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Section: ข่าวประชาสัมพันธ์

วันที่: 19 มีนาคม 2561

URL : <http://www.ryt9.com/s/prg/2799939>

Ad Value : 10,000

PR Value : 30,000

หัวข้อข่าว : ธุรกิจความตายเมืองนอกมาแรง เตรียมเจาะตลาดไทย รับสังคมสูงวัยสโตร์ 4.0 ในงาน InterCare Asia 2018

**INTERCARE  
ASIA 2018**  
International Expo for Healthcare & Wellness

## **Business of Death is highly Popular Abroad Penetrating Thai Market for Aging Society 4.0 In InterCare Asia 2018**

The saying "Buyers do not use, and users do not buy." is just a phrase that gradually be forgettable shortly because today there are business about death planning or After Life Business, which has been occurring for many years in foreign countries and there are many customers planning their funeral arrangements.

Some customers are still young, but they choose to plan their funeral i.e. food and drink, music because they think, ***"This planning this is more important for young people than for older people because when something unexpected happens, people in this age are usually not planning this before."***

**Mr. Suebpong Smithtun, Project Director of NCC Exhibition Organizer Co., Ltd., as the organizer of InterCare Asia 2018** said, "Death planning is not only making the last will, a person (the deceased) can choose and decide before leaving. They can choose the form of funeral video presentation, which can be made as short video clips or the arranging the atmosphere of their favorite or even a live funeral as well as design and production of souvenirs which is different that than the medicine, scents, Dharma books, etc. we used to receive as funeral souvenir, including the rituals they like.

Anyone who is ready to open up new forms of life can find answers at InterCare Asia 2018 during 12-14 July, 2018. BITEC Exhibition and Convention Center at Nirvana Memorial Park, Banbueng Co., Ltd 's booth.

Because death is something that we all inevitably and we cannot predict when it will happen, so we should plan for ourselves and the family. However, what is also important is the living. Especially, the elderly should have a good life, both physical and mental.

**In addition, the importance of health care today is not only the elderly. People over the age of 40 are more interested in maintaining health, both health and the elderly in the family, because this group of people has more financially stable**

**than those in the working age or 25-35 years. They have the potential to buy quality products and services. Moreover, people aged 40 and over are well aware that soon they will begin to the age of elderly. It must be planned in advance to cope with future health care. This group of people is contributing to the fast growing healthcare business and services.**

InterCare Asia 2018 has a collection of products and services from all over for the elderly i.e. equipment and tools to care for the elderly, patients and the disabled, such as wheel chair, walker, equipment to facilitate daily life, equipment and tools for the care and protection of the elderly, such as assistant robots, bone and hearing aid supplies include goods and products in the group of dietary supplements and herbs and disease-specific foods.

There are also elderly and disabled facilities such as Nursing Home, a hospital for elderly care and long stay provider available in the booths at the event.

If any family has elderly people who love to travel to make merit or go traveling with old friends, do not miss the Medical Tourism Zone or Health Tourism Zone. There will be a specialized tour company to provide exceptional and safe services for the elderly as well as their services include spa, fitness and Thai massage.

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Publish Press Released By: Modern TeerCo., Ltd.

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