

High-Level Forum on the Silver Economy

July 9 – 10, 2019, Helsinki, Finland

Main Event: Finlandia Hall, Main Auditorium 2nd Floor

Press/Press Conference: Aurora Hall, 1st Floor

Side Events: Terrace Hall, 1st Floor, The Intelligent Home

Day 1 – The New Silver Future, 9 July 2019

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

09:00 - 09:45 Opening Session: The New Silver Future

Speakers:

Master of Ceremony **Jussi-Pekka Rantanen**, Senior Producer, Yle News

Päivi Sillanaukee, Permanent Secretary, Ministry of Social Affairs and Health, Finland

Antti Rinne, Prime Minister of Finland

Zsuzsanna Jakab, Deputy-Director, World Health Organization

Christine Lagarde, Managing Director, International Monetary Fund (video greeting)

Martin Seychell, Deputy Director General for Health, European Commission

Michael W. Hodin, CEO, Global Coalition on Aging

NEW APPROACHES & PRACTICES

09:45 - 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:

Martin Seychell, Deputy Director General for Health, European Commission

Olli Rehn, Governor, Bank of Finland

Anne-Sophie Parent, Secretary General, AGE Platform Europe

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

11:00 - 11:55 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

Reinier Koppelaar, Programme Manager Ageing in Place, Ministry of Health, Welfare and Sports, Netherlands

Amy Khor, Senior Minister of State for Health, Singapore

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

RESEARCH & INNOVATION

- 11:55 - 12:15 **Healthy Ageing and Wellbeing: Imperatives for Successful 21st-Century Healthy Ageing and Wellbeing**
Speakers:
Werner Baumann, Chairman of the Board of Management (CEO), Bayer AG
Esko Aho, CEO, Verbatim & Former Prime Minister of Finland
- 12:15 - 13:30 **Lunch and Networking Break, Exhibition Floor Open**
- 12:30 – 13.:15 **Side event: Empowering Older Adults' Financial Wellbeing (in Finnish)**
Speakers
Niku Määttänen, Research Director, Research Institute of Finnish Economy
Aino-Kaisa Pekonen, Minister of Social Affairs and Health, Finland
Anneli Taina, Chair of the Board, National Seniors' Union
Moderator **Piia-Noora Kauppi**, Managing Director, Finance Finland
- 13:30 - 14:15 **Innovation for Healthy Ageing: The Silver Economy Drives Health Systems Change**
Speakers:
Yasuhiro Suzuki, Vice-Minister for Health, Ministry of Health, Labour and Welfare, Japan
Kazimierz Kuberski, Deputy Minister of Family, Labour and Social Policy, Poland
Ninie Yan Wang, Founder and Chief Executive Officer, Pinetree Care Group
Annette Dixon, Vice President of Human Development, World Bank
Don Wright, Deputy Assistant Secretary for Health, Department of Health and Human Services; US
Moderator **John Beard**, Chair, Advisory Council, Global Coalition on Aging & Former Director of Ageing and Life Course, WHO
- 14:15 - 15:00 **Prevention and Wellbeing as We Age: Spurring Innovation to Improve Quality of Life and Mitigate Costs**
Speakers:
Finbarr Martin, 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
- 15:00 - 15:45 **From Pilots to Scale: Technology and Policy Driving the New Wave of Health, Ageing and Innovation**
Speakers:

Kalle Killar, Deputy Secretary General of E-services and Innovation Ministry of Social Affairs in Estonia

Sara Härmälä, Director, Upgraded – Health Startup Association

Mike Devoy, Chief Medical Officer, Bayer AG

Ripley Martin Business Leader for Aging and Caregiving, Philips

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

15:45 - 16:15 **Exhibition Floor Engagement & Networking Break**

COMMUNITIES, CITIES & TRUST

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

Speakers:

Jim Daly, Minister of State for Health, Ireland

Andy Burnham, Mayor, Greater Manchester

Ann Aerts, Head, Novartis Foundation

Hans Groth, Chairman of the Board, World Demographic & Ageing Forum

Marco Marsella, Head of the “eHealth, Well-being, and Ageing” Unit in the Directorate General for Communications Networks, Content and Technology of the European Commission

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

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

Speakers:

Jos de Blok, Founder and CEO, Buurtzorg

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

Krista Kiuru, Minister of Family Affairs and Social Services, Finland

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

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

Speakers:

Päivi Sillanaukee, Permanent Secretary, Ministry of Social Affairs and Health, Finland

Ryoji Noritake, CEO, Health and Global Policy Institute

19:00 - 21:00 **Cocktails 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:

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

Jussi Herlin, Vice Chair of the Board, Kone Corporation

SUSTAINABLE MACROECONOMICS

08:45 - 08:50 **José Ángel Gurría**, Secretary-General, OECD (video greeting)

08:50 - 10:15 Demographics, Macroeconomic Trends and Economic Policies

Speakers:

Manoj Pradhan, Chief Economist, Talking Heads & previously Managing Director at Morgan Stanley

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

Camilla Cavendish, Writer and Journalist, Senior Fellow

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

ACTION FOR THE SILVER ECONOMY

11:30 - 12:15 International Collaboration to Stop Alzheimer's by 2025

Speakers:

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

Kazumi Nishikawa, Director, Healthcare Industries Division, Ministry of Economy, Trade and Industry of Japan

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

Moderator **Anders Olauson**, Honorary President, European Patients' Forum and Chairman, Agrenska Foundation

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

12:15 - 12:40 **Side Event: Silver Economy Study Briefing**

Speakers:

Liisa-Maria Voipio-Pulkki, Director General, Ministry of Social Affairs and Health, Finland

Jonathan Cylus, Senior Economist, European Observatory on Health Systems and Policies

Facilitator **Tapani Piha**, Special Adviser on Digital Health and Healthcare

12:45 - 13:25 **Side Event: Silver Innovations for the Good Life of Older Adults**

Speakers:

Pentti Itkonen, Chief Executive Officer of The South Karelia Social and Health Care District in Finland (Eksote)

Jaana Leikas, VTT

Päivi Luna, Head of Welfare Financing, Finance Finland

Sinikka Salo, Leader of Change, Ministry of Social Affairs and Health

Moderator **Kari Kohtamäki**, Customer Account Lead, VTT

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ACTION FOR THE SILVER ECONOMY CONT.

13:30 - 14:20 **Changing Market Needs and Your Aging Strategy**

Speakers:

Sushant Trivedi, Senior Brand Manager, Gillette North America

Ville Aljoki, Executive Producer of Yle Factual Web Development & Yle Learning and **Christoffer Forssell**,

Head of Localization and Accessibility Services at the Finnish Public Broadcasting Company Yle

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

Moderator **Michael W. Hodin**, CEO, Global Coalition on Aging

14:20 - 15:00 **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, Coordinator, Disability and Rehabilitation, World Health Organization

Kirsi Pimiä, Non-Discrimination Ombudsman, Finland

Moderator **Aisling Ryan**, Managing Partner, Global Consulting Principal at The Corporate Practice

15:00 - 15:30 **Advocating the Next Steps for the Silver Policies**

Speakers:

Aino-Kaisa Pekonen, Minister of Social Affairs and Health

Željko Plazonić, State Secretary of the Ministry of Health of the Republic of Croatia