



# 2018

## 黃金時代展覽暨高峰會

### Golden Age Expo & Summit

## 展後報告

### Post Event Report



• Golden Age Foundation •  
黃金時代基金會



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# 展會報告

# Event Report



## 黃金時代展覽暨高峰會

### 共融・共創・共享

1月26-28日 香港會議展覽中心1C館

第三屆「黃金時代展覽暨高峰會」已於2018年1月26至28日假灣仔會議展覽中心成功舉辦。這是本會首創以「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，加深對黃金一代(指四十五歲及以上人士)智齡化的認識。開幕主禮嘉賓分別有政務司司長張建宗先生、前立法會主席曾鈺成先生、安老事務委員會主席林正財醫生、前安老事務委員會主席梁智鴻醫生及陳章明教授、香港理工大學副校長盧麗華博士、香港城市大學協理副校長陳燕玲女士、香港社會服務聯會行政總裁蔡海偉先生、加拿大維多利亞大學榮譽教授 Prof Neena Lane Chappell，亞太區活躍老齡聯盟主席 Prof Kathryn Braun、以及黃金時代基金會創辦人兼主席容蔡美碧女士。數百名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。一連三天的活動共吸引超過22,000人次入場參觀，比去年增加了87%。



#### 跨代參與 萬人雲集!

是次展覽內容豐富多彩多姿，有超過100個展位，展出數以千項來自本地及世界各地以黃金一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、退休及理財規劃、文化娛樂、持續教育、生命教育等。同場舉行的「黃金時代高峰會」，匯集80多位國際和本地重量級主講嘉賓，深入探討多項黃金時代的議題，包括醫療、金融、科技、房屋、家居照顧、跨代共融和活躍頤年等創新方案，共同建構香港成為「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、互動環節等。



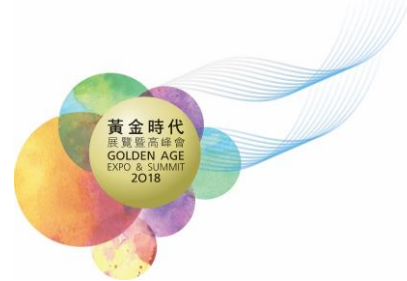
**基金會創辦人兼主席容蔡美碧女士表示：**「今年在『共融・共創・共享』的主題下，我們邀請了來自世界各地民、商、官、學和科研界別的精英，探討在經濟、社會、科技、身心福祉和跨代共融等方面的發展趨勢。這些趨勢構成了在香港、中國和亞洲建設智齡城市的框架。這框架有助政府制定政策，並有助私營企業擬定投資方向，為迎接高齡化作好準備」。

### **全港唯一以「黃金時代」為題的大型綜合展覽暨高峰會**

黃金時代基金會在 2016 年首創以「黃金時代」為主題的大型綜合展覽暨高峰會，掀起全城討論應對高齡化的議題。在 2018 年度的展覽暨高峰會上，進場人士可認識和體驗數千種先進及優質的產品、科技和服務，以及豐富的資訊，為退休和老齡生活作出更好和充足的準備。展覽會設有超過 100 個展位，為入場人士帶來嶄新體驗。眾多創新社會企業、非牟利機構及商業機構，以新思維、新方法、新科技推動人口老化議題，努力解決老齡化帶來的各範疇社會問題。參展會員及展品包括：

**社會企業長屋設計有限公司**，利用建築剩餘物料，為獨居長者提供可負擔的小型家居維修計劃，改善長者家居環境。長者家居設計基本原則要安全及預防跌倒，如在浴室、座廁旁、通道位置等配備合適扶手；在浴缸或企缸位置鋪設穩固的防滑墊，避免門檻或地面高低不平。

**非牟利機構長者安居協會**，推動以家居安全為主的「長者智慧家居」，透過簡單易用的科技，配合經驗豐富的 24 小時呼援中心團隊作支援，從預防家居意外著手，研發簡單易用、價格相宜而又嶄新的預防性居家安老服務模式。例如長者煮食時忘記熄火，感應器偵測到廚房氣溫上升，智慧家居系統將發送資訊至協會呼援中心，協會可即時聯絡用戶或其家人；浴室的漏水提示服務亦可避免長者不慎跌倒。



**社會企業“老友所醫”**，結合資訊科技和醫療服務，配對社區的醫生，為院舍及居家長者提供上門及遙距視像診症服務。其中包括網上預約平臺、藥物配送、視像跟進和電子醫療記錄，為長者提供適切和適時的診治，降低社會醫療成本。

**文化村**，近年引入由日本進口的吞嚥輔助食品，包括「食倍樂」和「食倍樂 Meat」，主要為咀嚼及吞嚥有困難的長者提供糊餐以外的優質選擇。「食倍樂」的原理是利用酵素分解澱粉食品的黏稠感，重塑食物同時保持食物原有味道。只要在食材中加入食倍樂粉進行攪拌，可將固體食物整合成柔軟滑順的果凍軟食，還可以利用模具製成不同的食物造型，增進食慾。

**曦雲夢工場展館**，匯聚多間科技初創企業，提供多元化創新養老科技，包括醫療輔助器具、復康保健產品、智能家居等，為黃金一代提供醫、食、住、行全面嶄新的體驗，設計無憂絢麗的理想退休生活。

**大銀請你過嚟坐!** 這是大銀和了了社區藝術團隊合作，一排椅子由嬰兒椅、學生椅、辦公室椅.....一直排到拐杖椅和輪椅。也許沒有一張椅子適合所有人，但這社會容得下這些不同的椅子嗎？大銀把攤位變成公共空間，歡迎大家來坐！

**毋忘愛**，倡導生前預囑及環保殯儀。該機構深信每個生命都有獨特和值得肯定之處，一個有意義的喪禮，必需做到生死兩安，兩全其美。所以該機構引入了「生命頌禮」和「殯儀禮賓司」服務，以肯定和認同逝者寶貴一生，和個人獨特之處，同時也照顧喪親者的感受和需要。

**社會企業有限公司**，以物聯網和雲端科技融合於「智慧健康」和「環保的可持續發展」，位於科學園的智慧集成公司是其研發中心。

**啟民創社**，是一個非牟利的社會設計組織，宗旨與市民共同設計，為未來創造解決方案。首項計劃社會創新設計實驗室（SI.DLab），由社創基金資助，採用



行動研究和社會設計方法論，於研究設計和實施顛覆性的創新方案，解決社會老齡化問題。

### 其他特色展品還有：

- 智慧科技產品，如提升長者安全的防遊走系統、智能機器人、多功能輪椅、攜帶式健康監察儀；
- 保健產品和服務，如檢測及改善長者認知能力的產品；
- 智齡家居設計、模擬家居智能裝置，廚房浴室等家居用品等，提升長者家居安全及生活質素；
- 時尚服飾、裝有定位追蹤器的外套；
- 心理治療及輔導、專業認可的心理評估和報告；
- 結合中西式的護理、輔助治理及保健服務；
- 退休及理財規劃、娛樂消閒、有機健康食品、文化教育課程、即場健康測試等

### 高峰會共創智齡城市

同場舉辦的「黃金時代高峰會」匯集 80 多位國際和本地重量級主講嘉賓，如加拿大 Victoria University 的 Neena Chapell 教授作為主題演講嘉賓探討了安老政策；澳洲長者住宅行業知名的建築專家 David Lane 先生，及來自多個國家的知名專業人士，分別進行了三場圍繞養老創新話題的高峰會（國際跨城對談、亞洲跨城對談、大灣區跨城對談），分享各地的創新養老產品及模式。此外，多位本地各行業專家、學者及名人，如前立法會主席曾鈺成先生、安老事務委員會主席林正財醫生、香港認知障礙症協會主席戴樂群醫生、安泓投資首席投資總監楊書健先生、知名藝人羅蘭女士及李樂詩博士等等，以其專業知識和豐富經驗，深入探討多項黃金時代的議題，包括醫療、金融、科技、房屋、家居照顧和活躍頤年等創新方案，陣容鼎盛！

全球人口老齡化愈趨嚴重，社會福利開支將持續上升，政府必須採取有效機制，既令長者服務得以改善，又可讓政府有效控制財政。社福機構也面對以下挑戰：



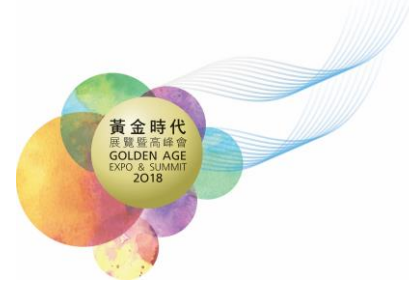


當預算每況愈下時，如何能更「錢」盡其用？怎樣在不用花費公帑下釐定一個項目的成效？怎樣既可運用創意，又能剛勁地解決社會問題？英國的社會金融公司在高峰會上介紹了「重新連接」（**Reconnections**）社會效益債券，應對長者面對的嚴重孤獨問題。

另一節「居家安老」介紹「個案護士」模式，由資深護士主理個案評估和監察，根據長者的健康狀況和需要而制定個人護理計劃、跟進康復情況，使更多的長者及照護者得到全面的支援，可延長長者居家安老的時間、健康及質素，從而減低過早入住護老院的需要。







## **Golden Age Expo and Summit**

### **We Engage. We Create. We Share.**

*26-28 January 2018 Hall 1C HKCEC*

Organized by Golden Age Foundation, the 3<sup>rd</sup> “Golden Age Expo and Summit” was successfully held from 26<sup>th</sup> to 28<sup>th</sup> January 2018 at the Hong Kong Convention & Exhibition Centre. This was the only large-scale Expo and Summit specially catered for the Golden Age population (people aged 45 and above). Opening ceremony officiating guests include:

- The Honourable Matthew Cheung, Chief Secretary for Administration, HKSAR
- Mr Jasper Tsang, Former President, Legislative Council
- Dr Lam Ching-choi, Chairmen, Elderly Commission
- Dr Edward Leong Che-hung, Former Chairmen, Elderly Commission
- Prof Alfred Chan Cheung-ming, Former Chairmen, Elderly Commission
- Prof Neena Lane Chappell, Professor Emeritus, University of Victoria, Canada
- Prof Kathryn Braun, President, Active Ageing Consortium in Asia Pacific
- Dr Miranda Lou, Vice President, The Hong Kong Polytechnic University
- Ms Kathy Y L Chan, Associate Vice-President, City University of Hong Kong
- Mr Hoi Wai Chua, Chief Executive, The Hong Kong Council of Social Service
- Mrs Rebecca Choy Yung, Founder & Chair of Golden Age Foundation

Hundreds of retired and present government officials, leaders from businesses, NGOs, social enterprises participate at and support the event. The three-day event recorded over 22,000 visitors, registering a 87% over that of last year.

#### **Record-breaking Attendance**

The Expo assembled over 100 booths, showcased thousands of products and services from Hong Kong and around the world, such as smart home design, new technology products, health care products and services, nursing services, financial planning services, culture and entertainment, continuous education, life education etc. Moreover, the Summit gathered over 80 renowned international and local speakers to discuss and explore innovative ways of building Hong Kong into a ‘Smart Aging City’. There were



also health screening, performances, fitness and product demonstrations and interactive sessions throughout the three-day event.

**Mrs Rebecca Choy Yung, the Founder & Chair of Golden Age Foundation**, stated that under the theme of “We Engage. We Create. We Share.”, the Foundation has engaged leading professionals from different cities and sectors, including the civic, business, government, academic and R&D sectors, to create an inclusive Smart Ageing City.

### **The First Event in HK catered for Golden Agers Initiated by our Foundation**

Initiated by the Golden Age Foundation in 2016, the 3rd Golden Age Expo assembled over 100 booths to showcase thousands of innovative products, technology and services from around the world for people aged 45 and above. The followings were some highlights of the exhibits:

Social enterprise **Longevity Design House**, uses surplus building materials to provide affordable small-scale home maintenance solutions for the elderly living alone, and to improve their living environment. Basic principles for elderly home design are safety and fall prevention, such as set up armrests at appropriate positions in the bathroom and corridors; solid non-slip mat on the bathtub or cylinder; avoid the threshold or uneven ground.

Non-profit organization **Senior Citizen Home Safety Association**, promoted "smart home for the elderly" based on home safety. With easy-to-use technology and support from a team of experienced 24-hour call center, it provides easy-to-use and affordable preventive home-based care services for the elderly. For example, if the elderly forget to turn off the stove while cooking, the sensor detects that the temperature of the kitchen has risen. The smart home system will send an email to the call center to contact users or their families immediately. Bathroom leakage warning service can also prevent elders from slipping.



Social enterprise **DoctorNow NEEDS**, combined information technology with medical services, it paired community doctors to provides on-site and remote video medical consultation services for residential homes and elderly. These include an online booking platform, drug delivery, video tracking and electronic medical records, to provide elderly people with appropriate and timely treatment, and to reduce medical costs of the society.

**Culture Homes** introduced a meal thickener from Japan, “Suberakaze” and “SuberakazeMeat”, in order to provide elders who are suffering from dysphagia with an alternative to blended porridge. “Suberakaze” is an Enzyme Gellant that eliminates stickiness in starchy food, while it retains the original taste. When blended with “Suberakaze” and cooked over heat, the food mixture will solidify into jelly-like substances that are safe for elders with dysphagia to swallow.

**Ventria Dreamland Pavilion**, assembled numbers of technological start-up enterprises, provided various innovative pension technology, including medical supplies and assistive devices, rehabilitation products, smart home etc., to provide all-rounded and innovative experiences for the seniors, including medical care, gourmet food, living environment and life style.

**Forget Thee Not**, believes every life is unique and deserves to be remembered. It provides life celebration and funeral concierge services that allow family and friends to remember and celebrate a life that has meant so much to them and provide an opportunity for bonding and healing.

**Social Enterprise Limited** serves the community by smart caring and sustainable development of environment through advanced technologies of cloud tech and internet of things. It’s research and development is collaborated with the Smart Integration Company in the Hong Kong Science Park.



**Enable Foundation** is a non-profit social design agency with the aim to co-design creative solutions with citizens for our future selves. Using action research and social-design-doing methodology, Enable Foundation 1st public project, Social Innovation Design Lab (SI.DLab) is funded by SIE Fund researching, designing and implementing disruptive innovative solutions to address our ageing issues.

**Other innovative exhibits include:**

- Systems that improves safety of the elderly, intelligent robots, multifunctional wheelchairs and mobile healthcare sensor;
- Health care products and services, for instance, products for elderly cognitive assessment and improvement; on-site health screening;
- Smart home design for senior citizens, iHome and other specially designed daily necessities to present how intelligent technology enhances home safety and living quality of the matured adults;
- Trendy fashion with special features, such as antibacterial and GPS tracker;
- Mental wellness including counseling, assessment & report;
- Chinese & Western medical and health care services;
- Organic and health food;
- Retirement planning, wealth management, leisure activities, cultural and educational training, on-site health test.

**Thought- Provoking Summit**

The Summit highlighted leading transformational global trends on the future of economic, social, technological, well-being, and cross generation cohesion developments. These will form the framework for us to develop smart ageing cities in Asia. Such framework will guide the development of government policies and investment from the private sectors to enhance the readiness of societies to meet the challenges of population ageing. Over 80 renowned international and local speakers from 10 countries were gathered at the 3-day summit, including Professor Neena Chapell, Emeritus Professor, University of Victoria; Mr David Lane, Group Director Seniors Living/ Partner, Thomson Adsett. The speakers covered topics in the area of



finance, technology, housing, active ageing etc. Local celebrities such as Jasper Tsang, Ms Helena Law and Dr Rebecca Lee etc. met and shared with the audience also.

The ageing problem is getting worse and worse. Which the expenditure on social welfare is continue to rise, the government must adopt an effective mechanism to both improve the service for the elderly, and allow the government to have better control over the financial affairs. Social welfare agencies also face the following challenges: How can we make the best use of money when the budget is reducing? How to determine the effectiveness of a project without spending money? How can we use creative ideas to solve social problems? Social finance in the UK introduced **"Reconnections" social security bonds** at the summit to tackle the serious loneliness faced by the elderly.

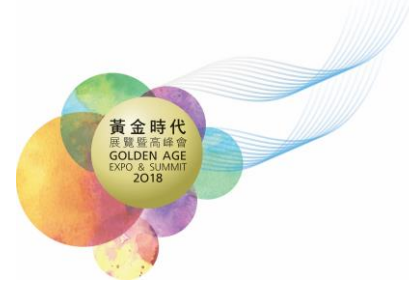
Another summit section, **"Ageing in Place: Innovative Homecare"**, introduced the "case nurse" model. Senior nurses are responsible for assessing and monitoring cases. Personal care programs are formulated based on the health status and needs of the elderly to follow up the rehabilitation. With this model, more elders and carers are given full support to extend the time, health and quality of elderly home-based care, and in preventing too early institutionalization.



# 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**

26 - 28/ 1 / 2018 (Friday to Sunday)  
2018 年 1 月 26-28 日 (星期五至日)

### **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 100  
超過 100 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, Elderly Property, Retirement Homes & Scheme, Job Matching, etc.  
財務策劃、遺產規劃、保險、長者物業、退休計劃及就業配對等
- Recreation & Lifestyle 娛樂與時尚生活  
Recreational Products, Recreation Clubs (e.g., Golf clubs, Spa & Health clubs), Anti-Aging Products, Fashion, Sporting Goods, Beauty & Cosmetology, etc.



康樂用品、康樂會所（如高爾夫俱樂部、養生中心和健身俱樂部）、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.  
智慧居所和安老院、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  
Government Services, Volunteer Service, Social Enterprise & NGO Activities  
政府服務、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
- International Federation on Ageing 國際老齡聯合會
- The Hong Kong Council of Social Service 香港社會服務聯會

### **ACADEMIC PARTNERS 學術伙伴**

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



### MAJOR SPONSORS 主要贊助

- AMGEN Asia Holding Limited 安進亞洲控股有限公司
- Culture Homes 文化村
- Our Hong Kong Foundation Public Policy Institute 團結香港基金政策研究院
- Ventria Residence 曦薈居

### SPONSORS 贊助

- Cisco Systems (HK) Limited 思科系統（香港）有限公司
- Hong Kong Housing Society 香港房屋協會
- Social Innovation and Entrepreneurship Development Fund 社會創新及創業發展基金
- Wofoo Social Enterprises 和富社會企業

### SERVICE SPONSORS 服務贊助

- AV Promotions Limited AV 策劃推廣有限公司
- Fimmick

### MEDIA PARTNERS 媒體伙伴

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

### HEALTHCARE PARTNER 健康護理伙伴

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

### SUPPORTING ORGANIZATIONS 支持機構

- Association of Sino Enterprises Promotion 中外企業促進聯會
- Federation of Hong Kong Industries 香港工業總會
- Hong Kong Apparel Society 香港製衣同業協進會
- Hong Kong Chinese Civil Servants' Association Pensioner Branch 華員會退休公務員分會
- Hong Kong Elderly Commission 香港安老諮詢委員會
- Hong Kong Federation of Women 香港各界婦女聯合協進會

## 展會概況 Fair Facts



- Hong Kong Professional Teachers' Union 香港教育專業人員協會
- Hong Kong Sheng Kung Hui Welfare Council 香港聖公會福利協會
- Hong Kong Women Professionals & Entrepreneurs Association 香港女工商及專業人員聯會
- Hong Kong Young Women's Christian Association 香港基督教女青年會
- Institute of Financial Planners of Hong Kong 香港財務策劃師學會
- International Food Safety Association 國際食品安全協會
- Rotary International District 3450 國際扶輪 3450 地區
- Social Enterprise Summit 社企民間高峰會
- The American Chamber of Commerce in Hong Kong 香港美國商會
- The Chin Family 錢家有道
- The Evangelical Lutheran Church of Hong Kong 基督教香港信義會
- The Good Lab 好單位
- The Hong Kong Society for Rehabilitation 香港復康會
- The Jade Club 尊賢會
- Tung Wah Group of Hospitals 東華三院
- WINGS 詠翔
- Zonta International District 17 國際崇德社第十七區

### ENQUIRY 查詢詳情

Tel 電話: (852) 8102 1068

Email 電郵: [info@goldenage.foundation](mailto:info@goldenage.foundation)

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



# 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><br><b>Media</b>             | <u>出刊日期 (年/月/日)</u><br><b>Publication Date(s),</b><br><b>(year/month/day)</b> |
|---------------------------------------|---|
| <u>報紙</u> <b>Newspapers</b>           |   |
| 經濟日報 HKET                             | 2018/01/23, 25  |
| 晴報 Sky Post                           | 2018/01/24, 26  |
| 頭條日報 Headline Daily                   | 2018/01/25  |
| 蘋果日報 Apple Daily                      | 2018/01/26  |
| 明報 Mingpao                            | 2018/01/26, 27  |
| <u>雜誌</u> <b>Magazine</b>             |   |
| 百本生活雜誌 Bamboos! Life                  | 2017/11<br>2018/01  |
| 大人雜誌 Big Mag                          | 2017/12<br>2018/01  |
| 健康動力 Health Action                    | 2017/11   |
| 健康創富 Health Plus                      | 2017/11, 12<br>2018/01  |
| 中醫藥緣 Health & Wellness                | 2017/11, 12<br>2018/01  |
| 心活誌 Mine & Life                       | 2017/11, 12<br>2018/01  |
| <u>電台廣播</u> <b>Radio Broadcasting</b> |   |
| 新城財經電台 Metro Finance FM 104           | 2018/01/13-28   |



# 廣告宣傳及媒體報導概覽

## Promotion & Publicity Summary



|   |                |
|---|----------------|
| 新城資訊電台 Metro Info FM 99.7   | 2018/01/13-28  |
| <b><u>宣傳單張及海報</u> Promotional Tickets &amp; Posters</b>   |                |
| 分別於多個城市熱點派發共 20000 張單張宣傳<br>20000 Promotional Tickets was distributed at various city hot spots   |                |
| 透過各渠道張貼海報宣傳<br>Poster Exposure through various means  |                |
| <b><u>電郵</u> EDM</b>  |                |
| 主辦機構電郵推廣<br>Organizer EDM   | 2018/01        |
| 中外企業促進聯會電郵會員資訊<br>Association of Sino Enterprises Promotion<br>Member Newsletter  | 2018/01/01, 17 |
| 香港財務策劃師學會電郵會員資訊<br>Institute of Financial Planners of Hong Kong<br>Member Newsletter  | 2018/01/02     |
| 香港女工商專業人員聯會會員資訊<br>Hong Kong Women Professional & Entrepreneurs<br>Association Member Newsletter  | 2018/01        |
| 詠翔會員資訊<br>WINGS Member Newsletter   | 2018/01        |
| <b><u>網站</u> Website</b>  |                |
| 主辦機構黃金時代基金會網頁<br>Organizer Website: Golden Age Foundation<br><a href="http://goldenage.foundation/">http://goldenage.foundation/</a>  | 2017 - 2018    |
| 新城財經台及新城資訊台網頁<br>Websites of Metro Finance & Metro Info<br><a href="http://www.metroradio.com.hk/104">www.metroradio.com.hk/104</a><br><a href="http://www.metroradio.com.hk/997">www.metroradio.com.hk/997</a> | 2018/01/08-28  |
| 中外企業促進聯會網站<br>Website of Association of Sino Enterprises Promotion<br><a href="http://asep.org.hk/">http://asep.org.hk/</a>   | 2018/01        |
| 社創基金網頁<br>Website of SIE Found<br><a href="http://www.sie.gov.hk">www.sie.gov.hk</a>  | 2018/01        |
| 香港房屋協會網頁<br>Website of Hong Kong Housing Society<br><a href="http://hkhselderly.com/">http://hkhselderly.com/</a>   | 2018/01        |

# 廣告宣傳及媒體報導概覽

## Promotion & Publicity Summary



|  |                              |
|--|------------------------------|
|  | 2018/01                      |
| 錢家有道網頁<br>Website of The Chin Family<br><a href="http://www.thechinfamily.hk">www.thechinfamily.hk</a>   | 2018/01                      |
| 香港美國商會網頁<br>Website of The American Chamber of Commerce<br>in Hong Kong<br><a href="https://amchamhk.eventbank.com">https://amchamhk.eventbank.com</a>                                 | 2018/01                      |
| 安老事務委員會<br>Website of Elderly Commission<br><a href="http://www.elderlycommission.gov.hk">www.elderlycommission.gov.hk</a>   | 2018/01                      |
| 救世軍網頁<br>Website of The Salvation Army<br><a href="http://www.salvationarmy.org.hk">www.salvationarmy.org.hk</a>   | 2018/01                      |
| 香港貿發局網頁<br>Website of HKTDC<br><a href="http://hkmb.hktdc.com/">http://hkmb.hktdc.com/</a>   | 2018/01                      |
| 尊賢會網頁<br>Website of The Jade Club<br><a href="http://www.thejadeclub.com.hk">www.thejadeclub.com.hk</a>  | 2018/01                      |
| 香港醫學服務基金網頁<br>Website of Hong Kong Pharmaceutical Care<br>Foundation<br><a href="http://www.pcfhk.org/hk/">www.pcfhk.org/hk/</a>   | 2018/01                      |
| <b>社交網絡 <u>Facebook</u></b>  |                              |
| 黃金時代基金會 Facebook 專頁<br>Golden Age Foundation Facebook Page<br><a href="https://www.facebook.com/gafhk/">https://www.facebook.com/gafhk/</a>  | 2017 - 2018                  |
| 香港理工大學活齡學會 Facebook 專頁<br>The Hong Kong Polytechnic University Institute of<br>Active Ageing Facebook Page<br><a href="http://www.facebook.com/polyuiaa">www.facebook.com/polyuiaa</a> | 2017/12/14<br>2018/01/27, 28 |
| 新城電台 Facebook 專頁<br>Metro Broadcast Facebook Page<br><a href="http://www.facebook.com/metroradio.com.hk">www.facebook.com/metroradio.com.hk</a>  | 2018/01/11                   |
| 文化村 Facebook 專頁<br>Culture Homes Facebook Page<br><a href="http://www.facebook.com/hkchss">www.facebook.com/hkchss</a>   | 2018/01/17                   |



|  |            |
|--|------------|
| 團結香港基金 Facebook 專頁<br>Our Hong Kong Foundation Facebook Page<br><a href="http://www.facebook.com/ourhongkongfoundation">www.facebook.com/ourhongkongfoundation</a> | 2018/01/27 |
|--|------------|

**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<br><b>Golden Age Expo &amp; Summit Press Lunch</b> |  |
| 地點<br>Location   | 香港灣仔告士打道七十二號 六國酒店 一樓 粵軒<br>Canton Room, 1/F, Gloucester Luk Kwok Hong Kong,<br>72 Gloucester Road, Wan Chai, Hong Kong |
| 日期<br>Date   | 2018/01/17 (星期三 Wednesday)   |
| 時間<br>Time   | 12:00 - 14:30  |

**c) 新聞報道 News Coverage**

| <u>媒體</u><br><b>Media</b>       | <u>出刊日期 (年/月/日)</u><br><b>Publication Date(s),</b><br><b>(year/month/day)</b> |
|---------------------------------|---|
| <u>報紙</u> <b>Newspapers</b>     |   |
| 明報 Ming Pao                     | 2018/01/09, 27  |
| 晴報 Sky Post                     | 2018/01/18, 26  |
| 經濟日報 HKET                       | 2018/01/18  |
| 英文虎報 The Standard               | 2018/01/18  |
| 香港商報 Hong Kong Commercial Daily | 2018/01/18  |
| 大紀元時報 The Epoch Times           | 2018/01/18  |
| 頭條日報 Headline Daily             | 2018/01/20<br>2018/02/02  |

# 廣告宣傳及媒體報導概覽

## Promotion & Publicity Summary



|  |                |
|--|----------------|
| 蘋果日報 Apple Daily   | 2018/01/27     |
| 東方日報 Oriental Daily  | 2018/01/27     |
| 文匯報 Wen Wei Po   | 2018/01/27     |
| 大公報 Ta Kung Pao  | 2018/02/06     |
| <b>雜誌 <u>Magazine</u></b>  |                |
| 亞洲週刊 Yazhou Zhoukan  | 2018/01/18     |
| 明報財經投資周刊 Money Monday  | 2018/01/22     |
| 資本一週 Capital Weekly  | 2018/02/01     |
| <b>電台廣播 <u>Radio Broadcasting</u></b>  |                |
| 新城財經電台節目-人生馬拉松<br>Metro Finance Radio Program  | 2018/01/20     |
| 香港電台第五台節目-香江暖流<br>RTHK #5 Radio Program  | 2018/01/23     |
| 新城資訊電台節目-原來生活很快樂<br>Metro Info Radio Program   | 2018/01/24     |
| <b>網上新聞報道 <u>Online News Reports</u></b>   |                |
| 晴報網上新聞<br>Online News on Sky Post<br><a href="http://skypost.ulifestyle.com.hk/">http://skypost.ulifestyle.com.hk/</a> | 2018/01/18, 26 |
| 經濟日報網上新聞<br>Online News on HKET<br><a href="http://www.hket.com">www.hket.com</a>                                      | 2018/01/18     |
| 英文虎報網上新聞<br>Online News on The Standard<br><a href="http://www.thestandard.com.hk">www.thestandard.com.hk</a>          | 2018/01/18     |
| 香港商報網上新聞<br>Online News on Hong Kong Commercial Daily<br><a href="http://www.hkcd.com">www.hkcd.com</a>                | 2018/01/18     |
| 大紀元時報網上新聞<br>Online News on The Epoch Times<br><a href="http://hk.epochtimes.com/">http://hk.epochtimes.com/</a>       | 2018/01/18     |

# 廣告宣傳及媒體報導概覽

## Promotion & Publicity Summary



|   |                |
|---|----------------|
| 灼見名家網上新聞<br>Online News on Master Insight<br><a href="http://www.master-insight.com">http://www.master-insight.com</a>                                | 2018/01/18     |
| 明報網上新聞<br>Online News on Ming Pao<br><a href="http://news.mingpao.com">http://news.mingpao.com</a>  | 2018/01/22, 27 |
| 經濟通網上新聞<br>Online News on etnet<br><a href="http://www.etnet.com.hk">www.etnet.com.hk</a>   | 2018/01/22, 26 |
| 政府網上新聞公報<br>Government Online Press Release<br><a href="http://www.info.gov.hk">www.info.gov.hk</a>   | 2018/01/26     |
| 香港新聞網網上新聞<br>Online News on HKCNA<br><a href="http://www.hkcna.hk">www.hkcna.hk</a>   | 2018/01/26     |
| 東方日報網上新聞<br>Online News on Oriental Daily<br><a href="http://orientaldaily.on.cc/">http://orientaldaily.on.cc/</a>                                    | 2018/01/27     |
| 文匯報網上新聞<br>Online News on Wen Wei Po<br><a href="http://paper.wenweipo.com/">http://paper.wenweipo.com/</a>   | 2018/01/27     |
| 頭條日報網上新聞<br>Online News on Headline Daily<br><a href="http://hd.stheadline.com/">http://hd.stheadline.com/</a>  | 2018/02/02     |
| 大公報網上新聞<br>Online News on Ta Kung Pao   | 2018/02/06     |
| Group Buya 網上新聞<br>Online News on Group Buya<br><a href="http://www.groupbuya.com">www.groupbuya.com</a>  | 2018/01/26     |
| 新華網網上新聞<br>Online News on Xin Hua Net<br><a href="http://www.xinhuanet.com">www.xinhuanet.com</a>   | 2018/01/27     |
| 新浪香港網上新聞<br>Online News on Sina HK<br><a href="http://sina.com.hk">http://sina.com.hk</a>   | 2018/01/27     |
| 中聯辦網上新聞<br>Online News on Liaison Office of the Central<br>People's Government in the Hong Kong SAR<br><a href="http://www.locpg.hk">www.locpg.hk</a> | 2018/01/29     |
| 人民網網上新聞<br>Online News on People.cn<br><a href="http://hm.people.com.cn/">http://hm.people.com.cn/</a>  | 2018/01/29     |



廣告宣傳

Promotion



# 報紙宣傳 Newspaper Publicity







# 電台廣播宣傳及電台廣播 Radio Broadcasting Promotion & Radio Broadcasting



## 媒體 Media: 新城電台 Metro Radio

新城財經台 Metro Finance (FM104), 新城資訊台 Metro Info (FM99.7)

日期 Date: 2018/01/13-28

2018年1月13-28日於新城財經台(FM104)及新城資訊台(FM99.7)廣播合共300次的20秒廣播宣傳活動詳情。

Total 300 x 20sec on-air promos on Metro Finance (FM104) and Metro Info (FM99.7) announcing the Event Details from 13 to 28 January 2018.



# 派發單張宣傳 Promotional Ticket Distribution



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

專為四十五歲及以上人士而設的大型展覽暨高峰會  
A large-scale event with a credential summit for people who are 45+

**共融 · 共創 · 共享**  
We Engage We Create We Share

**免費入場門票 (原價\$50)**  
Free Admission Ticket

\*憑此票於現場作簡單登記，即可領取優惠券乙份。

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

**2018 / 01 / 26 - 28**  
星期五至日 11:00 - 19:00

查詢熱線 (852) 6513 1041

主辦 Organizers: 合作伙伴 Partners: IFA

**第三屆黃金時代展覽暨高峰會**  
本會首創的「黃金時代展覽暨高峰會」已成為全城一年一度的盛會，會場展示來自世界各地數千項的先進及優質產品、科技和服務，鼓勵和協助黃金一代（指四十五歲及以上人士）過豐盛、健康和優質的生活。即場還有一系列的講座、健康測試、互動環節、工作坊、表演等精彩活動，誠邀全家大細一同參與！

**跨代參與 萬人雲集**  
展品豐富，包括尖端科技、智能家居、健康食品、醫療輔助器具、家居護理、復康保健、持續教育、財務策劃、時尚生活用品、生死教育和社會服務等，為消費者帶來嶄新體驗。

**高峰會集思廣益**  
「高峰會」邀請了70多位本地和國際重量級主講者，深入探討在醫療、科技、房屋、家居照顧和金融等方面的創新方案；此外，還有名人嘉賓分享寶貴經驗。座位有限，參加者請預先登記。

展覽專頁: <http://goldenage.foundation/expo-2018/>  
高峰會登記: <http://goldenage.foundation/summit-registration-2018/>  
Facebook 專頁: <https://www.facebook.com/garhk/>

\*\*主辦機構保留修改入場安排及使用此票的最終決定權而不作另行通知。



## 透過各渠道張貼海報宣傳

## Poster Exposure through various means

專為四十五歲及以上人士而設的大型展覽暨高峰會  
A large-scale event with a credential summit for people who are 45+

### 共融 · 共創 · 共享 We Engage · We Create · We Share

**2018/01/26-28**  
(星期五至日) 11am - 7pm  
香港會議展覽中心1C展館  
Hall 1C Hong Kong Convention & Exhibition Centre

本會首創的「黃金時代展覽暨高峰會」把不同城市 and 不同界別人士聯繫起來，一同創造共融的智慧城市，鼓勵和協助黃金一代（指四十五歲及以上人士）邁向盛、健康和優質的生活。

**萬人雲集 萬勿錯過**  
展覽會將展示來自世界各地數千項的先進及優質產品、科技及服務，包括智能家居用品、健康食品、醫療及復康用品、財務規劃、時尚生活用品及生死服務等。還有名人嘉賓分享寶貴經驗、健康測試、互動環節和表演等精彩活動，誠邀全家大團一同參與！

展覽會門票及入場登記：  
<http://goldenage.foundation/expo-2018/>

**高峰會共創智齡城市**  
超過八十位來自本港及世界各地的重量級主講嘉賓，將以其專業知識和豐富經驗，深入探討多項黃金時代的議題，包括醫療、科技、房屋、家居照顧、金融和活躍晚年等創新方案。

高峰會門票及高峰會登記：  
<http://goldenage.foundation/summit-registration-2018/>

**高峰會重量級國際及本地嘉賓**

|       |             |     |       |     |     |       |     |     |
|-------|-------------|-----|-------|-----|-----|-------|-----|-----|
|       |             |     |       |     |     |       |     |     |
| 譚國華   | Nathan Chan | 李國華 | 譚國華   | 譚國華 | 譚國華 | 譚國華   | 譚國華 | 譚國華 |
| DAY 1 |             |     | DAY 2 |     |     | DAY 3 |     |     |

立即「讚好」本會Facebook專頁獲取最新消息！  
<http://www.facebook.com/gaelt/>

**查詢熱線 (852) 6513 1041**

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|---|---|---|---|---|
| <p><b>主辦機構：</b><br/>香港和代基金會</p> <p><b>合作夥伴：</b><br/>安老服務委員會<br/>區際交流委員會<br/>香港中文大學社會科學院<br/>香港中文大學社會學系<br/>香港中文大學社會工作系<br/>香港中文大學社會工作中心</p> | <p><b>主要贊助：</b><br/>香港和代基金會<br/>安老服務委員會<br/>區際交流委員會<br/>香港中文大學社會科學院<br/>香港中文大學社會學系<br/>香港中文大學社會工作系<br/>香港中文大學社會工作中心</p> | <p><b>協理贊助：</b><br/>香港和代基金會<br/>安老服務委員會<br/>區際交流委員會<br/>香港中文大學社會科學院<br/>香港中文大學社會學系<br/>香港中文大學社會工作系<br/>香港中文大學社會工作中心</p> | <p><b>支持機構：</b><br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學</p> | <p><b>支持機構：</b><br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學<br/>香港中文大學</p> |
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# 電郵宣傳及網站宣傳 EDM & Website Publicity





# 社交網絡宣傳 Facebook Publicity





# 公關宣傳活動 及新聞報導

## PR Promotion & News Coverage



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：香港灣仔告士打道七十二號 六國酒店 一樓 粵軒

Location: Canton Room, 1/F, Gloucester Luk Kwok Hong Kong, 72 Gloucester Road, Wan Chai, Hong Kong

日期 Date: 2018/01/17 (星期三 Wednesday) 時間 Time: 12:00 - 14:30







導賞生態遊 勇辦社企 做廣告Model  
追梦不怕遲 銀髮族活得精彩



