

The Market Research Society Singapore Breakfast Talk will be held on Thursday 30th July 2009 at Camellia III, Level 3, Grand Hyatt Singapore



Our guest speaker is
Kim Walker
who will speak on
"The Silver Market. Wealthy, Wise and Waiting"

Demographics don't lie and in Asia Pacific, we have some of the oldest (Japan), the largest (China) and the fastest ageing (Singapore, China, Korea) populations in the world.

These 50 Plus folks have already made their money and have more time to spend it. Yet businesses tend to ignore them and remain focussed on younger consumers!

Ageing baby boomers will impact just about any and every business sector as consumers, as parents and as grandparents. And there isn't a business that can't benefit from them. Cars, travel, toys, food, finance, health and wellness and the rest.

Our guest speaker is Kim Walker, CEO & Founder of SILVER - The first strategic business consultancy in Asia Pacific focussed on helping companies leverage the opportunities presented by the ageing consumers.

He's a highly experienced regional executive and a polished presenter who will inform and entertain with mind opening information about this untapped market.

Kim is the founder of SILVER (www.silvergroup.asia), a business consultancy that helps companies leverage the opportunities presented by the rapidly expanding 50+ market across Asia Pacific. The first such company in the region.

Prior to establishing SILVER, he held several top management roles for global groups including: M&C Saatchi, (Asia President and CEO), Aegis Group APAC (Executive Director Aegis and COO, Carat Media) so his experience covers the creative, media and digital space. In these roles he managed the successful expansion of the global networks into most Asian markets through acquisitions new start-ups. We are delighted to have Kim Walker as our speaker.

Breakfast will be served from 8:00 a.m. Kim's talk will commence at 8:30am with the opportunity for questions afterwards. The charge is \$50 for non-members and \$25 for members. Please fill in and return the attached booking form.

We look forward to seeing you on 30th July, this will be a most informative and fun talk. **Bring your clients!**

The Market Research Society Singapore aims to raise the professionalism and skills of its membership, to provide a forum for discussion and to promote the industry.

For more information, please visit our website, www.mrssingapore.org.sg.



MRSS Breakfast Talk

Date: Thursday 30th July 2009

Time: 8.00 a.m. to 9.30 a.m. Buffet Breakfast starts at 8.00

Venue: Camellia III, Level 3, Grand Hyatt Singapore,
10 Scott's Road, Singapore 228211

Guest Speaker: Mr Kim Walker, Founder & CEO of SILVER
"The Silver Market. Wealthy, Wise and Waiting"

Registration Fee: S\$25 per person for MRSS members
S\$50 per person for non-members



Please complete and return this form to: theresa_wong@mrssingapore.org.sg
Or fax to Theresa at: 63398230

Company: _____

Address: _____

Contact Person: _____ Designation: _____

Tel: _____ Fax: _____ E-mail: _____

I would like to register ____ (indicate number) **persons for the breakfast talk.**

<u>No.</u>	<u>Name</u>	<u>Designation</u>	<u>MRSS member/ Non member</u>

All cheques to be made to the Market Research Society Singapore, crossed and marked 'a/c payee only' and submitted on **30th July 2009**

Market Research Society Singapore,
75 Bukit Timah Road, #03-02 Boon Siew Building, Singapore 229833

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