

# GOLDEN YEARS SHOWCASE 2010

Your Retirement Lifestyle & Planning



# INTRODUCTION



It is said that retirement is all about a fine place to live, great holidays to enjoy, money in the bank & good health to have it all!

Malaysia is moving towards an aging population, & it is estimated that 9.9% of the country's population will be 60 years & above by 2020. This growing mature-aged market is generally financially buoyant & represent an ever increasing source of both spending power & consumption. Retirement is now perceived as important & positive with many people needing to plan for their retirement as well as the huge market for those who have already retired.

With all this in mind for the very first time in Malaysia an expo solely on planning & enjoying your retirement, **Golden Years Showcase 2010!** This expo is a one stop shop for people seeking advice on issue relating to a happy, active & hassle-free retirement.

Targeting for those who is in plans for early retirement, those retiring soon as well as those whom have already retired this expo is designed to be interactive with product demonstrations, stage performances, informative seminars and many other features and attractions.

## FACT SHEET

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ORGANISER:	MIECC Event Management Sdn. Bhd.
TOTAL EXHIBITION AREA:	36,196.42 Sqft.
DATE:	19 – 23 November 2010
VENUE:	Level 2, MIECC
TIME:	11.00am – 9.00pm
ADMISSION:	FREE for public
TARGETED EXHIBITORS:	70 companies
ESTIMATED VISITORSHIP:	50,000 people





## ORGANISER & EVENT VENUE

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MIECC Event Management Sdn. Bhd. (MEM)



MINES Event Management Sdn Bhd is a leading professional exhibitions organizer with a vision to add richness & distinctiveness to every imaginable event.

We have the largest column-free exhibition space in Malaysia which is known as Malaysia International Exhibition & Convention Centre (MIECC)

We have successfully hosted & organized many international trade & consumer fairs, such as the Malaysia International Halal Showcase (MIHAS) from 2004 to 2006, Malaysia Furniture Export Exhibition (MAFEX), World of Chinese Book Fair (WCB) from 1999 to 2009, Malaysia International Road Safety Exhibition 2009 and recently In'Health & Beaute Expo 2010.



## OBJECTIVES

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The aim of Golden Years Showcase 2010 is to maintaining pre-retirement standard of living, to maintaining financial self-sufficiency, improving lifestyle during retirement, helping to remove some of the loneliness and boredom often associated with growing old.

Explore the right indoor & outdoor activities for retirees needs for a better and healthier lifestyle.

As a platform for the entrepreneurs to expand their own business as well as exploring the opportunities offered in the business

To create an understanding and cooperation among the entrepreneurs, government and the mass media in the consumers concept which can help retirement planning.





## KEY ELEMENTS

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*Golden Years Showcase 2010* will feature 4 key elements aimed at making it attractive to both industry professionals as well as the general public. The elements are :-

### **EXHIBITION**

An exhibition area featuring approximately 100 booths with exhibitors composing from Financial Institutions, Travel & Tours, Healthcare Products & Services, Retirement Homes, Health Supplements, Insurances & Investments, Properties, Bereavement Services, Hobbies & Interest and many more.

### **MEET & GREET**

Visitors & exhibitors will have a chance to meet with local celebrities as well as renowned personnel's and to hear them share their experiences and how they are enjoying their golden years.

### **SEMINAR & WORKSHOPS**

Interactive talks, seminars & workshops as well as competitions to create awareness and to initiate a fun filled atmosphere.

### **GOLDEN LOUNGE**

A special lounge will be created for elderly visitors to relax unwind & enjoy a *cuppa* in the company of friends or potential exhibitors.