

1<sup>st</sup> Announcement

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

September 3<sup>rd</sup> – 5<sup>th</sup>, 2009

University of St.Gallen, Executive Campus



2001



2030



2050

## Demographic Change

Challenges and Opportunities for Business, Politics and Society

organised by the World Demographic & Ageing Forum

## ["GOOD AGEING..."]

... is what we as a society do collectively to assure conditions in which people age well."  
(Professor Dr. Ilona Kickbusch, Chairperson of the World Ageing & Generations Congress)

The collective response to the recent economic developments might conceivably be more important than ever before if all members of society are to avoid deteriorating conditions. How will the financial and economic turmoil affect the life of those over 60, who constitute a third of the world population? What will be the effect on their quality of life, especially in the developing world? How could their most fundamental rights be strengthened and protected, and how could systemic discrimination be prevented? How can this demographic shift be financed? Or could it be that there is a real social and economical potential in an ageing society? How then do we secure our common future, and how do we build bridges to the society of tomorrow?

These are but a few of the intricate and highly relevant questions to be addressed at the **WORLD AGEING & GENERATIONS CONGRESS 2009**, which is aimed at a broad audience interested in a comprehensive examination of the effects and consequences of the ever-increasing global population and a continuously ageing society. The congress is therefore as much an educational as a mind-shifting event – an international and interdisciplinary platform used by decision-makers from all spheres of society and by a general audience that is fascinated, intrigued, and concerned about the consequences of global demographic shifts.



**Ilona Kickbusch**, Chairperson of the World Ageing & Generations Congress 2009

## [PROGRAMME]

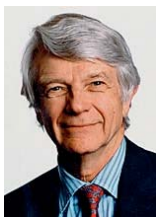
### KEYNOTE SPEAKERS



**David E. Bloom\***, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA



**John Beard**, Director, Department of Ageing and Life Course, World Health Organisation (WHO), Geneva



**Robert Butler**, President & CEO, International Longevity Center (ILC), USA



**Joy Phumaphi**, Vice President and Network Head, Human Development, The World Bank, Washington D.C.



**Lord Steward Sutherland**, Baron of Houndwood, Member of the House of Lords, UK

# [PROGRAMME]

## PLENARY PANEL DISCUSSIONS

### [FOCUS I – Vaccination and Healthy Ageing]

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

Chair:

- **Ian Philp**, Professor, Sheffield Institute for Studies on Ageing, Community Sciences Centre Northern General Hospital, UK

Panel Participants:

- **Jon Andrus**, Professor, Program Director and Chief, Immunisation, Pan American Health Organization (PAHO), USA
- **Jean-Pierre Michel**, Professor, Head of the Geriatric Ward, Department of Rehabilitation and Geriatrics, Geneva Medical School and University Hospitals, Switzerland
- **Tamsin Rose**, Health Strategist, Belgium
- **Raymond A. Strikas**, U.S. Public Health Service, National Vaccine Program Office, USA



### [FOCUS II – Older People’s Rights in the Century of Ageing: Time for a New United Nations Convention?]

Organised in cooperation with the International Federation on Ageing (IFA)

Chair:

- **Jane Barratt**, Secretary General, International Federation on Ageing (IFA), Canada

Panel Participants:

- **Richard Blewitt**, CEO, HelpAge International (HAI), UK
- **Robert Butler**, President & CEO, International Longevity Center (ILC), USA
- **Irene Hoskins**, President, International Federation on Ageing (IFA), USA
- **Her Excellency Bience Gawanas\***, Commissioner, Social Affairs, African Union, Namibia
- **Alexandre Kalache**, Head, International Centre for Policies on Ageing, Brazil
- **Vladimír Špidla**, European Commissioner for Employment, Social Affairs and Equal Opportunities, Brussels



### [FOCUS III – Creating a Silver Lining for Silver Societies]

Organised in cooperation with the World Economic Forum (WEF)

Chair:

- **David E. Bloom\***, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA

Panel Participants:

- **Robert Butler**, President & CEO, International Longevity Center (ILC), USA
- **Hilary Cottam\***, Social Entrepreneur, Davos Young Global Leader, Co-founder, Participle, UK
- **Nicholas Eberstadt**, Professor, Henry Wendt Scholar in Political Economy, American Enterprise Institute (AEI), USA
- **Alexandre Kalache**, Head, International Centre for Policies on Ageing, Brazil
- **André Laboul\***, Head, Financial Affairs Division, Organisation for Economic Co-operation and Development OECD, Paris
- **Bernd Jan Sikken**, Associate Director, Financial Services Industries, World Economic Forum (WEF), Switzerland



\* - to be confirmed

# [PROGRAMME]

**[FOCUS IV – Securing our Common Future:  
Why Investing in Reducing Age Based Vulnerabilities is Necessary in the Global Economic Crisis]  
Organised in cooperation with HelpAge International (HAI)**

**Chair:**

- **Dalmer Hoskins**, former Secretary General of the International Social Security Association (ISSA) and currently Special Advisor to the Commission of Social Security, USA

**Panel Participants:**

- **Assane Diop\***, Executive Director, International Labour Organisation (ILO), Geneva
- **Her Excellency Bience Gawanas\***, Commissioner, Social Affairs, African Union, Namibia
- **Tavengwa Nhongo**, Special Advisor on Ageing, Help Age International (HAI)
- **Joy Phumaphi**, Vice President and Network Head, Human Development, The World Bank, Washington D.C.
- **Hon. Syda Bbumba**, Minister of Finance, Planning and Economic Development, Uganda
- **Hon. Timothy Thahane\***, Minister of Finance, Lesotho



## A FORUM FOR GENERATIONS

**[Silver Heroes]**

Thinking about heroes evokes dangerous situations, adventures, or outstanding physical capacities. Whereas the comic book hero may wear a red cape and somehow save the world or humanity, in general the word “hero” is intimately associated with such attributes as strength, courage, bravery, fortitude, and intrepidity. Yet these very attributes are in turn associated with youth. In modern times, however, heroes are amazingly humble and self-critical personalities who thanks to their dedication and charisma widen their physical and psychological limits. What they share with Clark Kent is that they become role models, although in a much different field: that of reshaping our perceptions of ageing and thus reshaping our own future. Kurt Aeschbacher will introduce us to fascinating and outstanding personalities.



**Chair:**

**Kurt Aeschbacher**, Journalist and Talkmaster

## PHOTO EXHIBITION

**[Silver Heroes]**

**by Karsten Thormaehlen, Photographer**

The World Demographic & Ageing Forum is proud that this congress will again be complemented by a photo exhibition, “SILVER HEROES”, the follow-up project to “Living a Century”, which we had the pleasure to present last year. “SILVER HEROES” will introduce us to mature people who are high performers in sports at a level that need not shy away from comparison with younger rivals.

The exhibition will be accompanied by a book available spring 2010. Media contact for the exhibition: Moonblinx Gallery, Anna Nowak, Media manager, email: [info@moonblinx.com](mailto:info@moonblinx.com), Tel.: +49-69-17508863



**Willi Simon**  
(77, lifeguard)



**Sister Madonna Buder**  
(78, triathlete)



**Hans Herrmann**  
(81, legendary racing driver)

**MOONBLINX  
GALLERY**

# [PROGRAMME]

## PRIX DES GÉNÉRATIONS 2009

After Helmut Schmidt, Vaclav Havel, Waris Dirie and Mary Robinson, this year, the jury has awarded the prize to an institution, namely the International Committee of the Red Cross (ICRC) for its tireless commitment and indefeasible perseverance in an ever-evolving world formed and re-invented by each generation anew. Across three centuries, the ICRC has proven its ability to cope with this constant transformation, to evolve by staying true to its fundamental principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality. The jury thus considers the ICRC an ambassador for, and an example of, the highest kind of moral behaviour. The jury thereby acknowledges the importance of such outstanding commitment in assuring society's future and, above all, recognizes ICRC as a role model for past and future generations. The Presidency of ICRC, will be St.Gallen to accept the prize.

## SPECIAL SESSIONS

### [WORK & WELFARE] CHALLENGES TO HR MANAGEMENT, SOCIAL SECURITY AND INSTITUTIONS

- **Senior Entrepreneurship**  
*in cooperation with the German Senior Citizens League (DSL)*
- **The Silver Workers – The Collective, Organisational and the Individual Perspectives**  
*in cooperation with and sponsored by the Geneva Association and the Silver Worker Institute*
- **The Silver Workers – Company Strategies**  
*in cooperation with and sponsored by the Geneva Association and the Silver Worker Institute*
- **The Silver Workers – The Experience of Countries: Public Policies and Key Specific Factors**  
*in cooperation with and sponsored by the Geneva Association and the Silver Worker Institute*

### [HEALTH] INFORMATION, RESPONSIBILITY AND CHOICE

- **Health Targets and Investing in Healthy Ageing**  
*in cooperation with and sponsored by Merck Sharp & Dohme (MSD)*
- **Demographic Evolution in Switzerland: The Role of Health Potential in the Population Segments 50-60 and > 65 Years**  
*in cooperation with and sponsored by Pfizer AG Switzerland*

### [INNOVATION & MARKETS] FUTURE PRODUCTS, SERVICES AND COMMERCIALISATION

- **Independent Living – How Collaborative Business Models Enable New Services**  
*in cooperation with and sponsored by the Competence Center Independent Living, University of St.Gallen*
- **Mature Marketing Around the Globe – Challenges, Chances, and Examples**  
*in cooperation with the German Institute for Japanese Studies*

### [AGEING & DEVELOPMENT] A LOOK BEYOND

- **Ageing-Related Health Challenges in the Poor Developing World: Responses from Sub-Saharan Africa**  
*in cooperation with the African Research on Ageing Network (AFRAN) and the International Longevity Center South Africa (ILC RSA)*
- **Securing our Common Future: Why Investing in Reducing Age Based Vulnerabilities is Necessary in the Global Economic Crisis**  
*in cooperation with HelpAge International (HAI)*
- **Family Support Networks and Population Ageing**  
*in cooperation with the United Nations Population Fund (UNFPA)*

### [LIFESTYLE & SOCIETY] LIVING A LIFE WORTH LIVING

- **Spotlight on Rights: Social Security, Health and Employment**  
*in cooperation with the International Federation on Ageing (IFA) and HelpAge International (HAI)*
- **Ageing in Central Europe: Migration Ageing and Depopulation, Mortality and Accelerated Ageing**  
*in cooperation with and sponsored by the ERSTE foundation*
- **Quality of Life of the Elderly in Central Europe: Social Security, Health Status and Health Services, Social Care, Rights, Discrimination and Abuse**  
*in cooperation with and sponsored by the ERSTE foundation*

## SIDE EVENTS

### SEVERAL SIDE EVENTS ARE CURRENTLY BEING ORGANISED

- Building the Global Movement of Older People
- UN Convention (HAI and IFA)

## [SPEAKERS LIST]

The following personalities have been invited, amongst many others to speak at this year's congress:

**Aboderin Isabella**, Wellcome Trust Senior Research Fellow, Co-ordinator, African Research on Ageing Network (AFRAN), Oxford Institute of Ageing, University of Oxford, Kenya

**Achtermann Wally**, Federal Department of Home Affairs, Federal Office of Public Health, Switzerland

**Adato Michelle**, Senior Research Fellow, Poverty, Health, and Nutrition Division International Food Policy Research Institute (IFPRI), USA

**Andrus Jon Kim**, Professor, Program Director and Chief, Immunisation, Pan American Health Organization (PAHO), USA

**Barratt Jane**, Secretary General, International Federation on Ageing (IFA), Canada

**Beard John**, Director, Department of Ageing and Life Course, World Health Organisation (WHO), Geneva

**Beazley Alan**, Advice and Policy Specialist, Employers Forum on Age, UK

**Büdel Oliver\***, Director, Human Resources, DekaBank, Germany

**Bührlen Bernhard**, Manager of Business Unit 'Innovations in the Health System', Fraunhofer Institute for Systems and Innovation Research (ISI), Germany

**Blewitt Richard**, CEO, HelpAge International (HAI), UK

**Bloom David E.\***, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA

**Bopp Matthias**, Research Fellow, Institute of Social and Preventive Medicine, University of Zurich, Switzerland

**The Hon. Bbumba Syda**, Minister, Finance, Planning and Economic Development, Uganda

**Butler Robert Neil**, CEO and President, International Longevity Center (ILC), USA

**Casey Bernard**, Principal Research Fellow, Warwick Institute for Employment Research, University of Warwick, UK

**Cannon Tom**, CEO of Ideopolis International Ltd. and Professor of Strategic Development, University of Liverpool Management School, UK

**Cassim Bilkish**, Chief Specialist and Head, Department of Geriatrics, University of Kwazulu-Natal, RSA

**Cottam Hilary\***, Social Entrepreneur, Davos Young Global Leader, Co-founder, Participle, UK

**Deller Jürgen**, Director, SMARD Institute for Strategic HR Management Research and Development, University of Lueneburg, Germany

**Diop Assane\***, Executive Director, Social Protection Sector, International Labour Organisation (ILO), Geneva

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

**Eitner Carolin**, Initiative "Economic Factor Ageing", Germany

**Ferreira Monica**, President, International Longevity Centre (ILC), RSA

**Her Excellency Gawanas Bience P.\***, Commissioner, Social Affairs, African Union, Namibia

**Groth Hans**, Director, Healthcare Policy/Market Access, Member of the Board of Directors, Pfizer Switzerland, Switzerland

**Gross Peter\***, Professor, University of St.Gallen, Switzerland

**Gutzwiller Felix**, Member of the Federal Council of States, Director, Institute of Social and Preventive Medicine, University of Zurich, Switzerland

**Hackler Erhard**, Managing Director, German Seniors League e.V., Germany

**Hoffman Jaco**, James Martin Research Fellow, Oxford Institute of Ageing, University of Oxford, RSA

**Holmqvist Göran**, Economist, The Nordic Africa Institute, Sweden

**Hoskins Dalmer**, Former Secretary General of the International Social Security Association (ISSA) and currently Special Advisor to the Commission of Social Security, USA

**Hoskins Irene**, Consultant, International Affairs and Aging and President, International Federation on Ageing (IFA), USA

**Hutsebaut Martin**, European Trade Union Institute, Belgium

**Ka Mamadou Mourtalla**, Head, Internal Medicine Department, Dakar, Dean of the School of Medicine, Thies University, Senegal

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

**Kleinemas Uwe Michael**, Director, Centre for the Cultures of Ageing (ZAK), Germany

**Kohlbacher Florian**, Research Fellow, German Institute for Japanese Studies, Japan

**Laboul André\***, Head, Financial Affairs Division, Organisation for Economic Co-operation and Development OECD, Paris

**Lavery Kevin**, Managing Director, Millennium, UK

**Lehr Ursula**, Former German Minister of Health and Family and Founding Director of the German Center for Research on Ageing, Germany

**Leyhausen Frank**, General Manager, MedCom International GmbH, Germany

**Magnussen Helgo**, Manager Health Care Policy & Market Access, Pfizer Switzerland AG, Switzerland

**Maxin Leena**, Research Fellow, SMARD Institute for Strategic HR Management Research and Development, University of Lueneburg, Germany

**Michel Jean-Pierre**, Professor, Head of the Geriatric Ward, Department of Rehabilitation and Geriatrics, Geneva Medical School and University Hospitals, Switzerland

**Miller Mark Jeffrey**, Columnist, Tribune Media Services, USA

**Mukulo Mustafa\***, Minister of Finance and Economic Affairs, United Republic of Tanzania, Tanzania

**Österle Hubert**, Head, Competence Center Independent Living, University of St. Gallen, Switzerland

**Ogunniyi Adesola**, Member Steering Committee, AFRAN and Head, Department of Medicine, University College Hospital Ibadan, Nigeria

**Philp Ian**, Professor, Sheffield Institute for Studies on Ageing, Community Sciences Centre, Northern General Hospital, UK

**Phumaphi Joy**, Vice President and Network Head, Human Development, The World Bank, Washington D.C.

**Rashid Toefy**, CEO, Cape Town International Convention Centre, RSA

**Reday-Mulvey**, Geneviève, Head of Research Programme, The Geneva Association, Switzerland

**Rose Tamsin**, Health Strategist, Belgium

**Samson Michael\***, Director of Research, Economic Policy Research Institute (EPRI), USA

**Schnabel Eckart**, Institut for Gerontology, University of Dortmund, Germany

**Sikken Bernd Jan**, Associate Director, Financial Services Industries, World Economic Forum (WEF), Switzerland

**Špidla Vladimír**, European Commissioner for Employment, Social Affairs and Equal Opportunities, Brussels

**Strikas Raymond A.**, U.S. Public Health Service, National Vaccine Program Office, USA

**Lord Sutherland Stewart**, Baron of Houndswood, Member, House of Lords, UK

**Tauberman Ann-Christin**, Director General, Health Care Division, Ministry of Health and Social Affairs, Sweden

**Taylor Philip**, Director, Business, Work and Ageing Center of Research, Swinburne University, Australia

**Tavengwa Nhongo**, Special Advisor on Ageing, HelpAge International (HAI), Kenya

**The Hon. Thahane, Timothy T.\***, Minister, of Finance Lesotho, Lesotho

**Van Herten Loes M.**, Senior Advisor, Economic Affairs and Labour Market Policy Department, Netherlands

**Volkoff Serge**, Director, Research Center for Studies on Ageing and Population and Labour (CREAPT), France

**Walker Peter**, Director, Alan Shawn Feinstein International Center, USA

**Weigelt David**, Chief Engagement Officer, Partner, Immersion Active, USA

**Wolfe David\***, Principal, Wolfe Resources Group, USA

## [A WARM WELCOME TO ST.GALLEN]



We would be honoured and privileged to count you amongst our participants in St.Gallen. A metropolis of Eastern Switzerland, St.Gallen 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 Executive Campus of the University of St.Gallen, which will be hosting the **WORLD AGEING & GENERATIONS CONGRESS 2009**.



## [CONGRESS REGISTRATION]

### CONGRESS REGISTRATION FOR THE WORLD AGEING & GENERATIONS CONGRESS 2009

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

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

### LANGUAGE

English (simultaneous translation only on Saturday)

### TRAVEL INFORMATION

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 lasting approximately 50 minutes). Our staff at the convention desk for the **World Ageing & Generations Congress** at **Zurich International Airport Terminal 1** will gladly help participants in need of assistance.

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

# [SUPPORT]

## [MEMBERS OF THE ADVISORY BOARD]

**Jane BARRAT**, Secretary General, International Federation on Ageing (IFA), Canada

**Marcel F. BISCHOF**, Founder of WDA, Spain

**Richard BLEWITT**, CEO, HelpAge International (HAI), UK

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

**Robert BUTLER**, President & CEO, International Longevity Center USA (ILC), USA

**Joseph COUGHLIN**, Professor and Director AgeLab, MIT, USA

**Monica FERREIRA**, President, International Longevity Center (ILC), South Africa

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

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**Melinda E. HANISCH**, Director, Policy and Alliances, Corporate Responsibility and Global Policy Support, Merck & Co Inc., USA

**Werner HAUG**, Director, United Nations Population Fund, Technical Support Division, New York

**Dalmer HOSKINS**, former Secretary General of the International Social Security Association (ISSA) and currently Special Advisor to the Commission of Social Security, USA

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**Jean-Pierre MICHEL**, Professor, Head of the Geriatric Ward, Department of Rehabilitation and Geriatrics, Geneva Medical School and University Hospitals, Switzerland

**Hiroyuki MURATA**, President, Social Development Research Center, Japan

**Rainer MÜNZ**, Head of Research and Development, Erste Bank der Oesterreichischen Sparkasse AG, Austria

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

**Alan WALKER**, Professor of Social Policy and Social Gerontology, Director of the New Dynamics of Ageing Programme, UK

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

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