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Nikkei Super Active Ageing Society Conference

An international conference on the issues of ageing

Transforming Super Ageing Issues into Opportunities

Population ageing will continue to rapidly progress throughout the world over the next half century. In order to accommodate the dramatic changes that ageing brings about in societies, new ideas need to be developed and shared through cooperation at the global level. An international conference on this issue was held in Japan in October and attended by leading figures in government, industry and academia from around the world. The conference generated numerous proposals and recommendations for realizing a more active ageing society.

You can watch the archive video from here
NIKKEI CHANNEL
https://channel.nikkei.co.jp/e/20191015nsaasc_en1



Opening Remarks



Keizo Takemi
Member of the House of Councillors; Deputy Chairperson of General Council, LDP; Chairman of Special Committee on Global Health Strategy of LDP

The ageing society is an issue that affects countries around the world. In order to ensure healthy longevity while maintaining economic, social and cultural vitality, cooperation is needed from diverse viewpoints, all moving toward the same goal. It is my hope that this conference will serve as a springboard for these efforts.

Opening Address



Gaku Hashimoto
State Minister of Health, Labor and Welfare

In order to achieve the UN's Sustainable Development Goals and bring about inclusive economic growth, it is essential that we appropriately address the issue of the ageing society. Japan intends to share its experience as the frontrunner in this area and consider solutions together with the international community.

Keynote Speech (1): Toward a Super Active Ageing Society



Atsushi Seike
President, Promotion and Mutual Aid Corporation for Private Schools of Japan

Japan is the first country in the world to have a super ageing society. Elderly people in Japan have a strong desire to participate in the workforce. Prolonging the longevity of workers, consumers, investors and participants in local community while extending healthy longevity

ity in general will create a super ageing society with considerable vitality.

Theme Lecture (1): For Healthy Longevity



Yoshitake Yokokura
President, Japan Medical Association

As the population ages, the burden on the social insurance system will increase. Reining in medical and welfare spending, however, is not likely to be accepted by the general public. The Japan Medical Association recommends a generational social insurance system with a good balance between self-help, mutual assistance and public support.

Panel Session: Health



Panelist
Masako Akiyama
Center head & Co-founder, Certified NPO Maggie's Tokyo; CEO, Cares Co.; Cares Hakujuji Visiting Nursing Station



Panelist
Tan Chorh Chuan
Executive Director, Office for Healthcare Transformation, Singapore Ministry of Health



Panelist
Shigeyuki Fujii
Senior Manager, Accenture Strategy, Accenture Japan



Moderator
Takeshi Kasai
World Health Organization (WHO) Regional Director for the Western Pacific

Kasai: Ageing is not only an issue in Japan, it is progressing throughout Asia-Pacific region as well, at a remarkable pace. There is much that other countries can learn from Japan's experience.

Tan: We need to change our mindset. Diseases can be prevented throughout a person's life including in the elderly. Singapore is implementing its holistic Action Plan for Successful Ageing, while it continues to learn from Japan.

Akiyama: I always try to support a person from caregiving perspectives to the very end of his/her life. This type of support help people to die peacefully, reducing excessive reliance on medical institutions. I would like to promote nursing care to support elderly people in their daily lives beyond healthy longevity.

Fujii: Corporate initiatives on ageing are also making progress — initiatives like new employment opportunities rooted in the community and data-based health management. These also stand as new business opportunities.

Keynote Speech (2): Dementia Ecosystem Development to Encourage Social Innovation



Haruo Naito
Representative Corporate Officer and CEO of Eisai Co.

Legislative measures encompass various issues related to dementia in Japan. Eisai provides a data platform rooted in trust between the people living with dementia and the company, and is working to build a dementia "ecosystem" in which industry, government, academia and the public will cooperate to address those issues.

Keynote Speech (3): "Creating 'Living in Your Own Way'" In a 100-Year Life



Masatoshi Koide
President and Representative Director, Aflac Life Insurance Japan

As an insurance company with "creating 'living in your own way'" as its brand promise, Aflac intends to develop products and services that meet the needs associated with longer life expectancies for people with cancer and with the risks related to longer lives.

Theme Lecture (2): The impact of demographic change on labor supply and economic growth: Can APEC meet the challenges ahead?



John Piggott
Director of ARC Centre of Excellence in Population Ageing Research (CEPAR) and Scientia Professor of Economics at the University of New South Wales

Viewed from the 3P model of population, participation and productivity, global growth will slow going forward. To solve this, it will be important to welcome immigrants for population and productivity, and elderly people and women for participation.

Panel Session: Employment / Social Participation



Panelist
Hiroko Akiyama
Emeritus Professor of the University of Tokyo, Director of Co-Creation Center for Active Aging Japan



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Panelist
Daisuke Kikuoka
General Manager, Human Resources Department, Daiwa House Industry Co.



Panelist
Yuji Kuroiwa
Governor of Kanagawa Prefecture



Moderator
Keiko Shimizu
President of Sawayaka Well-being Foundation

Shimizu: Having a purpose in life leads to healthy longevity. Employment and participation in society are two of the keys to feeling fulfilled in life. It is important that activities be conducted with coordination between private-sector companies, the local government and volunteers in the local community.

Akiyama: When people are living to the age of 100, post-retirement is not the remainder of one's life; it is more like a second life. Employment is the No. 1 wish of senior citizens. Government, academia and industry need to work together to create a society that enables people to work their entire lives if they wish and that is inclusive of the elderly, women, people with diseases and people with disabilities.

Kikuoka: Daiwa House introduced an age 65 retirement program in 2013, and it is used by over 90% of eligible employees. What is important is to have a way to take the person's role into account in their evaluation and ensure the person is assigned to a workplace where they can effectively demonstrate their abilities.

Kuroiwa: Ageing and declining birth-rates have progressed more in Kanagawa Prefecture than any other prefecture. We need to focus on disseminating the concept of "ME-BYO" which regards health

and diseases as continuous. It emphasizes the importance of bringing a person's physical and mental condition closer to the healthier state in daily life, with both the community and the workplace playing important roles. I would like to transform the elderly from those who need support to those who give support.

**Keynote Speech (4):
Improving Quality of Life of the Elderly with AI**



Norishige Morimoto
Vice President, IBM Research and Development – Japan

IBM is developing an "AI suitcase" capable of monitoring a person's surroundings and effectively guiding them like an indoor seeing-eye dog. In addition, in the future, it will likely be possible to utilize ultra-compact AI sensors to evaluate cognitive function through daily behavior patterns.

**Theme Lecture (3):
Cognitive Aging and Financial Gerontology**



Kohei Komamura
Professor, Faculty of Economics and Director of Research Center for Financial Gerontology, Keio University

As the population continues to age and cases of dementia increase, it is becoming a problem even for financial markets. There is an urgent need to address problems associated with diminished judgment by revising rules for contracts, introducing adult guardianship and developing financial services for the elderly.

**Panel Session:
Financial Gerontology**



Panelist
Koji Ishizaki
Executive Officer & General Manager of Frontier Strategy Planning and Support Division, Mitsubishi UFJ Trust and Banking Corporation



Panelist
Harry Smorenberg
CEO of Smorenberg Corporate Consultancy



Panelist
Masaru Mimura
Professor and Chairman, Department of Neuropsychiatry, Keio University School of Medicine



Moderator
Yumiko Murakami
Head of OECD Tokyo Centre

Murakami: In its relation to finance, the ways ageing will impact the world is generally regarded in a negative light, but it can also be seen as an opportunity to create new businesses and social systems.

Mimura: There are 5 million dementia patients in Japan. In extending the age until which people continue to invest and manage their money, it will be important to find the disease at the stage of Mild Cognitive Impairment (MCI), to respect the wishes of the person involved and to build a mechanism for managing funds from the standpoint of enriching the person's life.

Smorenberg: As the risk is shifted even more to citizens due to aging, we need to re-invent pensions into adequate Personal Financial Planning. Flex-work will increase as we face more scarcity of labor. Allowing migrant workers will not solve this global problem. Break down the present policy silo's in order to create soci-

etal readiness.

Ishizaki: Financial institutions are developing initiatives for elderly clients, including simplified financial products. The Japan Financial Gerontology Institute was established in April of this year, and we intend to continue to address problems associated with ageing by Japanese society as a whole.

**Special Lecture:
Global Roadmap for Healthy Longevity**



Victor J. Dzau
President of the National Academy of Medicine (USA)

The National Academy of Medicine is beginning the grand challenge of healthy longevity. We will hold workshops for studying best practices from around the world and also hold a global competition that will reward breakthrough innovation.

**Summary Session:
To the future**



Panelist
Kalani Kaneko
Minister of Health and Human Services, Marshall Islands



Panelist
Nguyen Thi Ngoc Lan
Deputy Director General of the General Office for Population and Family Planning (GOPFP), Ministry of Health, the Socialist Republic of Vietnam



Panelist
Kiyoshi Kurokawa
Professor Emeritus, National Graduate Institute for Policy Studies, University of Tokyo and Tokai University; Chairman, Health and Global Policy Institute



Panelist
Yoshiki Sawa
President and Chairman, Department of Cardiovascular Surgery, Osaka University Graduate School of Medicine



Panelist
Shuichi Nakamura
President of Forum for Social Security Policy, Professor of Graduate School of International University of Health and Welfare



Panelist
Linda P. Fried
Dean of Columbia University Mailman School of Public Health (video message)



Moderator
Ryoji Noritake
CEO and Board Member, Health and Global Policy Institute

Noritake: Today's discussion has brought up many important points. We have covered extending healthy longevity, working life expectancy, women's empowerment, societal participation, expanding the range of regional case studies, diverse policy coordination and change, the importance of policy coordination internationally, the development of an ecosystem, and more.

Nakamura: Various active ageing initiatives are being conducted by government, academia and industry. As a leader in this area, Japan intends to broadly share its experience with other countries and work in a mutually beneficial way to address issues associated with ageing.

Sawa: There are real prospects now for solutions to cancer and heart disease. What remains is combating dementia. It is my feeling that to bring about a vital ageing society it will be important to develop an ecosystem for overcoming dementia.

Nguyen: I strongly feel the need for comprehensive measures. In Vietnam, we have made progress with medical legislation since 2010. We hope to address the issues associated with ageing as well, with support from Japan.

Kaneko: Actions need to be taken before there is an impact. In the globalizing world, all issues and all solutions are shared. The same is true of ageing and its issues. Actions should be taken with all countries, religions and individuals cooperating.

Kurokawa: In Japan, the elderly population makes up 27% of the total population. The issues of ageing are personally relevant. In the discussions today, one of the key words was "community." Attempts to address these issues ourselves without relying on the government will also be of use to other countries as a reference.

Fried (video message): Achieving healthy longevity creates many opportunities. When social infrastructure supports the engagement of older adults, it becomes an important resource for society. Key is promoting health across the lifespan, so that societies can enjoy and benefit from the talents of older generations.

Closing Address



Hideki Makihara
State Minister of Economy, Trade and Industry

Cooperation is needed across national borders in all industries and academia in order to address the issues associated with the super ageing society. We intend to promote innovation creation through continued opportunities for public-private partnerships. ■