



## Company Profile Goldstück Group

# Agenda

---

- Goldstück – our Story
- Goldstück – our Profile
- Transfer of Knowledge
- Types of courses and the Structure
- Benefit for B2B – Partner
- Goldstück – our Skills
- Goldstück – our Mission
- Goldstück group – our board

## Goldstück – our Story

---

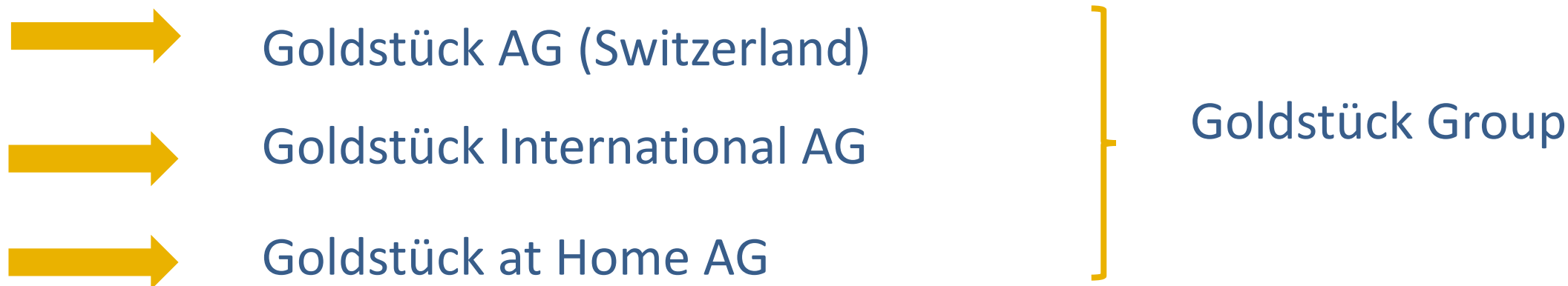
- Our story started with Barbara's son. He was a boy who needed long term care.
- So Barbara founded a home care company which was very successful and won different awards in Switzerland.
- With the fast grow of the home care company, Barbara realized the importance of highly trained and qualified staff, which has lead to the foundation of "Goldstück" as a training academy.

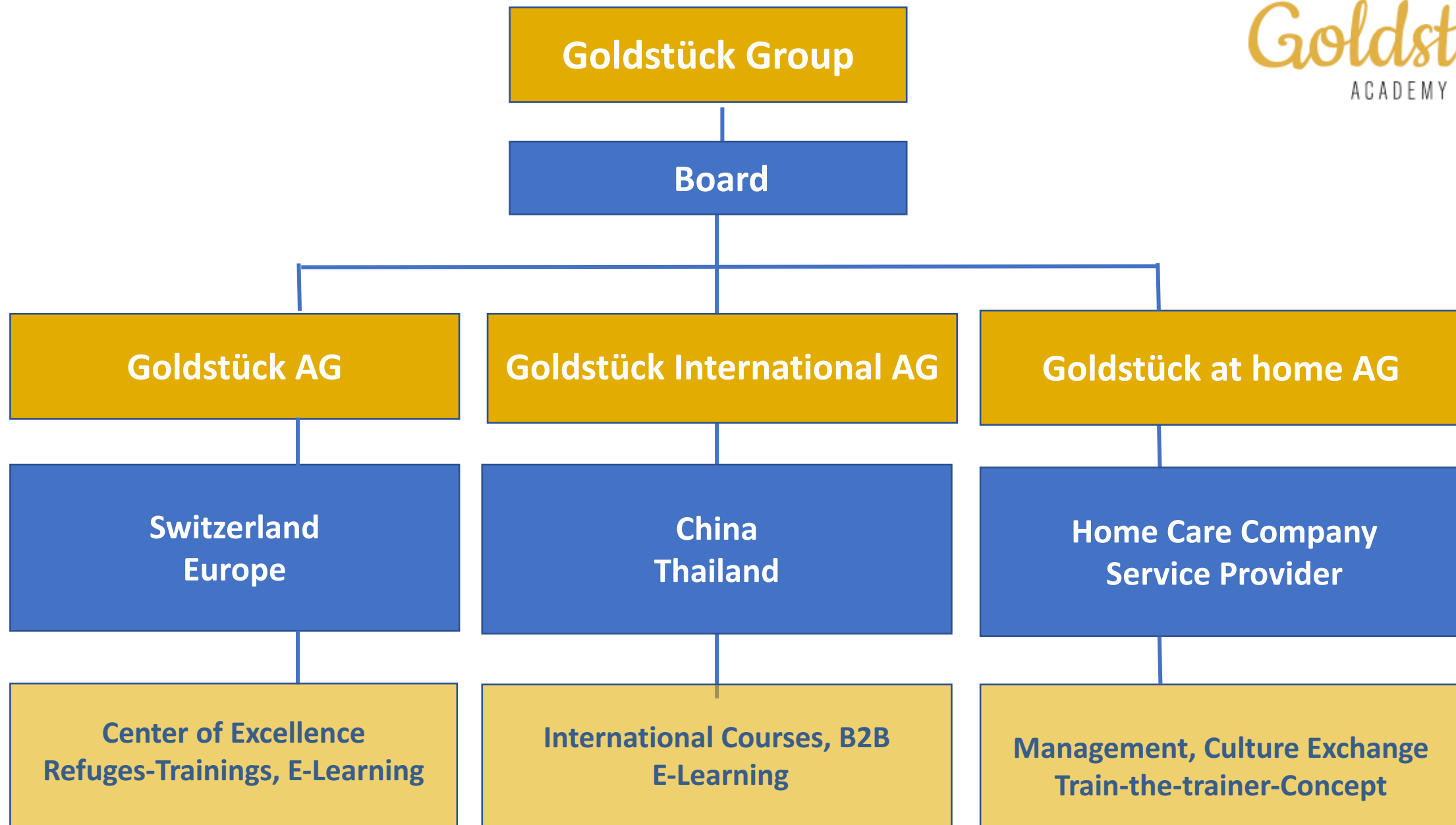


## Goldstück Group – our Profile (1/2)

---

- Goldstück is a leading Academy for Caregivers and a Home Care Company
- We provide practical training sessions, new Management Concepts for Nursing Homes and offer a place to work in the Home care Industry



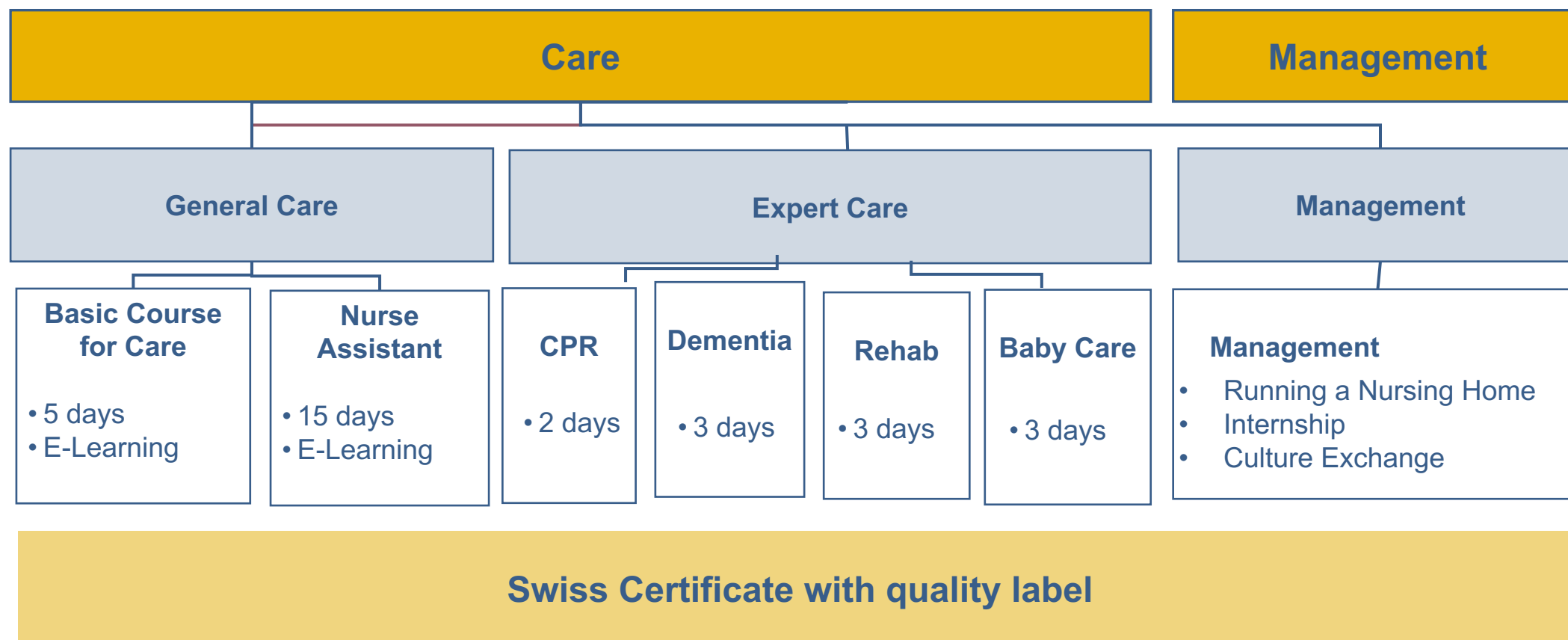


## Transfer of Knowledge

---

- B2B – Training solutions for organizations  
To provide comprehensive and customized training to care organizations & hospitals
- B2C – Nursing trainings to individuals  
Educating individuals to strengthen their nursing skills according to the Swiss quality standard.
- E-Learning – individual trainings online

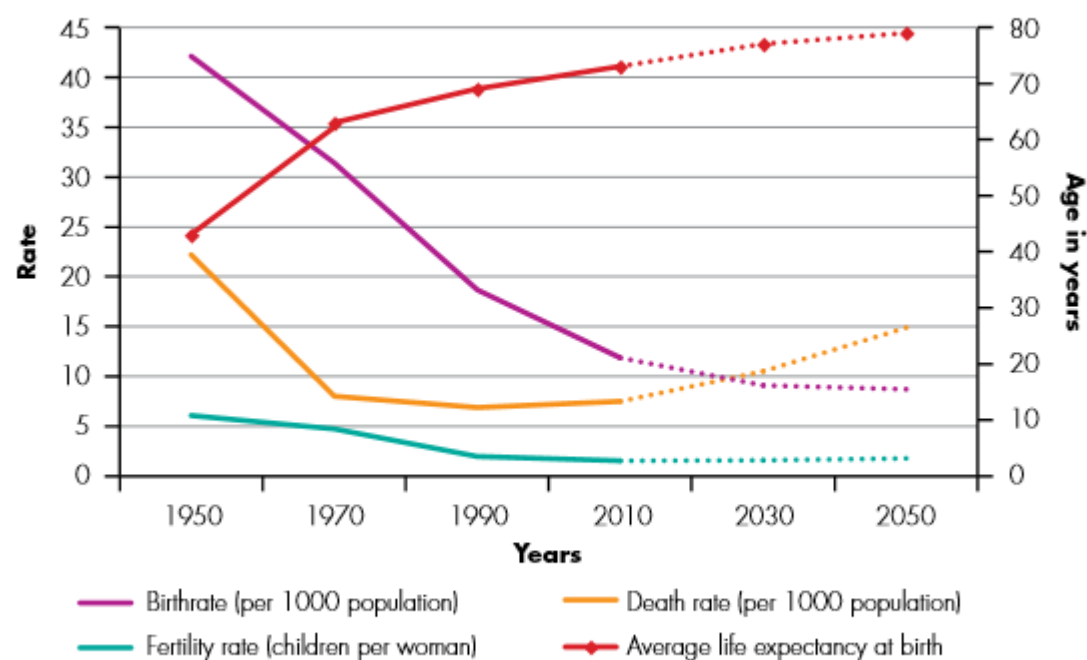
# Type of Courses and the Structure





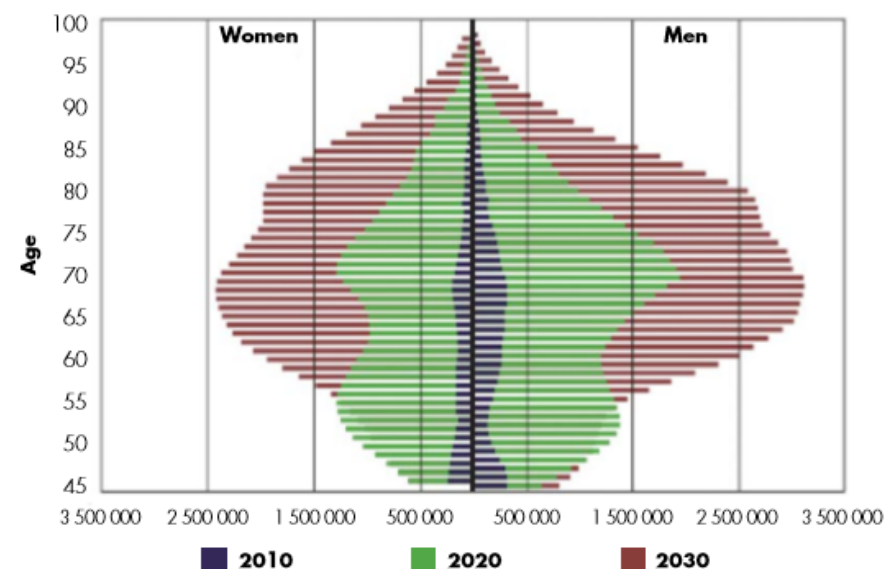
# Change in China

Figure 1: Demographic transition in China, 1950–2050



Source: UN DESA, 2013a.

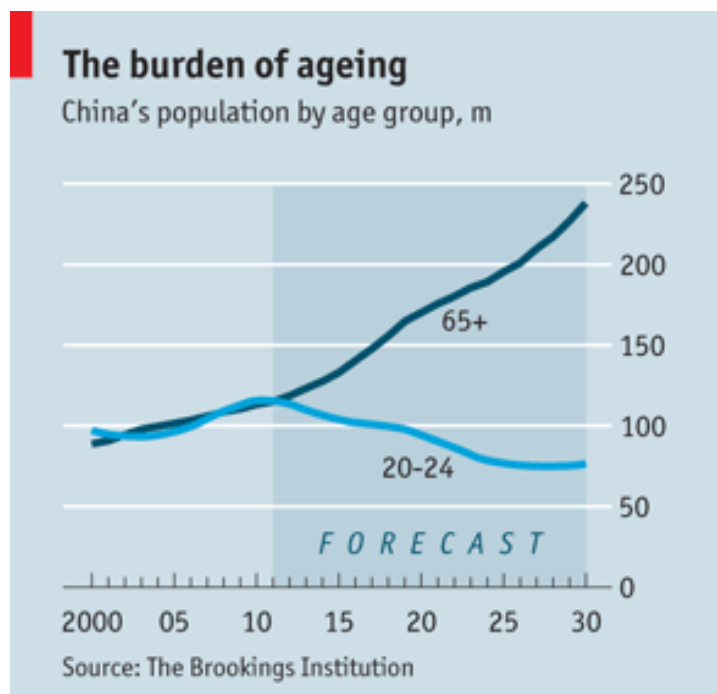
Figure 3: Effect of ageing on the number of people suffering from at least one chronic (noncommunicable) disease in China, by sex, 2010, 2020 and 2030



Source: Wang, Marquez & Langenbrunner, 2011.



# We love Care – and share our passion with you



## UNITED STATES

- 44 million unpaid caregivers
- \$34 billion in employer loss of productivity due to caregiving

## CANADA

- 4 out of 5 older adults are unsure they will get needed health services
- 61% doubt Canada's hospital and care facilities will meet the need

## EUROPE

- 1/3 of Europeans as caregivers
- Only 7% Europeans report a parent in good health

## BRAZIL

- Over 3.2 million elderly reported needing long-term care

## SPAIN

- 20% of disabled elderly have unmet care needs
- Publicly funded home help only covers 3.5% of those over 65

## SINGAPORE

- by 2030, 83,000 residents aged 60+ will need help
- This figure is 2.5 times larger than 2010

“Investing in long-term care helps older people with a significant loss of capacity to maintain lives of dignity and continued personal growth, but it can also protect families from impoverishment, allow women to remain in the workforce and foster social cohesion through the sharing of risk across a community. Much of the investment in infrastructure or policy to foster Healthy Ageing will also have direct benefits for other sections of the population.”  
(World Health Organization)

## Benefit for B2B - Partner

---

- Training using specific products which become very familiar to caregivers and familymembers
- Ability to sample and provide coupons and provide direct training via Goldstück events
- Reputational - creating shared value
- Extension to life course approach, in line with WHO guideline

## Goldstück – Our Skills

---

- **Experience:** Switzerland and The Netherlands are the two leading countries in senior care. In our Team we have more than 50 years of experiences in home care and nursing education.
- **Quality:** Goldstück-Training courses are certified by the Swiss government.
- **Unique:** We combine practical skills with E-learning and the possibility for Asian students to get a culture exchange to Switzerland.
- **Empowerment:** We teach very practical and boost the potential of our students. We support Nursing Home Investors with Management-Skills and develop new trainings for Product placement industry.

## Goldstück – Our Mission

---

- Provide best-in-class certified training and education
- Reduce overall health care costs through better care
- Offer added value with job-placement program and recruitment
- Partnerships with leading healthcare companies & Gouvernement



