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 “2nd 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 21st 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 21st 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 Rüschlikon 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/](http://cgd.swissre.com/)

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**COSTS**

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

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**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 Rüschlikon, 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
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| 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-Ebneter, 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 |
| 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 Häpflinger, 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 WALTHER, 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
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.
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 an 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 an 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

WDA Forum
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# Registration

## 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, Rüschlikon/Zurich, Switzerland

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### Personal details

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### Attendance Information

- I will attend **the Symposium on Thursday, May 24** (incl. Lunch)
  - Yes
  - No
- I will attend **the Dinner on Thursday, May 24**
  - Yes
  - No
- I will attend **the Symposium on Friday, May 25** (incl. Lunch)
  - Yes
  - No

### Diatery requests?

### Remarks:

### Costs

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

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