



### **Prof. Kris Wong Wai-ning**

Chairman of the Organising Committee

International Conference: Overcoming Challenges in Active Ageing 2014

On behalf of the Technological and Higher Education Institute of Hong Kong (THEi), I would like to extend the warmest welcome to you all to the International Conference: Overcoming Challenges in Active Ageing 2014.

As you may be aware, Hong Kong's proportion of the population aged 65 or above is projected to rise markedly from 13% in 2011 to 30% in 2036. This rise in the aging population, together with the public's demand for higher efficiency and accountability in healthcare services, shows a growing need for quality healthcare professionals, particularly in preventive primary care and active aging, which is more comprehensive and community-based, and requires concerted efforts from different medical and allied health professionals.

In addition to healthcare professionals, other professional service sectors could also get involved to encourage care delivery and active aging. Aids developed by engineers, IT professionals and designers will not only help the elderly to ease their daily life problems and facilitate active aging, but also enhance the positive image of the healthy elderly. Furthermore, there is also a growing demand for professionals from the financial consultancy services to provide a variety of services needed by the elderly, including asset management, and life and medical insurance.

The main aim of the Conference is to provide a platform for researchers, health professionals, engineers, IT professionals, product designers and financial consultants to share and exchange their experiences and expertise in the area of elderly care. The theme of this Conference is Active Ageing. Through the Conference, we anticipate that new ideas for elderly services will be generated. At the same time, we hope to rekindle participants' interest in professional, social and industrial research and to facilitate collaboration among different professionals.

Your presence today at this Conference emphasises an important fact; elderly services will be a major challenge to our society and all of us would like to overcome this challenge through our professional contributions. The presentations will provide us with a rich blend of contemporary issues, strategies and way forward. They will stimulate discussion on quality service development and its implications, as well as generate a new research agenda. But beyond all these, we hope that this Conference will be an important step in cultivating a social climate that values active ageing.

I take this opportunity to express my heartfelt thanks to the supporting organisations, and the speakers both from Hong Kong and overseas for sharing their invaluable knowledge and thoughts. We trust you will find the Conference both enjoyable and valuable.