

**FOR IMMEDIATE RELEASE**

**Grand opening of Changshou Nursing Home – A joint venture between Econ Healthcare and Guangda Bailingbang through the China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity (CCI)**



**SINGAPORE – 26 May 2023** – Econ Healthcare (Asia) Limited (“Econ Healthcare” or the “Group”) and Chongqing Guangda Bailingbang Eldercare Industry Group Co. Ltd., (“Guangda Bailingbang”) joined forces to launch their first mid-to-high-end elderly care project in Changshou District, Chongqing, China, introducing advanced senior care concepts and services.

A 280-bed capacity nursing home, the project has a built-up area of 8,500 m<sup>2</sup> with free-roaming walkways, nursing and dementia care areas for seniors of different level health needs, cognitive functioning, and seniors requiring post operation recovery. The Home adopts person-centred eldercare design concepts and implements a high standard of care management to enable seniors to live their lives with respect and dignity. This is the Group’s second nursing home in China.



Themed “中新合作 幸福晚年” - “China Singapore Co-operation, Blissful Golden Years” , the Grand Opening was graced by senior leaders of the Changshou District, Chongqing including Mr Liu Xiaoqiang, Secretary of the Changshou District Party Committee, Mr. Peng Zhiming, Deputy Director of China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity Administrative Bureau, Mr. Feng Guangyin, Level II Bureau Rank Official of Chongqing Municipal Civil Affairs Bureau and Mr Guo Xiaozhong, President of Chongqing Pension Service Association.

A Home for seniors to live and live well, the home provides an empowering environment where seniors continue to appreciate life, learn and be at their optimal best. An array of programmes are offered to support their health, social and emotional wellbeing. Seniors continue to learn and enjoy activities such as music and dance, chess, calligraphy, health workshops, digital learning workshops, movie matinees and festive celebrations.



“Changshou stood apart from other cities and districts with her long-standing longevity culture, foreign-investment-friendly investment promotion policy, and high-quality partners. The China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity (CCI) provides an opportunity to strengthen the exchange of eldercare expertise between the two countries, integrate international advanced eldercare concepts, and experience to China.” said Mr Ong Chu Poh PBM, BBM, Executive Chairman and Group Chief Executive Officer.

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**About Econ Healthcare (Asia) Limited**

Established in 1987 with a heritage that spans more than three decades, Econ Healthcare (Asia) Limited (“**Econ Healthcare**”, “宜康医疗保健集团(亚洲)有限公司” and together with its subsidiaries, the “**Group**”) is the leading premium private nursing home operator in Singapore and Malaysia and a pioneer in providing eldercare services. The Group has two key business segments, namely Medicare Centres and Nursing Homes, and Other Operations and Ancillary Services, which together encompass residential nursing care services, home care services, rehabilitation services and traditional Chinese medicine services, amongst others. Over the years, the Econ Healthcare brand has become synonymous with quality eldercare services that is rendered with kindness, compassion and respect. This has won the Group many accolades including “Singapore Promising Brand” in 2003 and “Singapore Heritage Brand” in 2022. The Group’s network comprises 11 Medicare centres and nursing homes in Singapore and Malaysia and 2 nursing homes in China.

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