

**3<sup>rd</sup> Announcement**

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

**August 29 - September 2, 2011**

**University of St. Gallen, Switzerland**



2001



2030



2050

## **Demographic Change & Innovation**

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

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

## WELCOME TO THE WORLD AGEING & GENERATIONS CONGRESS

*'Each year at the WDA Forum in St. Gallen we aim to contribute to a better understanding of a new form of society of all ages that is taking shape. Our intent is to link demographic transition to a vision that is not based on threat, but on an experience of longevity that is positively integrated and embedded in people's lives.'*

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

What should future healthcare services and systems in the different parts of the world look like? What effect do the changing demographics have on the financial markets? What are the underlying factors of ageing well, and how can we translate these into practical solutions to enhance the well-being of older people around the world? What next steps must be taken to protect the human rights of older people? What can we learn from rapidly ageing countries like Japan? What are the biggest challenges for the youth generation in, for example, the Middle East and North Africa (MENA) region? These are but a few of the intricate and timely questions that will be addressed at the 7<sup>th</sup> World Ageing & Generations Congress 2011.

**The aims of the World Ageing & Generations Congress** are to bring the upcoming demographic change into focus, assemble thoughtful and influential leaders, and discuss the challenges of the ageing world population. Lively sessions and compelling panel discussions will explore the impact of the demographic change on three focus areas: "Policy & Development", "Business & Society", "Life & Health" .

The Congress is an international and interdisciplinary platform used by decision-makers from all spheres of society and by a general audience that is fascinated by, intrigued with, and concerned about the consequences of global demographic shifts. Therefore, it is not only an educational event, but also insightful and thought-provoking.



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

## REGISTRATION & TRAVEL

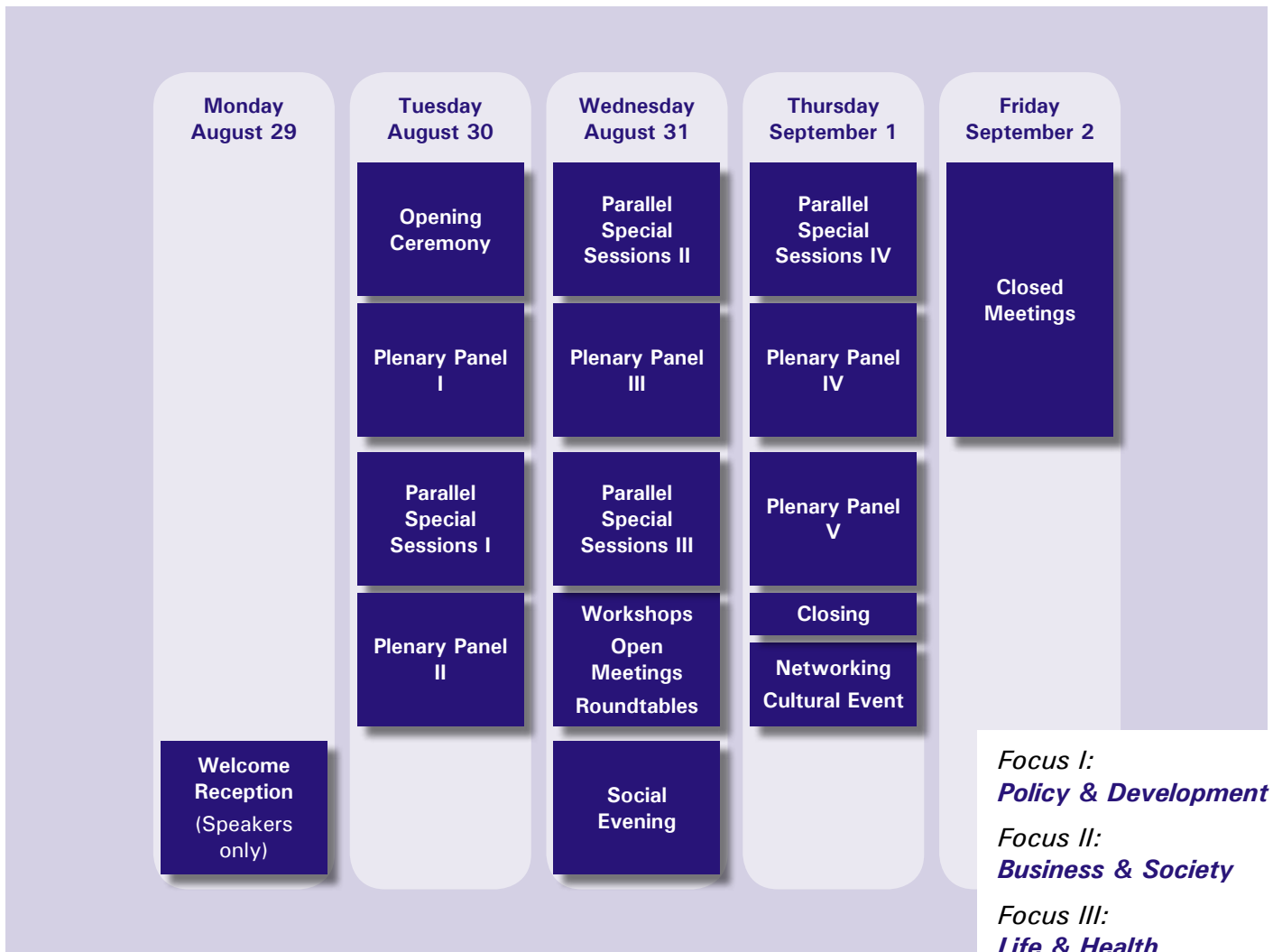
### Costs

<b>Normal rate</b> (Congress documentation, lunch/coffee breaks included)	<b>CHF 400</b> CHF 300 CHF 200	3 days 2 days 1 day
Special rate for NGOs, and other Non-Profit organisations, academics, retired persons (Congress documentation, lunch/coffee breaks included)	<b>CHF 180</b> CHF 150 CHF 100	3 days 2 days 1 day
Special rate for students and PhD students (Congress documentation, lunch/coffee breaks included) Include <b>copy of your student card</b> with your registration	<b>CHF 80</b> CHF 70 CHF 60	3 days 2 days 1 day

### Costs of Additional Activities (not included in the Congress rate)

Social Evening (dinner and transfer included)	<b>CHF 70</b>
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## OVERVIEW



- **Language:** English

- **Travel:**

St. Gallen can be directly and comfortably reached from Zurich International Airport ([www.zurich-airport.ch](http://www.zurich-airport.ch)) with intercity trains that depart every 30 minutes. The trip to St. Gallen lasts approximately 50 minutes. Our staff will gladly help participants at the convention desk at Zurich International Airport, Terminal 1.

- **Hotels:**

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 note your personal data; 3. Send your booking request; 4. You will receive a booking confirmation within 24 hours.) WDA Forum has a collaboration with the Radisson Blu Hotel in St. Gallen.

### Registration:

Please fill out the enclosed registration form or register online ([www.wdaforum.org](http://www.wdaforum.org)). After your registration, you will receive a confirmation e-mail with further information.

# LIST OF PROMINENT GUESTS OF THE CONGRESS 2011

- **ABODERIN Isabella**, Senior Research Fellow, Oxford Institute of Population Ageing, University of Oxford, UK
- **AMACKER-AMANN Kathrin**, Head of Corporate Communication and Member of the Executive Board, Swisscom, Switzerland
- **APFEL Kenneth**, Professor, University of Maryland's School of Public Policy, USA
- **BARRATT Jane**, Secretary General, International Federation on Ageing (IFA), Canada
- **BEARD John**, Director of the Department of Ageing and Life Course (ALC), World Health Organization (WHO), Switzerland
- **BEDLINGTON Nicola**, Director European Patients' Forum, Belgium
- **BIEGER Thomas**, President of the University of St. Gallen, Switzerland
- **BIGGS Simon**, Professor of Gerontology and Social Policy, School of Social & Political Science, University of Melbourne, Australia
- **BISCHOF Marcel F.**, Founder of the WDA Forum, Spain
- **BLEWITT Richard**, CEO, HelpAge International (HAI), UK
- **BLOOM David E.**, Clarence James Gamble Professor of Economics and Demography, Harvard School of Public Health, USA
- **DZIWORSKI Wojciech**, Head of Sector „Innovation and healthy ageing“, European Commission (DG SANCO), Belgium
- **EBERSTADT Nicholas H.**, Henry Wendt Scholar in Political Economy, American Enterprise Institute (AEI), USA
- **ECKEFELDT Per**, Deputy Head of Unit, European Commission (DG ECFIN), Sustainability of Public Finances, Belgium
- **EITNER Carolin**, Institute of Gerontology at Technical University Dortmund, Germany
- **EMERMAN Jim**, Executive Vice-President, Civic Ventures, USA
- **FACCHINI Luiz Augusto**, President of ABRASCO, Brazilian Association of Collective Health, Director Department of Social Medicine, Federal University of Pelotas, Brazil
- **FREUND Katherine**, Founder and President ITNAmerica®, USA
- **GEHRIG Bruno**, President of Swiss International Airlines, Member of the Board of Directors UBS, Switzerland
- **GREENHILL Robert**, MD, Chief Business Officer, World Economic Forum, Switzerland
- **GROTH Hans**, Director, Healthcare Policy/Market Access, Member of the Board of Directors, Pfizer, Switzerland, and President of the Board of the WDA Forum AG, Switzerland
- **GUTZWILLER Felix**, Member of the Swiss Federal Parliament and Professor of Public Health, University of Zurich, Switzerland
- **HACKLER Erhard**, Managing Director, German Senior Citizens League (DSL), Germany
- **HAKAMIES-BLOMQVIST Liisa**, Professor, Institut for Transport Danish Technical University, Denmark
- **HISADA Yoshihiko**, Director, HR Division, Adecco, Japan
- **HODIN Michael**, Executive Director, Global Coalition on Aging, USA
- **HOFFMANN Sven**, Chairman of the Board of Trustees WDA Forum, Switzerland
- **HOFMANN Daniel**, Economic Counsellor, International Association of Insurance Supervisors (IAIS), Switzerland
- **HOSKINS Dalmer**, Director, Division of Program Studies, US Social Security Administration, USA
- **HOSKINS Irene**, PResident, International Federation on Ageing IFA, USA
- **JIMENEZ Emanuel**, Director, Human Development, East Asia and Pacific Region and Editor, World Bank Research Observer, World Bank, USA
- **JOSSE Koen**, Director of The Philips Center for Health and Well-being, Philips, the Netherlands
- **KALACHE Alexandre**, Head, International Centre for Policies on Ageing, Brazil
- **KICKBUSCH Ilona**, Director, Global Health Programme, Graduate Institute Geneva, Switzerland
- **KOHLBACHER Florian**, Research Fellow, German Institute for Japanese Studies, Japan
- **KRONFOL Nabil M.**, Co-founder, Center for Ageing in Lebanon, Lebanon
- **VAN SPAENDONCK Gerard**, SSVF & GM Home Monitoring, Philips, USA
- **LANE Rosemary**, Senior Social Affairs Officer, UN Focal Point of Ageing, USA
- **LEYHAUSEN Frank**, General Manager, MedCom International GmbH, Germany
- **LOWENSTEIN Ariela**, Head, Center for Research & Study of Aging, University of Haifa, Israel
- **MACHADO Laura**, InterAge Consulting in Gerontology, Brazil
- **MARCUS Leonard J.**, Founding Co-Director, National Preparedness Leadership Initiative, USA
- **MEYER Cornelia**, Chairman & CEO MRL Corporation, UK
- **MICHEL Jean-Pierre**, Professor and Director, Department of Geriatrics of the Hospitals of Geneva, Switzerland
- **MÜNZ Rainer**, Head of Research & Development, ERSTE Group Bank, Austria
- **NISTHAR Sania**, Founder and President, Heartfile, Pakistan
- **NOVELLI William D.**, Professor McDonough School of Business, Georgetown University, USA
- **O'NEILL Desmond**, Professor and President of EUGMS, Ireland
- **ÖSTERLE Hubert**, Professor for Information Management, University of St. Gallen, Switzerland
- **PRINCE Martin**, Professor of Epidemiological Psychiatry, Institute of Psychiatry, King's College London, UK
- **REED Charles**, Member of the Board of Directors AARP, USA
- **REYES Cecilia**, Chief Investment Officer Zurich Financial Services, Switzerland
- **SIDORENKO Alexandre**, Former Head, UN Focal Point of Ageing, New York
- **SINGLETON Chris**, Director Medical Insurance Europe, Swiss Re, Switzerland
- **STAUDINGER Ursula**, Founding Dean, Jacobs Center on Lifelong Learning and Institutional Development, Jacobs University, Germany
- **STURCHIO Jeffrey L.**, President and CEO, Global Health Council, USA
- **WALSER Erich**, Chairman of the Board of Directors, Helvetia Group, Switzerland
- **WATTERS Jack**, Vice-President for External Medical Affairs Pfizer, USA
- **WELLERSHOFF Klaus W.**, CEO/ Partner, Wellershoff & Partners Ltd., Switzerland
- **WIJNBERG Catherine**, Founder and Director of Fetola & Associates, South Africa
- **NAOHIRO Yashiro**, Professor, International Christian University, Japan

## Opening Ceremony

Tuesday August 30, 2011 09:00 - 11:00

**Opening** Thomas Bieger, President of the University of St. Gallen, Switzerland  
Ilona Kickbusch, Chairperson of the World Ageing & Generations Congress

### Opening Plenary Panel: **Seven Billion and Growing: Population Growth Meets Population Ageing**

In this session, members of World Economic Forum's Global Agenda Council on Population Growth and Global Agenda Council on Ageing will discuss the nature and interplay of these complex demographic issues, as well as policy strategies to address them. They will also discuss the role and responsibility of individuals, businesses, and public policymakers in facing these challenges, as well as the options they have, singly, collectively, and globally. Emphasis will be placed on cross-national heterogeneity in the dimensions of current and future demographic challenges, the success of past interventions, and on identifying new ideas for coping strategies.

**Chair:** Ilona Kickbusch, Director, Global Health Programme, Graduate Institute Geneva, Switzerland

**Introduction:** David E. Bloom, Clarence James Gamble Professor of Economics and Demography, Harvard School of Public Health, USA

**Panellists:** Isabella Aboderin, Senior Research Fellow, Oxford Institute of Population Ageing, University of Oxford, UK, and IAGG Regional Chair for Africa

Simon Biggs, Professor of Gerontology and Social Policy, School of Social & Political Science, University of Melbourne, Australia

Nicholas H. Eberstadt, Henry Wendt Scholar in Political Economy, American Enterprise Institute (AEI), USA

Emanuel Jimenez, Director, Human Development, East Asia and Pacific Region and Editor, World Bank Research Observer, World Bank, USA

Alexandre Kalache, Head, International Centre for Policies on Ageing, Brazil

**Reflection:** Robert Greenhill, Managing Director, Chief Business Officer, World Economic Forum, Switzerland

*Organised by the World Economic Forum (WEF)*



Robert Greenhill

## Plenary Panel I

Tuesday August 30, 2011 11:30 - 13:00

*Focus III: Life & Health*

### **Demography Meets Health – The Future of Health Care in the Developed and Developing World**

The objective of this panel is to explore what health care services and systems should look like in the different parts of the world. The role of caregivers and suppliers, the demand for healthcare in the different regions of the world, the innovations needed and the way of financing healthcare will be discussed.

**Chair:** Chris Singleton, Director Medical Insurance Europe, Swiss Re, Switzerland

**Panellists:** Luiz Augusto Facchini, President, ABRASCO - Brazilian Association of Collective Health, Brazil

Cornelia Meyer, CEO MRL Corporation, London, UK

Sania Nishtar, Founder and President of Heartfile, Pakistan

Jack Watters, Vice-President for External Medical Affairs at Pfizer, USA

*Sponsored and organised by Pfizer*



Chris Singleton



## Plenary Panel II

Tuesday August 30, 2011 16:30 - 18:00

*Focus III: Life & Health*

### **Demography Meets Successful and Healthy Ageing**

The focus of the plenary panel will be the "Ageing Well" framework, developed by the Active Aging think tank of The Philips Center for Health and Well-being. The panellists will discuss different factors, such as technology, health systems, and personal resilience enhancement that can play a role in keeping elders engaged and independent as they move through life's transitions.

**Chair:** William D. Novelli, Professor, McDonough School of Business, Georgetown University, USA

**Panellists:** Nicola Bedlington, Director of the European Patients Forum, Belgium  
Gerard van Spaendonck, SSVP & GM Home Monitoring, Philips, USA  
Leonard Marcus, Harvard School of Public Health (HSPH), USA  
Jeffrey L. Sturchio, President and CEO, Global Health Council, USA

*Sponsored and organised by Philips*



*William D. Novelli*

## Plenary Panel III

Wednesday August 31, 2011 11:00 - 12:30

*Focus I: Policy & Development*

### **Demography Meets Europe – Will Europe be Prepared and Able to Retire?**

With the upcoming "European Year of Active Ageing" in 2012, the European Union has made addressing demographic change a policy priority. Since both health and investment in health play an essential role with regard to a sustainable development of society and an increase of productivity, this plenary session addresses the future challenges with a specific focus on health.

**Chair:** David E. Bloom, Clarence James Gamble Professor of Economics and Demography, Harvard School of Public Health, USA

**Panellists:** Gertjan Baars, Director Local Government Information Management & Head of the Global Center of Excellence On Ageing, PwC, PriceWaterhouseCoopers Advisory, The Netherlands  
Wojciech Dziworski, Head of Sector „Innovation and healthy ageing“, European Commission (DG SANCO), Belgium  
Per Eckefeldt, Deputy Head of Unit, European Commission (DG ECFIN), Sustainability of Public Finances, Belgium  
Klaus-Dirk Henke, Professor, Technische Universität Berlin, Germany

*Sponsored and organised by MSD*



*David E. Bloom*



## Plenary Panel IV

Thursday September 1, 2011 11:00 - 12:30

*Focus II: Business & Society*

### **Demography Meets Financial Markets – The Impact of the Financial Crisis on Investing and the Future of Retirement Funding**

The financial crisis had a profound impact on institutional investors, the sustainability of the fiscal state, and the course of financial innovation. These three interrelated topics give rise to a number of questions: Has the fiscal state reached its limit? Can it no longer hold the pension promise, given the rapidly exploding debt levels? Moreover, what is the role of financial markets in emerging countries? This panel submerges on these pertinent questions.

**Chair:** Daniel Hofmann, Economic Counsellor, International Association of Insurance Supervisors (IAIS), Switzerland

**Panellists:** Kenneth Apfel, Professor, University of Maryland's School of Public Policy, USA  
Cecilia Reyes, Chief Investment Officer, Zurich Financial Services, Switzerland  
Klaus W. Wellershoff, CEO/Partner, Wellershoff & Partners Ltd., Switzerland

*Organised by the WDA Forum Network*



*Daniel Hofmann*

## Plenary Panel V

Thursday September 1, 2011 12:30 - 13:30

*Focus III: Life & Health*

### **Demography Meets Society – Ways to Implement Healthy Ageing**

This plenary panel highlights the various challenges as well as opportunities with increasing numbers of older persons in our society. Opportunities not only remain in further research advancement on diseases such as Alzheimer's and Dementia, but also in comprehensive model of the society, i.e., promotion of Age-Friendly Cities. Such environment is especially suitable seeing that the global population of people aged 60 and over will increase to 1.2 billion in 2025 and 2 billion by 2050.

**Chair:** Ilona Kickbusch, Director, Global Health Programme, Graduate Institute Geneva, Switzerland

**Panellists:** John Beard, Director of the Department of Ageing and Life Course (ALC), World Health Organization (WHO), Switzerland  
Ruth Finkelstein, New York Academy of Medicine, USA  
Martin Prince, Professor of Epidemiological Psychiatry, Institute of Psychiatry, King's College London, UK

*Organised by the World Health Organization (WHO)*



*John Beard*

## Congress Closing

Thursday September 1, 2011 13:30 - 14:00

**Closing Remarks** by Ilona Kickbusch, Chairperson, Director, Global Health Programme, Graduate Institute Geneva, Switzerland

**Please check our website for up-to-date information about the programme and invited speakers! ([www.wdaforum.org](http://www.wdaforum.org))**

## Parallel Special Sessions I

Tuesday August 30, 2011 14:30 - 16:00

*Focus I: Policy & Development*

### **Transnational Aspects of Caregiving**

Many caregivers migrate from Central and Eastern Europe to Western Europe. The ageing Western European societies need these extra care workers. The debate has always been strongly focused on how to integrate these migrants. But what effect does this have on the sending countries? What does it imply regarding the healthcare system of these sending countries, given the fact that their caregivers are looking for better opportunities abroad? What happens to their families?

Chair: Rainer Münz

Panellists: Petra Ezzeddine, Vitalija Gaucaite Wittich, Martina Sekulova, Alissa Tolstokorova

*Sponsored and organised by the ERSTE Foundation*

*Focus II: Business & Society*

### **Work & Care: Reconciling Employment and Family Caregiving**

Although combining employment and family duties is on the political agenda in Switzerland, working caregivers have only recently gained attention. Careum Research & Development is undertaking projects to develop research, policies, and practices on ways to combine and balance work and care. This workshop will highlight challenges and solutions for companies, authorities, NGOs, and health care facilities.

Chair: Iren Bischofberger

Panellists: Kathrin Amacker-Amann, Wolfgang Keck, Birgitta Martensson

*Organised by the Careum Foundation*

*Focus III: Life & Health*

### **An Ageing Society and the Implications for Oncology**

In the coming two decades – due to the ageing of the population – more people will be diagnosed with cancer. With the recent growth of the population of older persons, a number of pressing but unanswered biological and clinical questions must be addressed. This session will provide a glimpse into a possible scenario of 2030 and offer insights into strategies in northern Europe and Switzerland to prepare for the increasing burden of the disease.

Chair: Thomas Cerny

Panellists: Matthias Bopp, Carlos Quinto, Nils Wilking

*Sponsored and organised by Pfizer*

*Focus III: Life & Health*

### **Ageing, Functioning and Health Services** (1<sup>st</sup> Part of a Two-Part Series)

These panels will review, from multiple perspectives, the projected health and social challenges associated with ageing. There are two cross-cutting issues that each panel will explore, first issues of ageing with a spinal cord lesion for concreteness, and second the need to understand, describe, and ultimately assess and measure dimensions of functioning and disability in order to understand both the ageing phenomenon and predicting the health and social resource consequences of ageing.

Chair: Jerome Bickenbach

Panellists: John Beard, Holger Bonin, Yu-Ying Chen

*Sponsored and organised by the Swiss Paraplegics Foundation*



### *Focus I: Policy & Development*

#### **Human Rights of Older Persons: What Needs to be Done?**

The aims of this special session are to present evidence on the state of human rights of older persons around the world, to discuss the possible gaps in the international framework, and to highlight what measures need to be taken.

Chair: Alexandre Kalache

Panellists: Jane Barratt, Rosemary Lane, Laura Machado, Anne-Sophie Parent

*Organised by the WDA Forum Network*

### *Focus II: Business & Society*

#### **Rethink Retirement: Individual and Collective Values of the Transition to Retirement**

With the baby boomer generation approaching retirement age, all major countries in the developed world will face a massive transition from employees to retirees. What implications does this have for the individual? Research shows that retirement's "empty desk" effect will be a challenge for many workers. Furthermore, companies will lose a tremendous amount of knowledge and experience. Do these resources really have to be lost or can society benefit from this neglected expertise?

Chair: Erhard Hackler

Panellists: Jim Emerman, Uwe Kleinemas, Frank Leyhausen, Catherine Wijnberg

*In cooperation with the German Senior Citizens League (DSL)*

### *Focus III: Life & Health*

#### **Demography and the Challenges of Alzheimer's Disease**

The World Alzheimer Report 2010 explored the social cost of dementia. The Report contains an explanation of the methods used, detailed results for different economic and geographic regions, and offers conclusions and recommendations in the final section.

Chair: Marc Wortmann

Panellists: Sally-Marie Bamford, Michael Hodin, Martin Prince

*In cooperation with Alzheimer's Disease International (ADI)*

### *Focus III: Life & Health*

#### **Ageing and Functioning: Ageing and Spinal Cord Lesion** (2<sup>nd</sup> Part of a Two-Part Series)

These panels will review, from multiple perspectives, the projected health and social challenges associated with ageing. There are two cross-cutting issues that each panel will explore, first issues of ageing with a spinal cord lesion for concreteness, and second the need to understand, describe, and ultimately assess and measure dimensions of functioning and disability in order to understand both the ageing phenomenon and predicting the health and social resource consequences of ageing.

Chair: Gerold Stucki

Panellists: Somnath Chatterji, Marcel Post, Sara Rubinelli

*Sponsored and organised by the Swiss Paraplegics Foundation*

## Parallel Special Sessions III

Wednesday August 31, 2011 14:00 - 15:30

### *Focus I: Policy & Development*

#### **Alterspolitik in der Schweiz und deren Umsetzung / Swiss Ageing Policies and Practices**

(Session in German with English translation)

Ohne politische Verankerung keine nachhaltige Umsetzung!

Die drei Beiträge dieser Special Session geben Antwort auf folgende Fragen: Welches sind die alterspolitischen Voraussetzungen für eine erfolgreiche, nachhaltige Umsetzung? Gibt es Beispiele für eine Erfolg versprechende Umsetzung in den Kantonen oder Gemeinden?

Chair: Ralph Marc Steinmann

Panellists: René Künzli, Caroline Moor, Bettina Schulte-Abel

*Sponsored and organised by Health Promotion Switzerland (Gesundheitsförderung Schweiz)*

### *Focus II: Business & Society*

#### **Business Models for Living with Services**

Even though extensive efforts have been devoted to identifying and developing solutions that enable older people to live independently while maintaining a high quality of life, only a few business ideas have succeeded. The special session identifies the factors that determine the business success of "living with services" as a combined offer of accommodation and individualized (supportive) services.

Chair: Charles Reed

Panellists: Paul Fritz, Maja Konrad, Laurent Christian Nicolas, Hubert Österle, Walter Schärer

*Sponsored and organised by AARP, in cooperation with the Competence Centre for Independent Living, University of St. Gallen*

### *Focus II: Business & Society*

#### **New Directions in the Employment of Older Workers: Lessons from Japan**

With its rapidly ageing and shrinking population, Japan has been the most severely affected country by demographic change. Companies face a looming workforce crisis in the form of a potential labour shortage and knowledge loss as experienced employees in the large baby boom cohort retire. At the same time, Japan has one of the highest labour force participation rates of older people worldwide. What can we learn from Japan?

Chair: Florian Kohlbacher

Panellists: Carolin Eitner, Yoshihiko Hisada, Masao Maekawa, Yashiro Naohiro

*Organised by the German Institute for Japanese Studies (DIJ)*

### *Focus III: Life & Health*

#### **Health Promotion and Disease Prevention in Times of Demographic Change**

Based on current experiences, this session will examine the expected benefits of immunization on an ageing population. Are vaccines cost-effective in promoting and sustaining healthy ageing? What must be done from a societal perspective to support vaccine use among elderly people? The panel will highlight the benefits of immunization.

Chair: John Beard

Panellists: Jean-Pierre Michel, Anna Vettori

*Sponsored and organised by MSD*

*Focus I: Policy & Development*

**A Global Picture on Health and Ageing from the WHO Network on Ageing**

This session will be an opportunity to hear about the latest initiatives on health and ageing from around the world. The WHO focal points on ageing from the American, European, Eastern Mediterranean, African, South East Asian and Western Pacific Regions will summarize what has been happening and what is planned for the future, followed by a discussion with the audience and the WHO global team.

Chair: John Beard

Panellists: Said Arnaout, Anjana Bhushan, Enrique Vega Garcia, Manfred Huber  
(regional leaders of WHO's Ageing and Life Courses from all over the world)

*Organised by the World Health Organization (WHO)*

*Focus I: Policy & Development*

**The Youth Bulge and the Demographic Dividend in the Middle East and North Africa (MENA) Region**

The MENA region is at a point of the demographic transition where the demographic dividend can be reaped. The relatively large labour force and relatively small portion of the population has great potential to promote economic growth and prosperity. The implications, challenges and opportunities for the diversity of countries within the MENA region will be reviewed and discussed.

Chair: Nabil M. Kronfol

Panellists: Ebba Augustin, Nicholas H. Eberstadt, Emmanuel Jimenez, Elham Manea

*Organised by the WDA Forum Network*

*Focus II: Business & Society*

**Financial Implications of Increased Longevity**

Longevity is rising; as are the dangers it causes for public and private retirement savings. Mitigating this longevity risk can only be achieved through a combination of measures, including: a better understanding of longevity trend drivers, such as lifestyle trends and medical advances; promoting best case structural savings incentives; developing financial sector products allowing transfer of mortality risk, as re/insurance companies are now doing; and rethinking retirement patterns.

Chair: Daniel Ryan

Panellists: Dalmer Hoskins, Stephen Kramer, Lukas Steinmann

*Sponsored and organised by Swiss Re*

*Focus III: Life & Health*

**Health, Driving and Transport**

Transportation is an important component of social inclusion and well-being for older people. In contrast to previous attitudes which prioritised risk over mobility, current thinking and practice promotes the optimisation of mobility for older people. This session will describe new approaches for conceptualisation of transport and ageing, new techniques, and innovative practices to join the social economy with the transport system to develop personalised and age-sensitive approaches.

Chair: Desmond O'Neill

Panellists: Liisa Hakamies-Blomqvist, Katherine Freund

*Organised by the European Union Geriatric Medicine Society (EUGMS)*

## Workshops

Wednesday August 31, 2011 16:00 - 17:30

*Focus I: Policy & Development*

### **Advancing Evidence Generation on Older Persons in sub-Saharan Africa**

A lack of broad national-level evidence on the situation of older persons in key areas such as health, employment, economic well-being, migration, intergenerational ties and social participation is a major barrier to progress in policy action on ageing in Africa. A newly launched three country initiative (Kenya, Namibia, Nigeria) seeks to advance the generation of national evidence on older persons through the development of systematic extensions to analysis protocols, instruments and/or samples of key national surveys routinely undertaken by SSA countries. This interactive session will introduce, and invite critical discussion of the project's rationale and approach with a view to strengthening its relevance at national, regional and international levels.

Presenter: Isabella Aboderin, Janet Ananias, Evaristus Ekezie, Paul Kizito, Thomas Klie, Vane Lumumba, Ojogun Osifu, Sapalov Quita, Thokozile Ruzvidzo

*In cooperation with the Swiss Agency for Development and Cooperation (SDC)*

*Focus I: Policy & Development*

### **Tailoring Health Care Systems to Population Ageing**

In this workshop Desmond O'Neill, Professor and President EUGMS, Ireland will provide an overview of the many advances in the science of ageing and help participants to understand how conditions previously seen as un-treatable – such as frailty – can be addressed with increasing effectiveness.

Presenter: Desmond O'Neill

*Organised by the European Union Geriatric Medicine Society (EUGMS)*

*Focus II: Business & Society*

### **Generationen-Management in Schweizer Unternehmen / Generation Management in CH Companies** (Workshop in German with English translation)

Alternde Belegschaften, Fachkräftemangel sowie Verlust von Erfahrungswissen sind zentrale zukünftige Herausforderungen für viele Unternehmen. Mitarbeitende sollen länger gesund, leistungsfähig und motiviert im Erwerbsleben gehalten und Ressourcen, die im Miteinander der Generationen liegen, erschlossen werden. Wie können Unternehmen diese Herausforderungen bewältigen?

Presenter: Jürg Aemmer, Therese Peverelli, Bettina Schulte-Abel, Martina Zölch

*Sponsored and organised by Health Promotion Switzerland (Gesundheitsförderung Schweiz)*

*Focus II: Business & Society*

### **Leisure and Tourism in Later Life**

After retirement leisure activities become an important part of life as a source of personal meaning and continuing social integration. Research shows that leisure activity contributes to physical and psychological well-being in later life. Tourism, in particular, may contribute to continuing personal development and life satisfaction and/or to the well being of the host community; but it may also be devoid of these benefits. Knowledge of the conditions most likely to bring about personal and community benefits with tourism and other leisure activities in later life will aid in the development of retirement planning practices and resource provision in both public and private sectors.

Presenter: Douglas Kleiber, Galit Nimrod

### Golden Ages

Do you want to know what you look like in 20 years?

The exhibition "Golden Ages" deals with the topic of healthy ageing. One highlight of the exhibition is the morphing station which makes it possible to take age photos of visitors in a few minutes. The morphing station creates a three-dimensional model of the visitor which can be altered to look older or younger. The morphing station was developed by the Max-Planck-Institut in Germany. There is another station with a bio test where visitors can calculate their biological age, which is based on lifestyle and is influenced by positive factors like sports participation and negative factors like smoking.

In addition, there are three fitness stations where visitors can assess their strength, endurance and flexibility and calculate their body mass index (BMI). The whole interactive exhibition delivers information about how to live a healthy life and prevent age-related diseases.



## SOCIAL EVENING "RHEANTLER OABÄT" – VINERY TOBIAS SCHMID & SOHN

### Wednesday, August 31, 2011

The sunny and steep landscape in the Swiss Rheintal (Eastern Switzerland) has been covered with vineyards for centuries. In 1866, Tobias Schmid founded a winery in the lovely Swiss landscape of Berneck. Five generations later, his family still runs the winery. The biggest part of the vineyard is planted with pinot noir vines. Other famous grape varieties like Riesling-Sylvaner, Chardonnay, Merlot and Baco Noir are also planted there.

The cosy and traditional vine dresser house was originally a farmer's house and each generation of the family developed it. Little details of the past can be discovered everywhere, making the whole house a treasure chest of old times. On the upper level of the house, visitors will be served delicious and local delicacies as well as wine directly from the family's own wine cellar.



#### Evening Programme

- Drive from the University of St. Gallen to Berneck on an official Swiss Post bus
- View the vineyard and the wine cellar
- Traditional, local dinner accompanied by Swiss "Kapelle Pfauenhalde"
- Short talk by a wine expert
- Drive back to the hotels and main station in St. Gallen



# A WARM WELCOME TO ST. GALLEN

## Lovely Landscape

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



## Leisure

After sessions, take a break in one of the street cafes or cosy 'first floor' restaurants. Linger in the 'City Lounge' designed by the artists Pipilotti Rist and Carlos Martinez, where a red carpet spreads out between the buildings, and hanging lamps give off a warm glow.



## Diverse Museums

The wide choice of museums and the cultural scene is 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 of unique charisma.



## MEMBERS OF THE ADVISORY BOARD OF THE WDA FORUM (2011)

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## ABOUT THE WDA FORUM

The World Demographic and Ageing Forum (**WDA Forum**) recognises that demographic change presents not only a formidable challenge, but more importantly a unique opportunity. Only through an integrated approach can sustainable solutions to an ageing population be developed. We thus place an interdisciplinary emphasis on the societal, economic, health and educational-political impacts of these foreseeable changes. It is to this purpose that we have established an **international, inter-generational, and permanent forum** for questions pertaining to ageing and generations, offering the possibility for a worldwide coordination of efforts and activities on a range of topics.

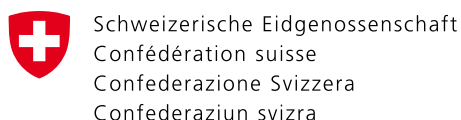


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- Age UK
- Alzheimer's Disease International (ADI)
- Careum Foundation
- CURAVIVA Schweiz
- Europa Forum Luzern
- German Institute of Japanese Studies (DIJ)
- German Senior Citizens League (DSL)
- Global Coalition on Aging
- HelpAge International (HAI)
- Institute of Information Management (IWI), University of St. Gallen
- International Association of Homes and Services for the Ageing (IAHSA)
- International Federation on Ageing (IFA)
- International Longevity Centre (ILC)
- seniorweb.ch
- United Nations Population Fund (UNFPA)
- World Economic Forum (WEF)
- World Health Organization (WHO)

## Registration Participant

# 7<sup>TH</sup> WORLD AGEING & GENERATIONS CONGRESS

August 29 - September 2, 2011 in St. Gallen / Switzerland

Personal details			
Form of address:	<input type="checkbox"/> Mrs.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Mr.
Family Name:			Academic title:
First Name:			Middle Name:
Function:			
Organisation:			
Address:			
ZIP/City:			
Country:			Cell phone:
Telephone:			Fax:
E-Mail:			

**Note:** The information on your badge is based on the above declared personal and business data.

**I would like to attend the following parts (please cross either yes or no in every line):**

Date	Event	
Tuesday, August 30, 09h00 – 18h00	Congress	<input type="checkbox"/> yes <input type="checkbox"/> no
Wednesday, August 31, 09h00 – 18h00	Congress	<input type="checkbox"/> yes <input type="checkbox"/> no
Wednesday Evening, August 31, 19h00 – 23h30	Social Evening*	<input type="checkbox"/> yes <input type="checkbox"/> no
Thursday, September 1, 09h00 – 16h00	Congress	<input type="checkbox"/> yes <input type="checkbox"/> no

### Congress Costs – Please choose the right rate:

<b>Normal rate</b> (congress documentation, lunch/coffee breaks included)	3 days	<b>400 CHF</b>	<input type="checkbox"/>
	2 days	300 CHF	
	1 day	200 CHF	
Special rate for NGO's, and other Non-Profit organisations, academics, retired persons (congress documentation, lunch/coffee breaks included)	3 days	<b>180 CHF</b>	<input type="checkbox"/>
	2 days	150 CHF	
	1 day	100 CHF	
Special rate for students and PHD students (congress documentation, lunch/coffee breaks included) Send with this form a <b>copy of your student card.</b>	3 days	<b>80 CHF</b>	<input type="checkbox"/>
	2 days	70 CHF	
	1 day	60 CHF	

### Costs of Additional Activities (not included in the congress rate)

* Social Evening (dinner and transfer included)		<b>70 CHF</b>	
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**Note:** If you need **hotel accommodation** during the Congress, please visit 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.). **Cancellation:** Registration cancellations received by 29 July 2011 will be accepted and all fees refunded, except for a **CHF 15** administrative fee. Cancellations received after 29 July 2011 will not be refunded; however, transfer of your registration to another person is acceptable. A completed registration form for the new person must be emailed, faxed or mailed to the WDA Forum prior to the congress, explaining who is being replaced.

<input type="checkbox"/> I herewith confirm that I have read, fully understand, correctly filled out and agree with the above information.
--

Please send this form to [info@wdaforum.org](mailto:info@wdaforum.org), fax it to +41 71 242 79 78 or send it by post to the address below:

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**WDA Forum**

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Switzerland

**Please fill out the registration form and mail or fax it to the WDA Forum.  
Thank you very much!**

**We look forward to welcoming you to the 7<sup>th</sup> World Ageing & Generations Congress 2011!**