Tencent Cloud backs 11th Ageing Asia 2020, the World Ageing Festival

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The hybrid and re-branded edition of the annual International Ageing Asia Innovation Forum (AAIF) uses Tencent Cloud Conference solutions

Tencent Cloud on 27 Oct 2020 announced its support for the **11th Ageing Asia 2020 – World Ageing Festival** (AA2020 – WAF) through its secure and stable **Tencent Cloud Conference (TCC)** solutions, offering global audiences a seamless and high-quality online exhibition viewing experience in the world's first hybrid international ageing festival month.

With the use of Tencent Cloud Conference solutions, this hybrid and re-branded edition of the annual International Ageing Asia Innovation Forum (AAIF) looks to gather an estimated 5,000 global attendees from the private, government and community sectors in health and eldercare, as well as the older adults community from 35 countries. Organised by Ageing Asia Pte Ltd, Singapore's first ageing market network social enterprise, the event aims to profile ageing as a socio and economic opportunity that overlaps all sectors of the economy, and drives a positive perception and mindset shift on ageing.

Tencent Cloud Conference – with all its capabilities and experience gained from working with overseas and local enterprises at online and digital business conferences, annual meetings, road shows, lectures and industry forums – will amplify the hybrid exhibition experience through **its compatibility with the vast majority of video conferencing tools available in the market** while adapting to the Festival's needs in terms of intelligent applications in a dedicated platform:

- **Virtual exhibition:** Participants can use the platform to easily select the companies they are interested in learning more about, with exhibitor information, company profile, product catalogs and contacts all at their fingertips. The platform also enables participants to enjoy effortless online communication with the exhibitors through the live chat feature.
- **Interactive navigation features:** Participants are provided with a user-friendly navigation on the event schedule, conference agenda, webinar and speaker information that directs them to the external video conferencing event platforms.

To be held between November 2 to 25, the 11th Ageing Asia 2020 – World Ageing Festival presents a virtual showcase of the world's best eldercare models, health innovations, products, solutions, programmes and services that enable healthy ageing, independent ageing and dignified ageing for older people in the Asia Pacific. The Festival will feature content from 150

speakers over 170 sessions, and also include a showcase of the world's leading 100 products and brands that will enable successful ageing. The Festival will conclude in Singapore with a two-day physical event on November 24 and 25 with livestreaming that targets a global audience.