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COVER STORY : THE ACTIVE SILVER: ถอดรหัสกำลังซื้อกลุ่มสูงวัยใจยังไฟแรง โอกาสทองของธุรกิจในยุคสังคมสูงอายุ



THE ACTIVE SILVER:
PURCHASING POWER AND BUSINESS OPPORTUNITIES IN A SUPER-AGED SOCIETY

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Abstract

Presenting content about **COVER STORY** The Active Silver Unlocking the Purchasing Power of a Vibrant Older Generation: A Golden Opportunity for Businesses in an Aging Society **ACE PRODUCT** HUAWEI MatePad Air an all-in-one, PC-level AI tablet **SPECIAL SCOOP** Krungthai-AXA Life Insurance undergoes a brand refresh; Kasikornbank joins the drive to transform the Narai Hotel; Ocean Life Insurance hosts the "OCEAN LIFE THANK FOR YOUR LOVE 2026" event; and Brother supports CSR initiatives by providing expertise and sewing machines. **EXECUTIVE VISION** EVERGEN TECHNOLOGIES Advances 'FILEATHA' From Material Innovation to Commercial Opportunity **ADVANCED FOOD** Makro moves forward to elevate Thai food as a 'soft power' **HEALTHY LIVING** What causes knee pain after running? **SPECIAL COLUM** Wiriyapraphai supports the "26th Run For Life" event in Chiang Mai Province **WANDERLUST** A Blissful Day in Norway "Dear Oslo" **WORDS OF WISDOM** "Forget about it" or "let it slide" is more than just a trend it's a warning sign for organizations today.