

Demographic Change:

Challenges and Opportunities
for Business, Politics and Society

INVITATION



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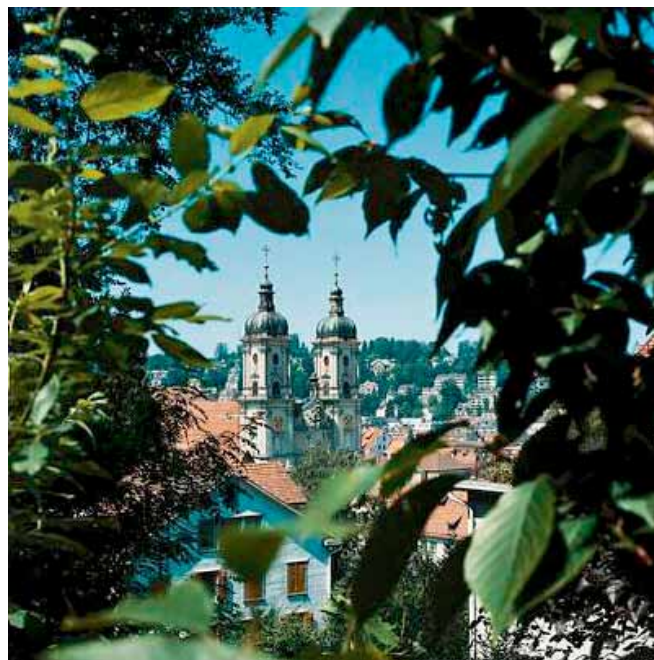
4th World Ageing & Generations Congress
St.Gallen/Switzerland
August 28th – 30th 2008

[WELCOME TO ST.GALLEN / SWITZERLAND]

St.Gallen, a metropolis of Eastern Switzerland, is rightfully proud of its prestigious past. The city's name and origins can be traced back to the founding of the monastery by the wandering Irish monk Gallus in about 612 AD. The town invites you to stroll through the attractive old streets in which you encounter the past with every step. A wealth of architectural styles adorns the old town – half-timbered cottages from the Middle Ages rub shoulders with Baroque town-houses and grandiose dwellings from St.Gallen's golden age of textile manufacture in the nineteenth and early twentieth centuries. The world-famous oriel windows project over picturesque streets and narrow lanes, and street cafes beckon in the lively squares.

Today, the prestigious past has given way to a blossoming present. St.Gallen is a modern and cosmopolitan city watched over by the imposing baroque cathedral in the heart of the stunning "Stift" district. This beautiful district has been awarded World Cultural Heritage status and is now under the protection of UNESCO. Around St.Gallen and its neighbouring canton of Appenzell, you can visit the beautiful rolling hills, the magnificent Lake Constance and the panoramic vistas of the Alpstein mountains. Or take a days outing to Liechtenstein to see its charming villages and castle.

This August, why not simply walk through the "Indian summer coloured" parks and forests surrounding the renowned University of St.Gallen, which will be hosting the *World Ageing & Generations Congress 2008*.



The magnificent baroque cathedral founded in the 7th century



The panoramic view on the Alpstein mountains

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[CHALLENGE]

The long life expectancy in modern societies is a result of extraordinarily successful economic development paired with public health achievements. It is perhaps the most significant revolution produced by the last century. However, in this new century, we face the challenge of comprehensive reform to address the fiscal, financial and labour market implications of ageing, as well as its implications for pensions, social benefits and systems of health and long-term care. Not only do the majority of older persons in developing countries still have no access to social security systems, but when whole communities are sidelined in this institutional framework, existing gaps and imbalances become even more apparent. Even in our modern welfare states, both politicians and citizens find it difficult to adapt pace and perspective because the issue calls into question the three big pillars of intergenerational solidarity, risk solidarity and distributive solidarity. Everything changes. Everyone is affected. Moreover, ageing is not disconnected from social integration, gender progression, economic stability or poverty. Having developed a correlation with global agendas, it will play an increasingly prominent role in the way societies, generations and countries interact. That is why we need challenging initiatives like the *World Ageing & Generations Congress*, organised by the World Demographic Association, to change the way we think about ageing and find innovative solutions.

Ilona Kickbusch

Chairperson of the *World Ageing & Generations Congress 2008* and Professor at the Graduate Institute of International and Development Studies, Geneva, Switzerland



With the third *World Ageing & Generations Congress* in September 2007, the World Demographic Associations' vision of establishing an international, interdisciplinary and intergenerational platform for demographic issues took shape. The participation in this unique event of over 90 speakers and discussants and 500 attendees from over 50 nations underscored that such a platform is crucial to true understanding of the challenges posed by demographic change. Moreover, even though worldwide efforts on all levels to grasp the changes and challenges have recently intensified, these efforts remain highly uncoordinated and piecemeal. Still, it is only by addressing the broad spectrum of issues that we can develop sustainable solutions.

The fourth *World Ageing & Generations Congress*, scheduled to take place from the 28th to 30th of August 2008 at the University of St.Gallen in Switzerland will yet again be an exceptional and unique event that reunites top speakers and participants with leading capacities in their respective fields to form a platform of interactions and stimulating exchanges. Always a focus for leading company representatives, national and multinational institutions and lucid and insightful scholars and practitioners from all fields, the congress will again provide state-of-the-art information to a broad international audience.

It will be our pleasure to welcome you to this global event in the heart of Europe!

Your World Demographic Association

Advisory Bord

Marcel F. BISCHOF, Founder of WDA, Spain

David E. BLOOM, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA

Joseph COUGHLIN, Professor and Director AgeLab, Massachusetts Institute of Technology (MIT), USA

Rogelio FERNANDEZ-CASTILLA, Director, United Nations Population Fund, Technical Support Division, New York

Monica FERREIRA, Professor and President, Director, International Longevity Center (ILC), South Africa, University of Cape Town, South Africa

Oliver GASSMANN, Professor of Technology Management, University of St.Gallen, Switzerland

Patrik GISEL, Deputy Chairman of the Executive Board, Raiffeisen Group, Switzerland

Peter GOMEZ, Chairman of the Board, Swiss Exchange (SWX), Switzerland

Melinda E. HANISCH, Director of Policy, Europe, Middle East, Africa and Canada, Merck & Co., Inc., USA

Alexandre KALACHE, Former Head, Ageing and Life Course Programme, WHO, Geneva

Ursula LEHR, Former German Minister of Health and Family, and founding Director of the German Center for Research on Ageing, Germany

John P. MARTIN, Director for Employment, Labour & Social Affairs, OECD, Paris

Jean-Pierre MICHEL, Professor, Head of the geriatric ward, Department of Rehabilitation and Geriatrics, Geneva Medical School and University Hospitals, Switzerland

Rainer MÜNZ, Head of Research and Development, ERSTE Group, Austria

Hiroyuki MURATA, President, Social Development Research Center, Japan

Alexandre SIDORENKO, Head, UN Focal Point on Ageing, New York

Alan WALKER, Professor and Director of ERA-AGE, University of Sheffield, UK

Erich WALSER, Chairman of the Board of Directors of the Helvetia Group, Switzerland

[FIELDS]

The ageing of society has accentuated the inequalities between developed and developing countries, and the resultant health and social implications are posing a colossal challenge to the existing social and political frameworks. Therefore, last year's congress concluded with Professor Kickbusch's appeal for a reinforcement of intergenerational and intersocietal solidarity. This important topic is the focus of the programme offered by the fourth *World Ageing & Generations Congress*, which is structured around the following five modules:

Work & Welfare

"As long as you are good enough, you are young enough!" – said PricewaterhouseCoopers' CEO, Markus Neuhaus in his keynote speech at the *World Ageing & Generations Congress 2007*. However, amazingly, preparing for the structural change that an ever higher average age of employees will demand is still not considered a priority by small and medium sized companies. So, is this change really of minor concern or will the ability to successfully integrate elder employees have a strong impact on companies' future competitiveness?

Health

Many medical treatments and interventions in current use were pure science fiction 30 or 40 years ago when the technological progress achieved today was inconceivable. Such advances in medical science and technology have made it possible for us to live longer lives of a better quality: no longer is poor health an inevitable consequence of ageing. Nevertheless, despite high hopes and expectations, an ageing society means new health problems among older individuals, which pose new and complex challenges to providers, insurers, and public health policies. Thus, strategies of prevention, focused on intergenerational approaches, have become all the more important to solve today's as well as tomorrow's health challenges.

Innovation & Markets

Longevity gives rise to numerous new opportunities, especially as regards the development of new services for the experienced, mature consumer. The most innovative of these new markets include banking and financial services. Nevertheless, technological innovation does not have to be complex and cryptic; rather, life long learning and cognitive ageing are at the heart of a rapidly expanding market of new technology goods that imply comprehensive use and manipulation. In almost all industrialized countries, the 50+ generation represents not only the population group with the strongest growth rate but also the group with the most important purchasing power. Thus, comprehensive yet innovative solutions for this new target group are a key to success in most industries.

Lifestyle & Society

The importance of intergenerational communication will increase as the gap between the very young and the very old grows. Because such communication must span several generations, successful interaction implies a deep understanding of both the needs of each generation and the incredible potential that all have to offer. Thus, as they interact with each other, all generations must recognize, consider, and accept the changing roles and statuses and possible interdependencies. For example, parents may become dependents, while children may become caregivers. At the same time, longitudinal studies have provided incredibly rich data on the characteristics of the ageing process and the physical conditions that shape it. Particular vital to such research are specific questions and analyses related to gender, because when it comes to ageing, men and women have little in common.

Ageing & Development

As Alexandre Kalache, Former Head of the Ageing and Life Course Programme of the WHO so aptly pointed out – "Developed countries got rich before they got old; developing countries are getting old before they get rich". This fact poses an immense challenge for developing countries in several areas including social security and economic growth. In addition, the populations in developing countries are still growing, which may well raise the world population to an unsustainable level within the next century. Because the resulting social and ecological problems are large, international coordination and cooperation is largely deemed essential to meeting this challenge. Moreover, the impacts of an ageing society are not limited to a micro-social level – the sustainability of welfare systems is challenged and the fragility of the cultural conditions and social cohesion that enable personal well-being has become all too evident. Nevertheless, the issue cannot be limited solely to developed countries. Rather, a closer look is urgently needed at the working and retirement conditions for elderly people within the developing world where population ageing is taking place more rapidly and on a larger scale than anywhere else.

[PRIX DES GÉNÉRATIONS]

Prix des Générations

The Prix des Générations is awarded to an international personality for an outstanding contribution that will affect or has affected generations. This year, the Prix des Générations jury has nominated Mary Robinson in acknowledgement of her significant contribution to the well-being of current and future generations, her fight for the protection of human rights and for her initiative for promoting the dialogue on ethical global values.

About Mary Robinson

Mary Robinson served as United Nations High Commissioner for Human Rights from 1997 to 2002 and as President of Ireland from 1990 to 1997. Before her election as President, Mary Robinson served as Senator, holding that office for 20 years. In 1969, she became Reid Professor of Constitutional Law at Trinity College, Dublin. She was called to the bar in 1967, becoming a Senior Counsel in 1980, and a member of the English Bar (Middle Temple) in 1973. Educated at Trinity College, Mary Robinson also holds law degrees from the King's Inns in Dublin and from Harvard University.

Mary Robinson is founder and president of "The Realizing Rights; The Ethical Globalization Initiative" and a member of "The Elders," a group of leaders convened by Nelson Mandela, Graça Machel, and Desmond Tutu, to contribute their wisdom, independent leadership and integrity to tackle some of the world's toughest problems. Mary Robinson is currently the Chair of the Council of Women World Leaders, Vice President of the Club of Madrid, honorary President of Oxfam International, member of the Vaccine Fund Board of Directors and member of the Leadership Council, the UN Global Coalition on Women and AIDS. She is a Professor of Practice at Columbia University and member of the Advisory Board of the Earth Institute, and Extraordinary Professor at the University of Pretoria. Amongst many other awards, Mary Robinson received; The *CARE Humanitarian Award* (1993), the *Sydney Peace Prize* und *Sonning-Prize* (2002), the *Otto-Hahn-Friedensmedaille* (2003) and the *Prinz-von-Asturien-Prize* (2006).

"Let me be clear: I am not suggesting that human rights will provide the solution to massive and complex challenges. But human rights can, and must, be the compass that provides the moral, ethical and legal guidance to effective responses at every level. By placing individuals and communities at the centre of health systems, focusing attention on marginalized and vulnerable populations, and holding governments and other actors to account, human rights provide a powerful standard by which to ensure the development and implementation of equitable health policies, strategies and systems."

Mary Robinson, 2nd of April 2008

Award Ceremony in honour of Mary Robinson

Saturday, August 30th 2008, 14:00

Laudation by Ruth Dreifuss, former member of the Swiss Federal Council and the first woman to be elected President of the Swiss Confederation



Mary Robinson
Recipient of the Prix des Générations 2008

[KEYNOTE SPEAKERS]

Robert N. Butler, President and CEO, International Longevity Center (ILC), USA
The Longevity Revolution: The Benefits and Challenges of Living a Long Life
Saturday, August 30th 2008, 16:00 – 16:30

Robert N. Butler is the President and CEO of the International Longevity Center, USA and author of *The Longevity Revolution: The Benefits and Challenges of Living a Long Life*. Physician, gerontologist, psychiatrist, public servant and Pulitzer Prize winning author, Robert N. Butler has long been involved in a broad array of social and health issues. He is perhaps best known for his advocacy of the medical and social needs and rights of the elderly and his research on healthy ageing and the dementias. In 1975, he became the founding director of the National Institute on Ageing of the National Institutes of Health, where he remained until 1982. In 1982, he founded the Department of Geriatrics and Adult Development at The Mount Sinai Medical Center, the first department of geriatrics in a U.S. medical school. Robert N. Butler continues to serve as Professor of Geriatrics and Adult Development at the Brookdale Department of Geriatrics and Adult Development at Mount Sinai Medical Center. In 1990, Robert N. Butler founded the International Longevity Center, a policy, research and education organization conducting research and education projects on population ageing. Today, the ILC has ten independent centers in the U.S., Europe, Asia, Latin America, Africa and Israel. In 1976 Robert N. Butler won the Pulitzer Prize for his book *Why Survive? Being Old in America*. He is co-author of the books *Ageing and Mental Health* and *Love and Sex After 60*.



Robert N. Butler

Robert Holzmann, Director, Social Protection & Labour Department of the Human Development Network, World Bank, Washington
Rethinking Social Protection in an Ageing Society
Thursday, August 28th 2008, 09:00 – 09:30

Robert Holzmann is Director of the Social Protection & Labour Department of the Human Development Network of the World Bank. He is in charge of the conceptual and strategic World Bank work in the area of social risk management, covering labour market interventions (including child labour), social insurance (including pensions) and social safety nets (including social funds). He is the key author of the Social Protection Sector Strategy paper of the World Bank that proposes a new definition for social protection and is based on the newly developed social risk management framework. He is also the lead author of the 2005 position paper of the World Bank on pension reform - *Old Age Income Support in the 21st Century* - and of a 2008 report on *Ageing Population, Pension Funds and Financial Markets: Global Challenges and Regional Perspectives for Central, Eastern and Southern Europe*. Before joining the Bank he was professor of economics and the director to the European Institute at the University of Saarland, Germany, professor of economics at the University of Vienna, and guest professor at universities in Chile, Japan and the USA. As principal administrator at the OECD, he wrote a comprehensive report on public pension reform in industrialized countries. At the IMF as a consultant, he was working on fiscal and social security issues of Central and Eastern European transition economies, and he researched intensively the economic and financial market effects of the Chilean pension reform. At the World Bank he was heavily involved in social protection programmes during the recent financial crisis in East Asia. He has published 24 books and over 150 articles on social, fiscal and financial policy issues.



Robert Holzmann

Sir Michael G. Marmot, Director, International Institute for Society and Health MRC Research, Professor of Epidemiology and Public Health, University College London, UK
Social Determinants of Health Inequalities
Friday, August 29th 2008, 14:30 – 15:00

Sir Michael Marmot has led a research group on health inequalities for the past 30 years. He is Principal Investigator of the Whitehall Studies of British civil servants, investigating explanations for the striking inverse social gradient in morbidity and mortality. He leads the English Longitudinal Study of Ageing (ELSA) and is engaged in several international research efforts on the social determinants of health. He chairs the Department of Health Scientific Reference Group on tackling health inequalities. He was a member of the Royal Commission on Environmental Pollution for six years. In 2000, he was knighted for services to Epidemiology and understanding health inequalities. Internationally acclaimed, Professor Marmot is a Vice President of the Academia Europaea, a member of the RAND Health Advisory Board, a Foreign Associate Member of the Institute of Medicine (IOM), and the Chair of the Commission on Social Determinants of Health set up by the World Health Organization in 2005. He won the Balzan Prize for Epidemiology in 2004 and gave the Harveian Oration in 2006.



Sir Michael G. Marmot

[KEYNOTE SPEAKERS]

Hans-Ulrich Maerki, Chairman of IBM Europe, Middle East and Africa (EMEA), France

The Ageing Workforce - Challenge or Opportunity?

Thursday, August 28th 2008, 09:30 – 10:00

As Chairman of IBM Europe, Middle East and Africa (EMEA), Hans-Ulrich Maerki is responsible for shaping IBM's external environment by representing the company to the European Commission and country external authorities on issues of international public policy and business. He directs and co-ordinates IBM's corporate activities in EMEA in such areas as governmental programmes, university relations, corporate citizenship & corporate affairs, standards activity, intellectual property, external relations, accessibility, environmental affairs, and venture capital relations. Hans-Ulrich Maerki also identifies and drives key projects to capture international opportunities arising from developments in the business and political environment. He is a member of IBM's worldwide Integration & Values Team. Prior to his current position, he was EMEA General Manager, responsible for IBM's business operations in the 124 countries in EMEA. Before that, he was General Manager of IBM's Global Services business in EMEA. Hans-Ulrich Maerki joined IBM in Switzerland in 1974 as a part-time student intern and has held a number of senior management positions in marketing and sales before becoming General Manager of IBM Switzerland. Hans Ulrich Maerki studied at the University of Basel, where he received a Master's degree in Economics and Business Administration. He is a director on three outside corporate boards: Swiss Re, ABB Ltd and Mettler-Toledo. He is also a member of the Board of Trustees of the State Hermitage Museum in St.Petersburg, Russia, a member of the Board of Directors of Menuhin Festival AG, Gstaad, Switzerland, the Corporate Social Responsibility Europe Advisory Board; the Trustee Board of the IMD business school in Lausanne, Switzerland, the International Advisory Board of IESE (University of Navarra, Spain), the Advisory Board of HEC (Paris), the International Advisory Board of Bocconi SDA (Milano), the European Services Forum, and the Presidential International Advisory Council of South Africa.



Hans-Ulrich Maerki

Vladimir Špidla, EU Commissioner for Employment, Social Affairs and Equal Opportunities, Brussels

Title to be announced

Thursday, August 28th 2008, 08:50 – 09:00

Vladimir Špidla is one of the founding members of the CSSD, the Czech Social Democratic Party. In 1992, he became a member of the Presidium of the CSSD, in 1997 its statutory Vice-Chairman, and in 2001 its Chairman. In the Chamber of Deputies, to which he was elected in 1996, he served as Chairman of the Parliamentary Social Policy and Health Care Committee. From 1998 to 2002, he held the post of the First Deputy Prime Minister and Minister of Labour and Social Affairs authorised by the Government to coordinate the Departments of Labour and Social Affairs, Health care, Education, Youth and Physical training, the Environment and Culture. He was appointed as Prime Minister in 2002 and, as of 2004, as European Commissioner for Employment, Social Affairs and Equal Opportunities. One of Commissioner Špidla's key policies is that "Europe should address the impact of demographic ageing on its social protection systems – pensions, health care, long-term care – and improve the quality of work in order to prevent older workers from retiring early. Without reforms, ageing will place a huge burden on the younger generations."



Vladimir Špidla

Derek Yach, Vice President, Global Health Policy, PepsiCo, USA

Chronic Disease and Global Health Challenges

Thursday, August 28th 2008, 10:30 – 11:00

Derek Yach is Vice President of Global Health Policy at PepsiCo. Previously he has headed global health at the Rockefeller Foundation, been professor of Public Health and head of the Division of Global Health at Yale University, and is a former Executive Director of the World Health Organization (WHO). Derek Yach has spearheaded efforts to improve global health. At the WHO he served as cabinet director under Director-General Gro Harlem Brundtland. He helped place tobacco control, nutrition and chronic diseases such as diabetes and heart disease prominently on the agenda of governments, non-governmental organisation and the private sector. He led development of WHO's first treaty, the Framework Convention on Tobacco Control, and the development of Global Strategy on Diet and Physical Activity. He established the Centre for Epidemiological Research at the South African Medical Research Council which focused on quantifying inequalities and the impact of urbanization on health. He has authored or co-authored over 200 articles covering the breadth of global health issues.



Derek Yach

[PLENARY PANEL DISCUSSIONS]

■ Focus I – Health System Challenges in the Developing World

Thursday, August 28th 2008, 11:00 – 12:30

Organised in cooperation with and sponsored by Merck Sharp & Dohme (MSD)

Demographic change in developing countries is creating a new health challenge: a growing incidence of chronic disease, the burden of which these countries are currently ill-equipped to address. How must governments respond to this challenge? What are the roles of various stakeholders? How can public-private partnerships work to increase healthcare capacity in developing and emerging countries?

Chair: Janet Voûte, CEO, World Heart Federation, Switzerland

Panel Participants:

- Ernest Darkoh, Chairman, BroadReach Healthcare, South Africa
- Christine Hancock, European Director, Oxford Health Alliance, UK *
- Jeffrey L. Sturchio, Vice President, Corporate Responsibility, Merck & Co., Inc., USA
- Derek Yach, Vice President, Global Health Policy, PepsiCo, USA



Janet Voûte



Ernest Darkoh



Christine Hancock



Jeffrey L. Sturchio



Derek Yach

■ Focus II – Retaining the Competitive Edge: Health Strategies for the Public and Private Sectors

Thursday, August 28th 2008, 14:00 – 15:30

Organised in cooperation with and sponsored by AARP International, USA

Demographic changes and the longevity bonus are reinventing the way public and private organizations operate in the world economy. While some businesses can adjust for changes in population by implementing new technologies, many other entities (e.g. governments and NGOs) rely on human capital that is becoming a more valuable commodity. This shift in population, coupled with dramatic increases in health care costs, is causing NGOs rethink their approach to workforce and the delivery of care. What changes are needed to ensure a healthy workforce? Is value created by having a healthier work environment? What kind of incentives can be used to establish more consumer-directed, preventative care?

Chair: To be announced

Panel Participants:

- Diane Bechel-Marriott, Healthcare Strategy and Design, Ford Motor Company, USA
- Hiro Suzuki, Director, Ageing & Health, Ministry of Health, Labour & Welfare, Japan
- Representant of Towers Perrin, USA *



Diane Bechel-Marriott



Hiro Suzuki

[PLENARY PANEL DISCUSSIONS]

■ Focus III – Age-Friendly Communities

Friday, August 29th 2008, 11:30 – 13:00

What are the expectations, impacts, possibilities and challenges an ageing society poses to urban planning, to infrastructure and local network, neighbourhood areas, local markets and service providers? Do we have to reinvent cities? What can be learned by looking at the successful experiences already undertaken? How do we achieve the maintenance of a good and independent quality of life? How do we prevent social isolation and disintegration of communities within an ever atomising society?

Chair: Alexandre Kalache, Former Head, Ageing and Life Course Programme, WHO, Geneva

Panel Participants:

- **Jo Ivey Boufford**, President of the New York Academy of Medicine, USA
- **Sérgio de Oliveira Cabral Santos Filho**, Governor State of Rio de Janeiro, Brazil
- **Antonio Correia de Campos**, Former Minister of Health, Portugal *
- **Laura Machado**, Senior International Liaison Officer, International Association of Gerontology and Geriatrics, Brazil



Alexandre Kalache



Jo Ivey Boufford



Sérgio de Oliveira
Cabral Santos Filho



Antonio Correia de
Campos



Laura Machado

■ Focus IV – Avenues for Demographic Fitness

Saturday, August 30th 2008, 14:00 – 15:30

Organised in cooperation with and sponsored by Pfizer Switzerland

Population growth and population ageing pose great challenges to industrialized and developing countries alike. But as with every challenge, it is not just about facing the problem but about seizing the chance to identify and shape the opportunities that lay within demographic change. We have the liberty to define today what effect and impact population ageing will have on our society, on our social and political framework, on our economy and on our position within the global framework. It is our task and opportunity to shape our future and to think for generations ahead. This panel will address and stimulate the way we seize this opportunity and the solution finding process.

Chair: Katja Gentinetta, Vice Director of Avenir Suisse, Switzerland

Panel Participants:

- **Kurt Biedenkopf**, Former Prime Minister of the Free State of Saxony, Germany
- **Hans Groth**, Member of the Board, Pfizer Switzerland and Pfizer Global Health Fellow
- **Felix Gutzwiller**, Professor and Director, Institute for Social and Preventive Medicine, University of Zurich, Member of the Council of State, Switzerland
- **Rainer Münz**, Head of Research and Development, ERSTE Group, Austria



Katja Gentinetta



Kurt Biedenkopf



Hans Groth



Felix Gutzwiller



Rainer Münz

[PROGRAMME]

Thursday, August 28th 2008

08:30 – 08:50	Welcome Address and Opening Ceremony Alfonso Sousa-Poza, Director, World Demographic Association Ernst Mohr, President, University of St.Gallen Ilona Kickbusch, Chairperson, World Ageing & Generations Congress
08:50 – 09:30	Opening Addresses Vladimir Špidla, EU Commissioner for Employment, Social Affairs and Equal Opportunities, Brussels <i>Title to be announced</i> Robert Holzmann, Director, Social Protection and Labour Department, Human Development Network, World Bank, Washington <i>Rethinking Social Protection in an Ageing Society</i>
09:30 – 10:00	Keynote Speech Hans-Ulrich Maerki, Chairman of the Board, IBM EMEA, France <i>The Ageing Workforce – Challenge or Opportunity?</i>
10:00 – 10:30	Break
10:30 – 11:00	Keynote Speech Derek Yach, Vice President, Global Health Policy, PepsiCo, USA <i>Chronic Disease and Global Health Challenges</i>
11:00 – 12:30	Plenary Panel FOCUS I: <i>Health System Challenges in the Developing World</i>
12:30 – 14:00	Lunch Buffet
14:00 – 15:30	Plenary Panel FOCUS II: <i>Retaining the Competitive Edge: Health Strategies for the Public and Private Sectors</i>
15:30 – 16:00	Break
16:00 – 18:00	Parallel Special Sessions
20:00	Nightcap Discussions with Fellows of the WDA

Friday, August 29th 2008

09:00 – 11:00	Parallel Special Sessions
11:00 – 11:30	Break
11:30 – 13:00	Plenary Panel FOCUS III: <i>Age-Friendly Communities</i>
13:00 – 14:30	Lunch Buffet
14:30 – 15:00	Keynote Speech Sir Michael Marmot, Director, International Institute for Society and Health MRC Research, Professor of Epidemiology and Public Health, University College London, UK <i>Social Determinants of Health Inequalities</i>
15:00 – 15:30	Break
15:30 – 17:30	Parallel Special Sessions
20:00	Pfalzkeller Dinner with welcome speech by John P. Martin , Director Employment, Labour & Social Affairs, OECD, Paris, and Member of the Advisory Board of the WDA

[PROGRAMME]

Saturday, August 30th 2008

10:00 – 12:00	Parallel Special Sessions
12:00 – 14:00	Lunch Buffet
14:00 – 15:30	Plenary Panel FOCUS IV: <i>Avenues for Demographic Fitness</i>
15:30 – 16:00	Break
16:00 – 16:30	Keynote Speech Robert Butler , President and CEO, International Longevity Center (ILC), USA <i>Longevity Revolution: The Benefits and Challenges of Living a Long Life</i>
16:30 – 17:00	Closing remarks Ilona Kickbusch , Chairperson, World Ageing & Generations Congress
17:00 – 18:00	Award Ceremony in honour of Mary Robinson Laudation by Ruth Dreifuss , former member of the Swiss Federal Council and the first woman to be elected President of the Swiss Confederation
18:00 – 19:00	Farewell Apéro

Module	Special Sessions	Schedule
Work & Welfare	■ Emerging Agendas in Age and Work – Focus 1 ; Public Policy for an Ageing Workforce (in cooperation with Swinburne University, Australia)	28/08/2008, 16:00 – 18:00
	■ Emerging Agendas in Age and Work – Focus 2 ; Managing Ageing Human Capital (in cooperation with Swinburne University, Australia)	28/08/2008, 20:00 – 22:00
	■ Emerging Agendas in Age and Work – Focus 3 ; Redesigning Workplaces for an Ageing Society (in cooperation with Swinburne University, Australia)	29/08/2008, 09:00 – 11:00
	■ Emerging Agendas in Age and Work – Focus 4 ; Generational Relations and the Workplace (in cooperation with Swinburne University, Australia)	29/08/2008, 15:30 – 17:30
	■ Emerging Agendas in Age and Work – Focus 5 ; Managing Labour Supply (in cooperation with Swinburne University, Australia)	30/08/2008, 10:00 – 12:00
Health	■ Regenerative Medicine (In cooperation with Geistlich Pharma, Switzerland)	28/08/2008, 16:00 – 18:00
	■ Financing Healthcare: Beyond Common Pathways (in cooperation with Merck Sharp & Dohme (MSD))	28/08/2008, 16:00 – 18:00
	■ Longitudinal Studies of Ageing: A Key to Optimal Ageing (in cooperation with the University of Newcastle, Australia)	29/08/2008, 15:30 – 17:30
Innovation & Markets	■ Age-Friendly Banking (in cooperation with the Global Institute of Finance and Banking, USA)	29/08/2008, 09:00 – 11:00
	■ Product Development for Silver Markets – Challenges, Procedures and Examples (in cooperation with the Technical University Hamburg-Harburg, Germany, and the German Institute for Japanese Studies, Japan)	30/08/2008, 10:00 – 12:00
Lifestyle & Society	■ How will Europe's Regions Survive? (in cooperation with ERSTE Foundation)	28/08/2008, 16:00 – 18:00
	■ Securing Income and Care in Ageing Societies (in cooperation with ERSTE Foundation)	29/08/2008, 09:00 – 11:00
	■ Combating Age Discrimination and Elder Abuse (in cooperation with the University of Haifa, Israel, and the International Longevity Center, (ILC), South Africa)	29/08/2008, 15:30 – 17:30
Ageing & Development	■ Ageing, Women and Health: Emerging Care-Giving Needs in Developing Countries (in cooperation with the United Nations Population Fund (UNFPA), New York)	28/08/2008, 16:00 – 18:00
	■ Intergenerational Solidarity and Old-Age Support in Africa and Asia: What Roles for Family and State? (in cooperation with African Research on Ageing Network (AFRAN))	29/08/2008, 09:00 – 11:00
	■ Pensions in the Developing Countries (in cooperation with the University of Massachusetts, USA)	29/08/2008, 15:30 – 17:30
	■ Building Capacity to Implement the Madrid International Plan of Action on Ageing (in cooperation with the United Nations Population Fund (UNFPA), and the UN Focal Point on Ageing, New York)	30/08/2008, 10:00 – 12:00

[SPECIAL SESSIONS]

Module 1: Work & Welfare

■ Emerging Agendas in Age and Work: Focus 1: Public Policy for an Ageing Workforce

Organised in cooperation with Swinburne University,
Australia

28.08.2008, 16:00 – 18:00

Chair: Philip Taylor, Professor, Employment Policy and
Director of the Business, Work and Ageing Center of
Research, Swinburne University, Australia

Participants:

Gerard Evers, Professor and Head of Research and
consultancy group for Human Resources Management,
OSA, Institute for Labour Studies, Netherlands

Gerd Naegele, Professor, Social Gerontology and
Director, Institute for Gerontology, Technical University
Dortmund, Germany

Sara E. Rix, Economic Issues Public Policy Institute, AARP,
USA *

Mikael Stattin, Research Fellow, Faculty of Social
Sciences, Umeå University, Sweden

■ Emerging Agendas in Age and Work: Focus 2: Managing Ageing Human Capital

Organised in cooperation with Swinburne University,
Australia

28.08.2008, 20:00 – 22:00

Chair: Philip Taylor, Professor, Employment Policy and
Director of the Business, Work and Ageing Center of
Research, Swinburne University, Australia

Participants:

Neil Charness, Professor, William G. Chase Professor of
Psychology, University of Florida, USA

Robert Lindley, Professor and Director, Institute for
Employment Research Faculty of Social Studies,
University of Warwick, UK

Jürgen Pfister, Head Corporate Human Resources at
METRO and member of the board of "das Demographie
Netzwerk" (ddn), Germany

Harvey L. Sterns, Professor and Director, Institute for
Life-Span Development and Gerontology, Department
of Psychology, West Virginia University, USA

■ Emerging Agendas in Age and Work: Focus 3: Redesigning Workplaces for an Ageing Society

Organised in cooperation with Swinburne University,
Australia

29.08.2008, 09:00 – 11:00

Chair: Philip Taylor, Professor, Employment Policy and
Director of the Business, Work and Ageing Center of
Research, Swinburne University, Australia

Participants:

Peter Buckle, Professor and Head of Robens Center for
Health Ergonomics, Faculty of Health and Medical
Sciences, University of Surrey, UK

Juhani Ilmarinen, Professor, Finnish Institute of
Occupational Health, Finland

Karl Kuhn, Head, Federal Institute for Occupational
Safety & Health, Germany

■ Emerging Agendas in Age and Work: Focus 4: Generational Relations and the Workplace

Organised in cooperation with Swinburne University,
Australia

29.08.2008, 15:30 – 17:30

Chair: Philip Taylor, Professor, Employment Policy and
Director of the Business, Work and Ageing Center of
Research, Swinburne University, Australia

Participants:

Victor Marshall, Professor and Director, Institute on
Ageing, University of North Carolina, USA

Marcie Pitt-Catsouphes, Professor and Director, Center
on Ageing & Work Boston College, USA

■ Emerging Agendas in Age and Work: Focus 5: Managing Labour Supply

Organised in cooperation with Swinburne University,
Australia

30.08.2008, 10:00 – 12:00

Chair: Philip Taylor, Professor, Employment Policy and
Director of the Business, Work and Ageing Center of
Research, Swinburne University, Australia

[SPECIAL SESSIONS]

Participants:

Don Atwater, Practitioner, Graziadio School of Business and Management, Pepperdine University, USA

Victoria Büsch, Professor, OTA Hochschule and member of "das Demographie Netzwerk" (ddn), Germany

Masato Oka, Professor, Economic Research Institute, Yokohama City University, Japan

Module 2: Health

■ Regenerative Medicine

Organised in cooperation with Geistlich Pharma, Switzerland

28.08.2008, 16:00 – 18:00

Chair: Professor Edward G. Lakatta, biomedical research scientist, Baltimore, Md, USA

(Edward G. Lakatta is kindly supported by Novartis)

Participants:

Marisa Jaconi, Head of Embryonic Stem Cell Laboratory, Faculty of Medicine, Geneva, Switzerland

Rainer Schmelzeisen, Professor and Director of the Department of Maxillofacial surgery, University Hospital Freiburg, Germany

Carlo Ventura, Professor, Cardiovascular Department, University of Bologna, Italy

■ Financing Healthcare: Beyond Common Pathways

Sponsored by and organised in cooperation with Merck Sharp & Dohme (MSD)

28.08.2008, 16:00 – 18:00

Chair: Peter Zweifel, Professor and Head, Socioeconomic Institute, University of Zurich, Switzerland

Participants:

Wim Groot, Professor, Faculty of Health, Medicine and Life Sciences, Maastricht University, Netherlands

■ Longitudinal Studies of Ageing: A Key to Optimal Ageing

Organised in cooperation with the University of Newcastle, Australia

29.08.2008, 15:30 – 17:30

Chair: Julie Byles, Director and Professor, Research Centre for Gender, Health and Ageing, Faculty of Health, University of Newcastle, Australia

Participants:

Paul Kowal, Scientist, World Health Organisation (WHO), Australia

Sir Michael G. Marmot, Director and Professor, Department of Epidemiology and Public Health, University College London, UK

Jean-Pierre Michel, Professor, Head of the geriatric ward, Department of Rehabilitation and Geriatrics, Geneva Medical School and University Hospitals, Switzerland

Nadia Minicuci, Professor, National Council of Research, Institute of Neuroscience-Padova, Section Ageing, Italy

Richard M. Suzman, Director, Behavioural and Social Research Programme, National Institute of Ageing, USA

Alan Walker, Professor and Director of ERA-AGE, University of Sheffield, UK

Module 3: Innovation and Markets

■ Age-Friendly Banking

Organised in cooperation with The Global Institute of Finance and Banking, USA

29.08.2008, 09:00 – 11:00

Chair: George Pawliczko, Executive Director, the Global Institute of Finance and Banking, USA

Participants:

Thomas Barden, Head, New York Field Office, Federal Bureau of Investigation (FBI), USA

Sylvia Callymore, Vice-President, JPMorgan Chase Bank, USA

Jean Setzfand, Financial Security Office, AARP, USA

Pierin Vincenz, Chairman of the Executive Board, Raiffeisen Group, Switzerland *

Representative of the Presidency of Banca Bradesco, Brazil *

[SPECIAL SESSIONS]

■ Product Development for Silver Markets – Challenges, Procedures and Examples

Organised in cooperation with the Technical University Hamburg-Harburg Germany and the German Institute for Japanese Studies, Japan

30.08.2008, 10:00 – 12:00

Chairs: **Cornelius Herstatt**, Professor, Institute for Technology and Innovation Management, Technical University Hamburg-Harburg (TUHH), Germany and **Florian Kohlbacher**, Research Fellow, German Institute for Japanese Studies, Japan

Participants:

Joseph Coughlin, Professor and Director, AgeLab, Massachusetts Institute of Technology MIT, USA *
Mathias Knigge, Managing Director, Grauwert, Office for Demographic Products and Services, Germany
Deana McDonagh, Professor, School of Art + Design, University of Illinois (Urbana-Campaign), USA
Makoto Miwa, Head of Research, Panasonic System Solutions Company, Japan Electronics and Information Technology Industries Association, Japan
James Joseph PirkI, Executive Director, Transgenerational Design Matters, and Professor Emeritus and Former Chairman, Department of Design, Syracuse University, USA
Sue Tempest, Professor, Strategic Management and Co-Director of the Executive MBA Programme, Nottingham University Business School, UK

Module 4: Lifestyle & Society

■ How will Europe's Regions Survive?

Sponsored by ERSTE Foundation
Organised in cooperation with the Research and Development Department, ERSTE Group, Austria

28.08.2008, 16:00 – 18:00

Chair: **Rainer Münz**, Head of Research and Development, ERSTE Group, Austria

Participants:

Peter Berkowitz, Directorate General for Regional Policy, European Commission, Brussels *
Reiner Klingholz, Director, Berlin Institute for Population and Development, Germany
Brigita Schmögnerová, Vice President, the European Bank for Reconstruction and Development (EBRD)

■ Securing Income and Care in Ageing Societies

Sponsored by ERSTE Foundation
Organised in cooperation with the Research and Development Department, ERSTE Group, Austria

29.08.2008, 09:00 – 11:00

Chair: **Franz-Karl Prüller**, Programme Director, ERSTE Foundation

Participants:

Ruth Paserman, Directorate General for Employment, Social Affairs and Equal Opportunities, European Commission, Brussels *
Robert Holzmann, Professor and Director, Social Protection & Labour Department of the Human Development Network, The World Bank, Washington
Rainer Münz, Head of Research and Development, ERSTE Group, Austria
August Oesterle, Professor, Institute for Social Policy, University of Economics, Austria
Iveta Radicova, Former Minister of Labour, Social Affairs, and Family of the Slovak Republic

■ Combating Age Discrimination and Elder Abuse

Organised in cooperation with the University of Haifa, Israel and the International Longevity Centre (ILC), South Africa

29.08.2008, 15:30 – 17:30

Chairs: **Ariela Lowenstein**, Professor and Head, Center for Research & Study of Ageing University of Haifa, Israel
Monica Ferreira, Professor and President, Director, International Longevity Center-South Africa (ILC), University of Cape Town, South Africa

Participants:

Simon Biggs, Professor and Director, Institute of Gerontology, King's College London, UK
Thomas Görden, Head, Department Criminology and Interdisciplinary Crime Prevention, Police School, Germany
Lynn McDonald, Professor and Director, Institute of Life Course and Ageing, University of Toronto, Canada *
Olayinka Ojomale, Social Worker and Co-ordinator, African Gerontological Society of Nigeria, Nigeria *
Mala Kapur Shankardass, Chairperson, Development, Welfare & Research Foundation (DWARF), India

[SPECIAL SESSIONS]

Module 5: Ageing & Development

■ Building Capacity to Implement the Madrid International Plan of Action on Ageing

Organised in cooperation with the United Nations Population Fund (UNFPA), and the UN Focal Point on Ageing, New York

30.08.2008, 10:00 – 12:00

Chairs: José Miguel Guzman, Chief, Population and Development Branch, Technical Support Division, United Nations Population Fund (UNFPA), New York

Ann M. Pawliczko, Senior Project Advisor, Population and Development Branch, Technical Support Division, United Nations Population Fund (UNFPA), New York

Participants:

Joseph Troisi, Professor and Executive Director, International Institute of Ageing (UN Malta) (INIA), Malta
Alexandre Sidorenko, Head, UN Focal Point on Ageing, New York

Alfred Chan Cheung-Ming, Professor and Director, Asia-Pacific Institute of Ageing Studies, Lingnan University, China

Pedro Paulo Marin, Professor Centre of Geriatrics and Gerontology, and President, Chilean Society of Internal Medicine, Chile

Olga N. Mikhailova, Executive Manager, St.Petersburg Institute of Bioregulation and Gerontology, Russia

■ Intergenerational Solidarity and Old Age Support in Africa and Asia: What Roles for Family and State?

Organised in cooperation with the African Research on Ageing Network (AFRAN)

29.08.2008, 09:00 – 11:00

Chair: Isabella Aboderin, Research Fellow, Oxford Institute of Ageing, University of Oxford, UK

Participants:

Moneer Alam, Professor and Head, Population Research, Centre Institute of Economic Growth, India

Peng Du, Professor and Director, Institute of Gerontology, Renmin University of China, China

Thando Gwebu, Professor, Department of Environmental Science, University of Botswana, Botswana

Jaco Hoffman, Research Fellow, Oxford Institute of Ageing, University of Oxford, UK

Valerie Møller, Professor, Institute of Social and Economic Research, Rhodes University, South Africa

(* - to be confirmed)

■ Pensions in the Developing Countries

Organised in cooperation with the University of Massachusetts, USA

29.08.2008, 15:30 – 17:30

Chair: Yung-Ping Chen, Professor, Frank J. Manning Eminent Scholar's Chair in Gerontology, University of Massachusetts, USA

Participants:

Nicholas Barr, Professor, Department of Economics, London School of Economics, UK

Richard Blewitt, CEO, HelpAge International, UK

Dalmer D. Hoskins, Director, Office of Policy Development and Liaison for Public Trustees, Social Security Administration, USA

Corazon de la Paz, President, International Social Security Association, Philippines *

Helmut Schwarzer, Secretary of the Social Providence of the Minister of Providence, Ministry of the Social Providence, Brazil

■ Ageing, Women and Health: Emerging Care-Giving Needs in Developing Countries

Organised in cooperation with the United Nations Population Fund (UNFPA), New York

28.08.2008, 16:00 – 18:00

Chairs: José Miguel Guzman, Chief, Population and Development Branch, Technical Support Division, United Nations Population Fund (UNFPA), New York

Ann M. Pawliczko, Senior Project Advisor, Population and Development Branch, Technical Support Division, United Nations Population Fund (UNFPA), New York

Participants:

Monica Ferreira, Professor and President, Director, International Longevity Center (ILC) South Africa, University of Cape Town, South Africa

Alexandre Kalache, Former Head, Ageing and Life Course Programme, WHO, Geneva

Sebastiana Kalula, Head of the Institute of Ageing in Africa, Head of Geriatric Medicine, University of Cape Town, South Africa

Martha Pelaez, Former Director, PAHO Ageing Programme, USA

Mala Kapur Shankardass, Chairperson, Development, Welfare & Research Foundation (DWARF), India

[NETWORKING & EVENTS]

■ Nightcap Discussion:

Sponsored by Ecoscientia Foundation

28.08.2008, 20:00 – 22:00

Nightcaps are informal discussion rounds that will take place on the evening of **28th of August 2008** in the bars of Hotel Einstein and Hotel Radisson. The discussions, with at most 10 participants, will be chaired by a Fellow of the World Demographic Association.

Entrollment for these Nightcaps will take place during Thursday 28th of August 2008 at the Registration Desk at the University of St.Gallen

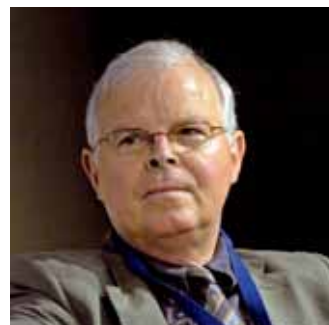
Confirmed Nightcap Discussions:

- *Understanding Healthcare Innovation* with **Axel C. Mühlbacher**, Professor, Department of Health, Nursing, Management, University of Applied Sciences Neubrandenburg, Germany (in cooperation with Merck Sharp & Dohme (MSD))
- *Product Design for Independent Living* with **Deana Mcdonagh**, Professor, School of Art + Design, University of Illinois (Urbana-Campaign), USA
- *Regenerative Medicine* with **Edward G. Lakatta**, Professor, biomedical research scientist, Baltimore, Md, USA
- *Emerging Agendas in Age and Work; Focus 2; Managing Ageing Human Capital* with **Philip Taylor**, Professor and Director of the Business, Work and Ageing Center of Research, Swinburne University, Australia
- *Towards Age-Friendly Cities* with **Louise Plouffe**, WHO

■ Pfalz Keller Dinner

29.08.2008, 20:00 – 22:00

This Swiss buffet, which takes place in the fabulous Pfalz Keller, is one opportunity to continue the dialogue in a more relaxed setting. The welcoming address will be given by **John P. Martin**, Member of the Advisory Board of the World Demographic Association and Director for Employment, Labour & Social Affairs OECD, Paris



John P. Martin

■ Side Events

Currently being organised are side events with the following Institutions

- Board Meeting of "das Demographie Netzwerk", Germany (ddn)
- Regional Meeting of the African Research on Ageing Network (AFRAN)
- Expert Meeting on Immunisation with Sanofi Pasteur MSD
- Regional Meeting International Network for the Prevention of Elder Abuse (INPEA)
- Working Group on Eastern Europe and Ageing with the UN Focal Point on Ageing, New York



Pfalzkeller

[CONGRESS REGISTRATION]

Congress Registration for the World Ageing & Generations Congress 2008

Entrance per person for entire congress:	CHF 2,000
Entry for 1 day only:	CHF 1,000
Pfalzkeller dinner:	CHF 100

Language

English (simultaneous translation of keynote speeches and plenary panels into German and vice versa)

Travel Information

Zurich International Airport (www.zurich-airport.ch)

St.Gallen can be directly and comfortably reached from Zurich International Airport with intercity trains that depart every 30 minutes (the trip to St.Gallen lasting approximately 50 minutes).

Our staff at the welcome desk for the *World Ageing & Generations Congress* at **Zurich International Airport Terminal 1** will gladly assist you.

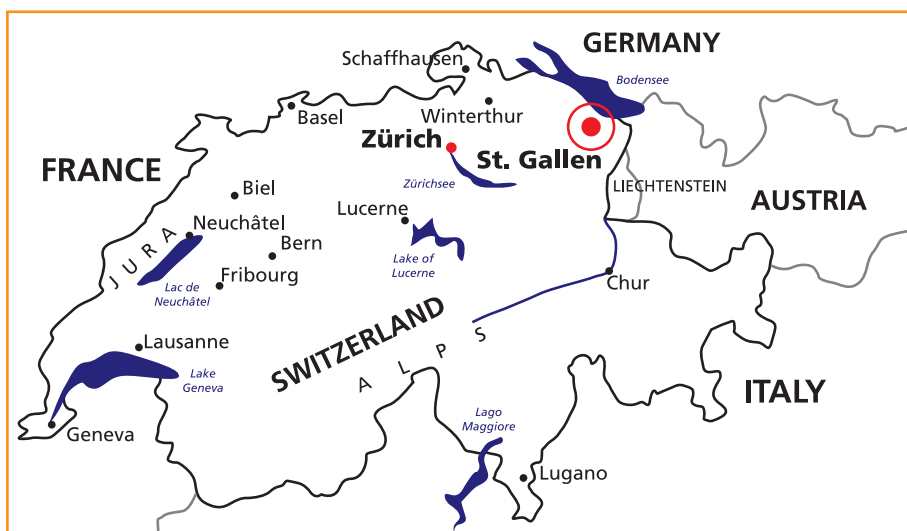
St.Gallen-Altenrhein Airport (www.airport-stgallen.com)

The railway stations of Rheineck or Rorschach, which are a mere 5 minutes from the St.Gallen-Altenrhein Airport, provide excellent connections to St.Gallen (the trip to St.Gallen lasting approximately 20 minutes).

Both airports are also located next to a Swiss Federal highway, thereby allowing for a short trip by car to St.Gallen.

A further *information desk* is located at the *main station* in St.Gallen.

We look forward to welcoming
you to St.Gallen!
Your WDA Team



Registration

To apply, please fill in the enclosed form or register online (www.wdassociation.org). After reception of your registration, you will receive a confirmation of participation with billing and further information.

[SUPPORT]

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Dr. Pierin Vincenz, Raiffeisen Group Switzerland, St.Gallen, Switzerland

Erich Walser, Helvetia Group, St.Gallen, Switzerland

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