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# SILVERTIPS

Dear Kim,

## The pundits agree:

### Ageing Is A Key Opportunity For The New Decade In Asia

**Will 2010 be the tipping point when marketers and businesses finally wake up to the opportunities and threats posed by the ageing boomers?**

Some call it the "New gold mine". To others it's "White Hot". Across the world and in Asia, pundits and publishers are issuing their lists of 'what to watch' in the year and decade beginning 2010..... and 'ageing' is a constant feature.

Philippines Business Enquirer: "Branded products and services that appropriately talk to and engage this market are likely to be profitable. After all, a good number in this segment also have the buying power".

Techtree in India says: "Mobile healthcare is another fast growing segment in Asia with its ageing but tech-friendly population. Estimated to be worth \$1 billion".

The 'pundits' however tend to focus on *Old products* (and services) *For Old people*. The far greater opportunity is keeping existing products and services 'age-neutral' to a growing, ageing and often affluent customer base as they experience the inevitable effects of physiological ageing.

## Top stories from our blog:

- [Electronic Eyeglasses Hold Great Promise for Older Wearers](#)
- [Movies and Music Learn To Profit From the Boomer Market](#)
- [The Digital Future For Seniors? Some Innovative Ideas](#)
- [Thailand Identifies Senior Tourism Opportunity](#)
- [Microsoft Forecasts The Needs Of Baby Boomers:](#)



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## SILVER NEWS

### Angela Koch Joins The Team

Angela will play a key role to ideate and innovate brand, product and communication opportunities for the 50+ consumer in Asia. [Click here](#) to find out more about Angela.

### CNBC Interview Spotted In 5,000 Taxis

In this [pre-Christmas interview](#) live on CNBC, Kim Walker discusses the likely difference in behaviour between older and younger investors as they emerge from the financial crisis. A number of clients reported seeing this interview with Martin Soong (CNBC Squawk Box), replayed in the seat-back videos of taxis throughout Singapore.... in addition to the Asia Pacific coverage.

[Report](#)

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- [Australia's Telstra Reaches Silver Online Users in New Campaign](#)
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