

**2<sup>nd</sup> Announcement**

**DEMOGRAPHIC AGEING  
IN JAPAN AND SWITZERLAND:  
ACTION THROUGH EXCHANGE AND DIALOGUE**



**WDA Forum Expert Symposium**

**May 23-25, 2012**

**Swiss Re Centre for Global Dialogue  
Rüschlikon/Zurich, Switzerland**

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

## PROGRAMME COMMITTEE

- **Hans GROTH**, World Demographic & Ageing Forum (WDA Forum), St. Gallen
- **Florian KOHLBACHER**, German Institute for Japanese Studies (DIJ), Tokyo
- **Hiroyuki MURATA**, Tohoku University, Smart Ageing International Research Center, Sendai
- **Alfonso SOUSA-POZA**, World Demographic & Ageing Forum (WDA Forum), St. Gallen

## RATIONALE

- To address and compare key topics in two rapidly ageing societies – Japan and Switzerland.
- To develop an understanding of the interdependencies and interrelations among important areas influencing demographic change, such as labor markets, health, innovation, migration, public finances, social security, pensions funds and financial industry.
- To discuss views how healthy older populations in developed countries can capture a “2<sup>nd</sup> demographic dividend” and thus mitigate upcoming shortages of their labor force as a result of an “unhappy demographic triad” consisting of (1) ageing, (2) shrinking working age populations and (3) low birth rates.
- To develop a “St. Gallen Action Plan” on how shrinking and ageing societies can stay competitive in the 21<sup>st</sup> century.

## ACTION FOCUSES COVERED

- **Labor market policies:** new models for expanding work life-time, new retirement strategies, the importance of education and productivity, work-life balance, the new role of highly qualified women in business and society, migration as a strategy – solution or postponement?
- **Healthcare policies:** long-term and ageing care, health expenditures, the role of prevention
- **Innovation policies:** productivity gains from innovation to compensate for labor shortages in aging societies, risk taking and creativity as cultural and psychological challenges in ageing societies
- **Social security policies:** financial markets, pension systems, public debt, taxation and the future of welfare, the new social contract – definition of solidarity in the 21<sup>st</sup> century
- **Family policies:** intergenerational solidarity, family structures and size, fertility and child raising, empowerment of women
- **Implementation and action:** What happens if we don't act – defining forces promoting change vs. those opposing change in society, business and politics; identifying „change champions“ or „best practices“ in Japan and in Switzerland, the role of governance and civil society in Japan and Switzerland

- ✓ **Labor Markets & Migration...**
- ✓ **Innovation & Health...**
- ✓ **Financing Longer Lives...**
- ✓ **Governance & Civil Society...**

... Japan vs. Switzerland

## VENUE

The **Swiss Re Centre for Global Dialogue** provides a platform for Swiss Re to engage and interact with clients and stakeholders on topics that influence the global risk landscape. It is located in Rüslikon above Lake Zurich. It is 45 minutes from Zurich airport. The Centre can conveniently be reached by public transport. The number of parking spaces is limited.

There are a limited number of hotel rooms available at the Swiss Re Centre for Global Dialogue for event participants. To book a room please tick the accordant box in the registration form.

Find further details and location information on the website <http://cgd.swissre.com/>



## COSTS

- |   |                   |
|---|-------------------|
| ▪ <b>Symposium on Thursday, May 24</b> (incl. Lunch):                   | <b>CHF 290.00</b> |
| ▪ <b>Dinner on Thursday, May 24:</b>                                    | <b>CHF 140.00</b> |
| ▪ <b>Symposium on Friday, May 25</b> (incl. Farewell Lunch):            | <b>CHF 230.00</b> |
| ▪ <b>Full Package</b> (both days; <b>without</b> Dinner on Thursday):   | <b>CHF 450.00</b> |
| ▪ <b>Full Package</b> (both days; <b>including</b> Dinner on Thursday): | <b>CHF 590.00</b> |

## DETAILS

- Start:** Thursday, May 24, 2012, 08:00
- End:** Friday, May 25, 2012, 14:30
- Venue:** Swiss Re Centre for Global Dialogue, Gheistrasse 37, 8803 Rüslikon, Switzerland
- Language:** Simultaneous Translation Japanese - English and English - Japanese

## Wednesday, May 23, 2012

17:30 – 18:30 *Arrival of Japanese Delegation*

19:00 – 21:00 *Welcome Reception*

## Thursday, May 24, 2012

08:00 – 08:30 *Registration*

08:30 – 08:40 Opening remarks: "Four Levels of Action"  
*Hans Groth, WDA Forum, St. Gallen*

08:40 – 08:55 Keynote Speech: "Demographic aging in Japan and Switzerland"  
*Stephen Kramer, Swiss Re, London*

08:55 – 09:10 Keynote Speech: "Japanese Perspectives on Civil Society"  
*Hiroko Akiyama, University of Tokyo, Tokyo*

09:10 – 09:25 Keynote Speech: "Swiss Perspectives on Macroeconomics"  
*Monika Bütler, University of St. Gallen, St. Gallen*

### **Action Focus 1: Labor Markets & Migration Japan vs. Switzerland**

09:30 – 10:00 HSG Master Thesis "Demographic Change in Japan vs. Switzerland – Labor Market Recommendations for Policy Makers and Business Leaders"  
*Jonas Huber, Master Student University of St. Gallen, St. Gallen*

10:00 – 10:30 *Coffee/Tea Break*

10:30 – 10:35 Defining expectations  
*Hiroyuki Murata, Tohoku University, Sendai*

10:35 – 12:45 Action development statements  
(7 min. statements followed by moderated discussion)

What is the gap? Where is the labor shortage? How to continue to fill the talent pipeline? How to attract and leverage the untapped potential of senior citizens, women and migrants? How to foster life-long training and education? What are the working models of the future?

*Shoji Ariga, Koreisha C. Ltd., Tokyo*  
*Yoshihiko Hisada, Adecco Japan Ltd., Tokyo*  
*Masato Oka, Yokohama City University, Yokohama*  
*Masao Maekawa, Mayekawa Holding AG, Zug*

*Thomas Daum, Swiss Association of Employers, Zurich*  
*George Sheldon, University of Basel, Basel*  
*Martin Flügel, Travail Suisse, Bern*  
*Eduard Gnesa, Swiss Agency for Development & Cooperation, (SDC), Bern*

12.45 – 14:00 *Lunch & Networking*

**Action Focus 2: Innovation & Health Japan vs. Switzerland**

14:00 – 14:05 Defining expectations  
*Andreas Wildi, Wenger & Vieli, Bern*

14:05 – 16:30 Action development statements  
(7 min. statements followed by moderated discussion)

How to expand healthy life expectancy? The future of access to healthcare. Staying mentally and physically fit forever: Fiction or feasible option? How to leverage health and thus maintain productivity in shrinking societies? Working longer – but how and who? What do we know about productivity of elderly cohorts? Which types of innovations do ageing societies need in particular? What has been achieved so far? What is the process that captures the opportunities of innovation?

*Kenji Shibuya, University of Tokyo, Tokyo*  
*Yoichi Shintani, Hitachi Ltd., Tokyo*  
*Florian Kohlbacher, German Institute for Japanese Studies (DIJ), Tokyo*  
*Toshio Obi, Waseda University, Tokyo*

*Ernst Hafen, Swiss Federal Institute of Technology Zurich (ETH), Zurich*  
*Christoph Hock, University of Zurich, Zurich*  
*Walter Jenni, RehaClinic AG, Bad Zurzach*  
*Gerd Folkers, Collegium Helveticum, Zurich*

*16:30 – 17:00 Coffee/Tea Break*

**Action Focus 3: Financing Longer Lives Japan vs. Switzerland**

17:00 – 17.15 The Japanese individual life insurance market  
*Kenichi Kasai, Swiss Re, Tokyo*

17:15 – 17.30 The Swiss private life insurance market - managing the pension gap  
*Ivo Furrer, Swiss Life, Zürich*

17:30 – 18.00 Panel discussion

*Stephen Kramer, Swiss Re, London*  
*Kenichi Kasai, Swiss Re, Tokyo*  
*Ivo Furrer, Swiss Life, Zürich*  
*Hiroyasu Hirata, Nippon Life, London*  
*Moderated by Rick Perdian, Swiss Re, Zurich*

*18:00 – 22:00 Reception followed by Dinner*

Dinner Speech “Direct Democracy since 1848: Towards an Understanding of Switzerland”, *Christian Blickenstorfer, former Swiss Ambassador*

**Friday, May 25, 2012**

**Action Focus 3: Financing Longer Lives Japan vs. Switzerland (continued)**

08:00 – 08:05 Wrap-up from yesterday  
*Gebhard Kirchgässner, University of St. Gallen, St. Gallen*

08:05 – 10:00 Action development statements  
(7 min. statements followed by moderated discussion)

What are the dimension and origin of the challenges? What are the criteria for future sustainability in shrinking and ageing societies? How to tell the truth? What are the implications for the youth and the elderly? How should future social security systems look like? Investment principles and capital market solutions in ageing societies.

*Noriyuki Takayama, Hitotsubashi University, Tokyo*  
*Naohiro Yashiro, International Christian University, Tokyo*  
*Hiroyuki Murata, Tohoku University, Sendai*

*Kurt Schiltknecht, University of Basel, Basel*  
*Antoinette Hunziker-Ebnetter, Forma Futura Invest Inc., Zurich*  
*Martin Kaiser, Federal Office for Social Security, Bern*  
*Erich Walser, Helvetia Insurance, St.Gallen*  
*Monika Büttler, University of St. Gallen, St. Gallen*

*10:00 – 10:20 Coffee/Tea Break*

**Action Focus 4: Governance & Civil Society Japan vs Switzerland**

10:20 – 10:25 Defining expectations  
*Hiroko Akiyama, University of Tokyo, Tokyo*

10:25 – 12:15 Action development statements  
(7 min. statements followed by moderated discussion)

*Tadaaki Masuda, Japan NGO Council on Aging (JANCA), Tokyo*  
*Yukiko Tanaka, Japan Women Engineer (JWEF), Tokyo*  
*Kazuyoshi Umemoto, Ambassador of Japan, Bern*

*Felix Gutzwiller, Member of the Swiss Federal Parliament, Zurich*  
*Claude Siegenthaler, University of St. Gallen, St. Gallen*  
*Francois Höpflinger, University of Zurich, Zurich*  
*Monique R. Siegel, mrsTHINK, Zurich*

12:15 – 13:00 Joint Japanese-Swiss St. Gallen Action Plan:  
Addressing and Overcoming the Hurdles for Change  
*Boris Zürcher, CEO BAK Basel Economics AG, Basel*

13:00 – 13:15 Closing Remarks

*13.15 – 14:30 Farewell Lunch*

## LIST OF SPEAKERS & EXPERTS

- **Hiroko AKIYAMA**, Professor, University of Tokyo, Institute of Gerontology, Tokyo
- **Shoji ARIGA**, President, Koreisha C. Ltd., Tokyo
- **Christian BLICKENSTORFER**, Former Swiss Ambassador to the USA, Germany, Iran and UAE, Switzerland
- **Monika BÜTLER**, Professor of Economics / Director of the Swiss Institute for Empirical Research, University of St. Gallen, St. Gallen
- **Thomas DAUM**, Director, Swiss Association of Employers, Zurich
- **Martin FLÜGEL**, President, Travail Suisse, Bern
- **Gerd FOLKERS**, Professor, Collegium Helveticum, Zurich
- **Ivo FURRER**, Chief Executive Officer (CEO) Switzerland, Swiss Life, Zurich
- **Eduard GNESA**, Director, Swiss Agency for Development & Cooperation, (SDC), Bern
- **Hans GROTH**, Chairman of the Board, World Demographic & Ageing Forum (WDA Forum), St. Gallen
- **Felix GUTZWILLER**, Professor of Public Health, University of Zurich, Member of the Swiss Federal Parliament, Switzerland
- **Ernst HAFEN**, Professor, Swiss Federal Institute of Technology Zurich (ETH), Zurich
- **Hiroyasu HIRATA**, Chief Representative, London Representative Office, Nippon Life, London
- **Yoshihiko HISADA**, Country HR Director, Adecco Japan Ltd., Tokyo
- **Christoph HOCK**, Professor, University of Zurich, Zurich
- **Francois HÖPFLINGER**, Professor, University of Zurich, Zurich
- **Jonas HUBER**, Master Student University of St. Gallen, St.Gallen
- **Antoinette HUNZIKER-EBNETER**, Chairman, Forma Futura Invest Inc., Zurich
- **Walter JENNI**, Medical Director Neurology, RehaClinic AG, Bad Zurzach
- **Martin KAISER**, Vicedirector, Federal Office for Social Security, Bern
- **Kenichi KASAI**, Head of Client Markets Life & Health, Swiss Re, Tokyo
- **Gebhard KIRCHGÄSSNER**, Professor, University of St. Gallen, St. Gallen
- **Florian KOHLBACHER**, Head of Business and Economics Section, German Institute for Japanese Studies (DIJ), Tokyo
- **Stephen KRAMER**, Head of Epidemiological Research, Swiss Re, London
- **Masao MAEKAWA**, Chairman, Mayekawa Holding AG, Zug
- **Tadaaki MASUDA**, Director, Japan NGO Council on Aging (JANCA), Tokyo
- **Hiroyuki MURATA**, Professor, Tohoku University, Smart Ageing International Research Center, Sendai
- **Toshio OBI**, Professor, Waseda University, Tokyo
- **Masato OKA**, Professor, Yokohama City University, Yokohama
- **Rick PERDIAN**, Senior Business Development Manager, Swiss Re, Zurich
- **Kurt SCHILTKNECHT**, Professor, University of Basel, Basel
- **George SHELDON**, Professor, University of Basel, Basel
- **Kenji SHIBUYA**, Professor, University of Tokyo, Department of Global Health Policy, Tokyo
- **Yoichi SHINTANI**, Senior Manager, Hitachi Ltd., Tokyo
- **Monique R. SIEGEL**, Entrepreneur and Author, mrsTHINK, Zurich
- **Claude SIEGENTHALER**, Professor, University of St. Gallen, St. Gallen
- **Alfonso SOUSA-POZA**, Professor of Economics, University of Hohenheim, Germany, Secretary of the Foundation of the WDA Forum, St. Gallen
- **Noriyuki TAKAYAMA**, Professor, Hitotsubashi University, Tokyo
- **Yukiko TANAKA**, President, Japan Women Engineer Forum (JWEF), Tokyo
- **Kazuyoshi UMEMOTO**, Ambassador, Embassy of Japan, Bern
- **Erich WALSER**, Chairman of the Board of Directors, Helvetia Insurance, St.Gallen
- **Andreas WILDI**, Advocate, Wenger & Vieli, Bern
- **Naohiro YASHIRO**, Professor of Economics, International Christian University, College of Liberal Arts, Tokyo
- **Boris ZÜRCHER**, CEO BAK Basel Economics AG, Basel

## THE PROJECT “DEMOGRAPHIC AGEING IN JAPAN AND SWITZERLAND”

Although Bern and Tokyo lie approximately 10,000 kilometers apart and represent fundamentally different mindsets, the two countries have astoundingly many similarities. Both countries are economically successful, which is reflected by their prosperous service sectors, and have distinctly advanced technological production factors. A high quality of life is standard within these countries and they are both recognized for their well-developed healthcare systems. They also share life expectancies far above the global average. A consequence of below replacement birth rates and ageing populations is that both countries are experiencing major demographic shifts such as decreasing rural populations, increasing urbanization, declining workforce and skyrocketing 80+ populations.

Regardless of these similar demographic developments, both countries have taken different approaches to handle their demographic challenges. The “island nation” in the Far East accepts the shrinking of its population and considers the “import of workers to replace the aging/shrinking work-force” a taboo. The European “island” of Switzerland, on the other hand, maintains a positive growth rate mainly by the in-migration of foreign workers, although this immigration policy is not widely favoured. As a consequence, the Japanese approach could eventually lead to a shrinking of Nippon’s economic power, while Switzerland (which is about fifteen times smaller) shows so far a good balance of maintaining demographic and economic stability.

A comparison of the past and the future demographic evolution and the different strategic approaches which Japan and Switzerland are implementing to counter their unfavourable demographic implications creates a huge and unique opportunity for mutual learning. Leaders in both countries are interested in the determinants on how to achieve demographic and economic sustainability.

The results of such a comparison would also be useful for all other industrial countries close to the threshold of becoming a post-industrialized society. Although in a different manner, sooner or later they will all face similar demographic problems. The comparison of the substantially different strategies found in Switzerland and Japan shows the broad scope of possible consequences and could become role models for the developed world.

The WDA Forum Expert Symposium “Demographic Ageing in Japan and Switzerland: Action Through Exchange and Dialogue” aims to address these challenges. It will explore in-depth how both countries have reacted so far and what needs to be done in the future.

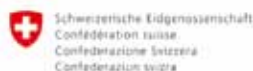




## OUR MAIN PARTNERS



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## ABOUT THE WDA FORUM

The WDA Forum – founded in 2002 and based in St. Gallen, Switzerland – is a globally-acting platform on the megatrend “Demographic Change” affiliated to the University of St. Gallen (HSG). Its annual Forum at the University of St. Gallen has been established as a unique event with over 100 speakers from 40 countries and around 500 participants. In addition, the WDA Forum organises conferences, symposia and workshops on demographic issues equally relevant to business and society. Due to its University of St. Gallen affiliation, the WDA Forum is also responsible for demography-related teaching and research activities at the University of St. Gallen.

The WDA Forum believes that the global megatrend „Demographic Change” can only be approached by a common action of business & society and by involving all generations. Sustainable solutions to this challenge will offer unique opportunities for our lives on planet „Earth”. To identify and develop these opportunities, we have established an international and inter-generational platform of more than 100 experts from various fields. This platform allows for a unique dialogue and potential actions along various dimensions of demographic change and ageing.

**Through clear thinking and careful analysis, supported by our network of partners, the WDA Forum is able**

- to guide businesses and societies successfully through demographic shifts
- to identify new ways to adapt governance and business models in a world of demographic change



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**World Demographic & Ageing Forum**  
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– WDA FORUM EXPERT SYMPOSIUM –

“DEMOGRAPHIC AGEING IN JAPAN AND SWITZERLAND:  
ACTION THROUGH EXCHANGE AND DIALOGUE”

May 23-25, 2012, Swiss Re Centre for Global Dialogue, Rüslikon/Zurich, Switzerland

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

Attendance Information		
I will attend the <b>Symposium on Thursday, May 24</b> (incl. Lunch)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I will attend the <b>Dinner on Thursday, May 24</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I will attend the <b>Symposium on Friday, May 25</b> (incl. Lunch)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Diatery requests?</b>		
<b>Remarks:</b>		

<b>Date:</b>		<b>Signature:</b>	
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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:

Costs		
<b>Symposium on Thursday, May 24</b> (incl. Lunch)	CHF	290.00
<b>Dinner on Thursday, May 24</b>	CHF	140.00
<b>Symposium on Friday, May 25</b> (incl. Farewell Lunch)	CHF	230.00
<b>Full Package</b> (both days; <b>without</b> Dinner on Thursday)	CHF	450.00
<b>Full Package</b> (both days; <b>including</b> Dinner on Thursday)	CHF	590.00