

## INVITATION



Standards Australia and Austrade in association with SPRING Singapore are pleased to invite you to attend the first:

 SINGAPORE – AUSTRALIA   
**SILVER ECONOMY**  
Standards Workshop



**WEDNESDAY, 25 MAY 2016**

### **Introduction**

In June 2015, the governments of Singapore and Australia signed a Comprehensive Strategic Partnership Agreement (CSP: Project 2025) which will see a deepening of our bilateral relationship. As part of this initiative, SPRING Singapore and Standards Australia are working closely in standards development projects of mutual interest to promote trade related co-operation and coordination.

### **Growing the Silver Economy: The Singapore–Australia Opportunity**

Both Singapore, Australia and the wider Asia Pacific region are facing an enormous challenge in responding to the major societal issues of ageing populations. This demographic development has significant impacts on workforce planning, government budgets, industry competitiveness and the quality of life for our citizens. However, with this challenge comes a new market of growth opportunities for industry.


 SINGAPORE — AUSTRALIA 

# SILVER ECONOMY

## Standards Workshop

### Singapore Silver Industry Standards Committee Study Mission to Australia

A delegation from Singapore is preparing a study mission to Australia to learn about best practice and standardisation from 22–28 May 2016, in Brisbane and Sydney.

The study trip is led by the Silver Industry Standards Committee, under SPRING Singapore. SPRING Singapore is an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow and build trust in Singapore products and services. As the national standards and accreditation body, SPRING develops and promotes an internationally-recognised standards and quality assurance infrastructure.

The objective of the Silver Industry Standards Committee (SISC) is to support active ageing in Singapore so as to enhance the quality of life of the seniors. The SISC also supports initiatives to provide quality of products and services for seniors, shape the development of an age-friendly built environment and facilitate market access for silver industry products and services.

The aim of this important study visit is to learn first-hand about Australia's silver economy standards and regulatory frameworks and best practices, which would contribute to the development of a silver industry standards roadmap to support active ageing in Singapore. Areas of interest include liveability within homes and community, healthcare and eldercare, and nutritional food and technologies for seniors.

### The Workshop

The workshop will outline Singapore's experience in the development of standards in support of its ageing population. The delegation will outline key observations and developments taking place, and the role that standards and conformance will play in the silver economy. Austrade will also outline Australia's senior living and health industry capability and services to support Australia's growing trade and investment relationship with our largest export and investment market in South East Asia.

This workshop is an excellent opportunity to meet with Singaporean government and industry stakeholders to discuss silver economy issues and opportunities. The workshop will include a round table Q&A session with the Singapore delegation, Austrade and Standards Australia, followed by a networking lunch.

### Who Should Attend?

Australian stakeholders with an interest in the Singapore market are invited to attend, including industry groups, business and SMEs, policy makers, regulators, health care professionals, aged care service providers, medical device and equipment manufacturers, infrastructure and technology companies. Attendees will have the opportunity to participate and share their views and experiences on where Singapore and Australia could work together to support active ageing in both countries.

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### WHEN/WHERE

Wednesday, 25 May 2016  
Standards Australia  
Level 10, 20 Bridge Street, Sydney

10:00 am to 12:50 pm  
Registration from 9:30 am

### RSVP

This is a complimentary workshop and places are limited. To confirm your attendance, please RSVP by Friday, 20 May 2016 to [events@standards.org.au](mailto:events@standards.org.au) providing your name, organisation and email address details.

A networking lunch will be provided – please advise of any specific dietary requirements with your RSVP.

### ENQUIRIES

Damian Fisher  
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**SILVER ECONOMY**  
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- 9.30 am** Workshop registration – tea and coffee
- 10.00 am** Welcome  
Mr Adrian O’Connell, Deputy Chief Executive Officer, Standards Australia
- 10.10 am** Workshop opening  
Mr Damian Fisher, Senior International Development Manager, Standards Australia
- Introductions – Singapore delegation, Austrade and Standards Australia
  - Purpose
  - Agenda
- 10.30 am** Setting Standards for the Silver Industry – Singapore’s Perspective  
Mr Robert Chew, Chairman, Silver Industry Standards Committee
- 10.50 am** Overview of Australia’s Strengths in Senior Living and Health and Industry Engagement Internationally  
Mr Dugald Anthony, Senior Trade Adviser – International Health, Australian Trade Commission (Austrade)
- 11:10 pm** Industry Roundtable Discussion  
3 panel members from SISC, Austrade and Standards Australia representatives will share their perspectives and insights on standardisation to support the silver economy.  
This will be followed by a group discussion and Q&A session
- 12:10 pm** Summary, Recap and Next Steps  
Mr Damian Fisher, Senior International Development Manager, Standards Australia
- 12:20 pm** Light lunch and networking session
- 12:50 pm** Ends


 SINGAPORE — AUSTRALIA 

# SILVER ECONOMY

## Standards Workshop

<b>Mr Robert Chew</b>	Chairman, Silver Industry Standards Committee, and Dy Chairman, Singapore Standards Council Head of Delegation
<b>Mr Cheong Tak Leong</b>	Director, Standards Division SPRING Singapore Co-Head of Delegation
<b>Ms Jesline Lim</b>	Senior Manager, Standards Division SPRING Singapore
<b>Dr Calvin Chan</b>	Chairman, TC for Technology, Silver Industry Standards Committee, and Director, Office of Graduate Studies, SIM University
<b>Mr Lee Kim Siang</b>	Member, Silver Industry Standards Committee, and Chairman, Thye Hua Kwan Moral Society
<b>Mr Ong Heng</b>	Member, Silver Industry Standards Committee, and Director, Operations, Econ Healthcare Group
<b>Mr Kavin Seow</b>	Director, TOUCH Home Care
<b>Dr Ng Wai Chong</b>	Dy Chairman, TC for Healthcare and eldercare, Silver Industry Standards Committee, and Tsao Foundation, Hua Mei Centre for Successful Ageing
<b>Ms Goh Siam Imm</b>	Chairperson, TC for Liveability within Homes and Community, Silver Industry Standards Committee, and Director, Universal Design Department, Building & Construction Authority
<b>Ms Soh Swee Ping</b>	Member, Silver Industry Standards Committee, and CEO, Council for Third Age
<b>Mr Shen Nansheng</b>	COO, CoNEX Systems
<b>Dr David Lai</b>	Director of Surgical Research and Director of MERCI (Medical Engineering Research and Commercialisation Initiative), National University of Singapore
<b>Dr Norman Wu</b>	Director (Central Hub), Healthcare Infrastructure Projects Division, MOH Holdings Pte Ltd