

Demographic Change:

Challenges and Opportunities
for Business, Politics and Society

INVITATION



2001



2030



2050

3rd World Ageing & Generations Congress
St. Gallen/Switzerland
September 6th – 8th 2007

[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 townhouses 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 September, 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 2007*.



The gorgeous old town of St.Gallen



The magnificent baroque cathedral founded in the 7th century



The panoramic view from the University of St.Gallen of the Alpstein mountains

[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 2007* and Professor at the Graduate Institute of International Studies, Switzerland.



With the second *World Ageing & Generations Congress* in September 2006, 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 400 attendees from over 40 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. Thus, it is only by addressing the broad spectrum of issues that we can develop sustainable solutions.

The third *World Ageing & Generations Congress*, scheduled to take place from the 6th to 8th of September 2007 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 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!

World Demographic Association

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[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 third *World Ageing & Generations Congress*, which is structured around the following five modules:

Work & Welfare

Modern societies have witnessed an upheaval in the current understanding of 'work.' At the same time, the world of welfare is equally 'out of joint'. As a result, expectations for the individual have changed dramatically, the sustainability of welfare systems has been called into question and the fragility of both the cultural conditions and the social cohesion that enable personal well-being has become all too evident. At the root of these developments are the dramatic demographic changes taking place in industrialised societies. Hence, a careful and wide-ranging re-examination of the interdependency of working practices, living and housing situations, personal well-being and social cohesion is urgently needed.

Health

As societies age, new health problems among older individuals pose a serious challenge to health systems, providers, insurers and public health policies. However, poor health need not be an inevitable consequence of ageing, nor need it to be limited to this demographic cluster alone. Rather, advances in medical science and technology have made it possible for us to live longer and enjoy better quality lives. Thus, strategies of prevention, focused on intergenerational approaches, have become all the more important to solving today's, as well as tomorrow's, challenges in this field.

Innovation & Markets

Longevity gives rise to numerous new opportunities, especially in terms of the development of new products and the discovery of new markets, of which the housing and real estate market is most certainly one. However, because science still has more to offer, life-long learning and cognitive ageing are at the heart of a rapidly expanding market of new technology goods. In almost all industrialized countries, the 50+ generation represents the population group with not only the strongest growth rate but also the most important purchasing power. Therefore, innovative solutions for this new target group are a key to success in most industries.

Lifestyle & Society

The terms 'productive ageing' and 'anti-ageing' are widely used to capture a growing lifestyle trend in an ageing society. Seniors are promoting and organising a lifestyle that enables their active participation in the economic and social advancement of the nation in a manner that will ensure they are contributors rather than dependants. Such participation has the added benefit of enhancing seniors' own health, independence and well-being. Yet anti-ageing and productive ageing are only one side of the coin: we must also rethink and redefine our intergenerational relations in both a social and economic context. Specifically, industrialised societies must come to terms with large shifts in the wealth distribution among generations, changes in political representation, and even such issues as the meaning and value of a greatly extended life expectancy.

Ageing & Development

Unlike developed countries that became rich before they became old, developing countries are becoming old before they grow rich. This fact poses an immense challenge for developing countries in several arenas, including social security and economic growth. In addition, the growing populations in developing countries will most probably raise the world population to an unsustainable level within the next century. Because the associated social and ecological problems are so large, international coordination and cooperation is widely deemed essential to meeting this challenge.

[UNIQUE]

The third *World Ageing & Generations Congress* aims not only to address important topics related to demographic change and its effects but to offer the opportunity for active networking and exchange of opinions. By establishing a world-wide platform for a broad audience and bringing together over 100 specialists from different social spheres and numerous academic disciplines, the World Demographic Association will provide a framework in which to develop innovative solutions in the realms of public policy, business, health and academia.

Opportunities to address and discuss these issues will be provided through keynote speeches, plenary panels, special sessions and nightcap discussions.

Keynote speakers

Seven prominent speakers will give keynote lectures at the congress, covering the five areas discussed above (i.e. *Work & Welfare, Health, Innovation & Markets, Lifestyle & Society* and *Ageing & Development*). These presenters will include representatives from the business community, politics, international organisations, NGOs and academia. For further information see keynote speakers on pages 6 and 7.

Plenary panels

Two extraordinary plenary panels will take place, presenting high-level participants from politics, academia, NGOs, NPOs and the media. These two panels will focus on two controversial topics, *Life Expectancy: Trends and Implications* and *Reinventing Retirement*. For further information, see plenary panels on page 8.

Special sessions

Fifteen parallel special sessions lasting 2 hours will take place, each covering a specific topic. These sessions will also be organised around the five modules *Work & Welfare, Health, Innovation & Markets, Lifestyle & Society* and *Ageing & Development*. Over 80 international specialists from different fields have already confirmed their participation at the *third World Ageing & Generations Congress*. The speakers and topics for these sessions are presented on pages 12 to 15.

Nightcap discussions with fellows of the WDA-HSG Fellowship Scheme

To promote dialogue among speakers and participants and provide networking opportunities, the congress will also include 10 nightcap discussions with distinguished fellows of the WDA-HSG Fellowship Scheme. These informal evening discussions will cover numerous significant topics, and each discussant will be a leading specialist. For further information, see page 16.

Prix des Générations

One highlight of the *World Ageing & Generations Congress 2007* will be the award ceremony, at noon on September 8th 2007, at which the Prix des Générations will be awarded to Waris Dirie who, through her own foundation and as UN Special Ambassador, has waged a remarkable fight against female genital mutilation. The prize carries a cash award of CHF 50,000. For more information on our award winner, see page 9.

[KEYNOTE SPEAKERS]

Baroness Sally Greengross, Chief Executive, International Longevity Centre (ILC), UK
Human Rights across the Generations in Ageing Societies

Baroness Sally Greengross is the Chief Executive of the International Longevity Centre (ILC), UK. Baroness Greengross, who has been a cross-bench (independent) member of the House of Lords since 2000, is a member of the Lords' Social and Consumer Affairs sub-committee G and chairs two all-party parliamentary groups: Corporate Social Responsibility and the Group for Grandparents and Extended Kin. From 1987 until 2000, Baroness Greengross was Director General of Age Concern England and is now their Vice President. Prior to 2000, she was also Joint Chair of the Age Concern Institute of Gerontology at Kings College, London, and Secretary General of EuroLink Age. Baroness Greengross holds honorary doctorates from seven UK universities.

Ryuta Kawashima, Professor, Department of Functional Brain Imaging, IDAC, Tohoku University, Japan
Prevention of Senile Dementia by Brain Training: A Message from Neuroimaging Research

Born in 1959 in Chiba City, Chiba Prefecture, Japan, Ryuta Kawashima enrolled in Tohoku University in the 1970s. After graduating with an MD from the school of medicine, he became a guest researcher at the famed Karolinska Institutet, Sweden. A former member of Japan's National Council, he is currently a tenured professor at Tohoku University, Japan. His ongoing research interests include educational methods for developing healthy brain functions in children, antiageing methods to maintain and improve brain functions in adults and elderly persons, cognitive rehabilitation methods for improving the brain functions of patients with dementia and those with cognitive development disabilities, and scientifically based methods of learning foreign languages.

Adel A. F. Mahmoud, Professor Woodrow Wilson School and Department of Molecular Biology at Princeton University, USA
Vaccines for Healthier Ageing

Adel A. F. Mahmoud, is Professor at the Woodrow Wilson School of Public and International Affairs and the Department of Molecular Biology at Princeton University. He has recently retired as President of Merck Vaccines Division and member of Management Committee of Merck & Co. Inc., USA. His prior academic services at Case Western Reserve University and University Hospitals of Cleveland spanned 25 years concluding as Chairman of Medicine and Physician-in-Chief from 1987 to 1998. Dr. Mahmoud's academic pursuits focused on investigations of the biology and function of eosinophils particularly in host resistance to helminthic infections as well as determinants of infection and disease in human schistosomiasis and other infectious agents. At Merck & Co. Inc., USA, Dr. Mahmoud led the effort to develop four new vaccines which have been launched in 2005-2006, including: combination of Measles, Mumps, Rubella and Varicella; Rota Virus; Shingles and Human Papillomavirus. Dr. Mahmoud's leadership in setting strategies for Global Health shaped the agenda of the Forum on Microbial Threats of the Institute of Medicine in recent years. Dr. Mahmoud received his M.D. degree from the University of Cairo in 1963 and PhD from the University of London, School of Hygiene and Tropical Medicine in 1971. He was elected to membership of the American Society for Clinical Investigation in 1978, the Association of American Physicians in 1980 and the Institute of Medicine of the National Academy of Sciences in 1987. He received the Bailey K. Ashford Award of the American Society of Tropical Medicine and Hygiene in 1983, and the Squibb Award of the Infectious Diseases Society of America in 1984. Dr. Mahmoud is a fellow of the American College of Physicians and a member of the Expert Advisory Panel on Parasitic Diseases of the World Health Organization. He served on the National Advisory Allergy and Infectious Diseases Council and is a past president of the Central Society for Clinical Research and the International Society for Infectious Diseases. He is currently serving as a member of the National Science Advisory Board for Biosecurity and Committee on Scientific Communications and National Security (CSCANS) of the National Academy of Sciences.



Baroness Sally Greengross



Ryuta Kawashima



Adel A. F. Mahmoud

[KEYNOTE SPEAKERS]

Markus R. Neuhaus, CEO and Managing Partner, PricewaterhouseCoopers, Switzerland
Demographic Change: Threat? – Opportunity!

Markus R. Neuhaus joined PricewaterhouseCoopers in March 1985 and has been a partner since July 1992. From 1995 to 1998, he headed the Tax & Legal Team in Zurich and in 1996 also took responsibility for Tax & Legal's mergers and acquisitions activities across Europe. From 1999 to 2003, he headed this business worldwide. Dr. Neuhaus is a board member and Chairman of the Tax Expert Committee of the Swiss Institute of Certified Accountants and Tax Consultants; a board member of Economiesuisse, a member of the foundation board of IMD; and Chairman of the Public Affairs Committee of the Swiss American Chamber of Commerce. He is also a member of the UNHCR Council of Business Leaders. Markus R. Neuhaus studied law at the University of Zurich, receiving his doctorate in 1988.

Alexandre Sidorenko, Head, UN Focal Point on Ageing, New York
International Action on Ageing: Where Do We Stand?

Alexandre Sidorenko was born in St. Petersburg, Russia in 1949. He graduated in medicine and specialised with the PhD in cellular immunology. After a ten years experience in experimental gerontology at the Kiev Institute of Gerontology (1978-1988), he joined the United Nations Secretariat in 1988, first in Vienna, Austria and since 1993 in New York. His functions include head of UN Focal Point on Ageing since 2002 Chief of the United Nations Programme on Ageing (1993-2002) Coordinator of the International Year of Older Persons (1999). His major responsibilities were the coordination of the UN activities in the area of ageing, including promotion and monitoring of international policy and programmes on ageing. Between 2000-2002, he was responsible of the coordination of the substantive preparations for the Second World Assembly on Ageing in Madrid, Spain. Principal tasks include follow-up to the Second World Assembly on Ageing. Specific areas of professional involvement are the monitoring of the Madrid International Plan of Action on Ageing and the development of evidence based policy on ageing.

Marie F. Smith, Board Member of Elderhostel, USA
The Role of Lifelong Learning in Successful Ageing

Marie F. Smith is a member of the Elderhostel Board of Directors and Hawaii State Vice President of the National Association of Retired Federal Employees. From 2004 to 2006, Ms. Smith was National President of the AARP. For twenty-five years, she has also worked in various professional capacities in the Social Security Administration of the Federal Government of the United States. Upon retirement from the Social Security Administration, Ms. Smith became a real estate professional, worked as a freelance writer and, with her late husband, was the owner and operator of Aina Anuhea Tropical Gardens in Hawaii. Ms. Smith has received numerous citations and awards, among them Ebony Magazine's 100+ Most Influential Black Americans; Who's Who in American Women, 2004; and a Certificate of Special Congressional Recognition. She resides in Honolulu, Hawaii, where she is in private practice as a certified hypnotherapist.

Lord Adair Turner, Former Chairman of the UK Pensions Commission, UK
Population Growth: The Greatest Challenge?

Lord Adair Turner of Echinswell has combined careers in business, public policy and academia. Currently a non-executive director for Standard Chartered PLC, Siemens Holdings PLC, United Business Media PLC, and Paternoster Ltd., he was until recently Chair of the UK Pensions Commission. Lord Turner is also Visiting Professor at the London School of Economics and CASS Business School, City of London, and was appointed as an independent cross-bench peer in the House of Lords in 2005. Lord Turner worked for British Petroleum and Chase Manhattan Bank before joining McKinsey and Co. in 1982. He became a partner in 1988 and a director in 1994. From 1995 to 1999, Lord Turner was Director General of the Confederation of British Industry and from 2000 to 2006, Vice-Chairman of Merrill Lynch Europe. Lord Turner is also a trustee of the World Wide Fund for Nature UK and of Save the Children UK.



Markus R. Neuhaus



Alexandre Sidorenko



Marie F. Smith



Lord Adair Turner

[PLENARY PANEL DISCUSSIONS]

Focus I – Life Expectancy: Trends and Implications

Overall life expectancy has increased dramatically in the past decades. While definitely one of mankind's greatest achievements, the extent of future lifespan increases remains controversial. Moreover, the effect that a longer life expectancy has on society is multifaceted and complex.

Chair: *Niklaus Förster, Financial Times, Germany*

Panel Participants:

- **David E. Bloom**, Clarence James Gamble Professor of Economics and Demography, Department of Population and International Health, Harvard University School of Public Health, USA
- **David Coleman**, Professor, Department of Social Policy and Social Work, Oxford University, UK
- **Thomas Kirkwood**, Professor, School of Clinical Medical Sciences Gerontology, Henry Wellcome Laboratory for Biogerontology Research, Newcastle General Hospital, UK
- **Wolfgang Lutz**, Leader of the International Institute for Applied Systems Analysis's Population Project (IIASA), Austria
- **S. Jay Olshansky**, Professor, School of Public Health at the University of Illinois at Chicago, USA



Niklaus Förster



David E. Bloom



David Coleman



Thomas Kirkwood



Wolfgang Lutz



S. Jay Olshansky

Focus II – Reinventing Retirement

Organised by AARP

The whole world is ageing. This is a fact that nations are beginning to understand as they seek out ways to keep older citizens socially and economically integrated and independent. Thus, *Reinventing Retirement* seeks to examine ways in which social partners can strengthen public pensions, encourage private savings and pensions and provide opportunities for continued employment. It will also evaluate and examine initiatives by governments, corporations and NGOs.

Chair: *Nelda Barnett, Member, AARP, Board of Directors Class 2008, USA*

Panel Participants:

- **Peter J. Bernard**, CEO of Bon Secours Richmond Health System, USA
- **Diana Crossan**, Retirement Commissioner, New Zealand
- **John P. Martin**, Director for Employment, Labour and Social Affairs, OECD, Paris
- **Yoichi Takita**, Deputy Chief Editorial Writer of NIKKEI, Japan



Nelda Barnett



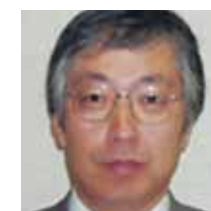
Peter J. Bernard



Diana Crossan



John P. Martin



Yoichi Takita

[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 Waris Dirie in acknowledgement of her significant contribution to the well-being of younger generations, namely her remarkable and praiseworthy fight against female genital mutilation.

Vienna, 11th of April 2007

I am proud and grateful that the jury of the Prix des Générations 2007 has nominated me as this year's award winner. As you perhaps know, I fight for women's rights in Africa and all around the world. With my books and my foundation, I try to give a voice to these millions of nameless women that suffer under the persisting oppression and injustice in our societies.

According to the World Bank, African women produce 80% of the food and do 90% of the work. Yet they only own 5% of the total wealth. One of my main goals is the fight against female genital mutilation.

UNICEF estimates that at the moment more than 160 million women living on the planet have become victims of this cruel crime. Every year, 3 million girls in Africa, Asia, the US, Australia and Europe are genitally mutilated. This means 8.000 girls a day or one girl every 10 seconds. They suffer under the physical consequences and psychological traumas for their entire lives. Many die during or after this brutal crime.

*With the prize money, I will support my foundation and my campaigns.
Thank you very much!*

Love,



About Waris Dirie

Waris Dirie is the founder of the Waris Dirie Foundation (2002) whose aim is to call attention to the inhumane treatment of uncounted girls and women around the world. Waris Dirie collects money and support for her campaign against female genital mutilation. Because of this involvement, in 1997 she was appointed by Secretary General Kofi Annan as Special UN Ambassador against female mutilation. Through her books, she has successfully brought this sensitive and tabooed topic into the public conscience. Today, Waris Dirie lives in Vienna and continues her fight for the rights of women all over the world as an Austrian citizen.



Waris Dirie, Award Winner



Christine Egerszegi-Obrist

Christine Egerszegi-Obrist, President of the Federal Parliament, Eulogy on the Prix des Générations winner

[PROGRAMME]

Thursday, September 6th 2007

08:30 – 09:00	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
09:00 – 09:30	Opening Address Alexandre Sidorenko , Head, UN Focal Point on Ageing, New York <i>International Action on Ageing: Where Do We Stand?</i>
09:30 – 10:00	Keynote speech Markus Neuhaus , CEO and Managing Partner, PricewaterhouseCoopers, Switzerland <i>Demographic Change: Threat? – Opportunity!</i>
10:00 – 10:30	Break
10:30 – 12:30	Parallel special sessions
12:30 – 14:00	Lunch buffet
14:00 – 15:30	Plenary panel FOCUS 1: <i>Life Expectancy: Trends and Implications</i>
15:30 – 16:00	Break
16:00 – 18:00	Parallel special sessions
20:00	Nightcap discussions with fellows

Friday, September 7th 2007

08:30 – 10:30	Parallel special sessions
10:30 – 11:00	Break
11:00 – 12:30	Plenary panel FOCUS 2: <i>Reinventing Retirement</i>
12:30 – 14:00	Lunch buffet
14:00 – 14:30	Keynote speech Lord Adair Turner , Former Chairman of the UK Pensions Commission, UK <i>Population Growth: The Greatest Challenge?</i>
14:30 – 15:00	Keynote speech Adel A. F. Mahmoud , Professor, Woodrow Wilson School and Department of Molecular Biology at Princeton University, USA <i>Vaccines for Healthier Ageing</i>
15:00 – 15:30	Keynote speech Ryuta Kawashima , Professor, Department of Functional Brain Imaging, Tohoku University, Japan <i>Prevention of Senile Dementia by Brain Training: A Message from Neuroimaging Research</i>
15:30 – 16:00	Break
16:00 – 18:00	Parallel special sessions
20:00	Pfalzkeller dinner with welcome speech by Joseph Coughlin , Director and Professor, MIT AgeLab, USA

[PROGRAMME]

Saturday, September 8th 2007

08:30 – 10:30	Parallel special sessions
10:30 – 11:00	Break
11:00 – 11:30	Keynote speech Baroness Sally Greengross , Chief Executive International Longevity Centre (ILC), UK <i>Human Rights Across the Generations in Ageing Societies</i>
11:30 – 12:00	Keynote speech Marie F. Smith , Board Member of Elderhostel, USA <i>The Role of Lifelong Learning in Successful Ageing</i>
12:00 – 13:00	Award ceremony in honour of Waris Dirie Eulogy by Christine Egerszegi-Obrist , President of the Swiss Federal Parliament
13:00 – 14:00	Farewell apéro

Module	Special Sessions	Schedule
Work & Welfare	■ The Challenge of Population Ageing to Housing Policy (in cooperation with ILC, UK)	07/09/2007, 08:30 – 10:30
	■ The War on Talents	06/09/2007, 10:30 – 12:30
Health	■ Chronic Disease Prevention in a Changing World – the Need for New Responses (in cooperation with Merck Sharp & Dohme (MSD))	07/09/2007, 16:00 – 18:00
	■ Improving Access to New Medicines for Chronic Disease (in cooperation with Merck Sharp & Dohme (MSD))	06/09/2007, 16:00 – 18:00
	■ Iron – the Foundation for Future Generations (in cooperation with Vifor International, Switzerland)	08/09/2007, 08:30 – 10:30
	■ Ageing, Depression and Suicide	08/09/2007, 08:30 – 10:30
Innovation & Markets	■ Consumer Behaviour: Forever Young	07/09/2007, 08:30 – 10:30
	■ Charting the Well-Being of Older Adults: Innovations in Research, Theory, and Professional Practice (in cooperation with Virginia Polytechnic Institute and State University, USA)	06/09/2007, 16:00 – 18:00
	■ Senior Markets, Innovative Technologies and Lifetime Homes – Addressing New Consumer Needs (in cooperation with IAHSA)	06/09/2007, 10:30 – 12:30
	■ EU-Japan Collaboration: Towards the Smart Ageing Society (in cooperation with SDRC, Japan)	07/09/2007, 16:00 – 18:00
Lifestyle & Society	■ Intergenerational and Emotional Exchange; Caregiving (in cooperation with the University of Haifa, Israel)	07/09/2007, 08:30 – 10:30
	■ Intergenerational Bonds and Transfers (in cooperation with the University of Haifa, Israel)	06/09/2007, 16:00 – 18:00
	■ Housing, Quality of Life and Living (in cooperation with the Helvetia Group, Switzerland)	08/09/2007, 08:30 – 10:30
Ageing & Development	■ The Madrid International Plan of Action on Ageing: Where Are We Five Years Later? (In cooperation with the United Nations Population Fund (UNFPA), New York)	06/09/2007, 10:30 – 12:30
	■ Ageing and Development (in cooperation with ERA-AGE)	07/09/2007, 16:00 – 18:00

[SPECIAL SESSIONS]

Module 1: Work & Welfare

■ *The War on Talents*

Chair: Philip Taylor, Professor of Employment Policy, Faculty of Business and Enterprise, Swinburne University, Australia
September 6th 2007, 10:30–12:30

Participants:

Donald M. Atwater, Professor, Graziadio School of Business and Management, Pepperdine University, USA

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

Markus Neuhaus, CEO and Managing Partner, PricewaterhouseCoopers, Switzerland

Ari Yabumoto, Executive Board Member, Social Development Research Center, Tokyo, Japan

■ *The Challenge of Population Ageing to Housing Policy*

Organised by International Longevity Centre (ILC), UK

Chair: Ed Harding, Senior Researcher, International Longevity Centre (ILC), UK
September 7th 2007, 08:30–10:30

Participants:

Dave King, Professor, Faculty of Science and Technology, Associate Dean Research, Anglia Ruskin University, UK

Jeremy Porteus, National Programme Lead-Care Service Improvement Partnership Networks, Department of Health, UK

Module 2: Health

■ *Iron – The Foundation for Future Generations*

Organised and sponsored by Vifor International, Switzerland

Chair: Wolfgang Holzgreve, Professor, Head of Gynaecology and Obstetrics, University Hospital Basel, Switzerland
September 8th 2007, 08:30–10:30

Participants:

Hans Bertram, Professor, Microsociology, Institute for Social Sciences, Humboldt University, Germany*

Christian Breymann, Specialist for Gynaecology and Obstetrics, Affiliated Doctor at Klinik Hirslanden, Zürich, Switzerland*

Berthold V. Koletzko, Professor, Department of metabolic diseases and Nutritional Medicine, Haunersches Kinderspital of the Ludwigs-Maximilians University of Munich, Germany*

Joe Leigh Simpson, Professor Ernst W. Bertner Chair, Department of Obstetrics and Gynaecology and Department of Molecular and Human Genetics, Baylor College of Medicine, Houston, Texas, USA*

Florin Stamatian, Professor, Chief of the 1st Obstetrics and Gynaecology Department, Hospital Napoca, Rumania*

Jorge Eduardo Toblli, Director of Laboratory of Experimental Medicine, Hospital Alemán, Buenos Aires, Argentina, President Anemia Working Group Latin America

(* - to be confirmed)

[SPECIAL SESSIONS]

■ *Chronic Disease Prevention in a Changing World – the Need for New Responses*

Organised and sponsored by Merck Sharp & Dohme (MSD)

Chair: Ilona Kickbusch, Professor, Graduate Institute of International Studies, Geneva Switzerland

September 7th 2007, 16:00–18:00

Participants:

Jen Wang, Institute for Social and Preventive Medicine, University of Zurich, Switzerland

Lars Rydén, Professor, Institute for Medicine, Department of Cardiology, Karolinska Institute, Sweden

■ *Improving Access to New Medicines for Chronic Disease*

Organised and sponsored by Merck Sharp & Dohme (MSD)

Chair: Oliver Schöffski, Professor, University Erlangen-Nuremberg, Germany

September 6th 2007, 16:00–18:00

Participants:

Antonio Gaudio, Director of External Affairs and Fundraising, Active Citizenship Network (ACN), Italy

■ *Ageing, Depression and Suicide*

Chair: Jean-Pierre Michel, Director, Department of Geriatrics of the University Hospitals of Geneva, Switzerland

September 8th 2007, 08:30–10:30

Participants:

Peter Bäuerle, Psychiatric Hospital, Münsterlingen, Switzerland

Celia di Pauli, Senior Researcher, Institut for Design studio1, University of Innsbruck, Austria

Adrian Holderegger, Professor, Moral, Theology and Ethics, University of Fribourg, Switzerland

Andreas Maercker, Professor, Psychopathology and Clinical Intervention, Switzerland*

Module 3: Innovation & Markets

■ *EU-Japan Collaboration: Towards the Smart Ageing Society*

Organised by the Social Development Research Center (SDRC), Japan

Chair: Hiroyuki Murata, President, Social Development Research Center; Professor, Global Strategies, Tohoku University, Japan

September 7th 2007, 16:00–18:00

Participants:

Merja Karppinen, Head of R&D Unit, Sendai-Finland Wellbeing Center, Japan

Kouichi Kawamoto, Project Leader, Software Development & Design Department, Software Planning & Development Division, Nintendo Co., Ltd., Japan

Ryuta Kawashima, Professor, Institute of Development, Ageing and Cancer, Tohoku University, Japan

Hiroshi Yoshimura, Deputy Head of R&D Unit, Sendai-Finland Wellbeing Center, Japan

■ *Consumer Behaviour: Forever Young*

Chair: Kurt Medina, President Medina Associates, USA

September 7th, 2007, 08:30 – 10:30

Participants:

Corinne Kunz, Chief of Marketing, Akris, Switzerland*

James Moses, CEO and President Elderhostel, USA

Frédérique Serrière, CEO, le marché des seniors, France

Isabelle Szmigin, Professor, Birmingham Business School, UK

(* - to be confirmed)

[SPECIAL SESSIONS]

■ *Senior Markets, Innovative Technologies and Lifetime Homes – Addressing New Consumer Needs*

Organised by the International Association of Homes and Services for the Ageing (IAHSA)

Chair: Jean Christophe Vanderhaegen, Chairman, IAHSA European Committee and Deputy Director, Brussels Confederation of Construction, Belgium
September 6th 2007, 10:30–12:30

Participants:

Viktor Grinewitschus, Director, InHaus-Center, Fraunhofer Institute, Germany

Freek Lapre, Chair of the Board of Directors, IAHSA, Netherlands

Wolfgang Meyer, Director of Operations, Brüsseler Kreis, IAHSA, Germany

■ *Charting the Well-Being of Older Adults: Innovations in Research, Theory, and Professional Practice*

Organised by Virginia Polytechnic Institute and State University, USA

Chair: Jane Ann Williams, Director of Education and Training, Office of Multicultural Affairs, Virginia Polytechnic Institute and State University, USA
September 6th 2007, 16:00–18:00

Participants:

James Bohland, Vice-President and Executive Director, National Capital Region, Director, Institute for Community Health, Virginia Polytechnic Institute and State University, USA

Rosemary Carucci Goss, Professor, Housing, Property Management Advisory Board, Virginia Polytechnic Institute and State University, USA

Jay A. Mancini, Professor, Human Development, and Senior Research Fellow, Institute for Society, Culture and Environment, Virginia Tech Virginia Polytechnic Institute and State University, USA

Karen A. Roberto, Professor and Director, Center for Gerontology, Interim Director, Institute for Society, Culture, & Environment, Virginia Polytechnic Institute and State University, USA

Module 4: Lifestyle & Society

■ *Housing, Quality of Life and Living*

Sponsored by the Helvetia Group, Switzerland

Chair: Joseph Coughlin, Director and Professor, MIT AgeLab, USA
September 8th 2007, 08:30–10:30

Participants:

Julia Beamish, Professor, Universal Design and Housing, Virginia Polytechnic Institute and State University, USA

Paul S. Milstein, Senior Vice President, Sunrise Senior Living, USA

Hiroyuki Murata, President, Social Development Research Center, Japan

David Prendergast, Senior Ethnographic Researcher, Digital Health Group, Intel, Ireland

■ *Intergenerational and Emotional Exchange – Caregiving*

Organised by the University of Haifa, Israel

Chair: Ariela Lowenstein, Professor and Head, Center for Research and Study of Aging, University of Haifa, Israel
September 7th 2007, 08:30–10:30

Participants:

Yitzhak Brick, Professor, ESHEL – The Association for the Planning and Development of Services for the Aged, Israel

Daphna Gans, Professor, Ethel Percy Andrus Gerontology Center, University of Southern California, Los Angeles, USA

Nancy Guberman, Professor, School of Social Work, University of Quebec in Montreal, Canada

Nurit Gur-Yaish, Professor, Center for Research and Study of Ageing, University of Haifa, Israel

[SPECIAL SESSIONS]

Ruth Katz, Professor, Department of Human Services and Center for Research and Study of Ageing, University of Haifa, Israel

Jean-Pierre Lavoie, Professor, School of Social Work, University of Quebec in Montreal, Canada

Merril Silverstein, Professor and Head, Ethel Percy Andrus Gerontology Center, University of Southern California, USA

■ *Intergenerational Bonds and Transfers*

Organised by the University of Haifa, Israel

Chair: Ariela Lowenstein, Professor and Head, Center for Research and Study of Ageing, University of Haifa, Israel
September 6th 2007, 16:00–18:00

Participants:

Toni Antonucci, Professor of Psychology, Life Course Development Program, Institute for Social Research, USA

Simon Biggs, Professor and Head, Institute of Gerontology, Kings College, UK

Yitzhak Brick, Professor, ESHEL – The Association for the Planning and Development of Services for the Aged, Israel

Svein Olav Daatland, Professor and Head, Unit on Ageing, Norwegian Social Research, Norway

James Jackson, Director, Institute for Social Research and Professor of Psychology, University of Michigan, USA

Module 5: Ageing & Development

■ *Ageing and Development*

Organised by the European Research Area on Ageing, ERA-AGE

Chair: Alan Walker, Professor and Director, ERA-AGE, University of Sheffield, UK
September 7th 2007, 16:00–18:00

Participants:

(* - to be confirmed)

Isabella Aboderin, Research Fellow, Oxford Institute of Ageing, UK

Monica Ferreira, Professor and Director, Institute of Ageing in Africa, University of Cape Town, South Africa

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

Peter Lloyd-Sherlock, Reader, School of Development Studies, University of East Anglia, UK

■ *The Madrid International Plan of Action on Ageing: Where Are We Five Years Later?*

Organised by the United Nations Population Fund (UNFPA), New York

Chair: Rogelio Fernandez-Castilla, Director, United Nations Population Fund, Technical Support Division, New York
September 6th 2007, 10:30–12:30

Participants:

Cristina Gomes, CST Advisor, UNFPA Country Technical Services Team, Mexico

Garimella Giridhar, UNFPA Country Representative in Thailand and Director of UNFPA Country Support Team in Bangkok, Thailand

Samson Lamlenn, Regional Adviser on Population Data, Senegal

Gilka Melendez, Assistant Representative, UNFPA Office Dominican Republic*

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

Andres Vikat, Population Activities Unit, United Nations Economic Commission for Europe (UNECE), Switzerland

Wasim Zaman, Director, UNFPA Country Technical Services Team for South and West Asia, Nepal

[NETWORKING & EVENTS]

■ *Nightcap discussions*

Kindly sponsored by Ecoscientia Foundation, Switzerland

September 6th 2007, 16:00–18:00

Nightcaps are informal discussion rounds that will take place on the evening of Thursday 6th, September 2007, 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 (see list of fellows below)

Confirmed nightcap discussants:

Isabella Aboderin, Research Fellow, Oxford Institute of Ageing, UK

Yitzhak Brick, Professor, ESHEL – The Association for the Planning and Development of Services for the Aged, Israel

Ariela Lowenstein, Professor and Head, Center for Research and Study of Ageing, University of Haifa, Israel

James Moses, CEO and President, Elderhostel, USA

Hiroyuki Murata, President, Social Development Research Center, Japan

Jen Wang, Institute of Social and Preventive Medicine, University of Zurich, Switzerland

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

■ *September 7th 2007, 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 Joseph Coughlin, Member of the Advisory Board of the World Demographic Association and Director of AgeLab, MIT, USA.



Joseph Coughlin



Pfalzkeller

[THE FELLOWS]

Sponsored by Ecoscientia Foundation, Switzerland

The Fellows

Aboderin Isabella

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

Adler Richard P.

Principal, People & Technology,
Institute for the Future, USA

Baker Mary G.

President of the European
Federation of Neurological
Associations, UK

Bell David

Head of Department of
Economics, University of
Stirling, Co-Director of Scottish
Economic Policy Network, UK

Bischof Marcel

Founder of the World
Demographic Association,
SPAIN

Bloom David E.

Clarence James Gamble
Professor of Economics and
Demography, Harvard
University, USA

Bostrom Nick

Director, Future of Humanity
Institute Oxford University, UK

Brick Yitzhak

Professor, ESHEL – The
Association for the Planning and
Development of Services for the
Aged, ISRAEL

Carstairs Sharon

Former Minister and current
Member of the Canadian
Senate, CANADA

Chen Yung-Ping

Frank J. Manning Eminent
Scholar's Chair in Gerontology,
Gerontology Institute, University
of Massachusetts Boston, USA

Coleman David

Professor of Demography,
Department of Social Policy and
Social Work, University of
Oxford, UK

Coughlin Joseph F.

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

Eichholtz Piet

Professor of Finance, Maastricht
University, NETHERLANDS

Eldemire-Shearer Denise

Professor, Researcher & Head
of Department, Mona Ageing &
Wellness Center, JAMAICA

Fernandez-Ballesteros Rocio

Professor, Director Gerontology
Programmes, Autonomous
University of Madrid, SPAIN

Fernandez-Castilla Rogelio

Director, United Nations
Population Fund, Technical
Support Division, USA

Ferreira Monica

Director, Institute of Ageing in
Africa, University of Cape Town,
SOUTH AFRICA

Gassmann Oliver

Professor of Technology
Management, University of
St.Gallen, SWITZERLAND

Gibson Heather

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Recreation, Parks and Tourism,
University of Florida, USA

Gisel Patrik

Deputy Chairman of the
Executive Board, Raiffeisen
Group, SWITZERLAND

Gomez Peter

Chairman of the Board, Swiss
Exchange (SWX),
SWITZERLAND

Groot Wim

Professor of Health Economics
& Director of the Institute Health
& Life Science, Maastricht
University Dept. H.O.P.E.,
NETHERLANDS

Gutman Gloria

Professor, Past President of the
International Association of
Gerontology & Geriatrics, Simon
Fraser University, CANADA

Hamers Jan

Professor, University of
Maastricht, Department of
Health Care Studies, Section of
Nursing Science,
NETHERLANDS

Hardy Melissa

Professor and Director, The
Pennsylvania State University,
USA

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Hirschfeld Miriam J.

Professor, Department of Health
Systems Management, Yezreel
Valley College, ISRAEL

Höpflinger François

Research Director, Swiss
Institute "Ageing and
Generations" Sion &
Sociological Institute Zurich,
SWITZERLAND

Howard Darlene W.

Professor, Dept. of Psychology,
Georgetown University, USA

Howard James Jr.

Professor, Dept. of Psychology,
Catholic University of America
and Dept. of Neurology,
Georgetown University, USA

Ilmakunnas Pekka

Professor of Economics,
Helsinki School of Economics,
FINLAND

Kalache Alexandre

Head, Ageing and Life
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SWITZERLAND

Kleiber Douglas

Professor of Counselling and
Human Development Services,
University of Georgia, USA

Lehr Ursula

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

Lindh Thomas

Director of Research, Institute
for Futures Studies, SWEDEN

Lowenstein Ariela

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Study of Ageing, University of
Haifa, ISRAEL

Martin John P.

OECD Director for Employment,
Labour & Social Affairs,
FRANCE

McDonagh Deana

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University of Illinois at Urbana-
Champaign, USA

Michel Jean-Pierre

Professor and Director,
Department of Geriatrics of the
University Hospitals of Geneva,
SWITZERLAND

Moses James

President and CEO, Elderhostel
Inc., USA

Murata Hiroyuki

President Social
Development Research Center,
JAPAN

Naegle Gerhard

Director, Institute for
Gerontology Dortmund,
GERMANY

Plouffe Louise

Ageing and Life Course
Programme, World Health
Organisation and Vice-
President, Canadian Association
on Gerontology, CANADA

Reday-Mulvey Geneviève

Head of Research Project (4th
Pillar), International Association
for the Study of Insurance
Economics "The Geneva
Association", SWITZERLAND

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Professor Dalhousie University,
Halifax, CANADA

Sturchio Jeffrey L.

Vice President, Corporate
Responsibility, Merck & Co.
Inc, USA

Taylor Philip

Professor of Employment Policy,
Faculty of Business and
Enterprise Swinburne
University, AUSTRALIA

Vaarama Marja

Professor of Social Gerontology
& Social Work,
University of Lanpland Dept. Of
Social Work, FINLAND

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Heidelberg, Institute of
Psychology, Department of
Psychological Ageing Research,
GERMANY

Walker Alan

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

Walser Erich

Chairman of the Board of
Directors and CEO of the
Helvetia Group,
SWITZERLAND

Wolfe David

Director, Center for Ageless
Marketing Virginia, USA

Xu Qin

Deputy Director of the
Investigation Division, China
Research Center on Ageing,
China National Committee on
Ageing, CHINA

[CONGRESS REGISTRATION]

Congress Registration

World Ageing & Generations Congress 2007

Entrance per person for entire congress:	CHF 1,400
Entry for 1 day only:	CHF 500
Pfalzkeller dinner:	CHF 100

Dates and Venue:

From Thursday 6th until Saturday 8th September at the University of St. Gallen, Switzerland.

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).

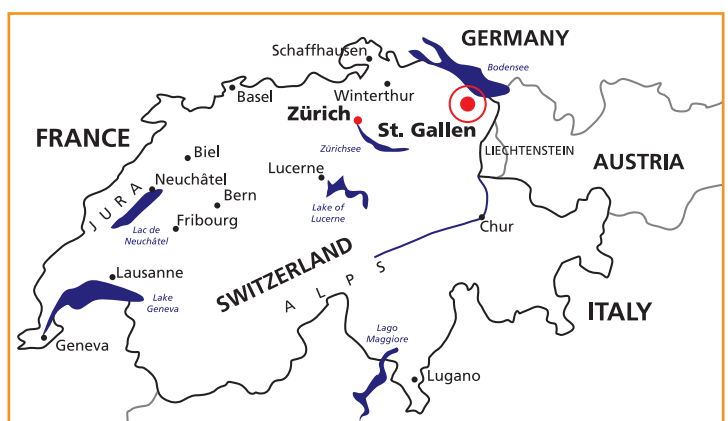
Our staff at the welcome desk for the *World Ageing & Generations Congress* at Zurich International Airport Terminal 1 will gladly assist you.

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.

**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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