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

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 Alijoki, 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