



# Sunrise Industry: Retirement Building Communities / Addressing Lifestyle Expectations

23 November 2011, 8am to 11am, Bahia Room, Intercontinental Hotel, Philippines

The Retirement & Healthcare Coalition (RHC), composed of the American, European, Japanese and Korean Chambers of Commerce, in partnership with the Philippine Retirement Authority (PRA), is organizing a special forum on **Sunrise Industry: Retirement Building Communities / Addressing Lifestyle Expectations** this 23rd of November 2011 at the Intercontinental Hotel.

An integral mission of RHC is to build/create a safe and dynamic environment that would promote an active lifestyle for retirees. This forum is organized to:

- Create a new marketing avenue for the tourism & real estate sector Innovate a structural design suited in the Philippines
- Develop the concept of managing both open and specific communities (such as retirement villages) for the retirees
- Determine the services and type of lifestyle that should be rendered to the senior community

This forum will be an opportunity for business development officers, real estate developers, contractors, wellness and lifestyle providers, tourism operators, healthcare providers, researchers and academics to share ideas and formulate future strategies in tackling the silver market. It will focus on developing Philippines' real estate sector in building and managing communities suited for the retirees.

## Topics

### **Community, Lifestyle & Healthcare as Driver for Retirement Migration**

Segmentation of the market 50plus, Understanding the expectations of the different target segments

### **Building Communities -- Open / Integrated**

Creating and Maintaining Communities, Services required -- Cooperation RHC / PRA / Service, The Role of the Real Estate Sector Providers

### **Destination Management: Case Study Cebu**

Combining Community, Lifestyle and Healthcare in a destination, The role of the LGU

### **The Importance of Long Stay Tourism for Retirement Migration**

The role of hotels and resorts as entry step into retirement, Resorts as senior residences, From long-stay to 2nd home to retirement

### **The Concept of Fully Integrated Retirement Communities**

Definition of a fully integrated retirement village, Case studies from around the world, Advantages and disadvantages



### Who Should Attend?

Companies & Individuals from identified industries who will most benefit in shaping the ideal retirement communities in the Philippines.

- Real Estate & Property Developers
- Sports & Leisure Operators
- Hospitals, Clinics, Medical Centers
- Architects, Engineers, Structural designers
- Hotels, Resorts & Spa Operators
- Government agencies & NGOs

### Registration Form

To register, please fill up this Form and fax back to +632 845.1323 or +632 759.6690. Kindly attention to Ms. Chen Pilar. You can also e-mail Form to chen@rhc.com.ph. For further inquiries, please call +632 845.1324 and look for Ms. Chen Pilar or Ms. Tata Enerio.

**Sunrise Industry: Retirement**  
**Building Communities / Addressing Lifestyle Expectations**  
 23 November 2011, 8am to 11am | Bahia Room, Intercontinental Hotel, Philippines

Fees: PhP 1,300 Members / PhP 1,600 Non-members / PhP 1,800 Walk-ins

**Name of Participant/s** : \_\_\_\_\_

**Designation** : \_\_\_\_\_

**Company Name** : \_\_\_\_\_

**Billing Address** : \_\_\_\_\_

**Telephone/Fax** : \_\_\_\_\_

**E-mail** : \_\_\_\_\_

**Signature** : \_\_\_\_\_

Note:  
Early reservation/payment is encouraged to confirm hotel guarantee and avoid bottle-necks at the entrance. Refund/Nonpayment will be allowed only if cancellation is made in writing at least two (2) days before the event.