

**2<sup>nd</sup> Announcement**

# **6<sup>TH</sup> WORLD AGEING & GENERATIONS CONGRESS**

**August 25-28, 2010**

**University of St. Gallen, Switzerland**



2001



2030



2050

## **Demographic Change**

**Challenges and Opportunities for Business, Politics and Society**

**Organised by the World Demographic & Ageing Forum**

# WELCOME TO THE WORLD AGEING & GENERATIONS CONGRESS

*'If we talk about the two billion older people that will inhabit this planet by 2050, it still means that these two billion are composed of individuals, a diverse group who contribute to society in many, many different ways.'*

*(Professor Dr. Ilona Kickbusch, Chairperson of the World Ageing & Generations Congress)*

How can organisations adapt their innovation management and product development strategies and processes to the business potential of the 'silver market'? Are the destinies of countries inevitably dictated by significant demographic shifts or can policy makers change the impact of these shifts? How do the challenges of maintaining quality of life for older people compare in emerging market countries? These are but a few of the intricate and highly relevant questions that will be addressed at the **6<sup>th</sup> World Ageing & Generations Congress 2010**.

The aim of the World Ageing & Generations Congress is to take the upcoming demographic change into focus, assemble thought leaders, and engage in studying the challenge of the ageing world population. The Congress' lively sessions and thought-provoking panel discussions will explore the impact of the demographic change in Work and Welfare, Vitality and Health, Innovation and Markets, Lifestyle and Society, and Ageing and Development.

The Congress is both an educational and a mind-shifting event – an international and interdisciplinary platform attended by decision-makers from all spheres of society and by a general audience that is concerned with the consequences of global demographic shifts.



*Ilona Kickbusch  
Chairperson of the World  
Ageing & Generations  
Congress 2010*

## OVERVIEW

Wednesday August 25 <sup>th</sup>	Thursday August 26 <sup>th</sup>	Friday August 27 <sup>th</sup>	Saturday August 28 <sup>th</sup>
	Opening Ceremony Plenary Panel I	Special Sessions II Plenary Panel III	Master Classes
	Plenary Panel II Special Sessions I	Plenary Panel IV Special Sessions III Closing Ceremony	
Welcome Dinner *)	Exhibition & Apéro	„Appäzöllä Obäd“ (typical Swiss Cultural Event)	

\*) For invited guests only!

## MASTER CLASSES

This year the WDA Forum has invited its prominent Fellows to lecture a Master Class as an addition to our 6<sup>th</sup> World Ageing & Generations Congress 2010. The aim of these Master Classes is to offer congress participants and other interested persons a deeper analysis of certain topics. Attending the class will give you a profound and an up-to-date understanding of the topic. Experts in the field of demographics and ageing from our worldwide WDA Forum network are invited to lecture the Master Class. They will transfer their knowledge and most recent work into comprehensible and exciting new insights, relevant for practitioners, scholars and policy makers.

## EXHIBITION

### Universal Design

The exhibition „Universal Design: Designing our Future“ displays more than 50 user-friendly products which improve the quality of life for young and old. Those will be presented in an interactive way: touching and trying out are encouraged. The exhibition will be held in the library building of the University of St. Gallen during the Congress.



*'Whatever you call it – universal design, design-for-all, lifespan design – the worldwide movement for human centred design with everyone in mind is gaining momentum.'* Valerie Fletcher

## REGISTRATION & TRAVEL

### Costs:

Admission for both Thursday <b>and</b> Friday:	CHF 1,200.00
Admission for one day (Thursday <b>or</b> Friday):	CHF 800.00
Master Classes on Saturday:	CHF 300.00

**There is a 10% discount on the Congress fee if you register before May 1, 2010.**

### Language: English

- **Travel:** St. Gallen can be reached easily by intercity train from Zurich International Airport ([www.zurich-airport.ch](http://www.zurich-airport.ch)); trains depart every 30 minutes during daytime. The trip to St. Gallen lasts approximately 50 minutes. Our staff at the convention desk at Zurich International Airport, Terminal 1 will gladly help participants in need of assistance.
- The WDA Forum recommends that you book your **hotel room** via the website of St.Gallen-Bodensee Tourismus: [www.st.gallen-congress.ch](http://www.st.gallen-congress.ch) (1. Choose your congress; 2. Choose the desired hotel and provide your personal data; 3. Make your booking request; 4. Receive a booking confirmation within 24 hours).

**Registration: Please fill out the enclosed registration form or register online ([www.wdaforum.org](http://www.wdaforum.org)). After you register, you will receive a confirmation by e-mail with further information and a form on which you can sign up for the Special Sessions and Master Classes.**

### Opening Keynote

**Robert William Fogel\*** is a Nobel Laureate in economics and is recognized worldwide as an economic historian and scientist. Professor Fogel also heads the Center for Population Economics at Chicago Booth. His research interests include socioeconomic and biomedical predictors at early ages of morbidity, mortality, and labour force participation at mid-adult and late ages forecasting, pension and health care costs, and strategic marketing forecasting.



### Plenary Panels

#### I: Demography Meets Development

Keynote: Sir Richard Jolly, Honorary Professorial Fellow of the Institute of Development Studies at Sussex, UK, and Co-Director of the UN Intellectual History Project.

This high-level panel with a focus on Africa will discuss key issues pertaining to demographic transition and policy considerations on finance, social policy issues, employment and economic growth.

*In cooperation with HelpAge International*



#### II: Demography Meets Geopolitics

Keynote: Richard Jackson, Director and Senior Fellow of the CSIS Global Aging Institute, USA

The implications of population shifts in major players on the world political and economic scene will have inevitable negative and positive consequences for all other countries. Are the destinies of countries dictated by these demographic shifts, or can policy makers change the impact of these shifts?



#### III: Demography Meets Dementia

How to confront the challenges of a growing ageing population and the increasing prevalence of dementia

Chair: David Shenk, Author and correspondent, New York, USA

This interdisciplinary panel discussion brings together experts from several fields to discuss ways to meet the challenges of an ageing population and respond to the special concerns of a growing population of elderly people with dementia.

*Presented and organised by Pfizer AG, Switzerland*



#### IV: Demography Meets Quality of Life and Health

Chair: Albert Jovell, Fundacio Biblioteca Josep LaPorte, President, Spanish Patients Forum, Spain

Most of us hope to remain healthy and active well into old age. Not only is this every person's right, but the fact that more individuals survive into very old age has strong advantages for society and economy. The most common health-related drivers of quality of life are presented and discussed in this plenary panel.

*Presented and organised by Merck & Co., Inc., USA*



Here you find a first view of the programme. Please check our website for up-to-date information on the programme and invited speakers.

## Parallel Special Sessions

### ▪ **Healthcare Reform**

Chaired by Monica Ferreira, President of the International Longevity Centre South Africa, the gaps, issues and approaches to sustainable healthcare in developed countries will be discussed with Pulitzer Prize Winner Robert N. Butler, Baroness Sally Greengross, and others.

*In cooperation with the International Longevity Center and presented by Helvetia, Switzerland*

### ▪ **The Challenges of Acceptability of Vaccination in the Silver Population**

The objectives of this session are to explore the critical impediments to the acceptance of vaccination programmes in older adults and to look at ways to overcome these impediments.

*Presented and organised by Sanofi Pasteur MSD, France*

### ▪ **Practice Perspectives in Human Development**

This session will be chaired by Rob Vos, Director of Development Policy and Analysis and chief economist of the Department of Economic and Social Affairs of the United Nations. Panelists will talk about the development issues raised in the plenary 'Demography Meets Development' session.

*In cooperation with HelpAge International and Swiss Agency for Development and Cooperation (SDC), Switzerland*

### ▪ **Advocacy to Policy – Best Practice Examples**

Jane Barratt, Secretary General of the International Federation on Ageing will host this exciting session that reviews examples of best practice.

*In cooperation with International Federation on Ageing (IFA), Canada*

### ▪ **How is the Media Dealing with the Ageing Society?**

Iain Scott, Senior Editor at the Economist Intelligence Unit will chair this thought-provoking session on how the media is dealing with the ageing society with, amongst others, Desmond O'Neill, Professor and President of the European Union Geriatric Medicine Society.

### ▪ **Product Development and Design**

Cornelius Herstatt, Professor and Director of the Institute for Technology and Innovation Management, Hamburg University of Technology, chairs this session on current practices and problems meeting the needs of older customers. Specific recommendations for product development and design in the aging society will be discussed.

*In cooperation with the German Institute for Japanese Studies (DIJ), Japan*

### ▪ **How Industries can Use the Experience and Wisdom of the Senior Population**

The questions of how the society can benefit from the wisdom of the aged, and how to take advantage of innovative potential of silver population will be discussed with, amongst others, Albert Fellner, CEO of Emporia Telecom.

*In cooperation with the German Seniors League, Germany*

### ▪ **The Role of the Business Community: Innovative and Integrated Approaches to Long Term Care**

This unique session will discuss how business innovations and products will be developed and integrated with public policies to meet our needs for long-term support and services.

*In cooperation with DRHardy&Associates, USA*

### ▪ **Successful Business Models for Independent Living**

Hubert Österle, Professor and Head of the Competence Centre for Independent Living, University of St. Gallen, will discuss successful business models, with speakers with background in the service industry and technology.

*In cooperation with Competence Centre for Independent Living, University of St. Gallen, Switzerland*

# A WARM WELCOME TO ST. GALLEN

## Lovely Landscape

The St. Gallen-Lake Constance Region has everything that an attractive metropolitan region should have. Nestling between Lake Constance and the rolling Appenzell Region, the 'Gallus City' offers not only a lovely landscape but also the historically important Stift District (monastery district) with its world-renowned Abbey Library and Cathedral (UNESCO World Heritage). There is also a wealth of other sightseeing attractions: ornate oriel windows, monumental art nouveau buildings, and several marvelous examples of modern architecture.



## Diverse Museums

The wide choice of museums and the cultural scene are also impressive: the unique Textile Museum, Art Museum, Sankt Gallen Art Hall, Natural History Museum, History & Ethnology Museum, Museum in the Warehouse, St. Gallen Theatre, Lokremise and Tonhalle offer a feast of fascinating exhibitions and performances.

## Leisure Time

If sightseeing has made you tired, you can take a break in one of the street cafes or cosy 'first floor' restaurants. Explore the 'City Lounge' designed by the artists Pipilotti Rist and Carlos Martinez, where a red carpet spreads out between the buildings, above which hanging lamps give off a warm glow.



## Knowledge Centre

St. Gallen is known not only for its must-see sights, but also for its reputation of being at the cutting-edge of education and events. St. Gallen University is a leading light in education and training in eastern Switzerland, the entire Lake Constance Region, and worldwide.



## LIST OF PROMINENT GUESTS OF THE CONGRESS 2010

- **Aboderin Isabella**, Wellcome Trust Senior Research Fellow, Co-ordinator, African Research on Ageing Network (AFRAN), Oxford Institute of Ageing, University of Oxford, UK
- **Amacker-Amann Kathrin**, Member of the Swiss Federal Parliament, Switzerland
- **Barratt Jane**, Secretary General, International Federation on Ageing (IFA), Canada
- **Bischof Marcel F.**, Founder of the WDA, Spain
- **Blewitt Richard**, CEO, HelpAge International (HAI), UK
- **Bloom David E.**, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA
- **Brandicourt Olivier**, President and General Manager, Primary Care, Pfizer, USA
- **Bütler Monica**, Professor of Economics, University of St. Gallen, Switzerland
- **Butler Robert N.**, CEO and President, International Longevity Centre (ILC), USA
- **Caiwei Xiao**, Assistant President, China National Committee on Ageing (CNCA), China
- **Coughlin Joseph**, Professor and Director, AgeLab, MIT, USA
- **Eaker Erik**, Strategic Development Director, International Operations, Humana, USA
- **Eberstadt Nicholas N.**, Henry Wendt Scholar in Political Economy, American Enterprise Institute (AEI), USA
- **Fellner Albert**, CEO, Emporia, Austria
- **Ferreira Monica**, President, International Longevity Centre (ILC), RSA
- **Formosa Dan**, Founding Member of Smart Design, USA
- **Gray Alastair**, Professor and Director Health Economics Research Centre, Department of Public Health, University of Oxford, UK
- **Gehrig Bruno**, Vice President of the Board of Directors, Hoffman-La Roche, Member of the Board of Directors, UBS, Switzerland
- **Greengross Sally Baroness**, President, International Longevity Centre (ILC), UK
- **Groth Hans**, Director, Healthcare Policy/Market Access, Member of the Board of Directors, Pfizer Switzerland, Switzerland
- **Hackler Erhard**, Managing Director, German Seniors League E.V., Germany
- **Hanisch Melinda**, Director of Policy and Alliances, Office of Corporate Responsibility and Global Policy Support, Merck & Co. Inc., USA
- **Haug Werner**, Director, Technical Division, United Nations Population Fund, New York, USA
- **Herstatt Cornelius**, Professor and Director, Institute for Technology and Innovation Management, Hamburg University of Technology, Germany
- **Jolly Richard Sir**, Honorary Professorial Fellow, Institute of Development Studies, Sussex, UK
- **Hoskins Dalmer**, Special Advisor, Commission of Social Security, USA
- **Kalache Alexander**, Head, International Centre for Policies on Ageing, Brazil
- **Kickbusch Ilona**, Director, Kickbusch Health Consult, Global Health Programme, Graduate Institute Geneva, Switzerland
- **Knigge Matthias**, Founder, Grauwert, Germany
- **Kohlbacher Florian**, Research Fellow, German Institute for Japanese Studies, Japan
- **Lehr Ursula**, Federal Minister a.D., Germany
- **Leyhausen Frank**, General Manager, MedCom International GmbH, Germany
- **Lowenstein Ariela**, Head, Center for Research & Study of Aging, University of Haifa, Israel
- **McDonagh Deana**, Associate Professor of Industrial Design, University of Illinois at Urbana Campaign, USA
- **Meij Hans**, Associate Professor Leiden University, Director of International Longevity Centre, The Netherlands
- **Michel Jean-Pierre**, Professor and Director, Department of Geriatrics of the Hospitals of Geneva, Switzerland
- **Mohr Ernst**, Professor and President, University of St. Gallen, Switzerland
- **Münz Rainer**, Head of Research & Development, ERSTE Group Bank AG, Austria
- **O'Neill Desmond**, Professor and President, EUGMS, Ireland
- **Österle Hubert**, Head, Competence Centre Independent Living, University of St. Gallen, Switzerland
- **Palmore Erdman**, Professor Emeritus of Medical Sociology, Duke University Center, Study of Aging and Human Development
- **Piller Frank T.**, Professor and Executive Faculty Member, MIT Smart Customization Group, USA
- **Shenk David**, Author and Correspondent, USA
- **Scott Iain**, Senior Editor, Industry & Management Economist Intelligence Unit, UK
- **Sidorenko Alexandre**, Former Head, UN Focal Point of Ageing, New York, USA
- **Walker Alan**, Professor and Director of ERA-AGE, University of Sheffield, UK
- **Walser Erich**, President, Swiss Insurance Association and Chairman, Board of Directors of the Helvetia Group, Switzerland
- **Wellershof Klaus W.**, Chief Executive Officer, Wellershoff & Partners Ltd., Switzerland

## MEMBERS OF THE ADVISORY BOARD OF THE WDA FORUM

- **Isabella ABODERIN**, Senior Research Fellow, Oxford Institute of Ageing, University of Oxford, UK (2013)
- **Jane BARRAT**, Secretary General, International Federation on Ageing (IFA), Canada (2012)
- **Marcel F. BISCHOF**, Founder of WDA, Spain (2013)
- **Richard BLEWITT**, CEO, HelpAge International, UK (2012)
- **David E. BLOOM**, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA (2010)
- **Robert BUTLER**, CEO and President, ILC, USA (2012)
- **Xiao CAIWEI**, Assistant President, China National Committee on Ageing (CNCA), China (2013)
- **Joseph COUGHLIN**, Professor and Director AgeLab, MIT, USA (2011)
- **Werner HAUG**, Director, Technical Division, United Nations Population Fund, New York, USA (2012)
- **Dalmer HOSKINS**, Director, Office of Policy Development and Liaison for Public Trustees, US Social Security Administration, USA (2012)
- **Alexandre KALACHE**, Head, International Centre for Policies on Ageing, Rio de Janeiro, Brazil (2011)
- **Ursula LEHR**, Former German Minister of Health and Family, founding Director of the German Centre for Research on Ageing, Germany (2010)
- **Ariela LOWENSTEIN**, Head, Center for Research & Study of Aging, University of Haifa, Israel (2013)
- **Jean-Pierre MICHEL**, Professor and Director, Department of Geriatrics of the University Hospitals of Geneva, Switzerland (2011)
- **Hubert ÖSTERLE**, Professor for Information Management, University of St. Gallen, Switzerland (2013)
- **Ursula STAUDINGER**, Founding Dean, Jacobs Center on Lifelong Learning and Institutional Development, Jacobs University and President of the German Psychological Society, Germany (2013)
- **Alan WALKER**, Professor and Director of ERA-AGE, University of Sheffield, UK (2011)

## OUR PARTNERS

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### Silver Partners



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