

“Defining the Future Today”

Population ageing, globalization and urbanization are transformative drivers of the demographic landscape and of current and future generations. The nature and mode of employment, emerging fiscal priorities associated with ‘retirement’, technological advances in health and social care, and the changing dynamics of the family are just some of the interplaying dynamics in defining the future.

Alongside the unprecedented challenges and opportunities is the most important and rapidly growing market of our time – older people who are not only consumers and contributors, but also a cohort viewed by many as a ‘burden’.

While the market segment is appreciated in respect of ‘the numbers’ there is less confidence as to where industry and government should place the greatest emphasis.

What is the tipping point – is it effective formal care, is it technology to measure vital signs so that even the most frail can remain in their residence of choice, or is it to maximize the ‘new human touch’ through the latest social media. What role can industry play in effecting positive change through innovation and how can civil society marry the innovations with the needs of the citizen to better advocate.

Proactive positioning to advance discussions and bring international business knowledge to the forefront is the primary goal of this plenary session. Global leaders will be asked to explain how to meet the massive emerging market, capable of driving the economy forward, with a view to improving the quality of life of older people.

Expert Speakers



Mr. Bjarne Hastrup
DaneAge,
DENMARK



Dr. Jacob Roy Kuriakose
Alzheimer Disease
International,
UNITED KINGDOM



Mr. Gertjan Baars
PriceWaterhouseCoopers,
NETHERLANDS

Panelists



Mr. Bjarne Hastrup, Denmark

Bjarne Hastrup (M.Sc.Econ.) is CEO and founder of DaneAge Association. Under his leadership, DaneAge has grown to almost 670,000 members (a large number compared to the total population of 5.5 million).

Mr. Hastrup is very active in the debate on social welfare in Denmark and has, being a prolific writer, published a number of books and articles on the topic. He teaches at the University of Copenhagen in Social Policies and The Danish Welfare Model.

Mr. Hastrup has been a founder of a number of firms and organizations and has experience as a board member in many Danish companies and associations.

Mr. Hastrup also founded a number of firms and organizations in Denmark. Furthermore, Bjarne Hastrup has been very active in the international arena, in The International Federation of Ageing and in AARP Global Network.



Dr. Jacob Roy Kuriakose, United Kingdom

Dr Jacob Roy Kuriakose is Founder and Chairman of the Alzheimer's and Related Disorders Society of India (ARDSI) and Chairman of Alzheimer's Disease International (ADI). He has been a medical doctor since 1976 and has worked in India, the Maldives, Nigeria and Ireland. In 1998, he organised the first international conference of ADI to be held in the Afro-Asian region in Cochin, India. He is Founder and Chairman of the Tropical Health Foundation of India, a voluntary organisation dedicated to handicapped rehabilitation and geriatric care. In 2007 the Government of India made him a member of the National Council for Older Persons. He has held several positions in the Rotary Club and is also past

President of YMCA.



Mr. Gertjan Baars, Netherlands

Msc. Gertjan Baars is an information management and technology expert and Senior Director within the PwC Netherlands's Regional Government group.

Gertjan Baars is responsible for the international Team that runs the PwC's Global Center of Excellence on Ageing CoE which started 5 years ago. PwC defines the demographic changes and the effects of it on the young and old within Society as Ageing. Together with public and private partners like universities and clients, the CoE Ageing explores on a global level the possibilities and best- practises in the field of Systems, Labour market, Spatial planning, Health and Wellbeing. Especially the cooperation on a regional level

between Government-Knowledge institutes and Private parties within these fields are of his interest. Recently he and his team developed a new concept and vision on next generations 'terms and conditions' of co-workers within his field of work and within PwC. Within his role as Head of the global Center of Excellence on Ageing he has joined several Seminars and Conferences as speaker or part of a panel as subject matter expert. To achieve the goals, the CoE is active partner of the IFA and works closely together with TNO & Higher School of Education Utrecht / Knowledge Center of Social Innovation.