber of Commerce in Hong Kong 香港美國商會
- CityU Apps Lab 香港城市大學應用程式實驗室
- Hong Kong Chiropractic College Foundation 香港脊骨神經科醫學院基金
- The Hong Kong Society of Rehabilitation 香港復康會



- Hong Kong Sheng Kung Hui Welfare Council
香港聖公會福利協會
- Hong Kong Retail Management Association 香港零售管理協會
- Hong Kong Apparel Society 香港製衣同業協進會
- La Violet Education 籽識教育
- WINGS 詠翔
- Evangelical Lutheran Church (Elderly Service) 基督教香港信義會長者綜合服務
- The Jade Club 尊賢會
- New Life Psychiatric Rehabilitation Association 新生精神康復會
- Happy Retired 樂活新中年
- The Chin Family 錢家有道
- Hospital Authority 醫院管理局
- Around HK
- SMARTE

ENQUIRY 查詢詳情

Tel 電話: (852) 8102 1068

Email 電郵: info@goldenage.foundation

Website 網址: <http://goldenage.foundation>



高峰會及專區場次日程

Summit & Seminar Schedules



SUMMIT DAY 1 PROGRAM 高峰會第一日 日程

10:30 - 11:00 Opening Ceremony 開幕典禮

- Taichi & Martial Arts Performance 太極及內家拳表演
- “A Mood for Blossom” Cheongsam Show 「璀璨芳華」長衫時裝秀
- Opening Ceremony 開幕儀式

Officiating Panel 主禮團:

- Mr. Stephen Sui, JP, Acting Secretary for Labour and Welfare
勞工及福利局局長 蕭偉強先生, JP
- Dr. Edward Leong, GBM, JP, Former Chairmen of Elderly Commission
前安老事務委員會主席 梁智鴻醫生, GBM, JP
- Mr. Tam Yiu-chung, GBS, JP, Former Chairmen of Elderly Commission
前安老事務委員會主席 譚耀宗先生, GBS, JP
- Mr. Jasper Tsang, GBM, GBS, JP, Former President of Legislative Council
前立法會主席 曾鈺成先生, GBM, GBS, JP
- Ms Shelley Lee, GBS, OBE, JP, Former Permanent Secretary for Home Affairs
前民政事務局常任秘書長 李麗娟女士, GBS, OBE, JP
- Dr. Andreas Heinecke, Founder and CEO of Dialogue Social Enterprise GmbH
德國 Dialogue Social Enterprise GmbH 創辦人兼行政總裁 海寧克博士
- Ms Grace Chan, Chief Officer (Elderly Service) of The Hong Kong Council of Social Service
香港社會服務聯會總主任(長者) 陳文宜女士
- Mrs. Rebecca Choy Yung, Founder & Chair of Golden Age Foundation
黃金時代基金會創辦人兼主席 容蔡美碧女士

11:00 – 12:00

Keynote Speech 主題演講: On Search of Gained Time 尋找真正的時光寶藏

Speaker 主講者:

- Dr. Andreas Heinecke, Founder and CEO, Dialogue Social Enterprise GmbH
德國 Dialogue Social Enterprise GmbH 創辦人兼行政總裁 海寧克博士

Policy Dialogue: Is Hong Kong ready to be a Smart-ageing City?

政策對話: 香港邁向智齡新時代

Panelists 嘉賓:

- Dr. Joseph Lee, President, Wofoo Social Enterprises



和富社會企業會長李宗德博士

- Dr. Jane Lee, Director, Hong Kong Sheng Kung Hui Welfare Council
香港聖公會福利協會總幹事 李正儀博士
- Mr. Stephen Wong, Deputy Executive Director and Head of Public Policy, Our Hong Kong Foundation
團結香港基金副總幹事兼公共政策部主管 黃元山先生

Moderator 主持人:

- Mrs. Rebecca Yung, Founder & Chair, Golden Age Foundation
黃金時代基金會創辦人及主席 容蔡美碧女士

13:30 - 14:15 Symposium 1 - Business Innovation

高峰會場次一 商業創新

Speaker 主講者:

- Ms. Karen Kulp, CEO, Home Care Associates
美國 Home Care Associates 行政總裁 Mrs. Karen Kulp
- Ms. Yorelle Kalika, CEO, Active Global Specialised Caregivers
星加坡 Active Global Specialised Caregivers 行政總裁 Ms. Yorelle KALIKA

Moderator 主持人:

- Mr. Timothy Ma, Project Consultant, Project Flame, City University of Hong Kong
香港城市大學社會創新及企業發展 火焰計劃項目顧問 馬錦華先生

14:30 – 15:15 Symposium 2 - Technology Innovation

高峰會場次二 科技創新

Speaker 主講者:

- Dr. Andrew Leung, Chairman, Social Enterprise Limited
社會企業有限公司主席 梁以德教授
- Mr. Stephen Wong, Deputy Executive Director and Head of Public Policy, Our Hong Kong Foundation
團結香港基金副總幹事兼公共政策部主管 黃元山先生

Moderator 主持人:

- Mr. Timothy Ma, Project Consultant, Project Flame, City University of Hong Kong
香港城市大學社會創新及企業發展 火焰計劃項目顧問 馬錦華先生

15:30 – 16:15 Symposium 3 - Healthcare Innovation

高峰會場次三 醫護創新



Speaker 主講者:

- Dr. Jane Lee, Director, Hong Kong Sheng Kung Hui Welfare Council
香港聖公會福利協會總幹事 李正儀博士
- Dr. Geoffrey Lieu, Founder of The Institute for Health Policy and System Research
醫療政策研究學院創辦人 廖錫堯教授

Moderator 主持人:

- Prof. Peter Yuen, Dean, College of Professional and Continuing Education, The Hong Kong Polytechnic University
香港理工大學專業及持續教育學院院長 阮博文教授

16:30 – 17:15 Symposium 4 - Social Impact Assessment Application

高峰會場次四 社會效益評估應用

Speaker 主講者:

- Dr. C.K. Law, Associate Professor, Department of Social Work and Social Administration, The University of Hong Kong
香港社會工作及社會行政學系副教授 羅致光博士
- Prof. Paul Yip, Department of Social Work and Social Administration, The University of Hong Kong
香港大學社會工作及社會行政學系 葉兆輝教授
- Mr. Alvin Cheung, Senior Researcher, Our Hong Kong Foundation
團結香港基金高級研究員 張博宇先生

Moderator 主持人:

- Dr. Kee Chi Hing, Chair, Fullness Social Enterprises Society
豐盛社企學會會長 紀治興博士

17:30 – 18:45 Symposium 5 高峰會場次五

Cross Generation Dialogue on Death - a Private Issue or a Public Agenda

跨代對談生死 - 個人選擇? 家事? 公眾議題? 誰管得了

Speaker 主講者:

- Mr. Bernard Chan, Chairman, The Hong Kong Council of Social Service
香港社會服務聯會主席 陳智思先生
- Mr. Roy Kwong, Legislative Councilor
立法會議員 鄭俊宇先生
- Ms. Wong Kam Lan & Mr. Chan Yiu Lam, Golden Age representatives from Evangelical Lutheran Church Social Service Hong Kong



信義會生死之交老友記 黃金蘭女士&信義會天地男兒協會主席 陳耀林先生

Moderator 主持人:

- Prof. Christine Fang, Adjunct Professor, The University of Hong Kong
香港大學客席教授 方敏生教授
- Ms. Leila Chan, Independent Journalist
獨立記者 陳曉蕾女士

SUMMIT DAY 2 PROGRAM 高峰會第二日 日程

11:00 -11:45 Symposium 6 高峰會場次六

Golden Age Marketing: Spark the hidden elderly market sector for brands

黃金時代市場營銷：發掘熟齡市場的潛藏商機

Speaker 主講者:

- Prof. Daniel Lai, Director, Institute of Active Ageing, The Hong Kong Polytechnic University
香港理工大學活齡學院總監 黎永亮教授
- Ms. Brucemond Chan, Associate Marketing Director (Hong Kong & Macau), Fonterra Brands (Hong Kong) Limited
- 恒天然乳品(香港)有限公司市場部副總監(香港及澳門)
陳惠英小姐

Moderator 主持人:

- Mr. Willy Lai, Co-founder and Business Director, Fimmick
Fimmick 共同創辦人及業務總監 賴志偉先生

12:00 – 12:45 Symposium 7 - End-of-Life Care & Services

高峰會場次七 晚晴規劃

Speaker 主講者:

- Dr. Helen Chan, Associate Professor, The Nethersole School of Nursing, The Chinese University of Hong Kong
香港中文大學那打素護理學院副教授 陳裕麗博士
- Dr. Roger Chung, Assistant Professor, School of Public Health and Primary Care, The Chinese University of Hong Kong
香港中文大學賽馬會公共衛生及基層醫療學院助理教授 鍾一諾博士
- Ms. Angelina Luk (Lawyer and Notary Public)



陸文慧律師 (國際公證人)

Moderator 主持人:

- Prof. Diana Lee, Deputy Director of The CUHK Jockey Club Institute of Ageing
香港中文大學賽馬會老年學研究所副所長 李子芬教授

14:00 – 14:45 Symposium 8 – Financial Planning

高峰會場次八 財務策劃

Speaker 主講者:

- Mr. Alfred Lau, Deputy General Manager & Head of Investment Advisory, Private Banking, China CITIC Bank International Limited
中信銀行(國際)有限公司私人銀行副總經理兼投資主管 劉建民先生
- Mr. Paul Pong, Managing Director, Pegasus Fund Managers Limited
東驥基金管理有限公司董事總經理 龐寶林先生

Moderator 主持人:

- Ms. Anny Choy, Manager, Marketing and Programmes, Investor Education Centre
投資者教育中心教育計劃及統籌經理 蔡淑敏女士

15:00 - 15:45 Symposium 9 – Housing & Design Innovation

高峰會場次九 共建長者友善房屋

Speaker 主講者:

- Mr. Daniel Lau, Director (Development & Marketing), Housing Society
香港房屋協會總監(物業發展及市場事務) 劉竟成先生
- Prof. Wallace Chang, Associate Professor, Department of Architecture, The University of Hong Kong
香港大學建築系 鄭炳鴻副教授

Moderator 主持人:

- Ms. Grace Chan, Chief Officer (Elderly Service), The Hong Kong Council of Social Service
香港社會服務聯會總主任(長者) 陳文宜女士

16:00 – 16:45 Symposium 10 – Health Management

高峰會場次十 身心健康

Speaker 主講者:

- Dr. Edward Leung, President, Hong Kong Association of Gerontology
香港老年學會會長 梁萬福醫生

高峰會日程

Summit Schedule



- Miss Amanda Li, Clinical Psychologist, New Life Psychiatric Rehabilitation Association
新生精神康復會臨床心理學家 李昭明小姐

Moderator 主持人:

- Mr. Peter Poon, Deputy Chief Executive Officer, Hong Kong Society of Rehabilitation
香港復康會副總裁 潘經光先生

17:00 – 17:45 Symposium 11 – Youth Engagement

高峰會場次十一 青年參與

Speaker 主講者:

- Ms. Stephanie Tan, Executive Director, The Kinnet
永健坊行政總裁 陳曉鈴女士
- Mr. Ray Tang, Co-founder of Longevity Design House
長屋設計共同創辦人 鄧子傑先生

Moderator 主持人:

- Dr. KK Tse, Chair & Chief Education Officer of Education for Good
仁人學社創辦人及首席導師 謝家駒博士

17:45 – 18:15 Closing Ceremony 閉幕典禮

Closing & Vote of Thanks 致謝辭:

- Mrs. Rebecca Yung, Founder & Chair, Golden Age Foundation
黃金時代基金會創辦人及主席 容蔡美碧女士

專區場次日程 Seminar Room Program Schedule



SEMINAR DAY 1 PROGRAM 專區場次第一日日程

14:15 -14:45 Power Angel Launching Ceremony

動力天使啟動禮

16:00 – 17:00 Open Discussion 1 專題討論一

The role of private sector in future elderly care services in Hong Kong

私營企業在香港未來安老服務應扮演的角色

Speaker 主講者:

- Dr Lam Ching-choi, Chairman, Elderly Commission
安老事務委員會主席 林正財醫生
- Mr. Kenneth Chan, Chairman, Woopie Social Enterprises
和悅社會企業主席 陳志育先生
- Ms. Crystal Cheng, Business Director, Hong Kong Council of Social Service
香港社會服務聯會業務總監 鄭麗玲女士

Moderator 主持人:

- Mr. Patrick Cheung, Founder & CEO, The Jade Club
尊賢會創辦人及行政總裁 張瑞霖先生

17:15 – 18:45 Training Workshop 培訓學堂

4P's Training for Home Care Aides (Second Part)

4P's 健康護理員培訓 (第二節)

Speaker 主講者:

- Ms. Terrell Cannon, Director of Workforce Development, Home Care Associates
美國 Home Care Associates 勞工發展總裁 Ms. Terrell Cannon
- Ms. Tatia Cooper, Chief Operating Officer, Home Care Associates
美國 Home Care Associates 首席營運總監 Ms. Tatia Cooper

SEMINAR DAY 2 PROGRAM 專區場次第二日日程

14:00 – 14:45 Open Discussion 2 - Co-Design - Elderly. Designer. Community

專題討論二 共建 - 長者.設計師.社區

Speaker 主講者:

Address: 9/F, Fortis Tower, 77 Gloucester Road, Wanchai, Hong Kong

Tel: 8102 1068 Fax: 2811 9156

Email: info@goldenage.foundation Website: goldenage.foundation

專區場次日程 Seminar Room Program Schedule



- Mr. Robert Wong, Project Development Director, Hong Kong Sheng Kung Hui Welfare Council
香港聖公會福利協會項目發展總監 王建明先生

15:00 – 15:45 Open Discussion 3 - Financial Management

專題討論三 財富管理

16:00 – 17:30 Open Discussion 4 專題討論四

Topic: Academic-community partnership projects for Golden Age Volunteers

題目：智齡義工–學院及社區合作模式

Speaker 主講者:

- Dr. Vivian Lou, Director, Sau Po Centre on Ageing, The University of Hong Kong
香港大學秀圃老年研究中心總監 樓瑋群教授

Topic: Life-long education for the golden agers

題目：終身學習，機遇無限

Speaker 主講者:

- Prof. Teresa Tsien, Professional Consultant, Institute of Active Ageing, The Hong Kong Polytechnic University
香港理工大學活齡學院專業顧問 錢黃碧君教授

Topic: Cross generational dialogue in tertiary education

題目：生命導師計劃

Speaker 主講者:

- Prof. Alice Chong, Associate Head & Social Work Discipline Leader, Department of Applied Social Sciences, City University of Hong Kong
香港城市大學應用社會科學系副系主任 莊明蓮教授



廣告宣傳及媒體報導 概覽

Promotion & Publicity Summary

廣告宣傳及媒體報導概覽

Promotion & Publicity Summary



主辦單位於活動前期及期間進行了廣泛的宣傳活動，包括：

An extensive promotional campaign was launched before and during the Expo & Summit, including:

a) 廣告宣傳 **Publicity**

<u>媒體</u> Media	<u>出刊日期</u> Publication Date(s), (year/month/day)
<u>報紙</u> Newspapers	
經濟日報 HKET	2017/01/18, 20
晴報 Sky Post	2017/01/18
星島日報 Sing Tao Daily	2017/01/19
頭條日報 Headline Daily	2017/01/20
<u>雜誌</u> Magazine	
百本生活雜誌 Bamboos! Life	2016/10 2017/01
健康動力 Health Action	2016/11
中醫藥緣 Health & Wellness	2016/11, 12 2017/01
生活誌 Ming & Life	2016/11, 12 2017/01
<u>電台廣播</u> Radio Broadcasting	
新城財經電台 Metro Finance FM 104	2017/01/07-22
新城資訊電台 Metro Info FM 99.7	2017/01/07-22
<u>路訊網</u> Road Show	
於 1000 台九巴巴士上播放活動宣傳片 Play promotional video on 1000 KMB Buses	2017/01/16-21



派發單張 <u>Promotional Ticket Distribution</u>	
分別於多個城市熱點派發共 20000 張單張宣傳 20000 Promotional Tickets was distributed at various city hot spots	
戶外宣傳橫額 <u>Outdoor Promotional Banner</u>	
分別於多個城市熱點設置宣傳橫額 Outdoor Promotional Banners was set at various city hot spots	
手機推廣 <u>Mobile Promotion</u>	
主辦機構共發出 3113 條短訊推廣 Organizer sent out 3113 Promotional SMSs	2017/01/17
電郵 <u>EDM</u>	
主辦機構電郵推廣 Organizer EDM	2017/01/12
MTR 電郵會員資訊 MTR Member Newsletter	2017/01/09
經濟通會員資訊 Etnet Member Newsletter	2017/01/13
網站 <u>Website</u>	
主辦機構黃金時代基金會網頁 Website of the Organizer: Golden Age Foundation http://goldenage.foundation/	2016 - 2017
新城財經台及新城資訊台網頁 Websites of Metro Finance & Metro Info www.metroradio.com.hk/104 www.metroradio.com.hk/997	2017/01/02-22
經濟通網頁 Website of Etnet http://www.etnet.com.hk/	2017/01
仁人學社網頁 Website of Education For Good https://education-for-good.com	2016 - 2017
錢家有道網頁 Website of the Chin Family http://www.thechinfamily.hk	2016 - 2017

廣告宣傳及媒體報導概覽

Promotion & Publicity Summary



樂活新中年網頁 Website of Happy Retired https://www.happy-retired.com	2017/01/06
富達基金有限公司網頁 Website of Fidelity International Limited https://www.fidelity.com.hk	2016 - 2017
香港貿發局網頁 Website of HKTDC http://hkmb.hktdc.com/	2016 - 2017
香港大學秀圃老年研中心網頁 Website of Sau Po Centre on Ageing, The University of Hong Kong http://ageing.hku.hk/	2016 - 2017
美律醫生網頁 Website of Merry Health Care http://www.merryhealthcare.com/	2016 - 2017
AmCham 網頁 Website of AmCham http://www.amcham.org.hk	2016 - 2017
全球商會網 Website of Netcoc.com http://www.shanghuiwangluo.com/	2016 - 2017
社交網絡 Facebook	
黃金時代基金會 Facebook 專頁 Golden Age Foundation Facebook Page https://www.facebook.com/gafhk/	2016 - 2017
香港製衣同業協進會 Facebook 專頁 Hong Kong Apparel Society Facebook Page https://www.facebook.com/likehkas	2017/01/18
錢家有道 Facebook 專頁 The Chin Family Facebook Page https://www.facebook.com/thechinfamilyhk	2017/01/13
樂活新中年 Facebook 專頁 Happy Retired Facebook Page https://www.facebook.com/happyretiredcom	2017/01/17, 22
HKBU Master of Science in Strategic HRM Facebook Page https://www.facebook.com/hkbu.shrm	2017/01/10

廣告宣傳及媒體報導概覽

Promotion & Publicity Summary



長者安居協會 Facebook 專頁 Senior Citizen Home Safety Association Facebook Page https://www.facebook.com/SCHSA/	2017/01/18
尊賢會 Facebook 專頁 The Jade Club Facebook Page https://www.facebook.com/TheJadeClub	2017/01/10
Department of Industrial Engineering and Logistics Management HKUST Facebook Page https://www.facebook.com/pg/IELM.HKUST	2017/01/20
長幼共讀 Facebook 專頁 https://www.facebook.com/gpstory/	2017/01/20
愛樂 101 Facebook 專頁 https://www.facebook.com/swcheung101	2017/01/23
香港聖公會福利協會-彩齡學院 Facebook 專頁 Hong Kong Sheng Kung Hui Welfare Council - Elderly Education Facebook Page https://www.facebook.com/skhicesc	2017/01/21
Facebook Page of Kenny Yiu https://www.facebook.com/niu.kenny	2017/01/22
Facebook Page of Peggy Mak from Fidelity https://www.facebook.com/peggy.dundun	2017/01/21
Facebook Page of Kobi Cheung from Enagic https://www.facebook.com/kobi.cheung	2017/01/21

b) 公關宣傳活動 PR Promotional Event

黃金時代展覽暨高峰會 展前傳媒聚餐活動 Golden Age Expo & Summit Press Lunch	
地點 Location	香港灣仔告士打道七十二號 六國酒店 一樓 粵軒 Canton Room, 1/F, Gloucester Luk Kwok Hong Kong, 72 Gloucester Road, Wan Chai, Hong Kong
日期 Date	2017/01/16 (星期一 Monday)
時間 Time	12:00 - 14:30



c) 新聞報道 News Coverage

<u>媒體</u> <u>Media</u>	<u>出刊日期</u> <u>Publication Date(s),</u> <u>(year/month/day)</u>
<u>報紙</u> <u>Newspapers</u>	
晴報 Sky Post	2017/01/13, 20
信報 Hong Kong Economic Journal	2017/01/07, 14, 21, 26
星島日報 Sing Tao Daily	2017/01/15
明報 Ming Pao	2017/01/17
香港商報 Hong Kong Commercial Daily	2017/01/17
大紀元時報 The Epoch Times	2017/01/20, 23
文匯報 Wen Wei Po	2017/01/22, 23
大公報 Ta Kung Pao	2017/01/22
經濟日報 HKET	2017/01/23
香港 01 HK01	2017/02/
<u>電視</u> <u>TV</u>	
TVB-互動新聞 TVB-iNews	2017/01/21
TVB-財經透視 TVB-Financial Magazine	2017/02/19
新唐人電視台 New Tang Dynasty Television	2017/01/21
<u>電台廣播</u> <u>Radio Broadcasting</u>	
商業電台-人民大道中 Hong Kong Commercial Broadcasting-Our Way Out	2017/01/23



<u>網上新聞報道</u> Online News Reports	
晴報網上新聞 Online News on Sky Post http://skypost.ulifestyle.com.hk/	2017/01/13, 20
大紀元時報網上新聞 Online News on The Epoch Times http://hk.epochtimes.com/	2017/01/13, 20, 23
政府網上新聞公報 Government Online Press Release http://www.info.gov.hk/	2016/12/19
港匯資訊網上新聞 Online News on Infocast http://www.infocastfn.com	2017/01/16
富華財經網上新聞 Online News on Quamnet http://www.quamnet.com	2017/01/17
明報網上新聞 Online News on Ming Pao http://news.mingpao.com	2017/01/16, 17
香港商報網上新聞 Online News on Hong Kong Commercial Daily http://www.hkcd.com/	2017/01/17
文匯報網上新聞 Online News on Wenweipo http://paper.wenweipo.com/	2017/01/22
大公報網上新聞 Online News on Takungpao http://news.takungpao.com.hk/	2017/01/22
蘋果日報網上新聞 Online News on Apple Daily http://hk.apple.nextmedia.com/	2017/01/21
香港 01 網上新聞 Online News on HK01 http://hk01.com/	2017/01/21
信報網上新聞 Online News on Hong Kong Economic Journal http://www.hkej.com/	2017/01/07, 14, 21
香港科技園網上新聞及會員資訊 Online News & eNewsletter of HKSTP https://www.hkstp.org	2017/02/15