

Day 1 – The New Silver Future, 9 July 2019

07:30 - 09:00 Registration, Coffee and Exhibition Floor Open

09:00 - 09:40 Opening Session: The New Silver Future

Speakers:

Antti Rinne, Prime Minister, Finland

Michael W. Hodin, CEO, Global Coalition on Aging

Jussi-Pekka Rantanen, Senior Producer, Yle News

NEW APPROACHES & PRACTICES

09:40 - 11:00 The Silver Economy as a Driver of Sustainable Economic Growth

Speakers / Featured Speakers:

Jeff Huber, President and CEO, Home Instead Senior Care

Stefano Scarpetta, Director for Employment, Labour and Social Affairs, OECD

Speakers / Panelists:

Vytenis Andriukaitis, Commissioner for Health and Food safety, European Commission

Olli Rehn, Governor, Bank of Finland

Anne-Sophie Parent, Secretary General, AGE Platform Europe

Stefano Scarpetta, Director for Employment, Labour and Social Affairs, OECD

Moderator **Robert Madelin**, Chairman, Fipra International & Former Director General, European Commission

11:00 - 11:45 Anticipating Longevity: Sustainable Financing Models

Speakers:

Lorna R. Sabbia, Head of Retirement and Personal Wealth Solutions, Bank of America Corporation

Niku Määttänen, Director of Research, Research Institute of Finnish Economy

Hugo De Jonge, Minister of Health, Welfare and Sport, Netherlands

Amy Khor, Senior Minister of State for Health, Singapore

Moderator **Piia-Noora Kauppi**, Managing Director, Finance Finland

11:45 - 12:05 Healthy Ageing and Wellbeing: Building Blocks for Longevity

Speakers:

Werner Baumann, Chair of the Board of Management (CEO), Bayer AG

Esko Aho, CEO, Verbatum & Former Prime Minister of Finland

12:05 - 13:30 Lunch and Networking Break, Exhibition Floor Open

RESEARCH & INNOVATION

13:30 - 14:10 Innovation for Healthy Ageing: The Silver Economy Drives Health Systems Change

Speakers:

High-Level Government Representative, Ministry of Health, Labour and Welfare, Japan

Ninie Yan Wang, Founder and Chief Executive Officer, Pinetree Care Group

Josep Figueras, Director, European Observatory on Health Systems and Policies

Annette Dixon, Vice President of Human Development, World Bank

Moderator **John Beard**, Chair, Advisory Council, Global Coalition on Aging & Former Director of Ageing and Life Course, WHO

14:10 - 14:55 Prevention and Wellbeing as We Age: Spurring Innovation to Improve Quality of Life and Mitigate Costs

Speakers:

Martin Finbarr, President, European Geriatric Medicine Society

David Marsh, General Secretary, Fragility Fracture Network, University College, London

Patrick Kamphuis, Global Head of Medical and Scientific Affairs for Adult Nutrition, Nutricia

Janine Small, IDM Vaccines Regional Vice President, Pfizer

Moderator **Timo Strandberg**, Professor of Geriatric Medicine, University of Helsinki

14:55 - 15:45 From Pilots to Scale: Technology and Policy Driving the New Wave of Health, Ageing and Innovation

Speakers:

Sara Härmälä, Director, Upgraded – Health Startup Association

Mike Devoy, Chief Medical Officer, Bayer AG

Derek Ross, Head of Population Health Management, Philips

Moderator **Dave Ryan**, General Manager of Health & Life Sciences Business, Intel

15:45 - 16:15 Innovation Demo Session & Break

COMMUNITIES, CITIES & TRUST

16:15 - 17:00 Cities Fostering Active and Healthy Ageing

Speakers:

Andy Burnham, Mayor, City of Manchester

Jim Daly, Minister of State for Health, Ireland

Ann Aerts, Head, Novartis Foundation

Moderator **Jan Vapaavuori**, Mayor, City of Helsinki



17:00 - 17:45 How Trust and Elder Contributions Shape the Society

Speakers:

Jos de Block, Founder and CEO, Buurtzorg

Dessislava Dimitrova, Lead for Health Systems, World Economic Forum

Dr. Cara Courage, Director, Tate Exchange, Tate Museum London

Krista Kiuru, Minister for Social and Health Services, Finland

Moderator **Jane Barratt**, Secretary General, International Federation on Aging

17:45 - 18:00 Key Messages of the First Day

Speakers:

Päivi Sillanauke, State Secretary, Ministry of Social Affairs and Health, Finland

Ryoji Noritake, CEO, Health and Global Policy Institute

Jussi-Pekka Rantanen, Senior Producer, Yle News

19:00 - 21:00 Cocktail and Buffet Dinner

Day 2 – The Silver Economy in Action, 10 July 2019

07:30 - 08:30 Registration, Coffee and Exhibition Floor Open

08:30 - 08:45 The Silver Economy in Action

Speakers:

Jussi-Pekka Rantanen, Senior Producer, Yle News

Esko Aho, CEO, Verbatum & Former Prime Minister of Finland

Jussi Herlin, Vice Chair of the Board, Kone Corporation

SUSTAINABLE MACROECONOMICS

08:45 - 10:15 Demographics, Macroeconomic Trends and Economic Policies

Speakers:

Charles Goodhart, CBE, FBA, Emeritus Professor of Banking and Finance, London School of Economics, Financial Markets Group

Mika Lintilä, Minister of Finance, Government of Finland

Esther L. George, President and Chief Executive Officer, Federal Reserve Bank of Kansas City & Member of the Federal Open Market Committee

Lorna R. Sabbia, Head of Retirement and Personal Wealth Solutions, Bank of America Corporation

Moderator **Martti Hetemäki**, Permanent Secretary, Ministry of Finance, Finland

10:15 - 11:30 The New World of Work

Speakers:

Alex Wynaendts, CEO and Chairman of the Executive Board, Aegon

Katarina Ivanković Knežević, Director, European Commission

Vappu Taipale, Honorary President, International Society of Gerontechnology

Axel Börsch-Supan, Director, Munich Center for the Economics of Ageing, Max Planck Institute for Social Law and Social Policy

Jisella Dolan, Chief Advocacy Officer, Home Instead Senior Care

Moderator **Wiking Husberg**, Ministerial Adviser on Occupational Safety and Health, Ministry of Social Affairs and Health, Finland

11:30 - 12:05 Preparing Global Action Towards the Decade of Healthy Ageing

Speakers:

Adhanom Ghebreyesus Tedros, Director-General, World Health Organization (Invited)

Milan Kujundzic, Minister of Health, Croatia, (Invited)

12:05 - 13:30 Lunch and Networking Break, Exhibition Floor Open

12:15 - 12:40 Silver Economy Study Briefing

12:45 - 13:25 Lunchtime Session: Silver Innovation in Finland - New Technologies for the Good Life of Older Adults

ACTION FOR THE SILVER ECONOMY

13:30 - 14:15 International Collaboration to Stop Alzheimer's by 2025

Speakers:

George Vradenburg, Convener, Global CEOi Initiative on Alzheimer's Disease

High-level governmental representative, Ministry of Health, Labour and Welfare, Japan

Phyllis Barkman Ferrell, Chief Commercial Services Officer, Eli Lilly and Company

14:15 - 15:00 Changing Market Needs and Your Aging Strategy

Speakers:

Sushant Trivedi, Senior Brand Manager, Gillette North America

Ville Aljoki, Executive Producer & Christoffer Forssell, Manager, Finnish Broadcasting Company YLE

Britt Monti, Creative Leader Home Furnishing Range & Design, IKEA

Michael W. Hodin, CEO, Global Coalition on Aging

15:00 - 15:45 Reframing Aging: When Old Isn't Old Anymore

Speakers:

Tom Croce, Vice President, Global Advocacy Relations, Amgen

Jane Shaw, Principal, Harris Manchester College, University of Oxford

Alana Officer, Senior Health Adviser (Ageing and Health), World Health Organization

Moderator **Myrna Blyth**, Senior Vice President and Editorial Director, AARP

15:45 - 16:00 Closing Session: The Next Steps for the Silver Policies

Speakers:

Anna-Kaisa Pekonen, Minister of Social Affairs and Health, Finland

Adhanom Ghebreyesus Tedros, Director-General, World Health Organization (Invited)

Jussi-Pekka Rantanen, Senior Producer, Yle News